

Brown & Williamsen
Cigarette Image
October 10, 1982 - 6:00 P.M.
Tape #1

Page #1
Typist: BDM

MOD: Tell me what you do and where you live, a little mini biography.

...My name is Mark Dean. I live out in Highland Park. I have two daughters, 8 and 4, and still married. Commodities trader mornings, and I run a plastic company in the afternoons.

MOD: Other than that, you don't have any time at all, do you?

...Just this time.

MOD: What do you trade?

...Gold and soybeans.

MOD: That's two different -

...Yea. Basically, I've always been a grain trader, but the metals have started picking up, so -

MOD: Metals are fascinating.

...Yea. It's like starting over again.

MOD: Terrific. Good. And in the afternoon, a plastic factory?

...General manager.

MOD: Uh -

...Injection molding.

MOD: Okay. I always make it sound like I know what you're talking about. But I do know that injection molding you can

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always tell because it has that little thing at the bottom.

...That's right.

MOD: One of the wonderful things about this job is that I learn things that under practically any other circumstances I would never have an opportunity to learn. About three weeks ago, I had a couple of sessions on air compressors. Prior to doing them, I had no idea what an air compressor was, but now I know that there are rotaries and reciprocals, and, blah, blah, blah. And I can throw around those words like a real pro. Still don't understand them, but I can throw the words. And who are you?

...I'm Tom. I'm married. Have three kids, 9, 10, 4. I work for United States Steel Corporation.

MOD: Doing what kind of thing, Tom?

...I assemble their massive computer system. Test them out and engineer them. Make sure they run right, and do what they're supposed to do, you know.

MOD: Having grown up in Pittsburgh, U.S. Steel is one of those things that are very close to my heart.

...Yea. I try to stay away from those idiots.

...(laughter)

...I do a lot of traveling, going from site to site, plant to plant. And sometimes, lately, been to Europe investigating to see what they got going in their processes. It's kind of fun I guess. I enjoy it. I enjoy the freedom I

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got. Enjoy you're your own boss. You are your own boss because my boss has no idea what I'm doing.

MOD: And there's no way you're going to tell him.

...Wouldn't make any difference. He's understanding. He gets paid for managing. I live on the northwest side of Chicago. I've been in Chicago my whole life. I learned the hard way. I learned by tinkering. No formal education. Just started tinkering 15 years ago with things. I think I got my start when the micros came out. I was one of the first persons to realize the value it had, and go ahead of everybody else. I taught seminars on micro computers.

MOD: Terrific. Good, good, great. Who are you?

...Rich. Rich Baraskewicz. I'm a police officer. Four children. Live on the northwest side.

MOD: Tell me about your kids, Rich. Children.

...12, 9. Two boys, two girls, 3 and 1½.

MOD: Balanced. Two boys, two girls. Symmetry is there.

In terms of being in the police department, is there a special area that you're in?

...West side of Chicago.

MOD: And a special kind of detail, or?

...No. Patrol.

MOD: Good. Living on the northwest side.

...Yes.

MOD: Do you ever smile?

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...Work the midnights and I've been up for about 36 hours.

MOD: Oh my dear. Okay. I'll be gentle. Tell me about you.

...Ed Sutkis. Live on the northwest side. Have one daughter, 5 months old.

MOD: Sleeping through the nights now.

...Yea.

MOD: Thank God.

...I work for the city. I'm a truck driver.

MOD: Good. What kind of truck?

...Garbage.

MOD: A sanitation man.

...Right.

MOD: Good. And a little girl five months. That's delightful. Tell me about you.

...My name is Pete

MOD: Pete?

...Yea.

MOD: I got a slight hearing problem. If I lean forward it's because -

...I live on the northwest side. Have four kids, 16, 14, 8, and 4.

MOD: Two boys?

...I remembered. No. One boy, three girls.

MOD: Hmm?

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...Something like that.

MOD: What do you do?

...I fix, it's hard to explain. In a way, I fix computers, mini's and small micro's.

MOD: You two have any kind, can you work a mutual, what was I going to say? Some kind of deal, can you help each other is what I'm trying to say?

...I work with everybody.

MOD: There are some funny kinds of relationships that evolved around this kind of group situations because we do get to know each other reasonably well.

...He's not a program (inaudible)

...No.

...No use.

...Just on my own.

MOD: Are you self employed?

...No.

MOD: Who you with?

...I work for Terminal Data.

...Sounds like (inaudible)

MOD: It does sound like the end of data.

...Maybe that's the way it is.

MOD: Do you terminate it?

...No. Does it itself.

MOD: Terrific. Tell me about you.

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...My name is Dwight Reed. Live on the southeast side of Chicago. Two sons, 10 and 9. Work for the state of Illinois.

MOD: What do you do for the state, Dwight.

...I'm a caseworker.

MOD: Welfare?

...(inaudible)

MOD: I'm sorry. I show my age when I say welfare. At least it's better than relief which I called it for about 22 years.

...(inaudible)

MOD: I will clean up my act and call it that.

...Okay.

MOD: Tell me about you.

...I'm Marty Curry. I will be attending VI Traffic Institute Northwestern. Police Seargeant from Colorado. I don't know where the north side is, but by Prospect Heights, if that's northwest or whatever.

MOD: Is that a one year program?

...(inaudible)

MOD: Two boys and two girls, did you say?

...Yes.

MOD: Is that a one year program at Northwestern, or 1½, or six months?

...One year.

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MOD: One year. It always fascinates me that they can't teach traffic in Colorado.

...They got enough of it.

MOD: I know.

...I'm from the other side of the mountain. We just have farmers.

MOD: Just have farmers. Two boys and two girls, what age range?

...13, 11, 9, and 7.

MOD: Talk about symmetry.

...A boy at the top and a boy at the bottom.

MOD: And every other year. Tell me about you.

...(inaudible)

Police officer. Work in the department of personnel.

Married, have a son 3½. I'm a workaholic.

MOD: You too?

...Beats being broke.

MOD: It sure does. Where do you live, Victor.

...Northwest side of Chicago.

MOD: Are you known as Vic or Victor?

...Anything but late for dinner.

MOD: Oh, I'm sorry. And you are?

...Mike Solgren. I have two girls. Have one married. I have one girl just turned 11. My other girl is 3. I work for my brother-in-law.

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MOD: Doing what?

...Roto Router.

MOD: A roto router.

...Yea.

MOD: How long did that take you to say that without either stumbling or?

...I still stumble all over it.

MOD: Roto router.

...I've been a lot of things before that, but that's what I am right now.

MOD: Presently a roto router then. And where you living?

...Prospect Heights.

MOD: What kind of cigarettes do you smoke?

...Marlboro.

MOD: Marlboro. Why?

...They taste good.

MOD: Are there any other brands that you smoke?

...When the stores are out of Marlboro, I go to Winston sometimes. I don't like any menthol cigarettes.

MOD: How much do you smoke in a day?

...Depends on how busy I am.

MOD: Okay.

...2-3 packs.

MOD: 2-3 packs.

...Nerves.

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MOD: And you, Victor? What do you smoke?

...Winston Lights.

MOD: How much?

...Depends. Anywhere from a pack and a half to two packs a day.

MOD: And you, Marty?

...Vantage. Pack a day.

MOD: Dwight.

...Kools. Give or take (inaudible)

MOD: Which Kools?

...(inaudible)

About a pack or two.

...Salem Light. Pack and a half.

...True Green. Pack a day.

MOD: Tom.

...Camels. I smoke a pack a day. I light a lot of them, but I put them down and I'm running off here and there doing this. It's kind of hard to say. I go through a pack and a half, but I must smoke less than half a package.

...(laughter)

MOD: I've been telling myself that for years.

...I really don't smoke them all. I analyzed that about three weeks ago. I look at my ashtray in the office and I say, that damn thing is full and I didn't smoke none of that. You know, I mean, it amazes me. I can see, cigarettes, you

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know, how you put them in the holder there, and they're just dying out all over. I'm just throwing money away here. It's very hard for me. Most of the areas that I work in, there's no smoking allowed because of and all this other stuff you can't smoke, so I light a cigarette and go from one room to another. Two or three puffs, it's hard to say.

MOD: But you purchase so that you have available to you a pack and a half a day?

...About that, yea.

MOD: How's that for being real precise?

...That's how many cigarettes I buy. You asked how many I smoked.

...(laughter)

MOD: How about you, Mark?

...I alternate between Winston and Merits.

MOD: What makes the difference?

...One's a lot stronger than the other. The Winstons are a lot stronger than the Merits.

MOD: So when will you smoke a Winston and when will you smoke a Merit?

...When I'm downtown doing the commodities I have Winston because I can't run out. You know, can't run out to the smokers office so I smoke one an hour. Merits are what I'll smoke regular, when I'm off inspecting (inaudible)

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MOD: On an average day, how much do you smoke?

...I would say about a pack and a half. It's the same thing, it's hard for me to tell too. I'll light them and never even see them again.

MOD: I have - I'm going to ask you to do something kind of real, hopefully it's fun. Hopefully, it's kind of interesting. I have some cigarettes there, and I want to get some word pictures. Don't you love it? About the various brands, and in order to do that, I think what we're going to have to do is kind of go through them one at a time. For example, what are the pictures that go through your mind when I hold up this brand of cigarettes? When I hold up Kools? Now, I'm really, really interested in trying to figure out, I know a lot about the product characteristics, so I don't need to find out that much about the product characteristics themselves, but I'm really trying to figure out what kinds of mental pictures do you have about the kind of person who smokes, or the situations of smoking, or what's going on? What, I hate to use the word image, but that's such a tacky, tacky word, but basically what image does Kools have? What does Kools, what are the things that flash through your head, Mark?

...I instantly think of a cool jazz festival, so I guess it would be, I can relate it to jazz music and, for some reason, I also relate it to black people. Has to do I think with ads

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I've seen more than anything else.

MOD: A specific kind of black person?

...Like a musician I guess, you know, in that kind of.

MOD: What do you think of, Dwight, when I threw out Kools what kinds of things?

...Relate, picture, sometimes I think of temperature, environment. A scenery where it's cool and someone has a cigarette and relate the cigarette to the scenery. I've seen that ad too in terms of the jazz musician smoke Kools. And Kools seem to be a very popular cigarette in the black community. But those are relatively new ads also, so I don't relate cigarettes to black people because they have, you know, evidently the ads aren't directed at the black community. I assume in a white community, they don't run those ads.

MOD: Getting back to that picture that you had painted of a cool place. You had a cool scene that you started to describe.

...Like a fall scene, trees changing. It just looks like a fall scenery.

MOD: What kind of person is in that scene?

...In terms of trying to describe someone in terms of a person's character?

MOD: Yea.

...A man, jacket, hat, you know.

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MOD: What kind of jacket? What kind of hat?

...Probably leather jacket, suede. Some kind of hat on.

Standing, looking, enjoying the scenery, something of that nature. Outdoors type of person.

MOD: Go a little further with enjoying the scenery. What kind of mood is this person in?

...Probably content, relaxed. Could just be out for a stroll, a walk, something of that nature.

MOD: What kind of word picture happened in your head?

...About the same thing.

MOD: Go on with it. Elaborate so that I can see it.

...Like being by a lake with the falls. Somebody sitting there, maybe even fishing or something. Lighting up a cigarette.

MOD: Alone or with people?

...Alone. Or in the mountains with the snow.

MOD: What do you suppose it is about Kools that says mountains, snow, alone, outdoors?

...Just the name. Kool.

MOD: You're staring at those packs so they don't jump up.

...No. I just (inaudible)

...(laughter)

...It's funny. It seems like the only time I smoke Kools is when I want something cool, a sore throat. So the picture I get is probably menthol, and as they were saying,

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kind of picture like Fall or something, Canadian, something that would be kind of crispy, cool outside.

MOD: Crisp?

...Yea. Sort of. Kind of like it is today. Which is not my favorite weather.

MOD: You say you only smoke it when you're sick.

...Yea. Sore throat. It's such a heavy menthol, it seems to just numb your throat.

MOD: Is there a mood or a feeling, or a headset that you might associate with smoking a Kool?

...I really don't care for menthol cigarettes, so I just kind of -

...I picture a woman smoking a Kool. A woman by an open brook or something, and a man comes over and lights her cigarette and she's just sitting there by a brook. I wouldn't smoke them. She's an old hat like bridesmaids wear now. Wide brim, whatever, you know, southern belle, that's the picture I get of Kools. Man wouldn't smoke Kools.

MOD: Man wouldn't smoke Kools. Why not?

...Menthol taste.

...(laughter)

...Terrible. It's not sharp enough.

...It's not natural. How does that sound?

MOD: Go on.

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...It's artificial, menthol.

...Um-hmm.

MOD: You're going um-hmm.

...I never smoked them. I tried smoking menthols when I had a cold and I'd rather quit smoking than smoke menthols.

...(laughter)

MOD: What kind of person, or what kind of situation, what kind of feeling do you think?

...I might be dating myself, but I go back to, I think they had a penguin at one time with Antartica.

...Yea.

...A character of a penguin. That's what I associate with Kool because I've never tried them. I remember seeing on the bus and subways.

MOD: What does the penguin tell you?

...What does the penguin tell me?

MOD: Um-hmm.

...They must taste cool I guess, cold.

MOD: How do you relate that to the kind of person you envision smoking, or the kind of situation you see it being smoked in?

...Nothing. I have no feeling really about who would smoke it or why. I have no care for them.

