

Sensitive Smokers:

Published medical reports show that about 1 out of 3 smokers is sensitive to the nicotine and tars in tobacco.



You can SEE the proof of Kent's health protection!



Exclusive "MICRONITE" FILTER removes 7 times more nicotine and tars than any other leading filter cigarette.

... and you can see and taste the difference!

Compare KENT smoke with the smoke of any other filter cigarette. KENT smoke is lighter, cleaner, almost white in color! Ordinary filter cigarette smoke is heavy, yellowish in color.

The difference is that KENT'S "MICRONITE" FILTER—used in its original form to purify the air in atomic energy plants—removes 7 times more nicotine and tars!

If you're a Sensitive Smoker—if you worry about the effects of smoking—try KENT with its extraordinary "MICRONITE" FILTER.

But expect a new smoking experience with

KENT. After all, this is your first cigarette with a filter that really works (in its ordinary cotton or crepe-paper filters)?

And if you'll give KENT a fair trial—not just one day of smoking, but a week or even two, long enough to allow your taste to adjust to so much less irritants in the smoke—we promise the KENT'S fine tobacco will give you more smoking satisfaction than you've ever known.

And at the same time you'll be enjoying the greatest health protection in cigarette history!

Stop to think . . . and you'll start to smoke **KENT**

A PRODUCT OF P. D. COLLIER SMOKING MANUFACTURING COMPANY, CINCINNATI, OHIO

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ATTN: 14-A
N. Y. City News—May 21, 1962



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.



10 CIGARETTES
100% TOBACCO

KENT *the only cigarette with the Micronite Filter*

MADE IN U.S.A.

EST. 1938 - July 14, 1955

Kentucky Smoking Room - July 28, 1955

00307667

MIRACLE

discovered in
atomic energy plants

New filter material takes out 7 times more
nicotine and tars than any other leading filter
cigarette...leaves in rich, mild tobacco flavor.



The only cigarette with the *"MICRONITE" FILTER*

You'll notice a wonderful difference in KENTS. Because so much tar and nicotine are filtered out, the taste is different—full of flavor, yet soft, mild, with less "bite." And the smoke looks different; it's lighter, clearer than the dense, heavy smoke you've been used to.

P. LORILLARD COMPANY, ESTABLISHED 1760

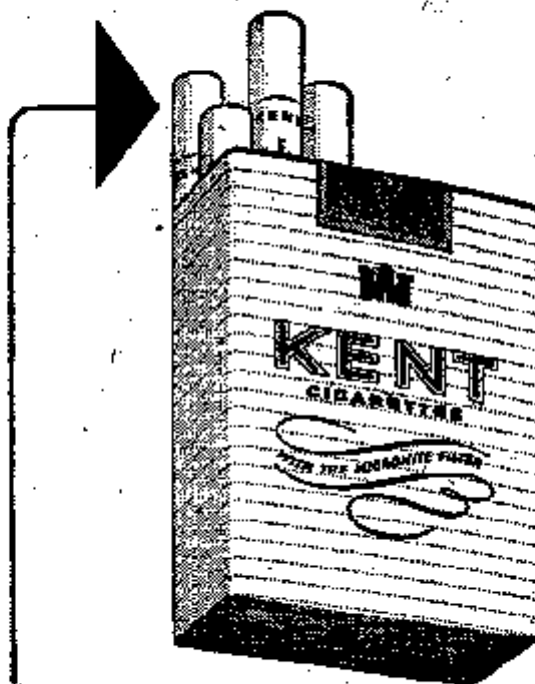
80687136

Ad No. 8 Revisé
Newspapers—232 lines—1952

FOUND

in an
atomic energy plant

New filter material takes out 7 times more nicotine and tars than any other leading filter cigarette...leaves in rich, mild tobacco flavor.



The only cigarette with the *'MICRONITE' FILTER*

You'll notice a wonderful difference in KENTS. Because so much tar and nicotine are filtered out, the taste is different—full of flavor, yet soft, mild, with less "bite." And the smoke looks different, it's lighter, clearer than the dense, heavy smoke you've been used to.

