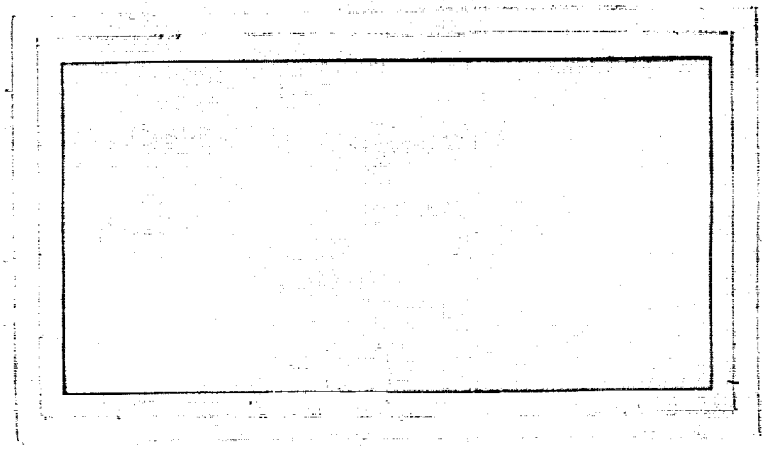

IC

Kent
Historical

to Brian Ohane
Look at Headlines used
for original Kent
Introduction. Might be
some of interest to you
for Kent I or Barclay
Pls return
JAH 10/12/81

GREY ADVERTISING INC.

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P. LORILLARD COMPANY

KENT

HISTORY OF PRINT CAMPAIGN

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NATIONAL MAGAZINES

2066120015 2
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M A G A Z I N E S

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2066120154
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1955

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
306A	"Don't Those You Like Best Deserve Kent..."	New Yorker	1 pg 4/c	12/17
		Sports Illustrated	1 pg 4/c	12/19

1956

309A	"If You Smoke A Lot, Shouldn't It Be Kent..."	Sports Illustrated	1 pg 4/c	4/2
		New Yorker	1 pg 4/c	4/28
310A	"If You Smoke A Lot, Kent's Are To Your Taste Too..."	Sports Illustrated	1 pg 4/c	4/23
		New Yorker	1 pg 4/c	5/12
311A	"You'll Enjoy Kent's -- When You Smoke A Lot..."	Sports Illustrated	1 pg 4/c	5/28
		New Yorker	1 pg 4/c	6/16
312A	"If You Smoke A Lot, You'll Relax Even More With Kent..."	Sports Illustrated	1 pg 4/c	6/18
		New Yorker	1 pg 4/c	7/14
313A	"If You Smoke A Lot, Change To Kent..."	Sports Illustrated	1 pg 4/c	7/9
		New Yorker	1 pg 4/c	8/4
314A	"If You Smoke A Lot, Change to Kent..."	Sports Illustrated	1 pg 4/c	8/20
		New Yorker	1 pg 4/c	9/1

1957

15	"Kent Filters Best..."	TV Guide	1 pg B&W	11/16

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1958

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
16	"Kent Filters Best..."		Ebony	1 pg B&W	Jan, February
29	"Kent Filters Best..."	(Hunter)	TV Guide	1 pg B&W	-
34	"Kent Filters Best..."	(Hunter)	Ebony	1 pg B&W	April
38	"Kent Filters Best..."		TV Guide	1 pg B&W	2/15
75	"Kent Filters Best..."	(Skier)	TV Guide	1 pg B&W	3/15
51	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	4/9, 4/15
56	"What A Wonderful Feeling..."	(Golfer)	Ebony	1 pg B&W	June, August
57 REV	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	5/10, 5/24, 6/14 6/28
72	"Of All Leading Filter Cigarettes..."	(Wright)	New Rochelle League for Service	1 pg B&W	June
73	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	6/28, 7/26, 8/23 9/6, 9/20
73 REV	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	10/18
73 REV 2	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	11/1
73 REV 3	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	11/22
89	"Of All Leading Filter Cigarettes..."	(Woman)	Ebony	1 pg B&W	October
108	"Of All Leading Filter Cigarettes..."	(Man)	Ebony	1 pg B&W	December
116	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	12/13
121	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
121 REV	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
135	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	2/21

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1958 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
148	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
148 REV	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
189	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
203	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-
214	"Kent Filters Best..."	(Skier)	TV Guide	½ pg B&W	-

1959

122	"Wonderful Feeling!"	(Redhead)	Family Circle	1 pg 4/c	January
137	"Wonderful Feeling!"	(Redhead)	Sat. Eve. Post	1 pg 4/c	March
141	"Wonderful Feeling!"	(Girl in Straw Hat)	Family Circle	1 pg 4/c	May
167	"Modern Taste is Part of Better Living.."	(Lavon Scene)	Life	1 pg 4/c	8/17
			Look	1 pg 4/c	8/18
			Sat. Eve. Post	1 pg 4/c	8/15
173	"Micropore Paper..."	(Boy & Girl with Flowers)	Sat. Eve. Post	1 pg 4/c	8/22
183	"Micropore Paper..."	(Man)	Life	1 pg 4/c	7/13
			Sat. Eve. Post	1 pg 4/c	8/1
183A	"Micropore Paper..."	(Man)	Time	1 pg B&W	7/13
			Newsweek	1 pg B&W	7/13
188	"Micropore Paper..."	(Man)	Life	1 pg B&W	7/20
			Sat. Eve. Post	1 pg B&W	8/1
188A	"Micropore Paper..."	(Man)	Time	1 pg B&W	7/20
			Newsweek	1 pg B&W	7/20

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1959 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
195	"Micropore Paper..."	(Ashtray)	Look	1 pg B&W	9/15
			Life	1 pg B&W	9/21
			Sat Eve. Post	1 pg B&W	9/12
195A	"Whether It's The Paper..."	(Ashtray)	Time	1 pg B&W	8/24
			Newsweek	1 pg B&W	9/21
			US News & World Report	1 pg B&W	8/31
206A	"Micropore Paper..."	(Man)	Time	1 pg B&W	10/12
			Newsweek	1 pg B&W	10/19
			US News & World Report	1 pg B&W	10/26

1960

216	"Tars And Nicotine..."	(Man)	Ebony	1 pg B&W	January
224	"Today, Tars And Nicotine..."	(Man)	Ebony	1 pg B&W	February
230	"Kent Satisfies Your Appetite..."	(Man)	Ebony	1 pg B&W	March
231	"Kent Satisfies Your Appetite..."	(Man)	Ebony	1 pg B&W	April
245	"Kent Satisfies Your Appetite..."	(Woman)	Ebony	1 pg B&W	May
255	"Kent Satisfies Your Appetite..."	(Golfer)	Ebony	1 pg B&W	June
262	"Kent Satisifes Your Appetite..."	(Woman)	Ebony	1 pg B&W	July
285	"More Scientists And Educators..."	(Man)	Ebony	1 pg B&W	September
291	"More Scientists and Educators..."	(Man)	Ebony	1 pg B&W	October
295	"More Scientists and Educators..."	(Athlete)	Ebony	1 pg B&W	November

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1961

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
308	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	February
309A	"You'll Feel Better About Smoking..."	(Man)	TV Guide	1 pg 4/c	2/19
311	"You'll Feel Better About Smoking..."	(Girl)	Ebony	1 pg B&W	March
312	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	April
316A	"You'll Feel Better About Smoking..."	(Pilot)	TV Guide	1 pg 4/c	3/12
319A	"You'll Feel Better About Smoking..."	(Woman)	TV Guide	1 pg 4/c	4/2
328A	"You'll Feel Better About Smoking..."	(Man)	TV Guide	1 pg 4/c	4/23
329	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	May
330A	"You'll Feel Better About Smoking..."	(Man)	TV Guide	1 pg 4/c	5/14
337	"You'll Feel Better About Smoking..."	(Girl)	Ebony	1 pg B&W	June
339A	"You'll Feel Better About Smoking..."	(Woman)	TV Guide	1 pg 4/c	6/4
345	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	July
348	"You'll Feel Better About Smoking..."	(Girl)	Ebony	1 pg B&W	August
349A	"You'll Feel Better About Smoking..."	(Golfer-Man)	TV Guide	1 pg 4/c	7/15
351	"You'll Feel Better About Smoking..."	(Man)	TV Guide	1 pg 4/c	8/12
352	"You'll Feel Better About Smoking..."	(Hostess)	TV Guide	1 pg 4/c	9/9
353	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	September
354	"You'll Feel Better About Smoking..."	(Man)	Ebony	1 pg B&W	October
355	"You'll Feel Better About Smoking..."	(Girl)	Ebony	1 pg B&W	November
365	"You'll Feel Better About Smoking..."	(Draftsman)	Ebony	1 pg B&W	December
367	"You'll Feel Better About Smoking..."	(Girl)	TV Guide	1 pg 4/c	11/24

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1961 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
370	"You'll Feel Better About Smoking..."	(Redhead)	TV Guide	1 pg 4/c	12/16

