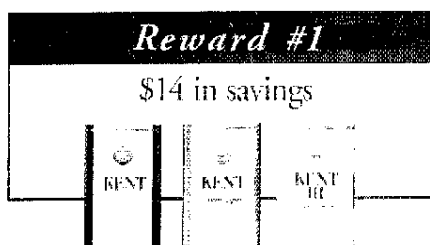


Please accept these money-saving rewards as our thank you  
for trying Kent—the right low tar taste for you.



Dear Sample,

20111 999809999 999999

Just to show you the tar, taste and, to show you just how much, we  
give you \$14 in savings, plus 10 minutes of **free**  
phone calls.

It's only what you deserve. After all, few things go together as well  
as a great cigarette and 10 minutes of free phone calls.

Please note that this offer is only valid for the first 10 minutes of  
each day. The offer is valid for the first 10 minutes of each day. The offer  
is valid for the first 10 minutes of each day. The offer is valid for the first  
10 minutes of each day. The offer is valid for the first 10 minutes of each day.

Each time you purchase a pack of Kent cigarettes, you will receive a  
proof-of-purchase (UPC) from  
Kent. This coupon is good for 10 minutes of  
**free** phone calls. Please note that this offer is only valid in the U.S.

Thank you for trying Kent. It's all about the right low tar taste for you. If  
you can't get better than that,  
we'll be right there and thank you for trying the right low tar taste of Kent.

Sincerely,

*Denise West*

Denise West

Kent Cigarette Company

P.S. To get even more than this, please take a moment to fill out the Survey below and mail to us at 10/14/95.

Detach here

## SMOKER'S SURVEY

Please answer all the questions below, then detach and  
mail by 10/14/95. Thank you.

☐ YES! I want to receive more money-saving coupons.

Here is my completed survey:

1. Sex: ☐ Male ☐ Female

2. Age: ☐ 21-24 ☐ 25-34 ☐ 35-49 ☐ 50-64 ☐ 65+

3. My regular brand is (fill in brand name): \_\_\_\_\_

Type: ☐ Non-Filter ☐ Regular ☐ Lights ☐ Medium/Milds ☐ Ultra Lights

Flavor: ☐ Menthol ☐ Non-Menthol

Length: ☐ Regular/King ☐ Long/100's ☐ Extra Long 120's

4. How long have you been smoking your current brand of cigarettes?

☐ Less than 1 yr. ☐ 1-2 yrs. ☐ 2-5 yrs. ☐ Over 5 yrs.

5. Brand previously smoked was \_\_\_\_\_

6. Do you usually purchase cigarettes by the: ☐ Carton ☐ Pack ☐ Both ways

7. How many cigarettes do you smoke per day? ☐ 1-10 ☐ 11-19 ☐ 20-29 ☐ 30+

I certify that I am a smoker 21 years of age or older and that I am willing to receive this offer  
as well as future coupons, premiums and sample cigarettes.

Signature X \_\_\_\_\_  
(Required)

☐ Please remove my name from your mailing list

John Q. Sample  
123 Main Street  
Anytown, US 12345-6789

20111 999809999 999999

Please make corrections, if necessary, to your name and/or address

93261489

Mail to: 93261489

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