

You'll feel better about smoking with the taste of Kent!



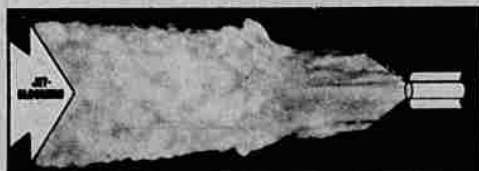
KENT with the
"Micronite" Filter
REFINES away harsh flavor...
REFINES away hot taste
... makes the taste
of a cigarette mild!

THE CIGARETTE
THAT MADE THE
FILTER FAMOUS



KING-SIZE
REGULAR-SIZE OR
CRUSH PROOF BOX

Kent's famous "Micronite" Filter is made of pure all-vegetable filter fibers by Kent's "Jet-Blooming" process!



ALL THESE FIBERS ARE COMPRESSED INTO THE FILTER!

Kent has become the favorite of millions, with the richest, finest-quality tobaccos and the famous "Micronite" Filter.

An important step in making the "Micronite" Filter is Kent's "Jet-Blooming" Process. Specially designed machines separate the soft fluffy material into individual

fibers . . . then compress the fibers into the familiar filter shape, in an intricate network of tiny channels which refine smoking flavor.

The result is the famous "Micronite" Filter—with a free and easy draw that brings through the true tobacco taste from Kent's blend of the world's finest tobaccos. That's why you'll feel better about smoking, with the taste of Kent.