1962

376	"You'll Feel Better About Smoking..."	(Skaters)	Esquire	1 pg 4/c	February
386	"You'll Feel Better About Smoking..."	(Skiers)	Ebony	1 pg B&W	March
387	"You'll Feel Better About Smoking..."	(Skiers)	Ebony	1 pg B&W	April
389B	"You'll Feel Better About Smoking..."	(Skiers)	Sports Illustrated	1 pg 4/c	3/5
			New Yorker	1 pg 4/c	3/17
			Playboy	1 pg 4/c	April
389	"You'll Feel Better About Smoking..."	(Skiers)	Esquire	1 pg 4/c	April
401A	"You'll Feel Better About Smoking..."	(Tennis)	Sports Illustrated	1 pg 4/c	5/14
			Playboy	1 pg 4/c	June
			New Yorker	1 pg 4/c	6/9
402	"You'll Feel Better About Smoking..."	(Golfers)	Esquire	1 pg 4/c	July
			Show	1 pg 4/c	July
402B	"You'll Feel Better About Smoking..."	(Golfers)	Sports Illustrated	1 pg 4/c	6/11
			New Yorker	1 pg 4/c	7/7
			Playboy	1 pg 4/c	July
			Redbook	1 pg 4/c	July
410	"You'll Feel Better About Smoking..."	(Tennis)	Ebony	1 pg B&W	June
411	"You'll Feel Better About Smoking..."	(Girl)	Ebony	1 pg B&W	July
421B	"Treat Your Taste Kindly..."	(Bucks County)	New Yorker	1 pg 4/c	8/11
			Sports Illustrated	1 pg 4/c	8/27
			Playboy	1 pg 4/c	September
422	"Treat Your Taste Kindly With Kent..."	(Sunset)	New Yorker	1 pg 4/c	9/1
			Sports Illustrated	1 pg 4/c	9/17
			Redbook	1 pg 4/c	September
			Guest Informant	1 pg 4/c	September
			Cosmopolitan	1 pg 4/c	October
			Playboy	1 pg 4/c	October

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1962 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
428	"Treat Your Taste Kindly..."	(Bucks County)	Ebony	1 pg B&W	September
443A	"Treat Your Taste Kindly..."	(Covered Bridge)	Sports Illustrated	1 pg 4/c	11/12
			New Yorker	1 pg 4/c	11/24
			Redbook	1 pg 4/c	November
			Bravo	1 pg 4/c	November

1963

					DATE & SIZE
452	"Treat Your Taste Kindly..."	(Stone Steps)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
452A	"Treat Your Taste Kindly..."	(Stone Steps)	National Magazines	1 pg 4/c	7 x 10
453	"Treat Your Taste Kindly..."	(Red Barn)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
453A	"Treat Your Taste Kindly..."	(Red Barn)	National Magazines	1 pg 4/c	7 x 10
454	"Treat Your Taste Kindly..."	(Passageway)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
454A	"Treat Your Taste Kindly..."	(Passageway)	National Magazines	1 pg 4/c	7 x 10
456	"Treat Your Taste Kindly..."	(Stone Steps)	Ebony	1 pg B&W	April
459	"Treat Your Taste Kindly..."	(Harbor)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
459A	"Treat Your Taste Kindly..."	(Harbor)	National Magazines	1 pg 4/c	7 x 10
461	"Treat Your Taste Kindly..."	(Well)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
461A	"Treat Your Taste Kindly..."	(Well)	National Magazines	1 pg 4/c	7 x 10
466	"Treat Your Taste Kindly..."	(Tree)	Ebony	1 pg B&W	May
481	"Which Of The Top 10 Brands Do You Think You Should Smoke?"		National Magazines	1 pg 4/c	9 3/8 x 12 1/8
481B	"Which Of The Top 10 Brands Do You Think You Should Smoke?"		National Magazines	1 pg 4/c	7 x 10
489	"Kent With The Micronite Filter..."		National Magazines	1 pg 4/c	9 3/8 x 12 1/8

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1963 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE & SIZE
489A	"Kent With The Micronite Filter..."	(Boy & Girl)	National Magazines	1 pg 4/c	7 x 10
489C	"Kent With The Micronite Filter..."	(Boy & Girl)	TV Guide	1 pg 4/c	9/28
490	"Kent With The Micronite Filter..."	(Boy & Girl)	New Yorker	1 pg B&W	--
491	"Kent With The Micronite Filter..."	(Boy & Girl)	Ebony	1 pg B&W	November
493	"Kent With The Micronite Filter..."	(Boy & Girl)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
493A	"Kent With The Micronite Filter..."	(Boy & Girl)	National Magazines	1 pg 4/c	7 x 10
493C	"Kent With The Micronite Filter..."	(Boy & Girl)	TV Guide	1 pg 4/c	10/26
496	"Kent With The Micronite Filter..."	(Boy & Girl)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
496A	"Kent With The Micronite Filter..."	(Boy & Girl	National Magazines	1 pg 4/c	7 x 10
499	"Kent With The Micronite Filter..."	(Boy & Girl	Ebony	1 pg B&W	December

1964

506A	"Kent With The Micronite Filter..."	(Olympics)	National Magazines	1 pg 4/c	7 x 10
508	"Kent With The Micronite Filter..."	(Boy & Girl)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
514	"Kent With The Micronite Filter..."	(Boy & Girl)	Ebony	1 pg 4/c	February
516	"Kent With The Micronite Filter..."	(Boy & Girl)	Ebony	1 pg 4/c	March
543A	"Kent Makes Work More Fun..."	(Beach)	National Magazines	1 pg 4/c	7 x 10
550	"Kent Makes Work More Fun..."	(Barbeque)	National Magazines	1 pg 4/c	9 3/8 x 12 1/8
553	"Rest Awhile, Light Up..."	(House Painting)	Ebony	1 pg 4/c	September
559	"Looking For Real Smoking Enjoyment..."	(Moving Scene)	Ebony	1 pg 4/c	November
566	"A Gift Of Smoking Pleasure..."	(Xmas Wrapping)	Ebony	1 pg 4/c	December

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1964 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
-	"Kent With The Micronite Filter..."	(Skiers)	Sports Illustrated	1 pg 4/c	-

1965

577	"Pleasure Ahead -- When It's Kent..."	(Skiing Scene)	National Magazines	1 pg 4/c	January
578	"For Your Enjoyment..."	(Upholstery Scene)	Ebony	1 pg 4/c	January
580	"Time Out For Smoking Pleasure..."	(Telephone Scene)	Ebony	1 pg 4/c	February
581	"Time Out For Smoking Pleasure..."	(TV Scene)	National Magazines	1 pg 4/c	February
583	"Call For Pleausre -- Call For Kent..."	(Telephone)	National Magazines	1 pg 4/c	-
590	"Light Up A Kent, and You've Got A Good Thing Going..."		Ebony	1 pg 4/c	June
592	"Light Up A Kent, And You've Got A Good Thing Going..."		National Magazines	1 pg 4/c	-
593	"Light Up A Kent, And You've Got A Good Thing Going..."		National Magazines	1 pg 4/c	-
594	"Light Up A Kent, And You've Got A Good Thing Going..."		National Magazines	1 pg 4/c	-
595	"Light Up A Kent, And You've Got A Good Thing Going..."		National Magazines	1 pg 4/c	-
598	"Light Up A Kent, And You've Got A Good Thing Going..."		Ebony	1 pg 4/c	September

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NEWSPAPERS

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NEWSPAPERS

KENT HISTORICAL

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1956

AD #	DESCRIPTION	NEWSPAPER	SIZE	DATE
174A	"Kent Now At Popular Filter Price..."	-	Tabloid	9/17
175	"Kent Now At Popular Filter Price..."	-	1200	9/24
179	"Kent Now At Popular Filter Price..."	-	1200	10/22
180	"Kent Now At Popular Filter Price..."	New York Times	-	10/11
		New York Tribune	-	10/11
		New York World-Telegram & Sun	-	10/11
		New York Journal American	-	10/11
		Chicago News	-	10/11
		Chicago Tribune	-	10/11
		Chicago American	-	10/11
		Los Angeles Times	-	10/11
		Los Angeles Examiner	-	10/11
		Los Angeles, Herald Express	-	10/11
		Los Angeles Mirror-News	-	10/11
181	"Nothing Tops The Pleasure Of Flavorful Kent..."	-	-	11/12
182	"Nothing Tops The Pleasure Of Flavorful Kent..."	New York Times	-	-
		New York World-Telegram & Sun	-	-
		New York Herald Tribune	-	-
		New York Journal American	-	-

1957

707	"I Like Kent The Mild Cigarette..."	-	-	-
708	"I Like Kent The Mild Cigarette..."	-	-	-
708 Rev.	"I Like Kent The Mild Cigarette..."	-	1200	-
711	"I Like Kent The Mild Cigarette..."	-	-	-
711A	"I Like Kent The Mild Cigarette..."	-	-	-

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AD #	DESCRIPTION	NEWSPAPER	SIZE	DATE
726	"Kent Filters Best..."	-	1750	9/4, 9/5, 9/6
726A	"Kent Filters Best..."	-	Tabloid	9/4, 9/5, 9/6
1	"Kent Filters Best..."	-	1750	-
2	"Kent Filters Best..."	-	1000	-
3	"Kent Filters Best..."	-	1248	-
3A	"Kent Filters Best..."	-	1000	-
6	"Kent Filters Best..."	-	70	-
8	"First In Sales In New York City..."	-	2240	-
8A	"First In Sales In New York City..."	-	1000	-
9	"First In Sales In Los Angeles..."	-	2240	-
10	"Kent Filters Best..."	-	1248	-
10A	"Kent Filters Best..."	-	1000	-
10 Rev.	"Kent Filters Best..." (Crush Proof Box)	-	1248	-
10A Rev.	"Kent Filters Best..." (Crush Proof Box)	-	1000	-
12	"First In Sales In Boston..."	-	2240	-
12A	"First In Sales In Boston..."	-	1000	-
13	"First In Sales In Philadelphia..."	-	2240	-
17	"Kent Filters Best..."	-	1680	-
17A	"Kent Filters Best..."	-	1250	-
17B	"Kent Filters Best..."	-	1000	-

