



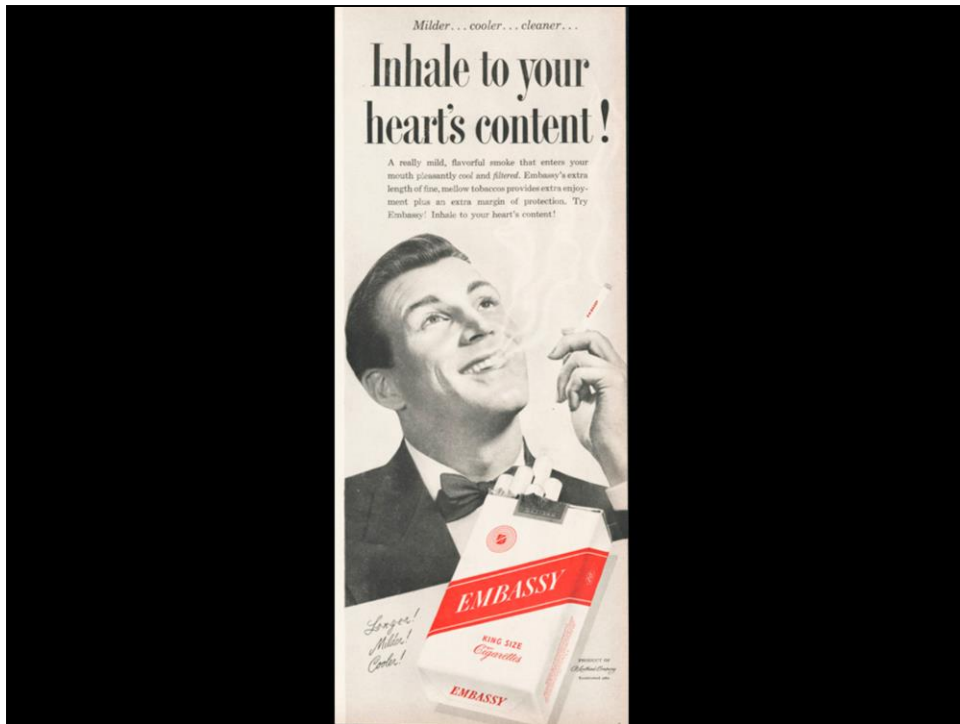
Inhale to Your Heart's Content!

“... enjoyment plus an extra margin of protection.”



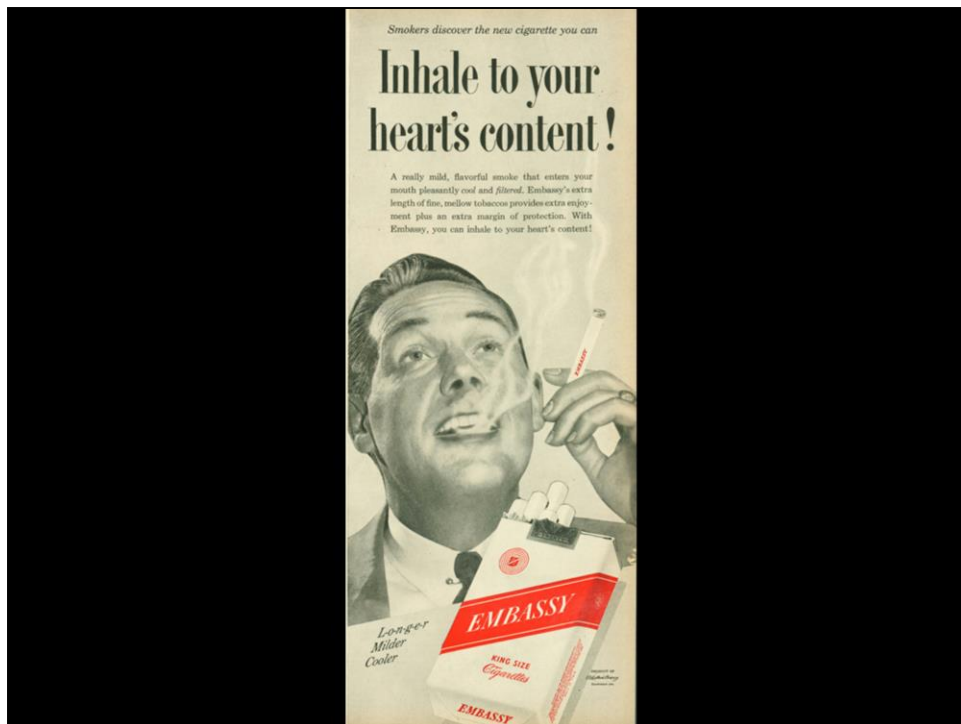
Inhale to Your Heart's Content!

