

Modern taste is part of BETTER LIVING



Kent is the one cigarette you can count on to give you the bright modern taste that's so much a part of better living today.

Puff after puff, you enjoy the luxurious taste of the world's finest tobaccos—with tars and nicotine at the lowest level among the largest-selling brands. For better living, better smoking, get today's Kent cigarettes.

for the flavor you like

KENT FILTERS BEST

A Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research!



REGULAR, KING SIZE
OR CRUSH-PROOF BOX
POPULAR PRICE