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1957 Cont'd

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
17 Rev.	"Kent Filters Best..."	-	1680	-
17A Rev.	"Kent Filters Best..."	-	1250	-
17B Rev.	"Kent Filters Best..."	-	1000	-
19	"Kent Filters Best..."	-	1248	-
19A	"Kent Filters Best..."	-	1000	-
20	"Kent Filters Best..."	-	1248	-
20A	"Kent Filters Best..."	-	1000	-
24	"Kent Filters Best..."	-	1680	-
24A	"Kent Filters Best..."	-	1248	-
24B	"Kent Filters Best..."	-	1000	-
32	"It Took Lorillard Research..."	-	1680	-
32A	"It Took Lorillard Research..."	-	1248	-
32B	"It Took Lorillard Research..."	-	1000	-
36	"Today, More Than Ever..."	-	1750	-
36A	"Today, More Than Ever..."	-	1248	-
36B	"Today, More Than Ever..."	-	1000	-
36 Rev.	"Today, More Than Ever..."	-	1750	-
36A Rev.	"Today, More Than Ever..."	-	1248	-
36B Rev.	"Today, More Than Ever..."	-	1000	-
41	"Today, More Than Ever (Bob Wright)..."	-	1750	-

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66120016B
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1958

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
41B	"Today, More Than Ever (Bob Wright)..."	-	1000	-
43	"It Is Obvious..."	-	1 pg.	-
44	"News Of Great Importance..."	-	1750	-
44A	"News Of Great Importance..."	-	1248	-
44B	"News Of Great Importance..."	-	1000	-
49	"News Of Great Importance..."	-	1750	-
49B	"News Of Great Importance..."	-	1000	-
60	"More People Changed To Kent..."	-	1500	-
60A	"More People Changed To Kent..."	-	1248	-
60B	"More People Changed To Kent..."	-	1000	-
76	"Less Tars And Nicotine In Kent..."	-	2240	-
76A	"Less Tars And Nicotine In Kent..."	-	1000	-
78	"Less Tars And Nicotine In Kent..."	-	1440	-
78A	"Less Tars And Nicotine In Kent..."	-	1248	-
78B	"Less Tars And Nicotine In Kent..."	-	1000	-
82	"Less Tars And Nicotine In Kent..."	-	1960	-
82A	"Less Tars And Nicotine In Kent..."	-	1750	-
82B	"Less Tars And Nicotine In Kent..."	-	1505	-
82C	"Less Tars And Nicotine In Kent..."	-	1248	-
82D	"Less Tars And Nicotine In Kent..."	-	1000	-

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
84	"Still The Leader .. Less Tars And Nicotine..."	-	1680	-
84A	"Still The Leader .. Less Tars And Nicotine..."	-	1248	-
84B	"Still The Leader .. Less Tars And Nicotine..."	-	1000	-
86	"In Kent, You Get Less Tars And Nicotine..."	-	1680	-
86A	"In Kent, You Get Less Tars And Nicotine..."	-	1248	-
86B	"In Kent, You Get Less Tars And Nicotine..."	-	1000	-
94	"Tonight Ed Murrows .. Brought To You By Kent..."	-	1000	-
94A	"Tonight Ed Murrows .. Brought To You By Kent..."	-	600	-
96	"In Kent .. You Get Less Tar And Nicotine..."	-	1960	8/11
96A	"In Kent .. You Get Less Tar And Nicotine..."	-	1380	8/11
96B	"In Kent .. You Get Less Tar And Nicotine..."	-	-	-
97	"What Makes A Cigarette First In Sales?..."	-	1840	-
97B	"What Makes A Cigarette First In Sales?..."	-	1000	-
103	"Today In Kent .. Less Tars And Nicotine..."	-	1841	-
103A	"Today In Kent .. Less Tars And Nicotine..."	-	1380	-
103B	"Today In Kent .. Less Tars And Nicotine..."	-	1000	-
107	"Braves, You Did It Again..." (Baseball)	Milwaukee Newspapers	1799	-
115	"Kent Delivers Less Tars And Nicotine..."	-	1799	-
115	"Kent Delivers Less Tars And Nicotine..."	-	1000	-

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1958 Cont'd

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
118	"During The Last Year, More Smokers Changed To Kent..."	-	1799	-
118A	"During The Last Year, More Smokers Changed To Kent..."	-	1000	-

1959

124	"Kent Gives Full-Filter Actions..."	-	1680	1/12
124A	"Kent Gives Full-Filter Actions..."	-	1248	1/12
124B	"Kent Gives Full-Filter Actions..."	-	1000	1/12
130	"Kent Gives Full-Filter Actions..."	-	2240	1/19
130A	"Kent Gives Full-Filter Actions..."	-	1680	1/19
130B	"Kent Gives Full-Filter Actions..."	-	1248	1/19
130C	"Kent Gives Full-Filter Actions..."	-	1000	1/19
133	"Kent Gives Full-Filter Actions..."	-	2400	1/26
133A	"Kent Gives Full-Filter Actions..."	-	1680	1/26
133B	"Kent Gives Full-Filter Actions..."	-	1248	1/26
133C	"Kent Gives Full-Filter Actions..."	-	1000	1/26
142	"Premiere Tonight: The Richard Diamond Detective Series..."	-	300	2/15
142A	"Premiere Tonight: The Richard Diamond Detective Series..."	-	200	2/15
144	"Kent's Full-Filter Action Gives You Less Tars And Nicotine..."	-	2400	2/9

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
144A	"Kent's Full-Filter Action Gives You Less Tars And Nicotine..."	-	1680	2/9
144B	"Kent's Full-Filter Action Gives You Less Tars And Nicotine..."	-	1248	2/9
144C	"Kent's Full-Filter Action Gives You Less Tars And Nicotine..."	-	1000	2/9
147	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	2400	2/23
147A	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1680	2/23
147B	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1248	2/23
147C	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1000	2/23
147 Rev.	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	2400	3/2
149	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	2400	3/9
149A	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1680	3/9
149B	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1248	3/9
149C	"Kent Gives You The Least Tars And Nicotine In The Smoke You Inhale..."	-	1000	3/9

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
151	"The Greatest Gain In Popularity...In Any Year..."	-	1 pg	3/23
151A	"The Greatest Gain In Popularity...In Any Year..."	-	1680	3/23
151B	"The Greatest Gain In Popularity...In Any Year..."	-	1248	3/23
151C	"The Greatest Gain In Popularity...In Any Year..."	-	1000	3/23
168	"It Makes Good Sense To Smoke Kent..."	-	1648	-
168A	"It Makes Good Sense To Smoke Kent..."	-	1248	-
168B	"It Makes Good Sense To Smoke Kent..."	-	1000	-
168 Rev.	"It Makes Good Sense To Smoke Kent..."	-	1680	-
168 Rev.B	"It Makes Good Sense To Smoke Kent..."	-	1000	-
168 Rev.1	"It Makes Good Sense To Smoke Kent..."	-	1680	-
170	"It Makes Good Sense To Smoke Kent..." (Package & Ashtray)	-	1680	6/8
170A	"It Makes Good Sense To Smoke Kent..." (Package & Ashtray)	-	1000	6/8
177	"It Makes Good Sense To Smoke Kent..." (Package & Ashtray)	-	1680	6/29
177A	"It Makes Good Sense To Smoke Kent..." (Package & Ashtray)	-	1000	6/29
182	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	2280	6/29, 7/6
182A	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1750	6/29, 7/6

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2061200173
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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
182B	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1500	6/29, 7/6
182C	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1000	6/29, 7/6
186	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1750	7/13
186A	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1500	7/13
186B	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1248	7/13
186C	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1000	7/13
191	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1750	7/20
191A	"It Makes Good Sense To Smoke Kent..." (Kent-Micropore)	-	1000	7/20
192	"First With The Finest Cigarette, Through Lorillord Research..."	-	1750	7/27
192A	"First With The Finest Cigarette, Through Lorillord Research..."	-	1500	7/27
192B	"First With The Finest Cigarette, Through Lorillord Research..."	-	1248	7/27
192C	"First With The Finest Cigarette, Through Lorillord Research..."	-	1000	7/27

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
196	"First With The Finest Cigarette, Through Lorillord Research..."	-	1750	8/3
196A	"First With The Finest Cigarette, Through Lorillord Research..."	-	1000	8/3
197	"First With The Finest Cigarette, Through Lorillord Research..."	-	1750	8/10
197A	"First With The Finest Cigarette, Through Lorillord Research..."	-	1000	8/10
200	"First With The Finest Cigarette, Through Lorillord Research..."	-	1750	8/24, 8/31
200A	"First With The Finest Cigarette, Through Lorillord Research..."	-	1500	8/24, 8/31
200B	"First With The Finest Cigarette, Through Lorillord Research..."	-	1248	8/24, 8/31
211	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	2280	-
211A	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1500	-
211B	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1248	-
211C	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1000	-
215	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	2280	11/2
215A	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1498	11/2

