



*Your voice of wisdom says **SMOKE KENT***

*Only KENT gives you the scientific Micronite Filter
that takes out so much of the nicotine and tars*



With your very first carton of KENTs, you will discover the cleanest-tasting, freshest cigarette flavor you have ever known. One that stays clean and fresh-tasting, no matter how much you smoke.

There's a sound scientific reason why.

You draw KENT's rich tobacco flavor through KENT's famous Micronite Filter. This filter is made of a material scientists developed for places where filters have to work. It's the finest material known for filtering smoke.

And remember, only KENT goes to the extra expense to give you this scientific Micronite Filter.

Try a carton of KENTs. See what a difference KENT can make.



KENT the only cigarette with the Micronite Filter

1955 Jul 23



Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

You owe it to yourself to know why KENT is so clearly different from other filter cigarettes. With your first carton of KENTs—

1. You will know the real assurance you can only get with KENT's Microsite Filter.
2. You will enjoy KENT's light, mild flavor that stays fresh-tasting all day through.

Here's the important reason: KENT's filtering material is not just cotton, paper or cellulose, the material used in all other cigarette filters.

KENT's material is a scientific discovery that is so effective in removing microscopic particles that scientists recommend it in places where filter protection is vital.

No wonder KENT with the Microsite Filter puts extra protection—and extra pleasure—in your filter smoking.



KENT and only KENT has the MICROSITE FILTER . . . the filter that takes out even microscopic particles.

*Kent and "Microsite" are registered trademarks of J. W. Benson & Co., Ltd., London, England.

What a difference a KENT makes . . . buy a carton and see!

1955

Your voice of wisdom says
SMOKE KENT

Your voice of pleasure says
ENJOY KENT

Before you finish smoking your first carton of KENTs, you will know these two things . . .

1. You will gain the real assurance you can only get with KENT's Micronite Filter, proved effective in test after test. The best filter you can buy!
2. You will discover KENT's just-right flavor that stays fresh-tasting, cigarette after cigarette.

There is a difference in KENT!
... buy a carton and see.

KING SIZE

KING SIZE or Regular . . . both same price

KENT
and only Kent has the
MICRONITE FILTER
the filter that takes out
even microscopic particles

1955

Your voice of wisdom says **SMOKE KENT**

Your voice of pleasure says **ENJOY KENT**

Because KENT uses the most efficient material scientists know for filtering smoke, KENT can make this promise. With the first carton of KENTS you smoke—

1 You will gain the real assurance you can only get with the greatest protection of KENT's Micronite Filter.

2 You will enjoy KENT's light, mild flavor that stays clean and fresh-tasting, cigarette after cigarette.

It's easy to see KENT's difference. KENT's scientifically developed Micronite Filter material isn't just the cotton, paper or cellulose all other filter cigarettes rely on.

It is so effective in filtering air (and smoke) scientists recommend it for places where there's *any* to work . . . where filter protection is vital.

Easy to see why KENT offers you extra protection . . . and extra smoking pleasure.

What a difference a KENT makes . . . buy a carton and see!

Only **KENT** gives you the protection of the MICRONITE FILTER.

"Kent" and "Micronite" are registered trademarks of R. J. REYNOLDS COMPANY.

Need Date



Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

The more brands of filter cigarettes that are introduced—the more experiments with filters—the clearer is the difference in KENT. With your very first carton of KENTs, you'll enjoy—

1. The real assurance you can only get with KENT's Micronite Filter.
2. KENT's light, fine tobacco flavor that stays/tast-ing, cigarette after cigarette.

For KENT's filtering material is not just cotton, paper or cellulose (which are used by all other filter cigarettes). KENT's material was developed by scientists and is recommended by scientists for places where filter effectiveness is absolutely vital.

Why not discover why KENT with the Micronite Filter is the best filter cigarette you can buy. Particularly now—

There is a difference in KENT... buy a carton and see!



KENT and only KENT has the MICRONITE FILTER... the filter that takes out even microscopic particles.

"Kent" and "Micronite" are registered trademarks of W. D. & H. O. Kent Co. Ltd.

Need date



Your voice of wisdom says **SMOKE KENT**

Remember: KENT and only KENT goes to the extra expense
to give you the exclusive, scientific Micronite Filter.



You owe it to yourself to find out why KENT smokers tell us: "I haven't enjoyed my cigarettes so much in years!"

That's because KENT starts with a custom blend of rich flavor-
first tobacco—and then goes to the extra expense to give you
the scientific Micronite Filter,
the filter that removes so much of the nicotine and tar.

KENT's Micronite Filter can do that, because it contains a substance
scientifically developed and thoroughly tested,
for use in industrial plants and other places where the air must be free
from even minute particles.

Result: The cleanest-tasting, freshest-tasting, all-day cigarette
you've ever known!



KENT the only cigarette with the Micronite Filter

*King Size or Regular
both same price*



Your voice of wisdom says **SMOKE KENT**



Your voice of pleasure says **ENJOY KENT**

Just a few days of smoking KENTs and you will know a complete and completely new kind of smoking satisfaction that combines—
1 The real assurance that only the protection of KENT's Macronite Filter can promise you.
2 KENT's wonderfully light flavor that stays clean and fresh-tasting cigarette after cigarette.
KENT's filtering material makes the big

difference. For it is not just cotton, paper or cellulose, the materials all other filter cigarettes use. It's a scientifically developed material that is more efficient than any other for filtering smoke—the material scientists recommend for places where filter protection is vital.
No wonder KENT with the Macronite Filter gives you extra protection—extra pleasure. Why not prove it to your satisfaction?



King Size or Regular
... both same price

KENT gives you the protection of the **MACRONITE FILTER**

*Kent and "Macronite" are registered trademarks of B. L. LORILLARD COMPANY

What a difference a KENT makes... buy a carton and see!



Your voice of wisdom says **SMOKE KENT**

Only KENT goes to the extra expense to give
you the exclusive scientific Micronite Filter



... Quite naturally, you pay a few pennies more. But the real question is, can you afford not to smoke KENT?

For KENT (and only KENT) has the Micronite Filter . . . the finest-quality filter in a cigarette. And only the unique material in this filter removes every trace of harshness.

That's why KENT tastes so clean, so fresh. It's why you never tire of KENT, no matter how much you smoke.

Yes, you pay a trifle more for KENT. But what a difference those few extra pennies make! Just try a carton of KENT, and see.



KENT the only cigarette with the Micronite Filter



Are you for a filter
and rich flavor, too?

the **Logical Move** is **L&M**

Are you for a filter? L&M has a modern filter...a filter that's all-white...both inside and outside.

Are you for rich flavor? You get the good taste of soft-matured, longer aged tobaccos from L&M's rich-flavor leaf.

The rich-flavor cigarette with a modern all-white filter.

THE MIRACLES TIP
L&M
FILTERS
LORETT & MORRIS TOBACCO CO.

Are you for a filter and rich flavor, too?

the Logical Move is L&M

Are you for a filter? L&M has a modern filter... a filter that's all-white both inside and outside.

Are you for rich flavor? You get the good taste of soft matured, longer aged tobaccos from L&M's rich-flavor leaf.

The rich-flavor cigarette with a modern all-white filter.



Are you for a filter and rich flavor, too?

the Logical Move is L&M

Are you for a filter? L&M's the filter cigarette with a modern all-white filter that's pure white both inside and outside.

And rich flavor, too? You get the good taste of L&M's rich-flavor leaf a leaf that comes from soft-matured, longer aged tobaccos.

The rich-flavor cigarette with a modern all-white filter.