...(inaudible)

MOD: Smooth (inaudible)

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MOD: Are those ones you can't possibly trust or what?

...(inaudible)

MOD: Because they talk slow and think fast.

...I don't know about the think fast.

...(laughter)

MOD: Dwight, they're not saying anything personal.

...I understand that.

MOD: And I hope you feel ready to jump on their brand.

Marty, talk to me about Kools? What does Kools say to you?

...Want to hear more?

MOD: Yea.

...It's Mark.

MOD: Mark, I'm sorry.

...Close.

MOD: Hmm?

...It's close.

MOD: Well, the seive strikes again.

...Generally around, people sitting around a lake, sitting on a pier, nice calm, placid lake and probably an area that would like, would look like the northern boundaries of the United States. Nice pleasant setting, that's another thing that comes to mind. Why, I don't know. I also have smoked those when I have a cold. I don't like them. The other thing is being a general manager of a plastic plant, every time I go borrow a cigarette, for some reason they always

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- turn out to be these.

MOD: So, a borrowed cigarette?

...Right. Other peoples.

MOD: How about you, Tom? What happened in your head when I held this up?

...Like the gentleman over here said, a penguin and that's it. Blank. That's kind of bad because my mom smoked those. Still does. For ever since I can remember. Another thing is that, you asked a question that I thought of, what do you think of people who smoke them? I felt like him.

Nothing. Million different people smoke them, and it's a cigarette. You don't make judgement on what they smoke.

MOD: Yea , but you do have little pictures in your head. For example, if you walked up to -

...A penguin comes to my head when you brought that question up. Just a stupid, idiotic, little penguin on an iceberg.

...(laughter)

...That's the only thing.

...(talking together)

...If someone wants to choose that, that's, so be it.

That's their preference. It's not mine.

...No action.

...No action. It's just there.

...It's not a fancy cigarette.

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...Right.

...You know what I mean. Either you like it or you don't.

...You wouldn't see an advertisement, Marlboro, that's what I call my fancy stuff. You see it. Every guy would love to be a Marlboro guy. There's no women to nag you.

...(laughter)

...You're out there. Everything you want to do. You're by yourself doing supposedly, you know. This is just sterile. Very good word. It's a very sterile, very, I've seen the commercial, the jazz musicians, you know, and I haven't gave it a thought. I just flipped it right over, you know. Meant nothing to me. The only thing that came to mind was a stupid black penguin on an iceberg. Nothing else.

...Another one too. There's little cars running around. For a long time, little Volkswagens running around for Kools.

...Yea.

...They're gone now. I haven't seen them.

MOD: What comes into your head?

...Work.

MOD: Why do you say work?

...Because I used to smoke about four packs a day when I was overseas and it was Kools. And most everyone I knew in the military smoked Kools or Salems. I work the west side of Chicago, which is an all black neighborhood, and just

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about everyone I deal with out there has got a pack of Kools. And I just associate Kools with work. I have the mental image immediately of the penguin with the little cigarette in the mouth, an iceberg, and there was one commercial I remember the snow. It came in like a blizzard, but then one thing that I will always associate the cigarettes with is the military.

MOD: If you walked into, this is, you probably all know that I'm a little off the wall, but if you walked into a bar and there was a place that had looked like somebody was sitting there because there was a drink and a pack of cigarettes sitting on that bar, who would walk up to those? Who would it be?

MOD: What type of bar?

...(laughter)

MOD: Okay.

...I'm serious. What type of bar?

...Local, dive, or what?

MOD: Would it make a difference in terms of what kind of person that Kool smoker is?

...Depends on the type of bar. I don't go to bars much actually. But if it was a blue collar type of bar, obviously it would be a working man. If it was a racially mixed bar, I would say that it would be a black. And that's how it would work. That image is very strong in my mind. That

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and Salem because of the predominance of people that smoke those two brands in the military. As far as going to a bar, really can't tell you. I'm not a bar type person.

MOD: But just using your little fantasy tripper.

...There's a number of images that over years have developed of Kool. And one of the big ones is that jazz festival way back, mellowed out. I enjoy jazz. And that would be kind of it. A little ways back. I don't get the country scene that much with Kool. Salem, I would, but not for Kool.

MOD: So, you'd get laid back city?

...Yea.

MOD: And you get brisk and crisp outdoorsy kinds of things?

...Not so much. Just the changing of the seasons, from Fall into Winter. And that whole scenery, leaves changing color. I mean you can just kind of see a little chill in there.

MOD: And the person in that, what kind of mood is that person in?

...Like I said earlier, probably a content mood. Maybe at that particular time, not really worrying about anything. Just kind of enjoying himself.

MOD: That gets back to laid back.

...In a way it does.

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MOD: Different definitions of laid back.

...Because, you know, I can relate to work, to temperature outside at the same time I can relate to personalities, which would be to lay back person, you know. Probably well dressed with a drink in one hand, a cigarette in the other hand, probably talking to a woman.

MOD: So, a hustler?

...Not necessarily a hustler. Could be a hustler, you know. Could be an executive.

MOD: The two aren't mutually exclusive.

...(laughter)

...They're not really a fantasy cigarette. Their whole concept, most of the advertisements you've seen, have been basically individuals or small groups, self choice, self concept, really, you know, content, very happy with themselves. It's not really a, identifying a cigarette with an idea persay as it is just kind of a mood.

MOD: Are you trying to say loner?

...No. Not loner.

...(inaudible)

...You don't rely on the crowd. It's not as being a high commodity cigarette. Everybody in the group smokes it. A very common place. This is for you, if you want it. It's there. Water, running water, (inaudible)

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With snow and ice.

...I picture feminine. Something feminine or else not sharing with anybody else. Like what he's saying. I don't see somebody walking up and offering everybody a Kool. You know, it's individual, I guess you might say. Just one person smokes it in a crowd. That's the picture I get out of it.

MOD: Again, playing devil's advocate, in order to clarify self sufficient.

...Independent.

MOD: Independent is another word.

...Nobody else wants one.

...(laughter)

KOD: What's your thinking, Ted? What does this brand say to you?

...Basically the same that everybody's been saying. Nothing really.

MOD: Is there a difference? Here we have two different, Kool Ultra 100's and we have Kool Filter King. Is there a different kind of person who smokes this than who smokes this?

...Cheap person. He wants more for his money.

...(laughter)

MOD: Cheap person smokes which one?

...(talking together)

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...Lasts longer.

...Self assured.

...Women would smoke that.

...Right.

MOD: Blacks would smoke the filter kings and women would smoke the ultra 100's.

...The package alone, when I see that, Kool Ultra, and a couple of others in the same boat, very prestige, very, had to verbalize, selfish is not the word. Much more cruder word would fit the people. Useless I guess would be as close as you come.

...(laughter)

...Useless person. Someone you would have nothing to do with. I see somebody pull that out, right away I got to look at it, what you doing.

MOD: What of what?

...(talking together)

...When I see the light package, thin letters, you know, I figure that's for show. That's not for taste. That's not for anything. It's for show. It looks nice. I'll do it. I'll choke, but I'll still do it.

...Any man that smokes Camels can't say that.

...Yea.

...This is true. What I find distrubing is everybody, and maybe it's you, you threw one out. I don't think I've ever

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seen an ad in the paper, on TV, or heard about it, where I associated a certain segment of a population or certain ideal man or woman related to a cigarette.

MOD: That's why this is fun because it's not -
...I never thought of it in those terms.

MOD: It's not playback of any advertising. It really isn't.

...Yea.

MOD: What happens in your head. Just your association.
...I think people who do research don't realize that you can see and hear and, zip, you're not buying the message. That's it. You know, I don't think they take that into account. They're saying, you have to. I've seen 10,000 Kool commercials and I never thought of it in terms of black women, this or that. Just ideal, like packaging and stuff. That turns me off. You know, that's what gets me. I never try and characterize. Maybe I should have I guess. I missed the whole message.

...(laughter)

...I think basically like anybody else. There are certain things. You may have tried them once. If you don't like a product, you'll never try it again.

MOD: Absolutely.

...You can see the commercial a thousand times.

MOD: Absolutely.

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...Because you get negative response from yourself, out it goes.

MOD: That's why in this particular instance, I couldn't care less whether the message is, or the picture is one that came from advertising, is one that you accept or reject. I want to know what the picture is. And if you get enough, if you get no strong picture from Kool, fine. You know, but there are some things that you do associate with this brand. ...You're right.

MOD: And I'm trying to figure out what that is.

...The first thing you said that I said. The thing that pops into my head, the first thing, was that little silly penguin. You know, I said to myself, that was it. Nothing else, but the penguin. I really tried to dig deep. There's got to be something. Everybody else did something. You're seeing nothing, you know, you're an addict.

...(laughter)

...I'm about the same way as he.

...Yea.

...That sterile atmosphere and the penguin. That's it.

MOD: Sterile is a very interesting word in terms of either the kind of person or the kind of situation, or the kind of image that this projects.

...The individual I guess.

...Could be.

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...I consider, you know, I didn't know where they got their iceberg from, but I always figured it was Antartica rather than north, you know, the artic because they don't have penguins up north.

...(talking together)

...A sterile continent.

...Funny, this has nothing to do with it, but it just occurred to me that I never heard of anyone in my life that ever smoke unfiltered Kools. I don't connect them anymore.

...They still make them.

...They still make them?

...Yea.

...I smoked Kools for many years and they had a good taste. Cigarettes have a taste after you smoke for a number of years. They obviously destroy your taste buds, but

...(laughter)

...But you smoke Kools on a regular basis, you really can't smoke any other cigarette because of the heavy menthol.

...Yea.

...It's got a good strong taste to it. And I started weaning myself off Kools because after a while it felt like I was all clotted up and I went from the Kools into the milds to the milds in the silver package. What's the silver package? The ultra lights, extra lights, then I went to these True Greens. They're about the lightest menthol that I

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found. But now I, you know, I've been a menthol smoker since '69, when I went into the military. I've been smoking menthols now for 13 years and for me to smoke a regular cigarette like a Winston or Marlboro, it's not pleasurable. So I associate taste with menthol cigarette, but in that same vein as far as menthol cigarettes, Kool is probably the strongest, most defined taste.

...What kind of cigarette do you smoke?

MOD: We'll talk about that a little later. I will tell you. But I can't tell you yet. Okay. Here we have a totally different brand. We have Virginia Slims. What do those say to you?

...Very feminine.

...You've come a long way, baby.

...Right.

...Women's lib.

...(inaudible)

MOD: Say that again.

...Long legged blond.

MOD: Long legged blond.

...(inaudible)

MOD: Feminine, hmm?

...You're out of luck. He's looking for a blond.

MOD: Oh, well.

...I never heard of a man smoking those. I guess they just

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market them for women.

...Not those. Virginia Slim menthols she smokes. Just female, period.

MOD: Okay. But there are different kinds of females.

...Yea.

MOD: There's the real soft and fluffy ones.

...When I see a woman smoking that, I get the impression she's trying to make a statement. That she's liberated or whatever. She's not really coming out. Pushy about it. She's just giving you the message. This is the story.

MOD: Reluctant libber.

...Yea. Something like that.

...I wouldn't say reluctant libber. You're liberation. What liberation is. A woman who's able to, feels alright with herself in this world. Is able to interact with people fine. She's not necessarily a libber, but by the same token she can get out in any circumstance or any situation. To me that's what I associate that woman. A woman who knows herself and has self confidence.

...If you're man enough, go on.

...(laughter)

...Long legged blond.

...(talking together)

...That's what I think.

...How do you turn her on?

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- ... (inaudible)

... Aggressive, confident.

MOD: What kind of career?

... (inaudible)

She knows what she wants and I think the marketing has been geared to that type individual and that type mental concept of being independent yet being feminine. Being independent, being feminine, being aggressive. And still maintain that certain amount of femininity. (inaudible)

You see the woman, they show the old drugery, the typical, so and so got, you know, (inaudible)

And they show the new modern woman dressed in the latest fashion, but not necessarily, not, and yet not so unfeminine that she's not a woman.

... Yea. That's what I said.

... Is that what you said?

... Well basically.

... Not pushy.

... Would you call it aggressive though?

... (talking together)

... I think she's on an equal with men. That's not aggressive. That's being unequal.

... From their viewpoint, it might be.

MOD: What do you see, Dwight?

670576185

...Let's see. I see a tall, slim, petite woman, self assured, professional. Probably and with an attitude.

(inaudible)

...(talking together)

...(laughter)

...I'd buy the image of aggressive because it seems to me that the latest Virginia Slim commercial showed a self assured business type woman, but she's in a very, it's a picture portraying emotion, moving forward. She's wearing a dress. She's not standing model like. The dress is swirling. It looks like she's moving. She's doing something.

...Dynamic.

...Dynamic. That's good enough. I love the original series of advertisements where they show the guy putting his wife over the knee for catching her smoking. Now all of a sudden she's, it's a terrific series of advertising. ...Yea, to me, dynamic's a good term. And along with that, I'd say aggressive because it seems to me I remember one advertisement shows the girl in a red dress. The dress is moving. It looks like she's in motion, moving forward. That's an impressive sort of stance.

MOD: What do you see, Mark?

...I see strictly a woman's cigarette. Nobody else's. I don't see the woman smoking as being so much hard lined,

670576186

_hard core woman libber as being independent minded.

MOD: Go on with that.