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1959 Cont'd

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
215B	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1248	11/2
215C	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1000	11/2
217	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1750	11/9
217A	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1500	11/9
217B	"Kent Has Reduced Tars And Nicotine To The Lowest Level..."	-	1000	11/9

1960

243	"Kent Satisfies Your Appetite For A Real Good Smoke..."	-	1680	1/25
243A	"Kent Satisfies Your Appetite For A Real Good Smoke..."	-	1000	1/25
258	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	New York	2100	3/28
258 Rev.	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	New York	2100	7/4
258A	"Los Angeles Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Los Angeles	2100	3/28
258A Rev.	"Los Angeles Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Los Angeles	2100	4/4
258B	"San Francisco Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	San Francisco	2100	3/28
258B Rev.	"San Francisco Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	San Francisco	2100	4/4

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
258C	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Chicago	2100	3/28
258C Rev.	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Chicago	2100	4/4
258D	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Boston	2100	3/28
258D Rev.	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Boston	2100	4/4
258E	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Philadelphia	2100	3/28
258E Rev.	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Philadelphia	2100	4/4
258X	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	New York	1000	3/28
258X Rev.	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	New York	1000	4/4
258CX	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Chicago	1000	3/28
258CX Rev.	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Chicago	1000	4/4
258DX	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Boston	1000	3/28
258DX Rev.	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Boston	1000	4/4
258EX	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Philadelphia	1000	3/28

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2061200177
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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
258EX Rev.	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..."	Philadelphia	1000	4/4
263 Versions	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	New York	500	4/18
	"Los Angeles Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Los Angeles	500	4/18
	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Philadelphia	500	4/18
	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Chicago	500	4/18
	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Boston	500	4/18
265	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	New York	1750	4/11
265 Rev.	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	New York	1750	4/18
265A	"Los Angeles Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Los Angeles	1750	4/11
265A Rev.	"Los Angeles Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Los Angeles	1750	4/18
265B	"San Francisco Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	San Francisco	1750	4/11
265B Rev.	"San Francisco Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	San Francisco	1750	4/18
265C	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Chicago	1750	4/11
265C Rev.	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Chicago	1750	4/18

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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
265D	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Boston	1750	4/11
265D Rev.	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Boston	1750	4/18
265E	"Philadelphia Smokers Survey..Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Philadelphia	1750	4/11
265E Rev.	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Philadelphia	1750	4/18
265X	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	New York	1000	4/11
265X Rev.	"New York Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	New York	1000	4/18
265CX	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Chicago	1000	4/11
265CX Rev.	"Chicago Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Chicago	1000	4/18
265DX	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Boston	1000	4/11
265DX Rev.	"Boston Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Boston	1000	4/18
265EX	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Philadelphia	1000	4/11
265EX Rev.	"Philadelphia Smokers Survey .. Favorite Cigarette Of Scientists, Educators..." (Clip Board)	Philadelphia	1000	4/18
266	"Kent satisfies your appetite for a real good smoke..." (Man)	Jewish Papers	500	4/18

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2066120179
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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
271	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man)	New York	1750	4/25
271 Rev.	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man	New York	1750	5/2
271A	"Los Angeles Smokers Survey .. Kent with the Micronite Filter..." (Man)	Los Angeles	1750	4/25
271A Rev.	"Los Angeles Smokers Survey .. Kent with the Micronite Filter..." (Man)	Los Angeles	1750	5/2
271B	"San Francisco Smokers Survey .. Kent with the Micronite Filter..." (Man)	San Francisco	1750	4/25
271B Rev.	"San Francisco Smokers Survey .. Kent with the Micronite Filter..." (Man)	San Francisco	1750	5/2
271C	"Chicago Smokers Survey .. Kent with the Micronite Filter..." (Man)	Chicago	1750	4/25
271C Rev.	"Chicago Smokers Survey .. Kent with the Micronite Filter..." (Man)	Chicago	1750	4/25
271D	"Boston Smokers Survey .. Kent with the Micronite Filter..." (Man)	Boston	1750	4/25
271D Rev.	"Boston Smokers Survey .. Kent with the Micronite Filter..." (Man)	Boston	1750	5/2
271E	"Philadelphia Smokers Survey .. Kent with the Micronite Filter..." (Man)	Philadelphia	1750	4/25
271E Rev.	"Philadelphia Smokers Survey .. Kent with the Micronite Filter..." (Man)	Philadelphia	1750	5/2
271 Rev. 2	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man)	New York	1750	5/9,5/16

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2056120180
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AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
271X	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man)	New York	1000	4/25
271X Rev.	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man)	New York	1000	5/2
271X Rev. 2	"New York Smokers Survey .. Kent with the Micronite Filter..." (Man)	New York	1000	5/9, 5/16
271CX	"Chicago Smokers Survey .. Kent with the Micronite Filter..." (Man)	Chicago	1000	4/25
271CX Rev.	"Chicago Smokers Survey .. Kent with the Micronite Filter..." (Man)	Chicago	1000	5/2
271DX	"Boston Smokers Survey .. Kent with the Micronite Filter..." (Man)	Boston	1000	4/25
271DX Rev.	"Boston Smokers Survey .. Kent with the Micronite Filter..." (Man)	Boston	1000	5/2
271EX	"Philadelphia Smokers Survey .. Kent with the Micronite Filter..."	Philadelphia	1000	4/25
271EX Rev.	"Philadelphia Smokers Survey .. Kent with the Micronite Filter..."	Philadelphia	1000	5/2
277	"On shevuoth offer your guests Kent cigarettes..."	Jewish Papers	500	5/23
279	"All over America, Kent is smoked by more scientists and educators..."	-	1750	5/30
279A	"All over America, Kent is smoked by more scientists and educators..."	-	1000	5/30
282	"All over America, Kent is smoked by more scientists and educators..."	-	1750	6/13

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61200181
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1960 Cont'd

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
282A	"All over America, Kent is smoked by more scientists and educators..."	-	1500	6/13
282B	"All over America, Kent is smoked by more scientists and educators..."	-	1248	6/13
282C	"All over America, Kent is smoked by more scientists and educators..."	-	1000	6/13
369	"Your taste buds will tell you why..."	-	2400	9/25

1961

328	"You'll feel better about smoking with the taste of Kent..."	Worcester Telegram		4/9
		Oklahoma, Oklahoma		4/9
		Tulsa World		4/9
		Nashville, Tennessee		4/9
		Seattle Post Intelligencer		4/16
334	"You'll feel better about smoking with the taste of Kent..."	-	1440	3/13
334A	"You'll feel better about smoking with the taste of Kent..."	-	1000	3/13
336	"You'll feel better about smoking with the taste of Kent..."	-	1440	3/20
336A	"You'll feel better about smoking with the taste of Kent..."	-	1000	3/20
338	"You'll feel better about smoking with the taste of Kent..."	-	1440	4/10,4/17

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1961 Cont'd

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
338A	"You'll feel better about smoking with the taste of Kent..."	-	1000	4/10, 4/17
344	"You'll feel better about smoking with the taste of Kent..."	-	1440	4/24, 5/1
344A	"You'll feel better about smoking with the taste of Kent..."	-	1000	4/24, 5/1

None in later half of year.

1962

429C	"Treat your taste kindly with Kent."	-	1000	6/18
436C	"Treat your taste kindly with Kent."	-	1000	7/16
437C	"Treat your taste kindly with Kent."	-	1000	7/16
438C	"Treat your taste kindly with Kent."	-	1000	7/16
439C	"Treat your taste kindly with Kent."	-	1000	7/16

1963

492A	"It takes a lot to get there..."	-	1498	-
492C	"It takes a lot to get there..."	-	1000	-
492D	"It takes a lot to get there..."	-	750	-
1801	"It takes a lot to get there..."	-	1248	-

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2061200183
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1964

AD#	DESCRIPTION	NEWSPAPER	SIZE	DATE
549A	"Just to prove a point..."	-	1000	November
552A	"No other cigarette has duplicated or equaled Kent's blend..."	-	1000	6/15
554A	"No other cigarette has duplicated or equaled Kent's blend..."	-	1000	July
555A	"No other cigarette has duplicated or equaled Kent's blend..."	-	1000	July
564A	"No other cigarette has duplicated or equaled Kent's blend..." (NY Skyline)	-	1000	July
569A	"No other cigarette has duplicated or equaled Kent's blend..."	-	1000	-
570A	"No other cigarette has duplicated or equaled Kent's blend..." (World's Fair)	-	1000	-
571A	"No other cigarette has duplicated or equaled Kent's blend..."	-	1000	-
542C	"For those who enjoy pleasure."	-	1000	November

1965

597C	"We wouldn't do it any other way."	-	1000	4/19

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SUNDAY SUPPLEMENTS

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S U P P L E M E N T S

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2066120186
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1958

