

ALL OVER AMERICA...
MORE SCIENTISTS AND EDUCATORS SMOKE KENT
with the Micronite Filter than any other cigarette!

BRAND PREFERENCE OF AMERICAN SCIENTISTS WHO SMOKE	
KENT	15.3%
BRAND "A"	10.0%
BRAND "G"	7.0%
BRAND "F"	7.0%
BRAND "S"	7.3%

BRAND PREFERENCE OF AMERICAN EDUCATORS WHO SMOKE	
KENT	30.3%
BRAND "G"	8.0%
BRAND "E"	7.7%
BRAND "A"	7.7%
BRAND "F"	7.0%



"KENT is my favorite, too,"

says **FLOYD SIMMONS**,
 1948 and 1952
 Olympic decathlon star.



KENT WITH THE MICRONITE FILTER

refines smoking flavor...

-makes the taste of a cigarette mild!

For good smoking taste, it makes good sense to smoke **KENT**

A PRODUCT OF P. LORILLARD COMPANY · FIRST WITH THE FINEST CIGARETTES · THROUGH LORILLARD RESEARCH

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