

ROBERT L. EIDENS COMPANY

for  
John  
Lidell

JOHN VELLANTE-20 FIGGINS RD.

Mr. L. - You do smoke?

Mr. V. - Yes.

Mr. L. - What brand do you smoke?

Mr. V. - Viceroy Filter Kings with the red label.

Mr. L. - About how many packs of the Filter Kings did you smoke in the past week?

Mr. V. - In this four day week I have smoked 4 packs.

Mr. L. - How long has Viceroy Filter Kings been your brand?

Mr. V. - About 15 yrs.

Mr. L. - What would you say is the primary reason for smoking Viceroy Filter Kings?

Mr. V. - I have always smoked them and I don't find them too strong.

Mr. L. - What do you like about Viceroy Filter Kings?

Mr. V. - I like the flavor and taste.

Mr. L. - How would you compare the taste and flavor of Viceroy?

Mr. V. - I like the mild taste it is not strong.

Mr. L. - How would you compare smoking enjoyment as compared to other brands?

Mr. V. - There is no comparison.

Mr. L. - How would you compare aroma?

Mr. V. - It is a good aroma it is not strong.

Mr. L. - How about quality?

Mr. V. - Very good.

Mr. L. - How would you compare the satisfaction to others?

Mr. V. - I am always satisfied.

Mr. L. - Does any members of your family smoke Viceroy?

Mr. V. - No.

Mr. L. - Do any of your friends smoke Viceroy?

Mr. V. - No.

Mr. L. - Do you usually purchase Viceroy by the pack or carton?

Mr. V. - Pack.

Mr. L. - Why by the pack?

Mr. V. - I don't smoke 2 to 3 packs a day. So I buy as I run out.

Mr. L. - What brand did you smoke prior to Viceroy?

Mr. V. - I started with Viceroy.

Mr. L. - What is your age and are you married?

Mr. V. - I am 33 and I am married.

Mr. L. - How would you describe your occupation?

Mr. V. - Make-up man.

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