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
22	"What A Wonderful Feeling..."	(Hunter)	American Weekly	1 pg 4/c	2/9
			Parade	1 pg 4/c	2/2
			1st 3 Markets	1 pg 4/c	1/19
			Journal Constitution,Atlanta	1 pg 4/c	1/26
			Courier Journal, Louisville	1 pg 4/c	1/26
25	"What A Wonderful Feeling..."	(Man)	This Week	1 pg B&W	1/19
30	"What A Wonderful Feeling..."	(Skier)	This Week	1 pg 4/c	3/19
			American Weekly	1 pg 4/c	3/30
			Parade	1 pg 4/c	3/9
			1st 3 Markets	1 pg 4/c	3/16
			Journal Constitution,Atlanta	1 pg 4/c	3/23
			Courier Journal, Louisville	1 pg 4/c	3/23
31	"What A Wonderful Feeling..."	(Redhead)	This Week	1 pg 4/c	2/16
			American Weekly	1 pg 4/c	3/16
			Parade	1 pg 4/c	2/16
			1st 3 Markets	1 pg 4/c	2/23
			Journal Constitution,Atlanta	1 pg 4/c	2/23
			Courier Journal, Louisville	1 pg 4/c	2/23
37	"What A Wonderful Feeling..."	(Redhead-Riding)	This Week	1 pg 4/c	4/6
			American Weekly	1 pg 4/c	4/13
			Parade	1 pg 4/c	4/6
			1st 3 Markets	1 pg 4/c	4/20
			Journal Constitution,Atlanta	1 pg 4/c	4/20
			Courier Journal, Louisville	1 pg 4/c	4/13
55	"What A Wonderful Feeling..."	(Straw Hat)	This Week	1 pg 4/c	5/18
			American Weekly	1 pg 4/c	5/25
			Parade	1 pg 4/c	5/18
			Chicago Tribune	1 pg 4/c	5/11
			Chicago Horizons	1 pg 4/c	5/25
			N.Y. News	1 pg 4/c	5/18
			Phil. Inquirer	1 pg 4/c	5/18
			Journal Constitution,Atlanta	1 pg 4/c	5/18
			Courier Journal, Louisville	1 pg 4/c	5/18

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2056120018 7
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AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
62	"What A Wonderful Feeling..."	(Picnic)	This Week	1 pg 4/c	6/8
			American Weekly	1 pg 4/c	6/22
			Parade	1 pg 4/c	6/15
			1st 3 Markets	1 pg 4/c	6/15
			Journal Constitution,Atlanta	1 pg 4/c	6/15
			Courier Journal, Louisville	1 pg 4/c	6/15
68	"Of All Leading Cigarettes..."	(Girl in Grass)	This Week	1 pg 4/c	8/17
			American Weekly	1 pg 4/c	8/24
			1st 3 Markets	1 pg 4/c	8/17
			Parade	1 pg 4/c	8/10
			Journal Constitution	1 pg 4/c	8/10
			Courier Journal	1 pg 4/c	8/10
98	"Of All Leading Cigarettes..."	(Sailor)	American Weekly	1 pg 4/c	9/28
			1st 3 Markets	1 pg 4/c	9/28
			Parade	1 pg 4/c	9/21
			Journal Constitution	1 pg 4/c	9/28
			Courier Journal	1 pg 4/c	9/28
99	"Of All Leading Cigarettes..."	(Chrysanthemum)	American Weekly	1 pg 4/c	10/19
			This Week	1 pg 4/c	10/12
			1st 3 Markets	1 pg 4/c	10/19
			Parade	1 pg 4/c	10/12
			Journal Constitution	1 pg 4/c	10/19
			Courier Journal	1 pg 4/c	10/19
109	"Of All Leading Cigarettes..."	(Red Scarf)	American Weekly	1 pg 4/c	11/16
			This Week	1 pg 4/c	11/9
			Parade	1 pg 4/c	11/2
			Journal Constitution	1 pg 4/c	11/9
			Courier Journal	1 pg 4/c	11/9
111	"Christmas Ad"		American Weekly	1 pg 4/c	12/14
			Parade	1 pg 4/c	12/7
			Journal Constitution	1 pg 4/c	12/14
			Courier Journal	1 pg 4/c	12/14
			This Week	1 pg 4/c	12/14

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2066120188 PRODUCED FROM B&W WEB SITE

1959

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
117	"Of All Leading Cigarettes..." (Man In Tux)	American Weekly	1 pg 4/c	1/11
		Parade	1 pg 4/c	1/18
		This Week	1 pg 4/c	1/25
		1st 3 Markets	1 pg 4/c	1/25
		Courier Journal	1 pg 4/c	1/18
		Columbus Despatch	1 pg 4/c	1/11
		Toledo Blade	1 pg 4/c	1/11
		Journal Constitution	1 pg 4/c	1/11
		Family Weekly	1 pg 4/c	1/11
117 x	"Wonderful Feeling! Wonderful Taste!.."(Man In Tux)	Dayton News	1 pg B&W	1/11
		Tulsa World	1 pg B&W	1/11
		Okl. City, Oklahomian	1 pg B&W	1/11
119	"Wonderful Feeling! Wonderful Taste!.."(Girl In Parka)	American Weekly	1 pg 4/c	2/8
		Parade	1 pg 4/c	2/15
		This Week	1 pg 4/c	2/22
		1st 3 Markets	1 pg 4/c	2/8
		Family Weekly	1 pg 4/c	2/15
		Courier Journal	1 pg 4/c	2/8
		Col. Dispatch	1 pg 4/c	2/8
		Journal Constitution	1 pg 4/c	2/8
		Toledo Blade	1 pg 4/c	2/8
119 x	"Wonderful Feeling! Wonderful Taste!.."(Girl In Parka)	News, Dayton	1 pg B&W	2/8
		Oklahomian	1 pg B&W	2/8
		Tulsa World	1 pg B&W	2/8
120	"Wonderful Feeling! Wonderful Taste!.."(Redhead)	American Weekly	1 pg 4/c	3/1
		Parade	1 pg 4/c	3/8
		This Week	1 pg 4/c	3/15
		1st 3 Markets	1 pg 4/c	3/22
		Family Weekly	1 pg 4/c	3/15
		Louisville Courier-Journal	1 pg 4/c	3/22
		Columbus Dispatch	1 pg 4/c	3/15
		Atlanta Journal Constitution	1 pg 4/c	3/8
		Toledo Blade	1 pg 4/c	3/8

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1959 Cont'd

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
120 x	"Wonderful Feeling! Wonderful Taste!.." (Redhead)	News, Dayton	1 pg B&W	3/8
		Oklahomian	1 pg B&W	3/8
		Tulsa World	1 pg B&W	3/8
128	"Wonderful Feeling! Wonderful Taste!.." (Golfer)	American Weekly	1 pg 4/c	3/29
		Parade	1 pg 4/c	4/5
		This Week	1 pg 4/c	4/5
		1st 3 Markets	1 pg 4/c	4/12
		Family Weekly	1 pg 4/c	4/12
		Louisville Courier-Journal	1 pg 4/c	4/12
		Atlanta Journal Constituion	1 pg 4/c	4/5
		Toledo Blade	1 pg 4/c	4/5
128 x	"Wonderful Feeling! Wonderful Taste!.." (Golfer)	News, Dayton	1 pg B&W	4/5
		Oklahomian	1 pg B&W	4/5
		Tulsa World	1 pg B&W	4/5
129	"Wonderful Feeling! Wonderful Taste!.." (Girl in Straw Hat)	American Weekly	1 pg 4/c	5/3
		Parade	1 pg 4/c	5/10
		This Week	1 pg 4/c	5/10
		1st 3 Markets	1 pg 4/c	5/10
		New York News	1 pg 4/c	5/3
		Chicago Tribune	1 pg 4/c	5/3
		Phil. Inquirer	1 pg 4/c	5/3
		Family Weekly	1 pg 4/c	5/10
		Louisiana Courier-Journal	1 pg 4/c	5/3
		Columbus Dispatch	1 pg 4/c	5/3
		Atlanta Journal Constitution	1 pg 4/c	5/3
		Toledo Blade	1 pg 4/c	5/3
129 x	"Wonderful Feeling! Wonderful Taste!.." (Girl in Straw Hat)	Oklahomian	1 pg B&W	5/3
		Tulsa World	1 pg B&W	5/3
140	"Wonderful Feeling! Wonderful Taste!.." (Man in White Tux)	American Weekly	1 pg 4/c	5/24
		Parade	1 pg 4/c	6/7
		This Week	1 pg 4/c	6/7
		1st 3 Markets	1 pg 4/c	5/24

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1959 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
140	"Wonderful Feeling! Wonderful Taste!.."	(Man in White Tux)	Family Weekly	1 pg 4/c	6/7
			Louisville Courier-Journal	1 pg 4/c	5/24
			Columbus Dispatch	1 pg 4/c	5/24
			Atlanta Journal	1 pg 4/c	5/24
			Toledo Blade	1 pg 4/c	5/24
			N.Y. Mirror	1 pg 4/c	6/14
140 x	"Wonderful Feeling! Wonderful Taste!.."	(Man in White Tux)	Tulsa World	1 pg B&W	5/24
			Oklahomian	1 pg B&W	5/24
164	"Modern Taste...Better Living..."	(Printers)	American Weekly	1 pg 4/c	6/21
			Parade	1 pg 4/c	6/28
			This Week	1 pg 4/c	6/28
			1st 3 Markets	1 pg 4/c	6/14
			Family Weekly	1 pg 4/c	6/28
			Louisville Courier	1 pg 4/c	6/21
			Columbus Dispatch	1 pg 4/c	6/21
			Atlanta Journal	1 pg 4/c	6/21
			Toledo Blade	1 pg 4/c	6/21
166	"Modern Taste...Better Living..."	(Garden Scene)	American Weekly	1 pg 4/c	7/12 & 8/2
			This Week	1 pg 4/c	7/19
			1st 3 Markets	1 pg 4/c	7/26
			N.Y. Mirror	1 pg 4/c	7/19
			Family Weekly	1 pg 4/c	7/19