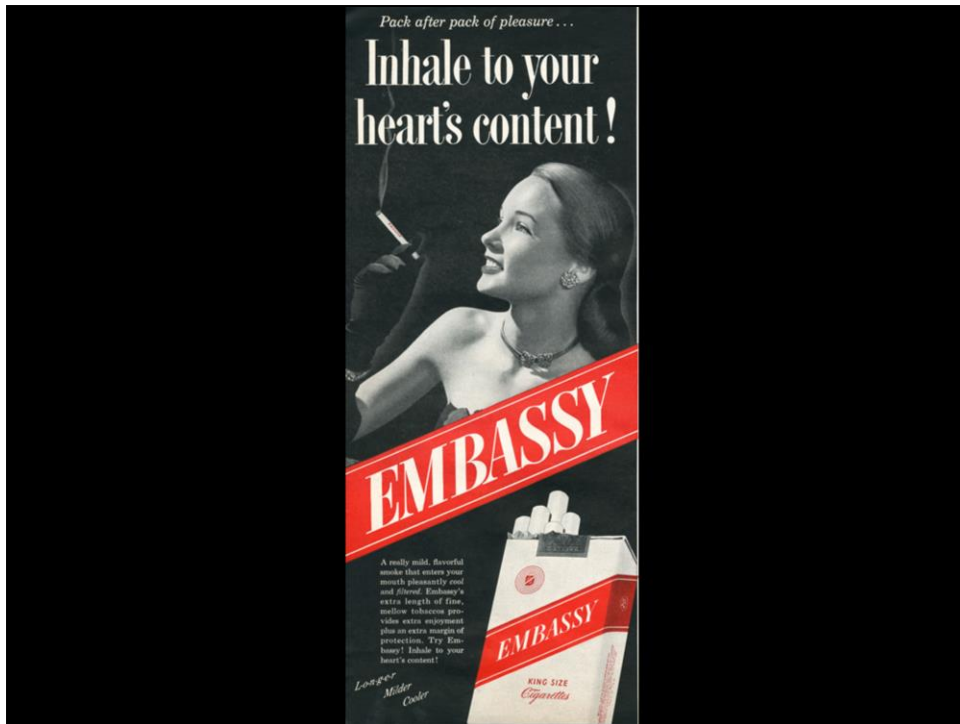
“... enjoyment plus an extra margin of protection.”



Inhale to Your Heart's Content!

“... enjoyment plus an extra margin of protection.”







At last! a fine cigarette you can

Inhale to your heart's content!

At last! A cigarette of exceptionally fine flavor, plus a safe margin of protection! Embassy's natural filtering action not only gives you a cleaner smoke with milder tobaccos... but the added safeguard of smoke up to 30° cooler! (See chart below.)

New! EMBASSY

EMBASSY

KING SIZE Cigarettes

PRODUCED BY *Richard Long*
Trademark 1948



The advertisement features a black and white photograph of a woman with styled hair, wearing a pearl necklace and earrings, smiling and looking upwards while holding a lit cigarette. A large, bold, red banner with the word 'EMBASSY' in white capital letters diagonally crosses the image. To the right of the woman, there is a small inset chart comparing two cigarettes. The chart shows a 'REGULAR CIGARETTE' with a temperature of 120° F and an 'EMBASSY CIGARETTE' with a temperature of 90° F, indicating a 30° difference. The Embassy cigarette pack is shown in the bottom right corner, with the brand name 'EMBASSY' and 'KING SIZE Cigarettes' clearly visible.

Inhale to your heart's content!

At last! A mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's longer length provides a more effective filtering action—thus a safer margin of protection—a distinctly milder and mellower cigarette you can inhale to your heart's content!

New! EMBASSY

Embassy's longer smoke means a milder smoke

REGULAR LENGTH	EMBASSY LENGTH
	

Note: This comparison, based on the same length, shows that Embassy's longer length provides a more effective filtering action—thus a safer margin of protection—a distinctly milder and mellower cigarette you can inhale to your heart's content!

EMBASSY
KING SIZE
Cigarettes

PRODUCT OF
The United States
Manufactured in U.S.A.

Now...the cleaner, cooler cigarette you can **Inhale to your heart's content!**

Clear sailing! Here's a cigarette of exceptionally fine flavor, plus a safe margin of protection! Embassy's natural filtering action not only gives you a cleaner smoke with milder tobacco... but the added safeguard of smoke up to 30° cooler! (See chart at right.)

UP TO 30° COOLER!

EMBASSY CIGARETTE
When you smoke an Embassy cigarette, you get a "safe" margin of protection. The filter keeps the heat and tar from reaching your mouth. This makes the smoke up to 30° cooler.

EMBASSY CIGARETTE
Smoke an Embassy cigarette and you'll find the smoke is much cooler than the smoke of other cigarettes. The filter keeps the heat and tar from reaching your mouth. This makes the smoke up to 30° cooler.

EMBASSY
KING SIZE Cigarettes
EMBASSY

New! EMBASSY

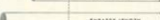
PRODUCT OF
Richmond, Virginia
Embassy Inc.

*The milder smoke
that lets you* **Inhale to your heart's content!**

Good News! A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobacco provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!

New! EMBASSY

Embassy's longer smoke means a milder smoke

REGULAR LENGTH	EMBASSY LENGTH
	

Make this comparison. Smoke Embassy the same length you'd normally smoke one regular-length cigarette. You'll find Embassy's longer length gives you a milder smoke... a pleasantly cooler smoke of unadulterated mildness!

EMBASSY
KING SIZE
Cigarettes

PRODUCT OF
Rothman Company
Baltimore, Md.

