

*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!

No wonder that all over America, Kent, the cigarette that made the filter famous, is the favorite of millions of smokers, including scientists and educators.



*Kent's the best...for the flavor you like!*