1960

225	"Kent Satisfies Your Appetite..."	(Girl In Parka)	American Weekly	1 pg 4/c	1/24
			Parade	1 pg 4/c	1/31
			This Week	1 pg 4/c	1/31
			N.Y. News	1 pg 4/c	2/7
			Chicago Tribune	1 pg 4/c	1/31
			Phil. Inquirer	1 pg 4/c	1/24
			Family Weekly	1 pg 4/c	1/24
			N.Y. Mirror	1 pg 4/c	1/24
			Atlanta Journal	1 pg 4/c	1/31
			Louisville Courier	1 pg 4/c	1/24
			Toledo Blade	1 pg 4/c	1/24
			Columbus Dispatch	1 pg 4/c	1/24

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AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
228	"Kent Satisfies Your Appetite..."	(Man in Red Sweater)	American Weekly	1 pg 4/c	2/28
			Parade	1 pg 4/c	2/14
			This Week	1 pg 4/c	2/21
			1st 3 Markets	1 pg 4/c	2/21
			Family Weekly	1 pg 4/c	2/28
			N.Y. Mirror	1 pg 4/c	2/28
			Atlanta Journal	1 pg 4/c	2/7
			Louisville Courier	1 pg 4/c	2/28
			Toledo Blade	1 pg 4/c	2/14
			Columbus Dispatch	1 pg 4/c	2/14
233	"Kent Satisfies Your Appetite..."	(Man in Red Jacket)	American Weekly	1 pg 4/c	3/27
			Parade	1 pg 4/c	3/20
			This Week	1 pg 4/c	3/20
			1st 3 Markets	1 pg 4/c	3/20
			Family Weekly	1 pg 4/c	3/20
			N.Y. Mirror	1 pg 4/c	3/13
			Atlanta Journal	1 pg 4/c	3/20
			Louisville Courier	1 pg 4/c	3/6
			Toledo Blade	1 pg 4/c	3/6
			Columbus Dispatch	1 pg 4/c	3/6
234	"Kent Satisfies Your Appetite..."	(Redhead)	American Weekly	1 pg 4/c	4/17
			Parade	1 pg 4/c	4/10
			This Week	1 pg 4/c	4/3
			1st 3 Markets	1 pg 4/c	4/10
			Family Weekly	1 pg 4/c	4/10
			N.Y. Mirror	1 pg 4/c	4/17
			Atlanta Journal	1 pg 4/c	4/3
			Louisville Courier	1 pg 4/c	4/10
			Toledo Blade	1 pg 4/c	4/3
			Columbus Dispatch	1 pg 4/c	4/3
246	"Kent Satisfies Your Appetite..."	(Man with Waterfront)	American Weekly	1 pg 4/c	7/31
			Parade	1 pg 4/c	6/5
			This Week	1 pg 4/c	6/26
			1st 3 Markets	1 pg 4/c	6/26
			Family Weekly	1 pg 4/c	7/31
			N.Y. Mirror	1 pg 4/c	7/10
			Atlanta Journal	1 pg 4/c	6/26
			Louisville Courier	1 pg 4/c	7/10

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1960

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
246	"Kent Satisfies Your Appetite..."	(Man with Waterfront)	Toledo Blade	1 pg 4/c	6/26
			Columbus Dispatch	1 pg 4/c	6/26
247	"All Over America"	(UN Background)	American Weekly	1 pg 4/c	8/21, 10/30, 9/11, 10/2
253	"Kent Satisfies Your Appetite..."	(Man in Red Shirt)	American Weekly	1 pg 4/c	5/8
			Parade	1 pg 4/c	5/11
			1st 3 Markets	1 pg 4/c	5/8
			Family Weekly	1 pg 4/c	5/15
			N.Y. Mirror	1 pg 4/c	5/15
			Atlanta Journal	1 pg 4/c	5/1
			Louisville Courier	1 pg 4/c	5/15
			Toledo Blade	1 pg 4/c	5/1
			Columbus Dispatch	1 pg 4/c	5/1
254	"Kent Satisifes Your Appetite..."	(Girl in Straw Hat)	American Weekly	1 pg 4/c	6/19
			Parade	1 pg 4/c	5/22
			This Week	1 pg 4/c	6/5
			1st 3 Markets	1 pg 4/c	6/5
			Family Weekly	1 pg 4/c	6/19
			N.Y. Mirror	1 pg 4/c	6/12
			Atlanta Journal	1 pg 4/c	5/22
			Louisville Courier	1 pg 4/c	6/5
			Toledo Blade	1 pg 4/c	5/22
			Columbus Dispatch	1 pg 4/c	5/22
290	"All Over America"	(Olympia Ad)	Parade	1 pg 4/c	8/14,11/6,9/11, 10/16
293	"All Over America"	(Fifthe Avenue)	This Week	1 pg 4/c	8/21,11/27,9/25, 10/23
296	"All Over America"	(Lloyd Simmons)	1st 3 Markets	1 pg 4/c	8/14,11/6,9/11 10/9
			Family Weekly	1 pg 4/c	8/21,11/6, 9/11 10/9
			N.Y. Mirror	1 pg 4/c	8/28,11/20, 9/25 10/16
			Atlanta Journal	1 pg 4/c	8/21,11/13,9/18 10/16
			Louisville Courier	1 pg 4/c	8/21,11/13,9/18 10/16

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1960 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
296	"All Over America"	(Lloyd Simmons)	Columbus Dispatch	1 pg 4/c	8/21,11/13,9/18,10/16
299	"You'll Feel Better About Smoking..."	(Hunter)	American Weekly	1 pg 4/c	12/4
			Parade	1 pg 4/c	12/11
			This Week	1 pg 4/c	12/18
			1st 3 Markets	1 pg 4/c	12/4
			Family Weekly	1 pg 4/c	12/18
			N.Y. Mirror	1 pg 4/c	12/11
			Atlanta Journal	1 pg 4/c	12/11
			Louisville Courier	1 pg 4/c	12/4
			Columbus Dispatch	1 pg 4/c	12/11
			Toledo Blade	1 pg 4/c	11/27

1961

309	"You'll Feel Better About Smoking..."	(Engineer)	This Week	1 pg 4/c	2/5, 3/5, 4/2, 4/30, 5/21
316	"You'll Feel Better About Smoking..."	(Pilot)	Parade	1 pg 4/c	1/29,2/26,3/26,5/28, 6/25
316 x	"You'll Feel Better About Smoking..."	(Pilot)	Nashville Tennessean	1 pg B&W	2/12,3/12,6/4
319	"You'll Feel Better About Smoking..."	(Secretary)	Family Weekly	1 pg 4/c	1/29,2/19,3/19,5/21, 6/4
319 x	"You'll Feel Better About Smoking..."	(Secretary)	Oklahoma City	1 pg B&W	2/12,3/12,6/4
335	"You'll Feel Better About Smoking..."	(Crew Cut)	1st 3 Markets	1 pg 4/c	1/15,2/19,3/19,4/30, 5/28
335 x	"You'll Feel Better About Smoking..."	(Crew Cut)	-	1 pg B&W	-
339	"You'll Feel Better About Smoking..."	(Girl)	N.Y. Mirror	1 pg 4/c	1/29,2/19,3/19,5/14, 6/19
339 x	"You'll Feel Better About Smoking..."	(Girl)	Tulsa World	1 pg 4/c	2/2, 3/12,6/4

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1962

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
376A	"Your Taste Buds Will Tell You Why..."	(Ice Skating)	1st 3 Markets	1 pg 4/c	3/4, 4/29, 1/7
389A	"Your Taste Buds Will Tell You Why..."	(Ski Lodge)	This Week	1 pg 4/c	3/11,4/29, 1/14
400A	"Your Taste Buds Will Tell You Why..."	(Bicycle Couple)	Parade	1 pg 4/c	3/4, 4/22, 1/7
422A	"Treat Your Taste Kindly With Kent..."	(Sunset)	This Week	1 pg 4/c	8/26
			Parade	1 pg 4/c	8/19
			New York News	1 pg 4/c	8/19
			Chicago Tribune	1 pg 4/c	8/26
			Philadelphia Inquirer	1 pg 4/c	8/19
426	"Treat Your Taste Kindly With Kent..."	(Waterfall)	This Week	1 pg 4/c	9/23
			Parade	1 pg 4/c	9/16
			New York News	1 pg 4/c	9/16
			Chicago	1 pg 4/c	9/23
			Philadelphia Inquirer	1 pg 4/c	9/9
426A	"Treat Your Taste Kindly With Kent..."	(Waterfall)	This Week	1 pg 4/c	9/23
			Parade	1 pg 4/c	9/16
			New York News	1 pg 4/c	9/16
			Chicago Tribune	1 pg 4/c	9/23
			Philadelphia Inquirer	1 pg 4/c	9/9
443	"Treat Your Taste Kindly With Kent..."	(Covered Bridge)	This Week	1 pg 4/c	11/18
			Parade	1 pg 4/c	11/11
			New York News	1 pg 4/c	11/11
			Chicago Tribune	1 pg 4/c	11/25
			Philadelphia Inquirer	1 pg 4/c	11/11
444	"Treat Your Taste Kindly With Kent..."	(Brick Patio)	This Week	1 pg 4/c	10/21
			Parade	1 pg 4/c	10/14
			New York News	1 pg 4/c	10/14
			Chicago Tribune	1 pg 4/c	10/28
			Philadelphia Inquirer	1 pg 4/c	10/14