...In other words, more of a free figure, more able to go her own way. Do whatever she wants to do. Whether it involves getting women's lib, getting involved with what exactly a man does, and wanting to do exactly, this doesn't say that to me. It says to me that she's going to do what she wants to do whether it interferes with a man, or it doesn't interfere, or it's on an equal frame. Just independent. Somebody who smokes this will kind of follow her own lead. That's the way I feel. The commercials have shown, the ads have shown when nobody else was smoking, here's a woman that's smoking. Smoking behind a wood pile didn't make a woman's libber. It made her independent. What she wanted to do, she did.

MOD: : If she were to walk in the door -

...Women's libbers downtown, smoking those, they look like cigars. More -

...Yea.

MOD: That's a real libber cigarette.

...Yea. That's what I noticed. I don't know if that's fact or fiction.

...Those are pushy ones.

...Yea, really.

...(laughter)

670576187

...Lot of women on the exchange do that. What it does for them, I don't know. Walk around with a big stogie. I figure, you know, you're the type of person that would smoke those, you know, - we're all on an equal basis. Nobody feels for the other any less than the other.

...She's a Pall Mall type.

...(laughter)

MOD: What do you mean by that?

...(inaudible)

...That's the mild. That's the projection or the image that Virginia Slim wants to project. Virginia Slim tennis tournament, Virginia Slim run til you die, stuff like that.

...(laughter)

...But I couldn't attach to somebody because they smoke that. Because a woman pulled out a pack of Virginia Slims I wouldn't say, aw, Jesus Christ, I'm in trouble.

MOD: What kind of man would pull out a pack of Virginia Slims?

...Fagot.

...(laughter)

...I would doubt this guy right off the bat. This is unfair. I realize that, but I think I would look twice and move over.

...(talking together)

...Stole his wife's pack.

670576188

- ...I would look at that with a benefit of a doubt.
...A psychology teacher with a full beard maybe might.
...No, not even that.
...Benson and Hedges menthol.
...Right.
...Not the Virginia Slims.
...I don't think you'd catch too many men.
...(talking together)
...Not public.
...It's a shame because you know the images are projected.
Lady, blond, independent. I wouldn't attach that. I
mean, I know Virginia Slims because of what they back and
how they advertise. I don't think I would fall in line
that way. If somebody, I must be terrible. I don't give a
damn what people smoke. You know, I just say, oh, you smoke
Marlboro so where's your horse, out front. I don't do that
to people.
...I think if they originally advertise Virginia as being
the state of Virginia, with hills and stuff like that, you
have a whole different concept of a cigarette.
...Oh, as soon as they say slim.
...Well, even still.
...(talking together)
...We've been brain-washed. That's a new type of cigarette
in the last ten years. You go back just a few years before

670576189

that, the Silver Thins. Nothing to do with that. They always presented the sunglasses, sports car, you know.

...Elite.

...Yea.

...The elite.

...(talking together)

...(inaudible)

...(laughter)

MOD: Say that again.

...They used to have a sports car. (inaudible)

...My sister-in-law smokes. When I'm out, I smoke her cigarettes.

...I can't see in public.

...You wouldn't go out and buy a pack.

...No.

...(talking together)

MOD: You wouldn't what?

...I wouldn't smoke Kools.

...3:00 in the morning, after you've been out drinking and there's not a cigarette left in the house.

...And nothing's open.

...You haven't had one for about an hour or two. Dying for one, and it's laying there.

...I wouldn't smoke it.

670576190

...(talking together)

...I've had them offered to me and I haven't smoked them.

...I wouldn't smoke them at all.

...Going in a store and buying a pack of those is like going in a store and buying a package of tampons. You know, for your wife. I mean, true feminine cigarettes.

...That's bad.

...When you're in the roto router business -

...(laughter)

...Good point.

MOD: If two women walked in the room, what would the woman be like who would pick up the lights versus the menthol? Are they different kinds of women?

...No.

...No.

...Yea.

...Yea, I think so.

...I think more of a phony, a tease or something like that.

If somebody's going to smoke, they might as well smoke.

...Does your wife smoke?

...I got her on the Marlboro's.

...(laughter)

...Does she have a horse parked out?

...Lights, people that smoke lights, they want to conform not smoke, but they still have a little tendency to go

670576191

against the grain. As far as lights go, I think people that smoke lights or vantage or whatever, as a little bit phoney.

...I see that as maximum pleasure, you know.

...I don't understand the term. The slims and the lights.

I questioned this before. What's the difference between a slim cigarette and a regular. I held them up. They're the same. You know, why do they call them slims. What's a light.

...The slims are a little thinner.

...I don't understand. Why would you want a thinner cigarette for the same cost.

...It's feminine.

...It's more elegant, more feminine.

...(talking together)

...Easier for a woman to hold.

...That's easy.

...(talking together)

...It's symbolic though.

...This woman sitting with a short, stubby cigarette.

...I can't talk to her. I'm sorry. Buy her a drink.

...(laughter)

...I'm sorry. I would. I really would.

MOD: You said slim. I want to get back to elegant. You said slim, elegant, what other words were there?

...I think all we said was slim, elegant. Very feminine

670576192

because that's another thing. When you see advertisements of Virginia Slims, you see the tall, thin legged girl with the longer dress on, which accentuates the height and the slimness. (inaudible)

...You think of men as lean. Women as thin. That's the way I look at it.

...Yea. That goes along with the image of the popular image. The guy looks at a girl. He doesn't look at a heavysset girl. He looks at the slim girl. And it just seems the girl looks tall and slim. Attracts more attention than a girl that's short and chubby. That goes along with image. It just seems to me that a woman with smaller bone, leaner, the long elegant fingers and the finger nails and a cigarette.

...Little more sophisticated maybe.

...Watches are thin. Cigarette cases are thin. In other words, if you're going to be part of this very affluent community, the things that you possess generally have been flattened out. They're not bulky. The cars are slick. They're dynamic looking. Maximum use of space for the article of present. That's what I associate with slim as far as slim cigarettes, especially those silver things. It took me back to that type of thing. As far as someone walking in, I associate with a business woman, and the green one

670576193

with a housewife. Somebody who is not a professional in the business sense.

MOD: Go on with that.

...Mainly because the brown is more neutral tone on the packaging.

...Yea.

...You figure a beige woman's suit. The outfit that they wear. Business clothes and so forth. They got neutral colors whereas the housewife will tend to go to the more flowery colors because of the type of world that they live in. The green being that type of thing.

...I don't think that's necessarily true because green is associated with menthol cigarettes. Take a look at all your menthol packages there. You got your Carlton 100's are green. Your Newports, your Newport Lights, whatever they are, even your Barclay Menthols. My True Greens are green. Your Virginia Slim, your Kools. I think it's just the color key for that particular type cigarette, a menthol cigarette.

...Right.

...If I were to see a woman walking in, Lights versus one of the green cigarettes, as far as those two go, I don't know if the Virginia Slims are menthol or not. I have no idea. From the decorations on the cigarette package.

Okay. That's what I see. I see that particular, you know,

670576194

the business woman taking the brown one because it fits in with her clothing style.

...Has anybody ever seen anyone smoke a regular Virginia Slim?

...Yea.

...Is that brown one regular?

MOD: There's a regular.

...But it's not menthol.

...Oh.

...I don't think I've ever seen anyone smoke a regular Virginia Slim. It's always been a menthol.

...Might be.

MOD: Okay. We have another brand. Another family.

...I've been waiting for that one.

...(laughter)

MOD: You ready with this one? Here we have Winston.

...Ah-ha.

MOD: Ah-ha. What kind of picture? What kind of image? What kind of thing happens in your head?

...Gary Moore.

MOD: Gary Moore?

...Right.

...(laughter)

...It goes back years and years ago. Winstons, Gary Moore, I've Got a Secret.

670576195

...Yea.

...I can see six people standing there nationwide and all these people together and they put together the slogan, you know, Winston tastes good like a cigarette should. That's what they came up with.

...I forgot that one too.

...I see double impression. I started out on Winston so it reminds me of going down to the beach at Santa Monica. Okay. That's when I first started. (inaudible)

Another thing more recently, in Colorado they got Winston Slim, and that's the pickup trucks with the one ton, duo axles. Larger pickup trucks that are hard to miss with, you know, Winston on the side. They've got a couple of those out. That's what I associate with Winston. I don't associate it with the golds or the lights or whatever they are.

MOD: Okay. Let's only talk about the Winstons.

...(talking together)

MOD: REal cigarettes?

...That's the dominant one I have in my mind. I've smoked lights before I went to Vantage because I was trying to cut down. I went to lights and then to Vantage.

MOD: Who do you see smoking these?

...Oh, I don't know. I get a picture of, kind of a western

670576196

type. Sort of like the Marlboro man, but he gets the girl.

...(laughter)

MOD: The Marlboro man, he gets the girl.

...Yea.

...No. The Winston guy does.

...It's more middle America.

...That's every man's cigarette. That's a new way of saying it.

...Action too. You see their ads at all the race tracks, all over, speed boat racing, car racing, horse racing.

They're the main advertising for some reason. Action involved, not action like playing tennis so much as action where there's some sort of death defiance involved. To a degree, where you're putting something on the line. That person.

...Just middle America pursuance because, you know, every man will go to drag race or watch boat race, or go out fishing, and just the type of thing that middle class, regular type person, not high financed type, not real blue collar, it's just a very middle class sort of thing.

...(talking together)

...Yea. Chevrolet and Winston go together very well.

...Right.

...Chevrolet and cigarettes. I know at work that's one thing they replace most often in the machine. The guys

670576197

told me that. He says it's amazing too. The same thing that we bought up, they can't see that garbage. It's imbedded in people's minds. That's the real cigarette. That there is just -

MOD: That there what?

...Those two other little things you got.

MOD: This one?

...Yea.

MOD: The ultra lights and?

...Yea. That's for not real people.

...You go get those after you've had two packs of these.

...(laughter)

...After the hangover. After the whole night out. Okay.

MOD: In terms of developing a full picture, I get middle America, working class, not blue collar, but middle America, every man.

...Um-hmm.

MOD: But I also get risk taking action.

...Yea.

...Making associations.

MOD: Yea.

...I go along with that.

...Like brought up before. That's the fantasy involved in it. Well, I'm not going to be, I'm going to smoke Winston. I'm not going to end up Paul Newman driving the Grand Prix

670576198

or whatever, but if he's smoking them over there and every-
one else is, and I see the ad every time it flashes by,
then, you know.

...Sportsman or softball player, or bowler.

...They could fit in anywhere.

...Anything where activity is involved.

...(talking together)

...Broad minded than anything else. You cannot fit a
Winston with an image. I mean, everybody appeals to, if
they meant it that way or not, is immaterial. You can go
just everywhere. It seems to me like one of the most
legitimate cigarettes. I've never smoked them.

MOD: Legitimate.

...Legitimate, right. What you got in your right hand is
illegitimate. Stuff like that and I wonder why would some-
one come out with a product, you know, screw around with
those plain looking packages, you know, when they had the
best seller in the world on their hand. Why would they do
that?

...Competition.

...Cancer scare and (inaudible)

...Low tar and nicotine.

...One of the reasons I tapered off of Kools to a lighter
cigarettes like True Greens was because of the rating as
far as low tar and nicotine.

670576139

...Yea. They're one of the highest. That's why I cut down to Winston Lights.

...Psychologically you could feel less tar and nicotine and have less taste. It never works that way.

...Yea.

...But when you initially buy you think, wow, great. I can have the same good taste.

MOD: Who do you see as smokers of either Winston Lights or Winston Ultra Lights? What kind of person?

...Guy that wants to cut down smoking.

...Ex Winston smokers.

...Yea.

...Winston smokers that want to cut down.

...I don't think that somebody's just going to jump in and smoke those.

...Right.

...They have to start with the right.

...The right and work their way.

...Win them over and so they go to those.

...Winston probably put that out to counteract everybody else's brand so they would at least have them still in their pocketbook.

...I think someone who has extreme product loyalty will stick with Winston's. Once you cut down, you go to lower tar Winston, but it's still Winston.

670576200

...Yea.

...We all have certain minds -

MOD: Does that mean a thoughtful person or a whim?

...A loyal person.

...We're all creatures of habit.

...Yes.

...We're all creatures of habit. How many people you know buy Chevy's time after time, after time again. Or, Winstons or a particular type of beer. Let's face it. If you do the old thing where you have a bunch of people over at your house and you put up six glasses of different types of beer at them, the person can't tell the difference if you blindfold them. And I'm willing to bet that if you take several types of cigarettes in the same family, like Winston and Marlboro, someone would really have a difficult time telling the difference between the two of them if you had them blindfolded.

...That's right.

...That's kind of bad that continuation because loyalty doesn't mean you have whim. I would never look at it that way. I do think the idea was right. I do think the idea is right that the people who smoke light in the gold pack started on the red. You don't start off, you would never say, I think I'll try the Winston Lights or Winston this. You'll switch. You'll cut down.

670576201

...Another alternative.

...Right.

...I think everyone's tried Winston at least once in their life.

...Oh, yea.

...Okay. So possibly whatever they're on now, they may think well maybe Winston Lights would be better. Okay. If there's no Merits, I'll get Winston Lights because it's the closest thing. Actually, I've smoked almost everything on the floor which you have in my time. You know, on and off except -

...The Slims.

...Except Virginia Slims.

...(laughter)

...Quality Filter, I think that one I missed.

