

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 SIZE
POPULAR PRICE

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