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1962 Cont'd

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
445	"Treat Your Taste Kindly With Kent..."		Philadelphia Inquirer	1 pg 4/c	12/9
			Chicago Tribune	1 pg 4/c	12/9
			New York News	1 pg 4/c	12/9
			Parade	1 pg 4/c	12/9
			This Week	1 pg 4/c	12/16
		1963			
444	"Kent With The Micronite Filter..."	(Brick Patio)	Sunday Supplements	1 pg 4/c	-
454C	"Treat Your Taste Kindly With Kent..."	(Passageway)	Sunday Supplements	1 pg 4/c	-
455C	"Treat Your Taste Kindly With Kent..."	(Bicycle)	Sunday Supplements	1 pg 4/c	-
459C	"Treat Your Taste Kindly With Kent..."	(Harbor)	Sunday Supplements	1 pg 4/c	-
461C	"Treat Your Taste Kindly With Kent..."	(Well)	Sunday Supplements	1 pg 4/c	-
481A	"Which Of The Top 10 Brands Do You Think You Should Smoke..."		Sunday Supplements	1 pg 4/c	-
481D	"Which Of The Top 10 Brands Do You Think You Should Smoke..."		Sunday Supplements	1 pg 4/c	-
489B	"Kent With The Micronite Filter..."	(Waterfront)	Sunday Supplements	1 pg 4/c	-
493B	"Kent With The Micronite Filter..."	(Couple of Steps)	Sunday Supplements	1 pg 4/c	-
496B	"Kent With The Micronite Filter..."	(Couple in Cave)	Sunday Supplements	1 pg 4/c	-

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MEDICAL JOURNALS

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M E D I C A L

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1959

AD#	DESCRIPTION	PUBLICATION	SIZE	DATE
126	"Doctors, do you know .. more smokers have changed to Kent."	Journal of International College of Surgeons	Spread B&W	Jan.
138	"The Story of Kent..."	-	1 pg. B&W	-
138A	"The Story of Kent..."	-	1 pg. B&W	-
162	"Micronite Filter: key to Kent's popularity..."	Journal of International College of Surgeons State Journal Group M.D. Medical News Magazine	1 pg. B&W 1 pg. B&W 1 pg. B&W	May June July
152	"Research: key to Kent's popularity..."	-	1 pg. B&W	-
152A	"Research: key to Kent's popularity..."	Medical Economics	1 pg. B&W	June
162A	"Micronite Filter: key to Kent's popularity..."	Medical Economics	1 pg. B&W	August
169	"Kent's super-porous micronite paper..."	-	1 pg. B&W	August
169A	"Kent's super-porous micronite paper..."	Medical Economics	1 pg. B&W	10/12
703	"An announcement to the medical profession."	M.D. Medical News Magazine	2 pg. Spread	Sept.
213	"How Kent blazed the trail to low tar and nicotine..."	-	1 pg. B&W	Dec.
213A	"How Kent blazed the trail to low tar and nicotine..."	Medical Economics	1 pg. B&W	Dec.

1960

226	"How Kent blazed the trail to low tar and nicotine..."	-	1 pg. B&W	Jan.
244	"Famous micronite filter..."	-	1 pg. B&W	March

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1960 Cont'd

AD#	DESCRIPTION	PUBLICATION	SIZE	DATE
244A	"Famous micronite filter..."	-	1 pg. B&W	March
281	"All over America, Kent is smoked by more scientists..."	-	1 pg. B&W	July
281A	"All over America, Kent is smoked by more scientists..."	-	1 pg. B&W	July
281B	"All over America, Kent is smoked by more scientists..."	Medical World News	1 pg. B&W	12/16

1961

318	"The cigarette that made the filter famous..."	-	1 pg. B&W	Feb.
318A	"The cigarette that made the filter famous..."	-	1 pg. B&W	Feb.
347	"The cigarette that made the filter famous..."	-	1 pg. B&W	June-July
347A	"The cigarette that made the filter famous..."	-	1 pg. B&W	June-July

1962

383	"The cigarette that made the filter famous..."	-	1 pg. B&W	-
383A	"The cigarette that made the filter famous..."	-	1 pg. B&W	March
383B	"The cigarette that made the filter famous..."	-	1 pg. B&W	March

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PLAYBILL & THEATRE MAGS.

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P L A Y B I L L

A N D

T H E A T R E M A G A Z I N E S

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2061200202
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1958

AD #	DESCRIPTION		PUBLICATION	SIZE	DATE
35	"What A Wonderful Feeling..."	(Bob Wright)	Playbill	1 pg B&W	Feb.
52	"What A Wonderful Feeling..."	(Girl)	Playbill	1 pg B&W	4/7
66	"What A Wonderful Feeling..."	(Bob Wright)	Playbill	1 pg B&W	June
101	"Kent Filters Best..."	(Girl)	Playbill	1 pg B&W	9/22
112	"Kent Filters Best..."	(Girl)	Playbill	1 pg B&W	11/10

1959

123	"Wonderful Feeling, Wonderful Taste..."	(Man)	Playbill	1 pg B&W	1/5
160	"Wonderful Feeling, Wonderful Taste..."	(Man)	Playbill	1 pg B&W	5/25
174	"It Makes Good Sense To Smoke Kent..."		Playbill	1 pg B&W	7/27
197B	"Kent's Best...From End To End..."		Playbill	1 pg B&W	8/24
212	"Kent Has Reduced Tars And Nicotine..."		Playbill	1 pg B&W	11/23
223	"Today--Tars And Nicotine Are The Lowest In Kent's History		Playbill	1 pg B&W	12/12

1960

227	"Today--Tars And Nicotine Are The Lowest In Kent's History..."		Academy of Music	1 pg B&W	January
232	"Kent Satisfies Your Appetite..."		Playbill	1 pg B&W	1/18
232 REV	"Kent Satisfies Your Appetite..."		Playbill	1 pg B&W	-
232A	"Kent Satisfies Your Appetite..."		Concert Magazines	1 pg B&W	February
232A REV	"Kent Satisfies Your Appetite..."		Concert Magazines	1 pg B&W	February

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1960 Cont'd

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
232 C	"Kent Satisfies Your Appetite..."	Carnegie Hall Subscription Mailing	1 pg B&W	-
250	"Kent Satisfies Your Appetite..."	Playbill	1 pg B&W	3/7
250A	"Kent Satisfies Your Appetite..."	Concert Magazines	1 pg B&W	April
287	"Allover America, More Scientists And Educators Smoke Kent..."	Playbill	1 pg B&W	September
287A	"Allover America, More Scientists And Educators Smoke Kent..."	Brooklyn Academy of Music	1 pg B&W	October
287B	"Allover America, More Scientists And Educators Smoke Kent..."	Concert & Theatre Pubs.	1 pg B&W	November
307A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Concert & Theatre Pubs.	1 pg B&W	December
307	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill	1 pg B&W	December

1961

313	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill	1 pg B&W	January
313A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Concert & Theatre Pubs.	1 pg B&W	January
331	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill	1 pg B&W	May
331A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Theatre Pubs.	1 pg B&W	May
356	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill & Theatre Magazines	1 pg B&W	July

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1961 Cont'd

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
356A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Concert & Theatre Pubs.	1 pg B&W	July

1962

380A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill	1 pg B&W	Jan.
380B	"You'll Feel Better About Smoking With The Taste Of Kent..."	Concert Pubs.	1 pg B&W	Jan.
414	"You'll Feel Better About Smoking With The Taste Of Kent..."	Playbill	1 pg B&W	May
414A	"You'll Feel Better About Smoking With The Taste Of Kent..."	Concert Magazines	1 pg B&W	May

1963

424 REV	"Treat Your Taste Kindly With Kent..."	Playbill	1 pg B&W	June
463	"Treat Your Taste Kindly With Kent..."	Carnegie Hall Program	1 pg B&W	-
463A	"Treat Your Taste Kindly With Kent..."	Playbill	1 pg B&W	-
478	"Treat Your Taste Kindly With Kent..."	Playbill	1 pg B&W	July-Aug.
495	"For The Best Combination Of Filter And Good Taste.."	Playbill	1 pg B&W	9/23
503	"For The Best Combination Of Filter And Good Taste.."	Playbill	1 pg B&W	November

1964

557	"Where There's Pleasure...There's Kent..."	Theatre Magazines	1 pg B&W	Aug., Sept., Oct.

