



ANTIQUE CHESSMEN FROM THE COLLECTION OF CARLEBACK GALLERY, NEW YORK

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

Don't those you like best . . . deserve KENTS?

*Kents are the gift discerning smokers will appreciate—especially if they smoke a lot. For Kent is designed to help keep smoking moderate—it's the only cigarette with the scientific Micronite Filter. Its high filtration gives every Kent a clean, fresh taste—brings out all the flavor of Kent's custom blend of fine tobaccos. For a few extra pennies, wouldn't you rather give—and receive—Kents, too?*



*King Size  
and Regular  
length*