

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

Don't you, too, deserve Kents?

Notice how much fresher—and cleaner—and purer—Kent tastes . . . and how every Kent you light has that same good taste. For only Kent gives you the exclusive Micronite Filter—the highest-quality filter. And only the Micronite Filter refines the smoke to such smoothness . . . yet leaves in Kent's rich-tobacco flavor. A few cents more make such good sense . . . when you buy the finest of all cigarettes.



King Size and Regular length