...It's a generic.

...Yea. And Barclay, I don't think I ever tried that.

MOD: Male, female, young, old, rich, poor?

...(talking together)

...Nothing. Everyone.

...Everybody.

MOD: Male, female?

...(talking together)

...Like, what? Say 21 to 40. 20 to 40 say, that age group where you're old enough to know better about a lot of this

670576202

stuff. Like Mark was pointing out, the dangerous states, okay. You're old enough to know better but you still have to try the damn thing again and again and again. So, you know, somebody really young. I see them smoking them.

...I get the idea the best thing Winston can do is never advertise again. Because people are going to advertise and try and change an image that they got whether they earned it or whether it was deliberate, they got it. Don't screw around with it. You know, everybody goes to Winston.

Winston is world famous. Winston is this, and there's no boundary on this thing. None. I can go to high school, I went to Elk Grove high school. I bet you 90% of those kids in there got Winston cigarettes.

...It's disgusting.

...Might be disgusting, but it's true. I mean, Winston is a popular cigarette period.

...Yea.

...If you go to any other country, like Marlboro and Winston is about all you'll find.

...Right.

...And Kent for some reason.

...Even in the Army.

...Yea.

...I'd say those two are the best, the most popular.

...As far as I'm concerned, they're almost interchangeable.

670576203

To me, they're both the same. Maybe Marlboro's a little stronger.

MOD: How about Newports?

...Another jazz festival.

...Yea.

MOD: Another jazz festival, beach?

...Early '60's.

MOD: Skating, snow, early '60's.

...Sail boating.

MOD: Sail boating.

...Sun and surf.

...Yea.

...Girl at the beach.

MOD: Girl in a bathing suit.

...You know somebody who smokes them?

...I have.

...You have?

...I smoked them in the early '60's.

MOD: What do they say to you, Dwight?

...Oh, Newport. I have a friend who smokes Newport and I guess they must be light and taste good for him. In terms of a mental picture, probably outdoors, you know, Newport. Maybe around the lake front, Navy Pier, longshoreman, something of that nature. Trying to draw a mental picture.

MOD: Yea.

670576204

...I associate it with water.

...Right.

...Somewhere around water.

...(talking together)

MOD: Young guy, young girl.

...Yea.

MOD: Why? Go on with that.

(inaudible)

Young girl maybe by the pier or by the water.

...(inaudible)

MOD: Say that again.

...Brush your teeth and take one of those and you die. It's horrible.

...(laughter)

...Horrible taste.

...(talking together)

MOD: What were you starting to say about these?

...That was the original jazz festival. The Newport Jazz Festival. Going back many, many years. And that's the thing that really strikes me. The logo and advertisements I always remember just the sailboats, and that seems very much east coast, New England sort of thing. A regional image I guess is what I'm trying to say.

...I say west coast.

...Yea.

670576205

...Well, anything along the ocean.

...Newport beach down there.

...(talking together)

...That's the one I associate it with.

...A little symbol is kind of an abstract little seagull in there.

...Yea.

MOD: So it's all very sea oriented?

...Very young too. I associate with young. I don't know why. Anybody who smokes it.

...Nobody over 30.

...Just young and I never heard anybody ever smoking those. I'm amazed they're still made.

...(laughter)

MOD: What kinds of things happen in your head, Ted?

...Just the same thing Rick said here. About the sailboat, the girl with the swimming suit on hanging on the sailboat smoking Newport.

MOD: Hanging on a sailboat.

...Yea.

...That's it.

...Kind of carefree.

MOD: Carefree?

...Yea. Carefree on the ocean.

MOD: And coastal.

670576206

...Totally out of place.

...Strictly coastal. You wouldn't find those in -

...Say Chicago.

...I wouldn't expect to find them in a landmark state.

...Like Arizona. Forget it.

...Yea.

...Unless, you know, unless you got some beaches to go along with it, I don't think you, the association would be there.

MOD: We have so far four different brands, and I'm just going to stop here for a minute because I really want to find out what would it be like - what kind of feeling would you be having if you picked up a Virginia Slim and smoked it? What kind of feeling would you have? What kind of emotional state would you be in?

...Unsatisfied.

MOD: How do you mean?

...Well, there's not much taste there.

MOD: A basic physical reaction. What kind of mental?

...I'd be very self aware that I was smoking one.

...Yea.

...I wouldn't want anyone to see.

...Right.

MOD: A secret kind of thing.

...Very hard up for a cigarette.

670576207

...Right.

...Little flowers on the filter tip.

...Is that Virginia Slims?

...(laughter)

...(talking together)

...The only reason would be because I don't have any other cigarette. And Virginia Slim is the only one available.

...I wouldn't smoke them unless - I really wouldn't smoke them but you're saying if I had to smoke them how would I feel. Embarrassed.

MOD: Embarrassed.

...I wouldn't give it a thought.

...In the house.

...Yea, in the house.

...Right.

...You wouldn't even catch me, you know, borrowing one of those to walk into a football game or a boxing ring.

...Yea.

...That would be totally alien to that type of atmosphere.

...Yea.

...Also, almost like a little kid sneaking and smoking your first. I guess that's the idea. I hope nobody catches me.

...(laughter)

...What an embarrassment that would be.

...Yea.

670576208

MOD: What kind of head set, what kind of feeling, what kind of mood would you be in if you smoked the Winston. If you were having a Winston regular?

...Everyday.

MOD: It's an everyday feeling?

...Just dangling out of your mouth because it's there.

...No special thing, you know.

...It's like a dependable, reliable. You're comfortable with it. Doesn't mean that much one way or another necessarily.

...Like your wife.

...(laughter)

MOD: Winston is like your wife?

...Yea. Dependable, reliable.

...Always there, right.

...Always there.

MOD: Very uninteresting.

...She's a very interesting woman.

MOD: I wasn't relating, I wasn't demeaning your wife at all.

...(inaudible)

...(laughter)

...I carry a gun. It's okay. No. Because Winston I guess we've all gone through stages. I know that Winstons were probably the first cigarettes anyone in the neighborhood smoked. I seem to remember going through stages of unfilter-

670576209

ed cigarettes. It was Camels, Luckey's, Pall Mall's. That lasted for about a half a year to a year, when you first started smoking. They were evil, vile things, then you went into the Winstons.

...Right.

...Marlboro eventually showed up somewhere in those teen years, and there was head to head competition between the two, but everyone seemed to stick to the Winstons instead of the Marlboro.

...I never heard anybody say anything bad about Winston.

...No.

...Like you already got, you know, all the way down the line people have, you know, yes or no. Winston is almost a beautifully neutral cigarette.

...(talking together)

...If a man handed you a Winston, you wouldn't get mad.

...Right.

...If he handed you something else, you might -

...Yea.

...Or think about it.

...That's right.

...Once they pull out that red box, you're home free. You know that.

...Yea.

MOD: What if they pulled out this white package?

670576210

...I would still look at it. I mean, it would be a Winston but I would say, you know, it wouldn't be that feeling you got from the red pack. You understand. I realize that it would be safe, but when they pull out the red pack, everything is there.

...Instantly you recognize it.

...Yea.

...They'll probably change to green.

MOD: Somebody got a free sample of the Ultra Light?

...Yea. That's the way I would look at it.

MOD: Here we have another brand.

...That's a non-smoking smoker.

...Right.

MOD: A non-smoking smoker smokes a Carlton.

...Those are when you're out of True Greens. I smoke off brand too and when I come into any place and I ask for True Greens, they kind of look at me. But those are absolutely atrocious.

...Yea.

...That's definitely a woman. I mean, nobody has pockets that big.

...(laughter)

MOD: What kind of woman? What kind of woman smokes a Carlton 120?

...One who either wants to quit smoking or wants to start.

670576211

When the doctor tells her she's got to quit or die.

...Yea.

...It would be like a non-smoking smoker basically that's it.

...I tried. I went to Carlton for about a pack. I was trying to quit, but they got this strange white paper that tears your lip right off your face.

...(laughter)

...I just can't handle those things.

...Aren't those made out of cabbage leaves? Isn't there a cigarette on the market made out of?

...(inaudible)

...Free.

...Yea, Free is the name of the brand.

MOD: Okay. What other kinds of things are associated with Carlton?

...Playboy magazine. They always have 19,000 advertisements in Playboy. Always. The first page in Playboy nine times out of ten is going to be a big full page Carlton advertisement.

...(inaudible)

MOD: (inaudible)

...Yea.

MOD: How do you mean?

...Somebody just got some money and they like the name

670576212

Carlton.

...Baseball, catcher.

...There you go.

...It has a more sophisticated name I think. Like the Barclay's. Definite image to that. I've never seen the Carlton 120's before. I didn't even know they existed (inaudible)

...(laughter)

...I tried the smaller ones and I agree. I don't even remember.

MCD: What kind of person does smoke this regular Carlton?

...Desperate.

...Yea.

...(talking together)

...Trying to quit or has not been able to quit ever.

...Yea.

...And they end up with those. That's what I can see.

...It's the lowest.

...That's as low as you can get.

...Somebody with poor taste.

...Yea.

...Taste because they don't want to smoke anymore.

...(talking together)

...It's to take something that's absolutely terrible and try smoking several packs and really get disgusted with smoking,

670576213

and always go back to the regular brand.

...You buy those for the moochers.

...(laughter)

...Beautiful. That's beautiful.

...(talking together)

MOD: What do you think, Dwight?

...I'm not familiar with the 120, but just by the name I would assume they would be directed toward men, Carlton. I mean, you know, Carlton, Winston, Marlboro, maybe that's why Virginia Slim, that's one cigarette. That's a man's cigarette. Other than that, I never had one, you know, I probably wouldn't even want to smoke one.

...Treat yourself.

...(laughter)

MOD: Okay. Sitting in a bar and there's a drink and a cigarette sitting, a pack of cigarettes sitting there. A pack of Carlton's. And somebody's gone to the washroom, what kind of person do you expect to come back and sit down next to you that would be smoking these?

...Little old lady.

MOD: Little old lady.

...Somebody in a nursing home.

...Truman Capote.

MOD: Truman Capote.

...(talking together)

670576214

MOD: Next to a Shirley Temple?

...It's just such off the wall.

...Survivor.

...The Durall's and the super ultra light cigarettes. They came and they went, and that's the survival.

...And not necessarily the best. Really.

MOD: Parliment.

...Recessed filter.

...Love it.

...The first cigarette. That got me started. I choked to death on everything else.

...(laughter)

...My first one.

MOD: What were you going to say?

...I was just going to say, (inaudible) only cigarette I smoked. But now I notice they're all lights.

MOD: (inaudible)

...Do they make a regular one?

MOD: Yea.

...I don't even know.

MOD: Say that again.

...Parliments and Kents. That's another starter cigarette everyone in the neighborhood was puffing away for awhile. Those two brands because they weren't as strong as Winston

670576215

or Marlboro. Everyone seems to have started off on regular cigarettes and then going to the menthols if you're a menthol smoker. And there are just very specific brands that seems everyone started on Kents because they were so light compared to the more popular brands such as Marlboro and Winston. But that recessed filter, that's the one thing that sticks out in my mind.

...High school girls.

MOD: High school girls?

...Yea.

...Probably high school girls.

...Yea.

...The guys are smoking Marlboros and Winston, and the girls are smoking those.

MOD: What are they proving when they're smoking Marlboro and Winston? What are they proving when they're smoking Parliament?

...One's going into a convent. The other one -

...(laughter)

...(talking together)

...Trying to show they're more feminine. Okay. But they're still part of the in crowd. Go ahead and smoke.

...A filter's like a holder. Like a cigarette holder.

...Accentuate sensuous.

...They are associated with elegance.

670576216

...Delicate would probably be the word.

MOD: Delicate.

...Yea.

...Anyone who smokes those is the Green Beret. All the cigarettes, that's definitely the best looking package. I do love that. And I still got a fond thing in my heart for them. I can't help it. If they're going bankrupt, I'd go out and buy some.

...(laughter)

...I really would. I really would.

MOD: I got delicate. I got feminine. I got high school. I got young. I got starter. I got cigarette holders.

...Elegant.

MOD: Elegance. What other kinds of things are associated with Parliament?

...They never present anything. They present the cigarette.

...The name probably.

...The name also takes you back to London, whole England a little bit. If I remember they're old commercials. Some Big Ben.

...Right.

...Which would also take you back to elegance and old tradition, I guess you'd say.

...The name is very important. As a kid, I can remember the first time I bought one, the name Parliament was very

670576217

impressive to me. Gee, I got one of these.

...(inaudible)

...It was.

...But when do you learn about Parliament. You learn about it generally in high school during social studies class or whatever. I mean when you start getting that type of thing. Those are the only way I remember smoking them was in high school. Met someone who had smoked them outside.

...I was in grammar school when I started that. And the name was, for some reason, all I want to say is I knew what the Parliament was, but then I don't know. The name was impressive to me. I really don't know why, you know. Obviously I was very stupid.

MOD: Okay. Barclay.

...It's right there with the Carlton.

...(laughter)

MOD: What do you mean right there with the Carlton's?

...Name. I mean there's nothing. Doesn't ring a bell. Doesn't impress me. I have no images of it.

...I always think of a bank. I'm sorry. I used to work at a bank. A very big bank. We had a lot of business overseas, you know. And the first time I heard the name it was a bank. It was English and it was a bank, and that was that.

