

*You'll feel better about smoking
with the taste of Kent!*

KENT with the "Micronite" Filter

REFINES away harsh flavor...**REFINES** away hot taste
...makes the taste of a cigarette mild!



Kent's the best...for the flavor you like!

A PRODUCT OF P. LORILLARD COMPANY—FIRST WITH THE FINEST CIGARETTES—THROUGH LORILLARD RESEARCH!

© 1981 P. LORILLARD CO.