



1958



1954



What a wonderful feeling...

to know that

KENT FILTERS BEST

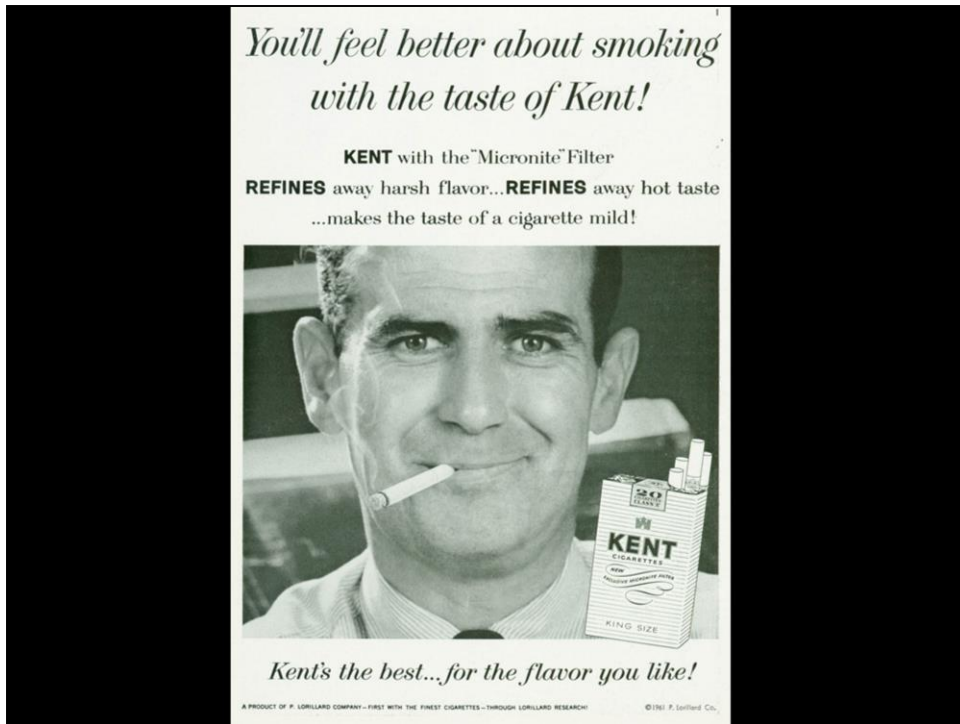
OF ALL LEADING FILTER CIGARETTES !

- ... less tars and nicotine
- ... full, free draw
- ... premium-quality,
natural leaf tobaccos
- ... popular filter price, too!

Doesn't it make good sense to smoke Kents?



KENT
CIGARETTES
NEW
MICRONITE FILTER
KING SIZE

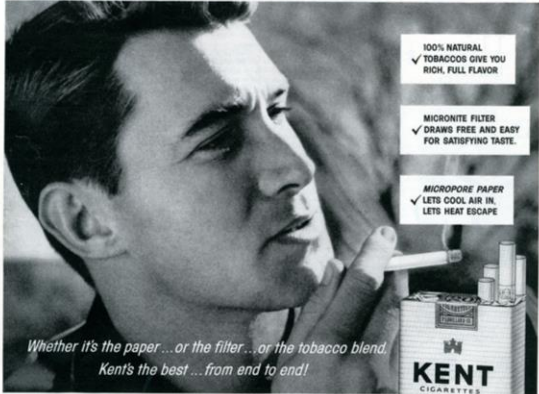


1961 Jan 2

THERE'S NO SUBSTITUTE FOR QUALITY!

KENT FILTERS BEST

for the flavor you like



100% NATURAL
✓ TOBACCO GIVE YOU
RICH, FULL FLAVOR

MICRONITE FILTER
✓ DRAWS FREE AND EASY
FOR SATISFYING TASTE.

MICROPOROUS PAPER
✓ LETS COOL AIR IN,
LETS HEAT ESCAPE

*Whether it's the paper... or the filter... or the tobacco blend,
Kent's the best ... from end to end!*

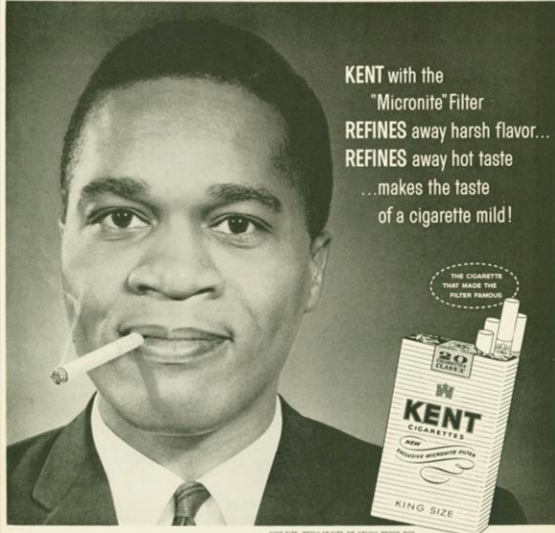
KENT has reduced tars and nicotine to the
lowest level among all leading brands.

FIRST WITH THE FINEST CIGARETTES, THROUGH LORILLARD RESEARCH!

KENT L&L - LORILLARD INC.
ALSO AVAILABLE IN CIGARETTE-PROOF BOX

© 1964 L. LORILLARD INC.

**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!

THE CIGARETTE
THAT MADE THE
PULP FAMOUS

KENT
CIGARETTES
NEW
ADVANCED MILDNESS
KING SIZE

KING SIZE, REGULAR SIZE OR LIGHTS PROOF BOX

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

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

What a priceless difference in
PROTECTION
a few extra pennies make!