...I get the impression of a gentleman from a bank. From

670576218

the English part of it. Be out in a and an umbrella and suit. Barclay is that type of thing. It's the elegance. It's the upper crust.

...English, Barclay is.

...That's the impression I get from the name.

...The packaging goes along with it too. I think. It enhances the name.

MOD: Okay. Now, there are bankers who are dull and gray, and never smile.

...Conservative.

...Yea.

MOD: And there are bankers who are investment bankers and wheeler dealers.

...No. older type, established bank. Bank of England or Lloyds of London, Barclay smokers. Bowler hat and umbrella.

...Yea.

MOD: Umbrellie?

...Umbrella.

MOD: What do you see?

...I see British, but I also see, oh, upper management type. Presidents, things like that. I get that impression from it.

MOD: When you say presidents.

...Something president. It seems like that.

MOD: The kind that have climbed the corporate ladder carefully and consistently? Or the kind who bobbed their way to

670576219

the top?

...Born into it.

MOD: Born into it?

...Born and married.

...Yea. I get the idea it's for show. People don't smoke Barclays because they like it.

...Yea.

...It's show. It's individualism there somehow. There's no experimentation. Barclay's safe. Nobody's going to laugh at you. Nobody's going to say you got a junky cigarette or you got good taste. It's just neutral.

MOD: What are you thinking, Mark? What does this say to you? What kind of image?

...No image at all. It's similar to Carlton, but I've had feelings about that. I've seen, you know, as they came out and I have no image of them. They're just an ultra, an ultra super low tar. It's probably strong carrots and stuff inside there, you know.

...(laughter)

...I've smoked four of them.

...(inaudible)

...Yea. It's like carrot tops. I don't know what's in there, but I have no image of elegance. I know the name is a name of a bank, but I don't make the association. I see no reason why anybody who's in top management would be smok-

670576220

ing them.

MOD: If a Barclay smoker walked in the door, what would they look like? Who would they be?

...I don't know. My next door neighbor smokes these.

MOD: You're frowning, Rich. What's going on in your head?

...The packaging itself with a little stripe on it, subdued color to it, like old school ties maybe. English, very big on ties, the sash, the romantic sashes, along with the name, I guess, you know, if you really thought about it you could develop an image associated with upper crust. The word nobility or somebody's who has made it already. But other than that, I mean, I'd really have to sit there and think.

...Without someone else making comments, there's absolutely nothing to me. You got to push it to get the image they're talking about. That's my opinion. Push it to look for banks and bowler hats and all that.

...I would expect if you taste them, there's nothing there.

...That's for sure.

...It wouldn't surprise me to get into a very exclusive restaurant. See a gentleman sitting down, came in with a nice suit, conservative type suit on, and put a pack of those on the table. I would expect to see those rather than Winstons in that type of place because of the class that that might have with the name on the packaging. In other words, he's going more for style. He's going for an image

670576221

rather than his own special taste.

...Phoney.

MOD: Phoney?

...He's creating an image. He may be a phoney or what.

He's creating an image with it.

...He'd smoke Winston's if he's real, right?

...I don't put phoney with him at all.

...I don't think they even want to do it.

...He's not trying to impress anybody.

...Vea.

...He's natural.

...I don't think he's trying to impress anybody. He's trying to build himself up. Small confidence or something. I don't know.

MOD: (inaudible)

...That's the impression.

...I wouldn't buy it. But the impression I got is, you know, from the ads and everything, if I were to walk around smoking those and then I should have a three-piece suit on. Wearing jeans and sneakers don't make it.

...Look at advertisements with those things.

...Never even heard of them.

MOD: Never even heard of them?

...The way the pack is. It's kind of classy looking. Little crown or whatever.

670576222

MOD: What goes on in your head, Dwight?

...Well, Barclay, I would think of a middle aged, well dressed conservative gentleman. Who probably serves on a board of a major corporation. Probably was born well off, well educated, and not necessarily a phoney as much as has always had everything good in terms of clothes, car.

Probably a mansion, large house, etc., etc. Just simply following through on a pattern that has already been set by his father. So, you know, very easily could have a walking cane, the derby, walking down London streets in the fog, you know with a Barclay.

...I think this type of gentleman, if he smoked Winston, he'd have them in a cigarette holder. Okay. Because they would not color coordinate with his outfit. They would not. That's why he would put it down in a pack of cigarette. The red of the Winston would not because of his conservative nature wouldn't be in line. Okay. So he'd have those, the Winstons in a cigarette holder where with the Barclay he could put out on the table and they would not be out of line with his mode of dress at the time.

...When I think of cigarette holders, I think of Benson and Hedges. As you say, cigarette holders or cigarette cases.

...That's what I meant by a holder.

MOD: Why Benson and Hedges for that? It's funny that you

670576223

should say that. Let's talk about Benson and Hedges.

...I see them in a cigarette case. Someone offering you a Benson and Hedges in a cigarette case, gold, flat, silver, whatever. That's the only thing I really see.

MOD: Who is the somebody who is pulling out the cigarette case?

...Somebody elegant or conservative. Female. Doesn't matter. Male or female. Somebody who has a little class.

...Used to be that Benson and Hedges a while ago were always a real high class cigarette. They cost a little bit more.

...(talking together)

...Now I was just thinking when you brought it up, now they're giving them away. They're all over the loop.

...(laughter)

...That's the image you were supposed to have, but now they've become more of a commodity type cigarette. They're no longer elegant.

...Used to be a special square little box.

...More commercial now. They're not exclusive.

...It was a long cigarette. It took a long time to smoke it. Kind of leisurely working class, working type individuals, but took a cigarette break to relax. It took a long time to smoke it.

...They always had that commercial where you took a break.

...I smoked them for some reason. I don't know if they

670576224

taste good or not.

MOD: You want to open the window?

...Talking about those things. The advertising campaign they had, that was the neatest thing where all you saw was the left ends of the cigarettes. The Volkswagon with the windshield with the little bubble in it.

...That's when I switched over from being elegant to being every day.

...They always gave me the original things in the center. Always gave me the impression of being important for some reason. Just always associated that with fighters and other type English cigarettes.

...Nobles.

...Yea.

...Just an imported cigarette which has a lot of appeal.

...I think they were the first one to come out with a duo name. The duo name is what brought you to them.

...Right.

...The pack on the right turns me off totally. And this last one that came out, the ultra lights, when I saw that ad, the ad is a little deceiving because the package looks almost white. I thought it just oozed class when I first saw that. I said, that's class.

...(talking together)

...You can't buy them. Nobody has them.

670576225

...Yea, that's the problem.

...They give them away.

...(laughter)

...You can't buy them.

MOD: Who is the smoker? What kind of person smokes them?

...Discriminating people I would imagine.

...With a little bit of money.

...Almost anyone really.

...I see a cross section of smokers.

...Yea.

...Mainly for some reason I notice older women smoke those.

I don't know why the reason. Their ads were never aimed that way, but I notice older women have the middle one or the one on this end.

...Older women have money.

...Older women, 25-30 years old.

...Yea.

MOD: Any specific kind of older woman do you envision?

...Country club set for example. I've noticed that.

MOD: The bridge and ladies at lunch.

...Right. The modular set. I don't see factory women smoking those. I have never seen that smaller thing. So we're not talking working class woman. We're talking closer, not even housewife type woman. We're talking real leisure class.

...I see almost anybody.

670576226

...Yea.

...(talking together)

...A little bit of class whether they can afford it or not.

...You got to admire the company too because they started out with a real exclusive thing and they came in to mass marketing and they didn't downgrade their image. You know what I mean? They still projected that exclusive image. That's very rare. Most companies screw things up when they do something like that.

MOD: Marlboro.

...(inaudible)

MOD: Talk to me fantasy.

...Masculine.

MOD: Masculine.

...Yea.

...Macho.

MOD: Macho. Okay. Because masculine like feminine has a lot of different meanings.

...Independent. I get the idea you're totally your own person. You can do whatever you want. If somebody wants to fire you, that's fine.

...Burt Reynolds.

...Yea, right.

...A male version of the Virginia Slim basically.

...No, not really. Virginia Slim is very, I guess to women

670576227

maybe that is true.

...They don't care about consequences.

...You don't care what people think. You don't care what they say. You don't care what they do. You're just going to do it and the hell with everybody.

...(laughter)

...That's the kind of cigarette a roter router would smoke.

...Yea.

...(laughter)

...And be proud of it.

...Right.

...You can taste it above the smell.

...(laughter)

...A cigarette that, it's more of a masculine, physical type of cigarette. Somebody who's very physically active. Somebody more like a guy working on the range, a guy playing tennis.

...A rugged cigarette. Independent. It's not demure.

...Yea.

...It's the opposite of demure.

...No matter what advertising campaign, it will never overcome the cowboy image. That guy with that sculptured face. The loner. The rugged individual who can handle all sorts of hardships and smell like a horse.

...And smell like roter router man.

670576228

...I mean it's the western part of the country. That's where they lay their landscape.

...I don't associate it with New York or any big cities on the east coast.

MOD: This is rural?

...It's western.

...Western, okay. Whoever smokes it, that's fine. But as far as the image for a Marlboro comes is the western part of the country, the pioneer spirit that got this country developed. The rugged individual that was able to, like you said, take things into his own hands and work it out.

...It's like the Budweiser commercial. About the guys who do the work and fix up everything right and switching, just put Marlboro in there and it would fit right in there. You know, these guys are not going to dress in three-piece suits. They're not going to take a lot of guff from their wives. They're going to go to a bar after work and have a real good time. They're going to do a hard day's work. They play hard. They work hard. These are the kind of people that you get the idea from.

...Fantasy.

...Taking a step further, I can picture a guy in New York City leaving a play with a trench coat over his shoulder, walking down a rainy street and pulling out a pack of those.

670576229

...Right.

...You couldn't be wearing the trench coat and pull them out.

...No.

...(laughter)

...Right. You couldn't be wearing a trench coat.

MOD: Why?

...In the pouring rain.

...Devil may care.

...Devil may care. What the hell. This is the way it is.

...You couldn't put the trench coat on. He has to be carrying it. Get soaking wet and pull out a Marlboro.

MOD: Kind of a screw you cigarette?

...Yea, right. Not really that because he's not a harmful person. He's a very independent person who does not care what people think or do or say. As long as they don't affect him.

...Yea.

...You get the idea that if you crossed him, he's going to step on you hard. Extract interest. So it's not like a devil may care. He's a considerate person, but he's his own person. There's a big difference between, you know -

MOD: You're talking territorial.

...Yea, you're right. I am. I never realized it, but you're right.

670576230

...Kind of like I'm good. I'm confident. I know exactly what I'm doing and I know exactly where I'm going. And God help you if you get in my way.

...(talking together)

...Like the cowboy, he's on his way and smoking his cigarette. Don't come in my way. That kind of thing.

Territorial cigarette really. I never thought of it like that before.

MOD: I never did either. As he was talking - What about these?

...Winston. The original Winston is great. These are illegitimate.

MOD: Who smokes them?

...Women.

...(talking together)

...I don't think anyone smokes them constantly. I think they do the same thing.

...When a guy needs 65 on them, then he'll go for those.

...He don't want to be macho no more.

...Bartender working in a bar who don't smoke will smoke them instead of -

...Actually the 100's aren't low tar.

...No.

...They're stronger than the red ones.

...Yea.

670576231

...The tall ones are stronger than the red ones.

...They burn out.

MOD: What's going through your head?

...Well, the retired rugged individual.

MOD: The?

...Marlboro light.

MOD: These?

...Right.

MOD: The golds.

...He's retired, rugged individualist who has probably did everything that he intends to do. Taking it easy.

MOD: Lights?

...I'm not real familiar with those.

MOD: Wing it.

...Once again, retired, 65 or older. Just letting life come as it is. Just kind of taking it easy.

MOD: This is an old geezer cigarette?

...Old geezer, right.

MOD: And you disagree with that.

...I bought those once. I'm sorry. Go ahead.

...Marlboro Lights I think are one of the ones a person looking, starting out to smoke. A person doesn't want to smoke a Marlboro. Don't want to smoke a strong cigarette so will go to a Marlboro Light because of the name with it.

MOD: So they're half way individualistic? They're half

670576232

way territory.

...Someone trying to assert himself. They're individualistic because they know, maybe they don't want to smoke the others so it's within their frame of mind that they want to smoke a light cigarette. And they'll go for the Marlboro Light because of the name Marlboro is on it rather than being attracted by the packaging or anything else.

MOD: You started to say?

...Once again, I bought Marlboro Lights once with the picture in my mind that I would have a light cigarette with the same taste as Marlboro. I was disappointed as usual. The funny thing about those is when you open them up, the filter's plastic. It's a total turnoff right off the bat.

MOD: What does that say to you?

...Horrible.

MOD: What is?

...Did you ever taste plastic?

...(laughter)

...Yukky tasting.

...Right.

...Of course, you don't make it to eat, right.

...Also, the Marlboro Lights for some reason, I stopped smoking for three years, three and a half years, and I got started one night in a bar with a guy who was smoking Marlboro Lights. I can't remember. I can't even look at them now.

670576233

You know, I can't look at them or smoke them. If someone offers it to me, I say I don't want it. And I don't know what the reason is behind it, but they were horrendous.

...Yea.

...From the plastic filter to the conutation of starting all over again. So the point being -

MOD: Your basic guilt producing -

...Yea.

...Well, they do give me headaches.

MOD: Okay. Describe an image of Camel.

