

*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 cig-
arette that made the
filter famous, is the
favorite of millions of
smokers, including sci-
entists and educators.



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