

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"	10.5%
BRAND "G"	7.9%
BRAND "F"	7.4%
BRAND "B"	7.3%

BRAND PREFERENCE OF AMERICAN EDUCATORS WHO SMOKE	
KENT	20.3%
BRAND "G"	8.0%
BRAND "E"	7.7%
BRAND "A"	7.7%
BRAND "F"	7.0%

"KENT is my favorite, too."

says BOB COUSY,
 famous ALL-STAR guard
 of the Boston Celtics



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**