...Fumphrey Bogat.

MOD: Fumphrey Bogart.

...John Wayne.

MOD: Say it again.

...(talking together)

...That's another cigarette that many, many years ago everyone had to smoke. Like a masculinity. Camels and Lucky Strikes.

...Right.

...Sexually impressed people.

...(laughter)

MOD: I only hear it the second time.

...You're going to like it the second time.

...(laughter)

...It's a World War II image that comes out of there. Back

670576234

to sea rations. When I was in the service they were still giving Lucky Strikes out.

...Right. They sure were.

...The green ones.

...Yea.

...And Camels, you know.

...(talking together)

MOD: Heavy drinker.

...Heavy drinker, heavy smoker.

...Yea.

...The only people that I know who smoke those things really, I mean, one after another. Heavy smokers.

...They're addicted.

...I get the impression of hard. Heavy drinker, heavy smoker.

...You kind of get the image of tattoos on the arms.

...Bikers.

MOD: Bikers.

...It's very coarse almost image. That and Luckies. Seems like laborers smoke them. You know, guys working construction having one hanging out of his mouth. Longshoreman type of thing.

...Takes everything serious.

...To extremes.

...To extreme. Everything he does, he takes it really seri-

670576235

ous.

...Marine Corp cigarette.

...It's my personal opinion that Camels, that's the cigarette that everyone would smoke if they wouldn't want to die. If they want to play and die in three months because I like them. I think they got, if you're going for flavor and stuff, that's it.

...That's original. There's no bullshit there.

MCD: That's a no bullshit cigarette.

...Yea.

...I gave up cigarettes. Smoked them for five years and I was sitting in a seminar and a guy had one. I used to smoke them, right. I said, give me one. That was it. I was addicted right then and again. Zip, I was back on Camels and nothing else would do. I gave them up for five years. I mean, I tried other cigarettes and this is garbage. If you want to smoke, smoke flavor, then you got to go to Camels. Everything else is garbage.

...(talking together)

...The advertising campaign. I'd walk a mile for a Camel.

...Yea.

...Now their advertising campaign is similar to that.

...The guy in the jeep.

...It's similar to the Marlboro one. With the loader and he's in a jeep. He's either hunting, fishing, or on a

670576236

_safari somewhere. They're selling safari shirts and so they're still making the same connection there as they're doing with Marlboro.

...Intense.

MOD: Intense, interesting.

...That other cigarette that's next to it is like a parody. Why smoke them? Camel has one reason for being the strongest cigarette made next to Lucky Strike, European cigarettes. Why do that to it? I don't understand.

...That was dumb.

...(talking together)

...Having the camel on there to sell the damn thing.

...That camel with the filter.

...Yea.

...Unbelievable. Terrible tasting. They ruin a lot of good people.

MOD: Who would smoke Camel Lights?

...No one.

...I haven't seen anybody.

...Somebody who doesn't know any better.

...Yea, that's right. Somebody who doesn't know any better.

MOD: How do you mean?

...A nurd.

...Someone who had an original thought in his life.

...Yea, you're probably right.

670576237

...He wants to be in but he doesn't know how to be. He doesn't have his own mental ability to carry himself through a situation. He always relies on mimic or sees whatever someone else does, hoping he portrays the same image.

...(talking together)

...If you can smoke a Camel, smoke a Camel.

...Right.

...That's one of the few things he would smoke. If you're going to smoke that brand of cigarettes, smoke the real thing.

...right.

...Right.

...If you go to the other package, then you're just play acting. You got no guts to jump in and get your feet wet. That type person you get.

...Sit around the edges and try to be one of the guys.

...This package itself is nostalgia. It's an old pack.

...It's ugly as sin.

...(laughter)

...Luckies are like that. They never change it.

...You're right.

...Now they take that package and put it on the light, so I can't really stand to smoke the real Camels, but I can still handle that package, you know.

670576238

...Did you ever taste Camels? Did you ever taste Camels with the turkish blend tobacco?

...(talking together)

...It's still original.

...They haven't changed that.

...That thing right there, the assumption is that the turkish tobacco is good. Just like certain coffee from certain places. There's certain richness, strength, taste to it. If you smoke a pipe on occasion or a cigar for a change of pace. I like good strong pipe tobacco that's got rich strong taste and a bite to it. That's what a Camel is. I don't know how you could smoke those things regularly though. Really. You'd have to call the fire department in the morning.

...No.

MOD: What other associations happen in terms of Camels?

Victor.

...It's a strong cigarette. My father smoked them.

...Almost everybody's father smoked them. I think it all comes from the war.

...They're original.

...If you ask people what the first cigarette was made, they'll say Camel.

...Yea.

...They'll say Camel.

670576239

...They'll say Camel or Lucky.

...The oldest cigarette in the world. Jesus made them.

MOD: Who do you see, what kind of image is projected by -

...Merit.

...Cheap.

...Jewel.

...Jewel. When I go shopping, I go into the generic section of the store and buy certain things. I never buy the cigarettes.

MOD: What kind of person would?

...Economical.

...Yea.

...Not mentally stable person. Serious.

MOD: Go on with that.

...I don't think a sane person who smokes would do that. I mean, the price difference isn't that great.

...It's tasteless.

...Yea.

MOD: A non descript person.

...There's no identification with that cigarette. Everybody smokes them. A favorite brand, a particular flavor or taste. That is non descript. You have absolutely no image. All you see, it is tobacco.

...And paper.

...Really?

670576240

...Even, you know, back where I work. You got the trains passing through all the time, hoboes, tramps. They'll only smoke those when they can't get something else.

...Yea.

...Even the preference there in those villages for brands. Rag pickers smoke those.

...Rag pickers would smoke the rags first.

...Yea.

MOD: Who does smoke these?

...I have no idea.

...Nobody.

...Someone for a gag joke.

...The only time I've seen anything like that is at Halloween, I think it was last year. Someone showed up with some generic bourbon, some generic wine and generic cigarettes. We had a Halloween party, and they were all terrible.

MOD: Which of these two -

...Generic beer's not bad.

MOD: Which of these two are most similar? Which one is most similar to which other one in terms of that mental image?

...All three of them it seems like. All three of them. All three of them. They gold and white. The white and gold.

...Yea.

MOD: Then?

670576241

...Just like that. Those three.

...That's right.

MOD: What are the differences? Describe the differences in terms of the images. Describe the differences between the person who would smoke this and the person who would smoke this.

...It's like you don't want to smoke either one. One is more middle America, more -

MOD: Which one?

...Down the road, down the middle. Neither conservative nor liberal. Marlboro the same way. But more independent than Marlboro.

MOD: More independent. Go on with that.

...It's just the image you have. Wide open spaces, the freedom. They're the same basic class selection between the two of them. If you walked into a store to buy cigarettes and you asked for Winston, they didn't have them. You'd take Marlboro. If you walked in and wanted to buy a Marlboro and they didn't have Marlboro, you'd buy Winston. You wouldn't even hesitate.

...I do that all the time.

...The working man is smoking Marlboro because the ad, the guy on the horse, he's not sports oriented. He's working, okay. It's western and he's work oriented. Whereas the Winston, I see more the, oh, the race track driver, the guy

670576242

that drives the planes up in Washington state. That type of thing. Still the same class of people. The ones in the sports activity, the other ones in work, an occupational activity. The Winston's a sports activity. The Marlboro's the occupational activity.

MOD: Does that mean that Winston is a more risk taking kind of person?

...No. Because in his own right, the guy that's out there on his horse, up there 50 million miles from nowhere, on his own resources. It's up to him to stay alive, to get back and get the job done.

...More fun loving.

...Either.

...(talking together)

...Right.

...Sure.

...I was going to say the guy that smokes the Winston would probably be more apt to accumulate material where the guy who smokes the Marlboro that would be almost non-existent to him, you know. He would go out and do a good job and a good job that he did himself, that's his reward. He wouldn't really care about the reward, the external thing. Where the guy with the Winston will go out and do a good job, but he wants pay for it.

...You can have the same two guys in the same situation up

670576243

in the mountains and one will be working, mending fences or rounding up stray cattle. The other one will be climbing the mountain. The one climbing will be smoking a Winston in almost the same scene. The worker will be, you know, smoking a Marlboro.

MOD: There's another way of looking at this, and that's booze is one of those things that is, can relate in terms of image.

...Marlboro's a bourbon drinker and Winston will be a scotch drinker.

MOD: Okay.

...I go along with that.

...I do.

...I drink scotch.

...I drink bourbon.

...I drink them both.

...(laughter)

MOD: Okay. What kind of booze would the Benson and Hedges?

...Scotch or brandy.

MOD: Brandy.

...Brandy.

...Brandy.

...Yea.

MOD: Brandy or Cognac?

670576244

...Brandy.

...(inaudible)

...(talking together)

...Possibly the ultra lights.

...Camels, a shot and beer man.

...The ultra lights would be a cognac drinker?

...Yea.

...I can see the other guy with a big brandy snifter.

...Yea.

...The Benson and Hedges.

MOD: Now about, what kind of booze would the Barclay smoker drink?

...Brandy.

...Tom Collins.

MOD: Tom Collins.

...Or wine.

MOD: Wine. White or red?

...White.

MOD: That's a white wine drinker.

...(inaudible)

...Some very conspicuous brand name.

MOD: Scotch, yea.

...No ice.

...No ice.

MOD: No ice. The Barclay drinker?

670576245

...He might. If he's in England, he won't get any ice.

...(laughter)

...Soda, scotch and soda.

MOD: What would the Parliment booze?

...Booze?

MOD: What kind of booze?

...He's a beer drinker.

MOD: He's a beer drinker.

...Oh, no.

...No.

...Haw.

...I could see a Tom Collins guy.

...Yea.

...Mixed drink. Some kind of mixed drink. Never beer.

...Vodka or tequila type drinker.

...Right.

...A Daiquiri or something like that.

...Even gin. A clear liquid.

MOD: What did you say?

...Daiquiri.

MOD: A Daiquiri.

...No. The only person, I'm referring to my father, and God only knows how long he's been smoking them. He drinks brandy. Christian Brothers brandy. And I would say a brandy or mixed whiskey. He mixes it with something else.

670576246

It would probably be a mixed whiskey.

MOD: Okay. What about Newport? What would the Newport smoker drink?

...Wine.

...Wine Spritzers.

MOD: Wine Spritzers.

...Yea.

MOD: Why do you say that?

...That would make sense.

...(talking together)

...Gin Fizz.

...Bubbly, you know.

MOD: How about Kool?

...Gin and Tonic.

...Crown Royal.

MOD: Why?

...Scotch and milk.

...Some of the higher priced booze. It just seems to go along with Kools. The Crown Royal, a good scotch, it just seems to go along with Kools.

MOD: What are you thinking, Dwight?

...Cognac. Old wine. You relate it to the cool jazz festival.

MOD: Gallo or?

...A good Madeira.

670576247

MOD: A good Madeira.

...(talking together)

...For Kool, you'd have to have something with body to it.

It would have to be a good burgundy wine.

MOD: Okay.

...Something solid.

...Scotch and milk.

...(laughter)

MOD: How about, what would the Camel drinker?

...Shot and beer.

...Yea.

...Boiler makers.

...Pour the shot right into the beer.

MOD: Why?

...Hard drinker.

MOD: Hard drinker, hard smoker. Going all the way.

...All the way.

...(talking together)

MOD: Barclay.

...Kool Aid. I wouldn't waste my money.

MOD: How about Virginia Slims?

...That's a white wine.

...Chablis.

MOD: Why do you say that?

...Just the image.

670576248

...Very light.

...Dainty looking.

MOD: Dainty.

...The commercials that they have for those Chablis. They have, what?

...(talking together)

MOD: How about Carlton?

...Beer.

...Generic beer.

...Water.

MOD: Water?

...(laughter)

...Strong coffee.

...Carlton, I can't see anybody.

MOD: Why?

...I have no idea. I think I can just picture an image of a Carlton and a cup of coffee sitting there.

...Drinking and smoking it without getting sick.

...(laughter)

...See Robert Young having his cup of Sanka and a Carlton.

...Right.

MOD: The generic smoker.

...Moonshine.

MOD: Moonshine.

...(laughter)

670576249

...(talking together)

MOD: Did we do Barclay?

...Yes.

...Yea.

MOD: If Kool was a car, what kind of car would it be?

...Sports car.

MOD: What kind of sports car?

...Sleek, fast.

MOD: Sleek, fast.

...Expensive.

...No. Not so much on the Kool. More like an MGB.

...Sleek, fast, inexpensive car.

...Convertible.

...(laughter)

MOD: Convertible. Why a sleek, okay, a sleek, fast, relatively inexpensive sports car like a Sprite or MGB.

Why?

...It's a popular cigarette. It's common. Has a broad appeal. And it's got that almost leisurely attitude about it. Kool, it's a leisurely cigarette. It isn't a, it's not like a Marlboro, a hard working type class of thing. It gives you pleasure and yet it's not going to cost you an arm and a leg.

...I see a small, cheap foreign car.

...Where do you see a cheap foreign car these days?

670576250

...One's that like a , cheap.

NOD: Why cheap?

... aren't cheap.

...They're not cheap anymore. When they first came out.

...Kools, if you're going to go along with the cigarette image, jazz and lay back sort of thing, then it would almost be more a sporting image. Something a little more exotic than a typical guy.

