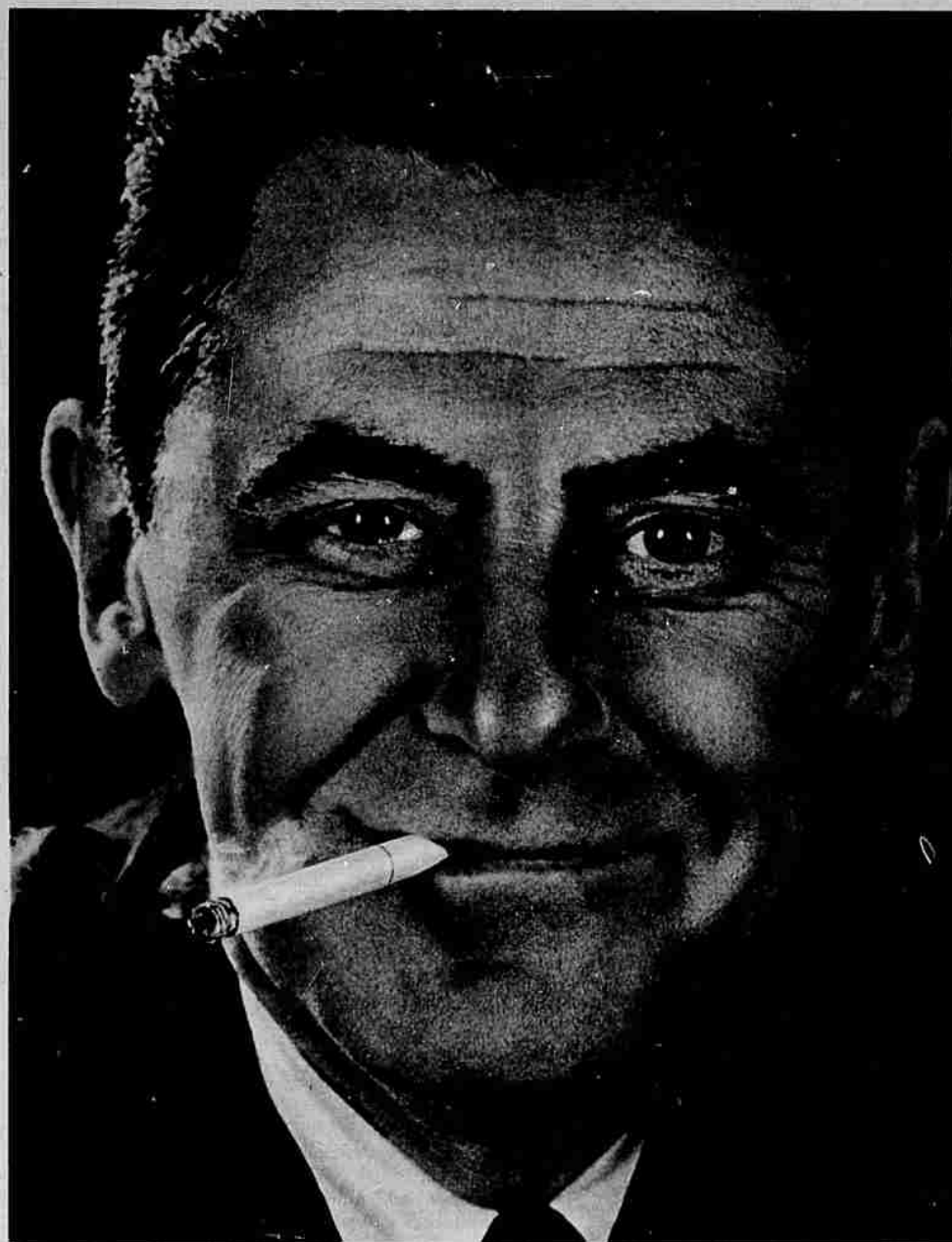


You'll feel better about smoking with the taste of Kent!



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



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 fam-
ous "Micronite" Filter.

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

air-pressure . . . 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.