

CIGARETTE LIGHTER BY CARTIER—TENNIS ACCESSORIES BY SPALDING

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

If you smoke a lot... CHANGE TO KENT... CHANGE TO KENT



If smoking's another one of your favorite sports, it's probably time you changed to Kent.

It's the cigarette designed for people who smoke a lot. You see, Kent's Micronite Filter gives you high filtration to help you keep your smoking moderate. And the Micronite Filter means smoother flavor, too, more enjoyable taste from Kent's custom-blended tobacco.

So if you smoke a lot, change to Kent to help you keep your smoking moderate.

KENT The only cigarette with the Micronite Filter

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