...(talking together)

...I don't know what neighborhood you work in, or who you deal with, but -

...I see the penguin, you know, in Kool. I don't see the jazz festival. I don't really associate a car with it.

...Right.

...Snowmobile.

...Yea.

...I see a guy going mush.

...(laughter)

...I associate with Kools is the Volkswagon. Not only because they drove around with the sign, but the car has no heat. It's cold inside.

...(laughter)

...Love it.

...To me, I have a Volkswagon, and that's it. I just associate that cigarette with that car.

670576251

MOD: What car do you associate with Marlboro?

...Pontiac.

MOD: Pontiac.

...High MGM.

MOD: Say that again.

...(inaudible)

Pontiac, Buick, something like that. Because Winston would be your Chevy.

...Yea.

...Definitely Chevy.

MOD: So there's more status associated with Marlboro?

...Just the difference.

...Little difference in taste.

...I wouldn't say status. Status would be a terrible word to use in that case.

...Yea.

...Status would be a Cadillac.

...Yea.

MOD: Is there a Cadillac cigarette here?

...Benson and Hedges.

MOD: Benson and Hedges.

...Yea.

...That's a shame. Cadillac's too good for Benson and Hedges.

...Except for the new one. I class that with a Folls. I

670576252

think that package just oozes of class.

...Camel goes with pickup.

...(laughter)

MOD: You also said pickup truck, low wheel drive GE with a Marlboro. Why?

...It's more dependent type of thing. An independent type thing. It's a work vehicle.

...Rugged.

...It's rugged.

MOD: Winston.

...A race car. Indianapolis type with the special fenders and the (inaudible)

...Chevy or Ford. I don't even know a lot of the names now.

...Okay. Who would drive one of the newer Trans Am's or Camaro's. What kind of cigarettes would he smoke?

...What?

...Newer Trans Am or Camaro, new body styles.

...Could be a Winston or Marlboro man.

...Yea.

...Sure would.

MOD: It would.

...Yea.

MOD: Why?

670576253

...Or Kool.

...That's the way it is.

...Muscle car.

MOD: Muscle car.

...Yea.

MOD: Muscle cigarette.

...Yea.

MOD: Which is more muscle?

...a Marlboro.

...Depends.

...Yea, that's a very tough question. You're looking, if you're looking at physical muscle, hard work and weat, Marlboro. If you're looking at hard work which may constitute a lot of brain work, a lot of mental dexterity, physical labor, Winston.

...Yea.

...Right.

MOD: Barclay?

...Bentley.

MOD: Barclay goes into Bentley.

...Barclay, Bentley, very good.

...I was thinking of that one. If the guy's got a Rolls Royce, he's got his own made, you know. (inaudible)
It's that status type symbol.

...Lincoln Continental.

670576254

MOD: Lincoln Continental. Why do you say that?

...I see that as a very cheap cigarette. I'm sorry. I look at it and the image I get, the only thing I get about Barclay is cheap.

...Yea.

...That's why I put it with Lincoln.

...Oh.

...(laughter)

...Either a Lincoln, or, what's that Imperial. Chrysler Imperial or something. Something like that. Top of the line, but not really the best car. One down from Rolls.

...Yea.

MOD: Okay. Camel. Car.

...'43 Ford pickup.

...I was going to say '53 Chevvy.

...(inaudible)

MOD: Why chrome exhaust?

...I mean that is rugged.

...(talking together)

...Rear windows with the smoke the Camels.

...A guy who's taught himself to repair computers. Rips the stuff apart.

...I hate beer and I hate whiskey and you already got me drinking that.

...(laughter)

670576255

...You know, why don't you put rum next to Camel. Change that to rum.

...(laughter)

...I think like the they used to have, '57 Chevy's.

...Yea.

...Right.

...Jacked up in the back (inaudible)

...Harley Davidson. Motorcycle or built truck. Monster truck.

MOD: Monster truck.

...Truck, to me goes with the Marlboro.

...Yea.

...Or Camel.

...You get one of those special jeeps they got with the big huge snow tires, all jacked up with oversize and it's got the . Something like that would go with Camel maybe.

...No. They smoke reefer.

...That's pretty close.

...(laughter)

MOD: Okay. Let's look at - today I was sitting, you can tell, I really had a lot. I was sitting in my office today trying to figure out other ways to pinpoint images. Which of these brands of cigarettes would Clint Eastwood

670576256

smoke?

...Marlboro.

MOD: Marlboro.

...Marlboro.

MOD: Why?

...Rugged individual. His face, he portrays even in his movies they're basically out west, San Francisco.

...Right.

...Western atmosphere. If it's not the old days, it's still western, you know.

...Not a lot of talk.

...Right.

...He just goes out and does it. He doesn't really care what people think and he doesn't care about the reward or punishment involved.

...(talking together)

MOD: That sounds very principled.

...Yea, sure. Both Winston and Marlboro I think you got to say is principle. Both of them. Different categories maybe, but they're both principle people. Lot of slimes.

...(laughter)

...Like the Barclay's and the Carlton's,

...And generics.

...You know. They would be very unprincipled. You look at people like that, I wouldn't look, and I don't even usually

670576257

do it, but now you got me thinking like I'm some kind of weirdo because I never associated with a brand of cigarette that somebody smoked as he fits into a mold.

...Check everybody out now.

...Oh, yea. There were nine of us and they said, you're a fairy.

...(laughter)

MOD: Okay. So Clint Eastwood would smoke?

...Marlboro.

...Marlboro.

MOD: How about Truman Capote?

...Virginia Slims.

...(laughter)

MOD: Hmm?

...Benson and Hedges.

...Virginia Slims.

...Definitely Carlton 120's.

...Truman Capote is a very exceptional human being. I don't think you could really compare him to anything. Not just anyone, but anything. He's different.

...Carlton 120's.

MOD: Carlton 120's.

...Yea.

...(talking together)

...Carlton 120's is about as close as you go.

670576258

...Your term exceptional bothers me a little bit.

...You could see him going to a New York opening, smoking a pack of generics.

...Yea.

...Something off the wall.

...Yea.

...There was about six months ago did a layout on his house, and it's on a beach some place out on the east coast. You talk about small off the wall stuff, I mean, that's strange. He tried just about everything, including sofa stuffing.

...(laughter)

MOD: How about David Letterman?

...Who?

...I never seen him smoking, but Parliment.

...Parliment, yea.

...That's what came to my head, Parliment.

MOD: Why?

...Because he's light.

...In the head.

MOD: Is there a light amusing cigarette among those?

...It's conservative, but not extreme.

MOD: Parliment is conservative, but not extreme. Okay.

...Parliment light.

...I don't know who David Letterman is.

670576259

MOD: Okay.

...No loss.

...Yea.

MOD: How about Jimmy Stewart?

...(talking together)

...He'd smoke Camels.

MOD: He'd smoke Camels. Why?

...(talking together)

...That's the only thing he'd smoke.

MOD: I love the facial thing that happens when you say -

...He'd smoke -

...General in the Air Force. He used to fly in World War II. He might smoke more middle of the road brands like Marlboro and Winston.

MOD: Which one?

...Winston and I think I could picture him smoking something like a Camel.

MOD: Why?

...The way he talks. I don't know. Sometimes you have images in your mind that you really can't explain how you associate things, but I think -

...I could even see him smoking Benson and Hedges.

...It would depend on the role.

...(talking together)

...If you see him like a farmer, if you see him like an Air

670576260

Force pilot.

...Or you see him on the Tonight Show with his poetry and stuff like that.

MOD: Okay. Jimmy Stewart the poet, which would he smoke?

...Benson and Hedres.

MOD: Jimmy Stewart, the one in Marty, what would he smoke?

...I thought played Marty.

... was in Marty.

MOD: Or whatever that one, you named one. Harvey, I'm sorry.

...Winston.

MOD: Winstons.

...Winstons.

MOD: Why?

...Because Mr. Middle America. In a little town, in the midwest.

...Nice guy.

...He stands up to everybody.

...Right.

...He was individual enough to know that he was the only guy that could see the stupid rabbit.

...(laughter)

...It didn't bother him. It didn't bother him when people thought he was nuts or not.

MOD: : Okay. How about Jane Fonda?

670576261

...Slims or Benson and Hedges.

...Yea.

...Fonda, I think Fonda would be either Virginia Slims or Camels.

...She would smoke anything if you read her a recent book.

...I would say Virginia Slims or the Benson and Hedges.

MOD: Why?

...Status class.

...Slims because we associate that with feminist sort of cigarette.

...Yea.

...Feminine sort of cigarette. She's definitely an involved feminist.

...Right.

...Married a pansy.

...(laughter)

...Love that.

MOD: Let's talk about that for a minute. Feminine versus feminist. Because that's one of the different dimensions along the line of femininity thing. Is there a feminine cigarette here as opposed to a feminist cigarette? Or, are they both?

...Carlton 120's are definitely, would be a feminist.

MOD: Why do you say that?

...Because he hates them.

670576262

...(laughter)

...They deserve them.

...Yea, they deserve them.

...(laughter)

...(talking together)

...Less taste, and Carlton 120's have less taste.

MOD: Which would J.R. smoke?

...J.R., J.R.

...I don't know what he smokes.

...Barclay 100's.

...I'd say the Barclays.

...Yea.

MOD: Why?

...Because he's rich. He has the Potts, the house, the
helicopters, all these trappings that are associated with
the wealthy.

...(inaudible)

...Who knows. He's weird in real life.

...Yea.

MOD: How about Beth Midler?

...Camels.

...Everything.

MOD: Camels?

...All the way.

...(talking together)

670576263

...Intense.

...Yea.

MOD: Intense.

...Raunchy.

MOD: Okay. PM?

...(inaudible)

MOD: Bo Derek.

...Slim cigarettes.

MOD: Hmm?

...Generics.

...(laughter)

...Newport Lights.

...Yea.

MOD: Newport Lights, why?

...She don't have much of a brain.

...(laughter)

...I love it.

MOD: California dreamer.

...Talk about character assassination.

...(laughter)

MOD: Isn't this fun? How about Donna Summers, the singer?

...Kools.

MOD: Kools.

...Kools.

MOD: Why?

670576264

...(talking together)

...That type of person.

...Virginia Slims.

...More of a Kool person.

MOD: The singer.

...Singer too.

...Menthol.

MOD: Because she's black, because she's -

...Voice, professional voice.

...Singer.

Side 2

...Identification, because she's very, I guess what you'd say, excuse the term but, ballsy woman. She's fighting in a man's world. She's making it. She has so far. I don't know if she's making it anymore. It would kind of be like a man's cigarette, but not quite.

...That's why I say Carlton. No taste.

...No.

...(laughter)

...Winston or Marlboro Lights. Either one of those two.

MOD: Winston or Marlboro Lights.

...Yea.

MOD: Okay. How about Sammy Davis?

670576265

...Kool.

...Winston.

...Winston. Just the idea of Sammy Davis would be a Winston cigarette.

MCD: Why do you say that?

...Hard working, intelligent. I get the idea Sammy Davis got to smoke Winston. I'll personally shoot him.

...(laughter)

...No, Winston. I get the idea this guy works very, very hard, very, very diligently. He's got the concept of a western.

...He always has a cigarette in his hand. Have you ever noticed?

...Kools.

MOD: How about Sinatra?

...Camels.

...Lucky Strikes.

...Camels.

...Camels.

...Frank Sinatra always smokes a Camel.

MOD: Why?

...He's the only decent guy you mentioned out of that whole group.

...(laughter)

...What's wrong with Clint Eastwood?

670576266

...I don't like him.

...Okay.

MOD: How about Tom Snyder?

...(talking together)

...Generic.

...(laughter)

...Or Carlton. One of the two.

...Yea. Carlton or generic.

...Whatever he can chew up and spit out.

...(laughter)

MOD: If Kool was a celebrity, who would it be?

...Aw geez.

MOD: I mean, is that a John Wayne?

...No. John Wayne's a Camel.

...Yea.

MOD: John Wayne's a Camel.

...Yea.

...Don't you remember the old commercials John Wayne sitting in his rocker smoking a Camel.

...He's advertising.

MOD: Oh really.

...Yes.

...Yea.

...Sure.

MOD: Such a sweet (inaudible)

670576267

...(talking together)

...Somebody new. John Travolta or something. You know, you see him the long cigarette. It would be a Kool. Dancing around with all those little things he does. It would be something like that.

...(inaudible)

MOD: Like what?

...Plack and he's cool.

...But I seen him on Johnny Carson. He smokes Marlboro's. He really does.

...(laughter)

MOD: Who do you see as a celebrity?

...I see, I think maybe of (inaudible)
or John Travolta.

MOD: Why those two, Dwight?

...You want to say cool, somebody who lays back and you think of someone who projected a sex symbol. A ladies man.

...That would fit.

...I was thinking of Sugar Ray Leonard.

...(talking together)

MOD: Reality has nothing to do with it. It's real imagery that I'm looking for. Newport, if Newport was a celebrity.

...Bo Derek.

MOD: That's Bo Derek. Why?

...Space cadet, water.

670576268

...Ted Kennedy if you're talking about water.

...(laughter)

MOD: And Virginia Slim was a celebrity.

...Billie Jean King.

MOD: That's Billie Jean King.

...Yea.

...Female tennis player.

...Virginia Slim tournament or whatever they call it.

...Yea.

MOD: Who else might that be?

...Jane Fonda.

...Yea.

MOD: Marlboro, if Marlboro was a celebrity.