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TRADE JOURNALS

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T R A D E

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1957

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
183	"Progress Is Kent's Story -- Coast To Coast..."	N.A.T.D. Annual	1 pg 4/c	-
703	"Give Kent A Show And Watch Sales Grow..."	The Tobacco Leaf	1 pg B&W	-
		U.S. Tobacco Journal	1 pg B&W	-
		Western Tobacco Journal	1 pg B&W	-
		The Retail Tobacconist	1 pg B&W	-
		Western Tobacconist	1 pg B&W	-
		The Tobacco Jobber	1 pg B&W	-
703A	"Give Kent A Show And Watch Sales Grow..."	Tobacco	1 pg B&W	-
		Tobacco&Confectionery Guide	1 pg B&W	-
		Cigar & Tobacco Journal	1 pg B&W	-
		Southern Tobacco Journal	1 pg B&W	-

1958

28	"Kent Is The Fastest Growing Brand In America Today..."	Tobacco Trade	1 pg B&W	Jan, Feb, Mar.
28A	"Kent Is The Fastest Growing Brand In America Today..."	Tobacco Trade	1 pg B&W	Jan, Feb, Mar.
		Drug & Grocery Trade	1 pg B&W	Jan, Feb.
		Military Trade	1 pg B&W	Feb.
42	"Products of P. Lorillard Company..."	Tobacco Leaf	¼ pg B&W	-
59A	"Kent Is The Fastest Growing Brand In America Today..."	-	1 pg B&W	-
92	"Today, Kent Is The Largest Selling Filter Cigarette.."	Vend	1 pg B&W	-

1959

154	"Kent Made The Greatest Sales Gain In Vending Machines..."	Vend	1 pg B&W	April
155	"Watch Lorillard..."	-	1 pg B&W	-
185	"Memo To The Trade..."	-	1 pg B&W	-
185A	"Memo To The Trade..."	-	1 pg B&W	-

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1960

AD #	DESCRIPTION	PUBLICATION	SIZE	DATE
221 REV	"P. Lorillard Co. Celebrates Its 200th Anniversary..."	-	1 pg B&W	May
221 REV 1	"P. Lorillard Co. Celebrates Its 200th Anniversary..."	-	1 pg B&W	May
280	"Kent Presents The '60 Summer Olympics..."	-	1 pg B&W	July, August
280A	"Kent Presents The '60 Summer Olympics..."	-	1 pg B&W	July, August

1961

314	"See How Your Sales Grow 3 Ways..."	Tobacco Trade	1 pg B&W	February
314A	"See How Your Sales Grow 3 Ways..."	Tobacco Trade	1 pg B&W	February

1962

NONE

1963

605	"Treat Your Taste Kindly With Kent..."	-	1 pg B&W	-
607	"Treat Your Taste Kindly With Kent..."	-	1 pg B&W	-

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MISCELLANEOUS

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MISCELLANEOUS

661200210
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1957

AD #	DESCRIPTION		PUBLICATION	SIZES		DATE
23	"What A Wonderful Feeling..."		Sales Executive Club of New York	1 pg B&W		December
707	"I Like Kent The Mild Cigarette..."		California Grocer's Advocate Bush-Laube Concessions Programs	1 pg B&W		-
5682	"You'll Like Kent The Mild Cigarette..."		Bush-Laube Concessions Programs	1 pg B&W		-

1958

71	"Kent Filters Best..."		Bush-Laube Concessions	1 pg B&W		-
71A	"Kent Filters Best..."		Bush-Laube Concessions	½ pg B&W		-
71B	"Kent Filters Best..."		Bush-Laube Concessions	½ pg B&W		-
71C	"Kent Filters Best..."		Bush-Laube Concessions	¼ pg B&W		-
72	"Kent Filters Best..."	(Bob Wright)	New Rochelle League for Service	1 pg B&W		June
74	"Kent Filters Best..."		Stadium Concerts Review	¼ pg B&W		-

1959

M	"Kent Filters Best..."		Baseball Program	6½x4½	2/c	-
N	"Kent Filters Best..."		Baseball Program	4 3/4x3 3/8	2/c	-
O	"Kent Filters Best..."		Baseball Program	2 5/16x1 13/16	2/c	-
P	"Kent Filters Best..."		Baseball Program	2 x 3	2/c	-
Q	"Kent Filters Best..."		Baseball Program	7½x4 3/8	2/c	-
163	"Kent Filters Best..."		Bush-Laube Concessions	7x10 B&W		-
163A	"Kent Filters Best..."		Bush-Laube Concessions	7x5 B&W		-

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AD #	DESCRIPTION
163B	"Kent Filters Best..."
163C	"Kent Filters Best..."
229	"Kent Satisfies Your Appetite..."
229B	"Kent Satisfies Your Appetite..."
229C	"Kent Satisfies Your Appetite..."
229D	"Kent Satisfies Your Appetite..."
229F	"Kent Satisfies Your Appetite..."
235	"Kent Satisfies Your Appetite..."
240	"Kent Satisfies Your Appetite..."
240A	"Kent Satisfies Your Appetite..."
241	"Kent Satisfies Your Appetite..."
241 A	"Kent Satisfies Your Appetite..."
251	"Kent Satisfies Your Appetite..."
303A	"For Good Smoking Taste..."
304A	"For Good Smoking Taste..."
A	"For Good Smoking Taste..."
B	"For Good Smoking Taste..."
C	"For Good Smoking Taste..."

1959 Cont'd

PUBLICATION	SIZES		DATE
Bush-Laube Concessions	7 x 3½	B&W	-
Bush-Laube Concessions	3½x 5	B&W	-

1960

PUBLICATION	SIZES		DATE
Los Angeles Dodgers (Scorecard)	4½x7½	2/c	-
Los Angeles Dodgers	1½x5	2/c	-
Los Angeles Dodgers	2 3/4x3½	2/c	-
Los Angeles Dodgers	2½x7 3/4	2/c	-
Los Angeles Dodgers	3x4	2/c	-
Madison Square Garden Program	7x2		-
Rochester Americans Hockey Club	2 3/8x3		-
Sportservice Corporation	7 x 1 5/8		-
Bush-Laube Concessions	7 x 5		Jan.
Bush-Laube Concessions	7 x 3½		Jan.
Greenboro Community Baseball Club	7 7/8 x 4		-
Sportservice Pubs.	5½x 1 1/8		-
Madison Square Garden Program	7 x 2		-
Baseball Scorecards	4 x 4½	2/c	-
Baseball Scorecards	1 13/16x2 7/8	2/c	-
Baseball Scorecards	2 x 3	2/c	-

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61200213
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1960 Cont'd

AD #	DESCRIPTION	PUBLICATION	SIZES		DATE
D	"For Good Smoking Taste..."	Baseball Scorecards	3 5/8 x 3 3/8	2/c	-
E	"For Good Smoking Taste..."	Baseball Scorecards	2 x 2½	2/c	-
F	"For Good Smoking Taste..."	Baseball Scorecards	3½ x 4 3/4	2/c	-
G	"For Good Smoking Taste..."	Baseball Scorecards	2½ x 11/16	2/c	-
H	"For Good Smoking Taste..."	Baseball Scorecards	2½ x 3	2/c	-
I	"For Good Smoking Taste..."	Baseball Scorecards	2 5/16 x 1 13/16	2/c	-
J	"For Good Smoking Taste..."	Baseball Scorecards	2 x 3	2/c	-
K	"For Good Smoking Taste..."	Baseball Scorecards	4 3/4 x 3¼	2/c	-
L	"For Good Smoking Taste..."	Baseball Scorecards	1 3/4 x 3	2/c	-

1961

341	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	4/23
346	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	5/14
350	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	6/11
357	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	7/9
359	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	8/6
373	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page B&W	11/26

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1961 Cont'd

AD #	DESCRIPTION	PUBLICATION	SIZES		DATE
375	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	12/10
381	"You'll Feel Better About Smoking With The Taste Of Kent...	Grit	Jr. page	B&W	12/31

1962

388	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	1/14
396	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	2/11
405	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	3/18
407	"Su paladar le dira por que usted..."	Ed Diario	261	Lines	3/13
413	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	4/15
417	"Su paladar le dira por que usted..."	El Diario	261	lines	5/8
476	"You'll Feel Better About Smoking With The Taste Of Kent..."	Grit	Jr. page	B&W	5/13
423	"Treat Your Taste Kindly With Kent..."	Grit	Jr. page	B&W	6/17
425	"Trata Su Gusto Con Suavidad Fumando Kent..."	El Diario	261	lines	6/19
430	"Treat Your Taste Kindly With Kent..."	Grit	Jr. page	B&W	7/8
418A	"Oscar Strauss"	Jewish paper	520	lines	September

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1963

AD #	DESCRIPTION	PUBLICATION	SIZES	DATE
471	"Treat Your Taste Kindly With Kent..."	Grit	1 pg B&W	2/17
469	"Trate A Su Gusto Con Carino...Con Kent..."	El Diario	261 lines	2/19
468	"Trate A Su Gusto Con Carino...Con Kent..."	El Diario	261 lines	3/19
470	"Treat Your Taste Kindly With Kent..."	Grit	1 pg. B&W	3/17
472	"Trate A Su Gusto Con Carion...Con Kent..."	El Diario	261 lines	4/16
473	"Trate A Su Gusto Con Carino...Con Kent..."	El Diario	261 lines	5/14
474	"Trate A Su Gusto Con Carion...Con Kent..."	El Diario	261 lines	6/11
482	"Cual De Los 10 Narcars Favoritas Con Filtro..."	El Diario	261 lines	8/20
501	"Filtro-Sator-Y Placer..."	El Diario	261 lines	10/15

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