



CLIENT Brown & Williamson International Tobacco
PRODUCT KENT-PARENT
TITLE FCM-Radio

DATE 3/5/80

NUMBER 48

LENGTH This copy for use with
(OR SPACE) radio commercials title

"Ballad" :60

"Fresh, Calm, Mild" :60

*FCM 60
want*
Ballad
Here
ANNOUNCER: Discover the unique taste of Kent. The mild
international cigarette. (The cigarette that delivers clean,
smooth, satisfying flavor every time you light up.

Enter the world of Kent - Fresh, Calm, Mild. Come to know
quality tobacco and uncompromising mildness. *Kent the taste
you'll feel good about.*

Kent. The taste you'll feel good about.

DM/2A/0305/L

FCM 60 totally inf