

# LENNEN & NEWELL, Inc.

30 Madison Avenue, New York 17, N. Y. . . . . Murray Hill 2-5400  
248 Battery Street, San Francisco 11, Calif. . . . . Yukon 2-7878  
9255 Sunset Boulevard, Los Angeles 69, Calif. . . . . Crestview 1-7221

P. LORILLARD COMPANY  
KENT OLYMPICS  
(Kent International adapted  
for Olympics)  
TV



Sept. 1, 1964  
REVISED  
c. 13-5

## VIDEO

FADE UP ON BEAUTY SHOT OF KENT  
CRUSH-PROOF BOX. FEMALE HAND  
COMES INTO FRAME AND PLACES BOX  
ON SILVER TRAY. HAND AND TRAY  
LEAVE FRAME AS WE...

CUT TO SHOT OF ARCHWAY WITH  
BEADED CURTAIN AND DRAGONS HEAD  
ABOVE. A BEAUTIFUL ORIENTAL  
GIRL COMES THRU AND KENT PACK.

REVERSE CUT AS GIRL COMES THRU  
CURTAIN AND FOLLOW HER AS SHE  
WALKS TO COUPLE SITTING AT TABLE  
SMOKING. SHE PLACES TRAY ON  
TABLE, IN BG WE SEE SOME LIGHTS OF  
THE CITY, MOUNTAINS, LIGHTS SHIMMER-  
ING ON THE WATER AND A LIGHT MIST  
IN THE AIR.

SLOW DISS TO PARIS STREET IN  
DAYTIME. CUT TO SHOT OF COUPLE  
AT TABLE AT SIDEWALK CAFE.  
BEHIND THEM IS GLASS WINDOW. IN  
REFLECTION OF WINDOW WE SEE SUG-  
GESTION OF TRAFFIC SEEN IN PRE-  
CEDING SCENE.

DISS TO STREET SCENE OF HONG  
KONG. HOLD FOR A SECOND AND  
DISS SHOT OF PARIS STREET SCENE  
OVER IT. HOLD BOTH FOR A SECOND  
AND KISS A SHOT OF N.Y. SKYLINE  
AT NIGHT OVER BOTH. FADE OUT  
HONG KONG AND PARIS AND HOLD N.Y.

## AUDIO

WRIGHT: In the Far East, where the Olympics  
are being held...

...Kent is the cigarette of international  
distinction.

Yes, in the Orient and throughout the world  
-- Kent delivers the taste smokers want in  
a filter cigarette.

(SFX: TRAFFIC NOISES, ETC.)

(LOWER STREET SOUNDS)

In Paris, and the 100 other countries where  
Kent is sold, smokers enjoy Kent's blend of  
the world's finest tobaccos filtered through  
the famous Micronite filter.

Wherever you are, the Orient ...

Europe ...

New York ...

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KENT OLYMPICS  
(HONG KONG, PARIS, N.Y.)

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## VIDEO

PULL BACK TO REVEAL WIDER VIEW OF N.Y. THEN PAN OVER TO DISCOVER COUPLE SITTING ON TERRACE IN FOREGROUND AND SKYLINE IN BG.

CUT TO SHOT OF PACK ON TABLE. SUPER: "KENT SATISFIES BEST".

CUT BACK TO COUPLE ON TERRACE AS THEY CONTINUE TALKING. MAN OFFERS WOMAN CIGARETTE. SHE TAKES IT - HE LIGHTS IT. MAN STARTS TO PLACE PACK ON TABLE.

CUT TO SHOT OF TABLE TOP AS MAN'S HAND COMES INTO FRAME AND PUTS PACK ON TABLE. WE SEE TOP IS MADE OF STICKERS FROM CITIES AROUND THE WORLD.

DISS TO CRUSH-PROOF AND KING-SIZE PACKS.

## AUDIO

...discriminating smokers know that for the best combination of filter and good taste

...

...Kent satisfies best.

Yes, Kent delivers the taste. Because only Kent combines the world's finest premium quality tobaccos filtered through the famous Micronite filter.

Why don't you try Kent — a favorite in the United States and also...

...enjoyed in over 100 countries throughout the world.

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