...Tom Seller.

MOD: Tom Seller. Magnum.

...That would be a good image.

...Rugged, strong, aggressive.

...He used to be a Marlboro man, wasn't he? He started out with something like that.

...Yea.

...He used to be the Marlboro man if I remember right.

...I think of Robert Redford or something like that. Somebody who, Robert Redford.

...Maw. He's too soucaky clean. He doesn't smoke.

...He's not that soueaky and not that clean.

670576269

MOD: Who?

...I picture Parliment as Redford.

MOD: Parliment is Redford. Why?

...He's kind of wishy washy. Personal opinion.

...And he's short. Kind of short.

...What does that have to do with it?

...He's a little pack of Parliment.

MOD: Winston, if Winston was a celebrity.

...Bob Hope.

...Gary Moore.

...Gary Moore is what came to my mind.

...Either Paul Newman or Bob Hope.

...Johnny Carson.

MOD: Johnny Carson is a Winston smoker. Why?

...Always with a cigarette in the hand. I guess that's a bad image, but

...Well known.

...Well, he's off boundaries and he targeted right into that middle class America.

MOD: He's the Chevy of the comedian set?

...Yea. He's a proven product. A trustworthy, you know, he's going to keep on running. Chevy always does that. I know it's not a Ford.

MOD: Barclay, if Barclay was a celebrity.

...Lawrence Olivier.

670576270

MOD: Celebrity.

...John Hausman.

MOD: John Hausman.

...Yea. That's really good. John Hausman, very good.

MOD: Why?

...I don't know. Prior to not having any opinion on it at all, we talked about class, some sort of elegance. Hausman seems to portray, even though he's American, portrayed English class.

...(inaudible)

MOD: And you said Olivier.

...Yea.

MOD: Why?

...Just the banker, conservative, certain element.

MOD: Benson and Hedges.

...(inaudible)

MOD: Rex Harrison.

...That's what I said.

...Yea.

MOD: Why?

...Sort of regal, English, proper. (inaudible)

Not too far cut above the every day type of person.

MOD: If Carlton were a celebrity who would it be?

...Marlon Brando.

670576271

...No.

...Yea.

...Woody Allen.

MOD: Woody Allen?

...Woody Allen.

MOD: Why?

...I don't know. Funny, squeaky, nothing.

...(laughter)

...Hates it. That's the way I see it. He's funny, but it's funny too.

...(laughter)

...Just kind of like a, it's hard to explain. He's there and you know he's there, but he's not really a whole lot. You know what I mean. He's not the funniest. He's not the tallest. He's not the best looking either. You know, he's just there. You can recognize it, but you don't really appreciate it.

MOD: Camel.

...Bogart.

...Bogart.

MOD: Bogart.

...Um-hmm.

...John Wayne.

MOD: Generic.

...What's that guy's name on the Carol Burnett show?

670576272

...Warren Beatty.

MOD: Warren Beatty.

...Yea.

MOD: Why?

...Tim Conway.

MOD: Tim Conway. Why Tim Conway?

...Another guy, Don Knotts, a perfect generic.

MOD: Why?

...I don't know.

...(talking together)

MOD: Whimps.

...(laughter)

...I still say Warren Beatty. I just get the idea from watching him, hearing about him. The guy's not for real. Generic is not for real.

...I always think of Llyle Waggoner. He used to be on Carol Burnett.

...Yea.

...That just strikes me as -

...The whole show is generic.

MOD: Whole show generic people. Are there different kinds of people in your head, or different kinds of images, or different kinds of something that happens when, with real long cigarettes versus 100's, versus the regular size? Versus real choice. Taking, if all those were blank boxes, what kinds of things would be, would you associate with a

670576273

person that's smoking the real long ones?

...The longs, very superficial status seeking.

...Flashy, showoff.

...Like the guy who smokes the biggest cigar.

...No substance. That's what it boils down to. There would be no substance with that person.

...You'd start with the Camel. Camel is a down to earth guy. Black and white. Just really down to earth. He knows what he wants. He's not above giving it either. Okay. And then as you escalate in length so you escalate, not in sophistication, but these people disguise themselves a little bit more. The personality department becomes disguised with each (inaudible)

...I would say, I hate to use the word again, tense, an intense, (inaudible)

...Longer ones are people who like to draw attention to themselves because they have nothing to offer other than that.

...Yea.

...Their heads.

MOD: The heads are the 120's.

...Yea.

MOD: What are the 100's then?

...(inaudible)

MOD: Come on. That's cheap.

670576274

...(inaudible)

...Jesus. You got two girls watching. They got guns on you.

MOD: And the regular size?

...Normal people.

MOD: Normal people.

...Yea. Average.

...Average person. Better than normal, say average.

MOD: You walk into a bar and I hate to keep using that, but it really does create a nice picture, and there was a pack of cigarettes turned upside down and had a coupon on the back, would you think of that person?

...Smokes Paleichs.

...Raleighs.

...Raleighs.

...Raleighs or Pelairs.

MOD: And what kind of _____ would you have there?

...He's got a nassing wife.

MOD: Got a nassing wife. What other kind of association?

...That's why he smokes them. He doesn't smoke them for taste. As a side benefit so he can get -

...Sears catalog.

...I picture an old fashioned school teacher, something like that.

670576275

...A frugal person maybe.

...Yea.

...Not living, just existing.

...People really clip coupons now a days.

...I was wondering about that. Does anybody really save those things?

...Ever cashed one on, cashed one in is what I want to know.

...One tenth of a cent or something.

...Yea.

...(talking together)

...You got to be dead before you cash them in.

...That's why I picture a school teacher. Old school teachers, they don't make that much money. And when they first started smoking, cigarettes just came out, and they just keep smoking them.

MOD: Well, this isn't totally fair. Different kinds of images of menthol versus non menthol.

...Matter of taste.

...Yea.

...You either like menthols or you don't.

...Yea.

...If you're a smoker, you're a smoker. But if you like menthols, you like menthols. Smoke regulars or vice versa.

...Anybody that's been in the service, which is the majority I think, I know people our age anyway, okay. You know that

670576276

Salems, especially over in the Philippines, are a decent a commodity as money. They're interchangeable. So Salems, you know, are -

MOD: So money green menthol?

...(talking together)

...They have a use, but not for smoking.

...Right.

...You buy for a (inaudible)

MOD: Does that mean that menthol smokers are wheeler dealers?

...No.

...No, you don't smoke them. You sell them.

...You sell Winstons.

...(laughter)

MOD: Is there a different kind of image that is projected by menthol versus non menthol?

...Menthol is discriminating, mature, suave, sophisticated.

...(talking together)

...I smoke them both.

...(laughter)

...If you never smoked menthol cigarettes, and you bum a cigarette and they give you a menthol cigarette, your first impression is it's a piece of candy. And if you develop a taste for menthol cigarettes, smoke menthol cigarettes, you find that the non menthol cigarettes are kind of rough. If

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_you smoke them both, there's no image. REally. Persay. If you smoke one or the other, then you begin to stereo thinking.

MOD: Is there a specific cigarette here that you might associate with somebody sitting alone in a library, a home library. You know, wood paneled.

...That would be a pipe or a cigar.

...Benson and Hedges or Barclay.

MOD: Benson and Hedges or Barclay.

...Yea.

...Benson and Hedges.

...You're thinking, you said rich and wealthy when you said that saying.

...I think of Plack Velvet.

...Yea.

MOD: Okay. If we have three different situations. We have the bar at the Pump Room, a bar at Rich McGuire's, and we have the bar at Joe's Tavern.

...I'm never going to make it home tonight.

...(laughter)

...He won't get past the Pump Room.

...This weekend I saw more Winstons there than any other brand.

MOD: You're bringing reality into this again, young man.

...And you know reality has nothing to do with it.

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MOD: Joe's Bar would be?

...Probably one of three. The Camel, the Winstons or the Marlboro's.

MOD: Why?

...Hard working, normal average routine.

...Blue collar worker type.

MOD: Blue collar worker type.

...Routine, yea.

...Sure.

MOD: Rich McGuire's.

...(talking together)

MOD: It's a singles bar on Bush Street.

...They can't breathe with people crowding in there.

...Carlton 120's.

MOD: Carlton 120's.

...Yea.

...I think you see a lot of Winston, a lot of Marlboros, lot of lights.

...Yea.

...Lot of lights.

MOD: Why lights?

...Well because it's a singles bar and you got a lot of,

...The lifestyle.

...The gold coast lifestyle is there quite a bit. That's jogging, smoking only a little bit.

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...(talking together)

...They may just smoke a little bit and they drink the Chablis. They never think of drinking red wine. It has to be the light white wine.

...They're more trend conscious.

...Very little substance than most people.

MOD: What do they smoke?

...Rush Street.

MOD: Any of the lights?

...Yea. Some of your, not the real thing, but they got to do something. You know, they're afraid to jump in. I can't say that.

...Go ahead.

MOD: Go ahead.

...Feel free.

...No.

MOD: You're among friends.

...(inaudible)

MOD: That's me.

...It's kind of crude, but it's hard to verbalize otherwise. Everybody here, you go out with a girlfriend, right. These girls will let you pet, let you do everything, but you couldn't go the rest of the way. Some double thing I think George Aldridge called it. These people who smoke that, do that.

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...You're projecting reality again.

...No. There's just no guts. I get that feeling that people smoke those light things, they just don't have guts. Just don't have the substance to do it.

...Wait a minute.

...(laughter)

MOD: Oh, my God.

...I got four kids.

...(laughter)

...(talking together)

...That's a difference.

MOD: I'm going to check to make sure everything got on tape. I'll be right back.

...If I were you, that girl behind there, got her nose busted looking at you.

...I'll tell you.

MOD: Oh, my God. Where are you?

...This isn't bad. What are we talking about.

...What brand is everybody smoking? One time.

...What are you trying to cover or uncover? This is over, right?

MOD: Yea.

...Okay. Tell us what one you're trying to do business with.

MOD: I'm trying to do business, I'm trying to really map

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out different images.

...Can I guess what you smoke?

...What do you smoke?

MOD: What would you guess?

...I'd say one of the Winstons.

...I'd say Barclay.

...I'd say generic.

...(laughter)

...You're telling him. That's the last time you're going to be here.

...(talking together)

...You're going to be down the elevator shaft in a minute.

...Yea.

MOD: Generics, huh?

...What kind of you smoke?

...Benson and Hedges.

...No.

MOD: Oh.

...Marlboro.

...No.

...I haven't seen them either.

...Called the shot.

...But you got those free, right? You didn't buy those, did you?

MOD: You bet you.

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...But before those you smoked Winston.

...You guys probably heard of death.

...(laughter)

MOD: Before those I smoked Merit and before those I smoked Marlboro.

...Okay. Marlboro woman.

...Could you do with the tape back -

MOD: Say that again.

...Cut down on your smoking or smoke away your cigarette.

Because I'll tell you when I was sucking Kools down, I mean I sucked them down. A couple of packs a day, and now that I'm on a lighter cigarette like this, a pack a day. Because I weaned myself off of cigarettes. Especially now I went on midnights and you drive around all night and you always have a cigarette going.

...Right.

...I go off of them. I was off for six years. I don't see, we're off the tape now so I can say what I want.

...There you are.

...I think anybody who smokes a menthol cigarette has something missing.

...(laughter)

MOD: I'm so glad you can feel candid.

...Right.

...I honestly believe that anybody who smokes those are a

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little phoney. The Carlton 120's and Barclays, nothing personal, and Benson and Hedges and generics, they got a short in their brain.

...(laughter)

...There's something wrong somewhere. People who put that in their mouths.

...Camels, you're talking about short stubby things,

...But you know what it is.

...(laughter)

...This is the ugliest package in the woman and man. The Barclays run a close second, but this is ugly.

...(talking together)

...I always thought it looked pretty good to me.

...What?

...Camels.

...It just looks ugly. I love the Parliament pack. Maybe it's the blue color, the light and the dark blue and the white. They're ugly. But I set the idea that if I'm going to die of cancer, fine and well. You people are going to die of radiation when they got bombs, you know. I might as well go hog wild and live. Why do with a substitute. To me, it just does not make sense. And they taste better. I'm sorry, but if you ever smoked a Camel, you cannot go back to a little bitty cigarette. You just can't do it.

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...They taste good, but (inaudible)

...That's what they got dentists for. Hell, let's face it.

...Toothpaste, dental floss, you know.

...I don't use no dental floss. I just pay a dentist to do it for me.

MOD: Okay. I want to thank you all very much. You've been wonderfully helpful. This is, I've had a good time. And I hope you have too.

...Next time you do this, put a bottle of bourbon, a bottle of scotch.

...That's the next survey.

...Do a whiskey survey.

...There you go.

MOD: Next time.

...(inaudible)

You guys gave me beer. It hurt my feelings. Nothing bothers me. When you said beer, that hurt. That hurt. I hate beer and I hate whiskey. That just really turns me off, you know. You can call me a faggot, a slob, you know. When you said whiskey, that was bad news.

MOD: I want to thank you all very much. Kathy's at the desk. She has your

...Okay.

MOD: And I hope you all have a good evening.

...Try to.

MOD: It was delightful. Thank you. Out that way.

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...Okay.

...I watched a movie last night and I smoked decaffeinated cigarettes, whatever these are, and I drank wine. Does that make me weird?

...Have a nice evening.

MOD: Thank you very much.

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