P. LORILLARD COMPANY, ESTABLISHED 1760

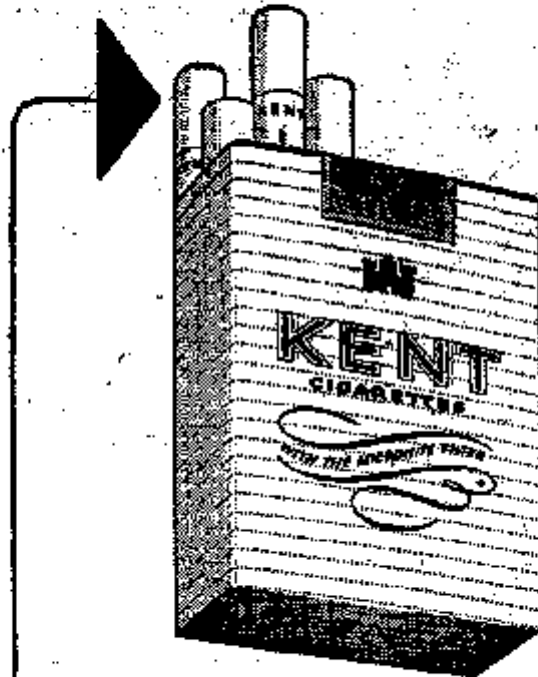
80687137

Ad No. 2-Rev.
Newspapers—(232 Lines)—Week of May 5, 1952

SECRET

released by
atomic energy plants

New filter material takes out 7 times more
nicotine and tars than any other leading filter
cigarette...leaves in rich, mild tobacco flavor



The only cigarette with the *'MICRONITE' FILTER*

You'll notice a wonderful difference in KENTS. Because so much tar and nicotine are filtered out, the taste is different—full of flavor, yet soft, mild, with less "bite." And the smoke looks different; it's lighter, clearer than the dense, heavy smoke you've been used to.

P. BURLINGAME COMPANY, ESTABLISHED 1700

80687138

Ad No. 6 Revise
Newspapers—234 lines—1954

SENSITIVE SMOKERS



Exclusive

'MICRONITE' FILTER

In new KENT cigarettes
removes 7 times more
nicotine and tars than
any other leading filter
cigarette...leaves in rich,
mild tobacco flavor.

Stop to think...and you'll start to smoke KENT

You'll notice a wonderful difference in KENTS. Because so much
tars and nicotine are filtered out, the taste is different - full of flavor,
yet soft, mild, with less "bite." And the smoke looks different; it's
lighter, clearer than the dense, heavy smoke you've been used to.

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Ad No. 10
April 23, 1952 only
New York Journal American
New York Mirror
New York Post
Chicago Herald American
Chicago Sun Times
Los Angeles Herald Express
Los Angeles Mirror
Los Angeles News

80687139

DISCOVERED

in an
atomic energy plant

New filter material takes out
7 times more nicotine and tars
than any other leading filter
cigarette...leaves in rich, mild
tobacco flavor.



The only cigarette with the *'MICRONITE' FILTER*

You'll notice a wonderful difference in KENTS. Because so much
tars and nicotine are filtered out, the taste is different - full of flavor,
yet soft, mild, with less "bite". And the smoke looks different; it's
lighter, clearer than the dense, heavy smoke you've been used to.

F. LORILLARD COMPANY, ESTABLISHED 1700

80687140

NEW

The exclusive *MICRONITE FILTER*
in new KENT cigarettes takes out 7 times
more nicotine and tars than any
other leading filter cigarette
...leaves in rich, mild tobacco flavor.



You'll notice a wonderful difference in KENTS. Because so much tars and nicotine are filtered out, the taste is different—full of flavor, yet soft, mild, with less "bite." And the smoke looks different, it's lighter, clearer than the dense, heavy smoke you've been used to.

R. LORELLARD COMPANY, ESTABLISHED 1740

Ad No. 9 Revise 2
Newspapers—218 lines—1953

80697141