Only **Kent** goes to the extra
expense to protect you with
MICROSCOPIC FILTERING



KENT's exclusive **MICRONITE FILTER** removes millions of microscopic
nicotine and tar particles that slip right through conventional filters.
That's why KENT's **MICRONITE FILTER** takes out more nicotine and tars
... protects you as no other filter can. Yet, it lets you enjoy the full, fresh
flavor of KENT's fine tobacco... gives you a rich, easy-drawing smoke.

Take your choice - **REGULAR** or
new **KING SIZE** - both the same price.



"Kent" and "Kent" are
registered trademarks of *P. Lorillard Company, Inc.*

KENT with exclusive **MICRONITE FILTER**

1955

*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

"How can a filter cigarette that tastes so good be so much more effective than any other?"



Answer: Kent's Micronite Filter makes the difference and...
Only **Kent** has the MICRONITE Filter



KENT'S EXCLUSIVE MICRONITE FILTER does the best filtering job of them all.
It removes more harshness and bite than any other filter cigarette. So you can enjoy the light, refreshing taste—the real tobacco flavor you get only when harshness is filtered out!
What's more, KENT's tobacco is especially blended so you get the best out of filter smoking.
KENT's filter—the most effective and, incidentally, the costliest to make—is made of material so safe, so pure it's used to filter the air in leading hospitals!
So, for most effective filtering, with a fresh, good taste, light up a KENT!



Enjoy
KENT...with exclusive Micronite Filter
More effective than any other filter cigarette, old or new.

1954

gives you the greatest health protection?

Five smokers compare KENT with four other well-known filter-tip cigarettes. Look at the results... then decide which cigarette you should smoke.

According to published medical reports, at least 1 out of every 3 smokers is sensitive to the nicotine and tars in tobacco smoke.

Until recently, if these sensitive smokers wanted a good smoke, they just had to suffer the consequences. But now... with the introduction of the new KENT with the Micronite Filter... their problem is solved.

What KENT's Micronite Filter does
KENT's Micronite Filter is the only filter that takes out enough of the nicotine and tars in tobacco smoke to give sensitive smokers the health protection they need.

In fact, KENT removes far more nicotine and tars than any other filter cigarette... and you can see proof of this fact for yourself in the three pictures on the opposite page.

Why the Micronite Filter is best
There is a good reason why the results you see in the third picture so favor KENT. It is because the Micronite Filter is made of a material which has been used to purify the air in atomic energy plants of microscopic imperfections... while other cigarette filters are made of ordinary cotton, cellulose or crepe paper.

This material—as used in KENT's Micronite Filter—is so effective that it removes nicotine and tar particles as small as 2/30 of a micron... so tiny that it would take 10,000 of them to cover the head of a pin.

At the same time, you can easily draw through the Micronite Filter the wonderfully rich flavor of the fine tobacco blended especially for KENT cigarettes.

Try KENT today
With your first KENT, you'll discover how good a cigarette can be when you're not bothered by the harsh taste of nicotine and tars. And we believe that you sensitive smokers will be delighted with how much better you feel after smoking a carton of KENTs.

Kent with exclusive MICRONITE filter



149

1955

Gives you the greatest health protection. The Micronite filter contained asbestos, a potent carcinogen.

The difference in price is just
a few pennies...
the difference in protection
is priceless!

Only **Kent** goes to the extra
expense to protect you with
MICROSCOPIC FILTERING



KENT's exclusive **MICRONITE FILTER** removes millions... yes, millions
of microscopic nicotine and tar particles that slip right through con-
ventional filters. That's why KENT's **MICRONITE FILTER** takes out more
nicotine and tar than any other leading filter cigarette... yet it leaves in
the rich, full flavor of KENT's fine tobacco.

Take your choice - **REGULAR** or
new **KING SIZE** - ~~same~~ price



KENT with exclusive **MICRONITE FILTER**

1955

Gives you the greatest health protection. The Micronite filter contained asbestos, a potent carcinogen.

KENT—and KENT alone—has the exclusive MICRONITE FILTER. It removes far more tars and nicotine than any other filter cigarette—king size or regular, old or new.

Smokers: Here's proof you can see...

KENT

gives greater protection than any other cigarette

KENT—and only KENT—can show you this visual proof of greater protection—so important to at least 1 out of 3 smokers medical experts say is sensitive to tars and nicotine!

To show you conclusive proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses, made with tubes through which smoke can be drawn, are set on a sheet of plain white paper.

Smoke from KENT is drawn into one glass, smoke from a common-type filter cigarette into the second, smoke from a cellulose-type filter cigarette into the third. The smoke is drawn into the glasses just as it would enter your mouth.

When tar particles and nicotine have settled, see the stains left by nicotine in the smokes of the other types of filter cigarettes—now, miraculously a trace from KENT—... Visual proof that KENT removes far more tars and nicotine!

Enjoy **KENT** with exclusive Micronite Filter
for the greatest protection you can get in any cigarette

*Kent and "Micronite" are registered trademarks of J. W. Benson Inc.

1955

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes. As reported in the Journal of the American Medical Association, these **tests proved** that of all the filter cigarettes tested, one type was the **most effective** for removing tars and nicotine. This type **filter is used by Kent...and only Kent!**



IMPORTANT to every smoker who has ever been bothered by nicotine and tars are these findings of the laboratory of the American Medical Association.
Here you have authoritative confirmation that KENT's exclusive Micronite Filter is more effective for removing both nicotine and tars than any other type of filter cigarette tested.
And remember, KENT and only KENT has the

Micronite Filter, made of a pure, dust-free, completely harmless material that is not only so effective, but so safe that it actually is used to help filter the air in operating rooms and hospitals.

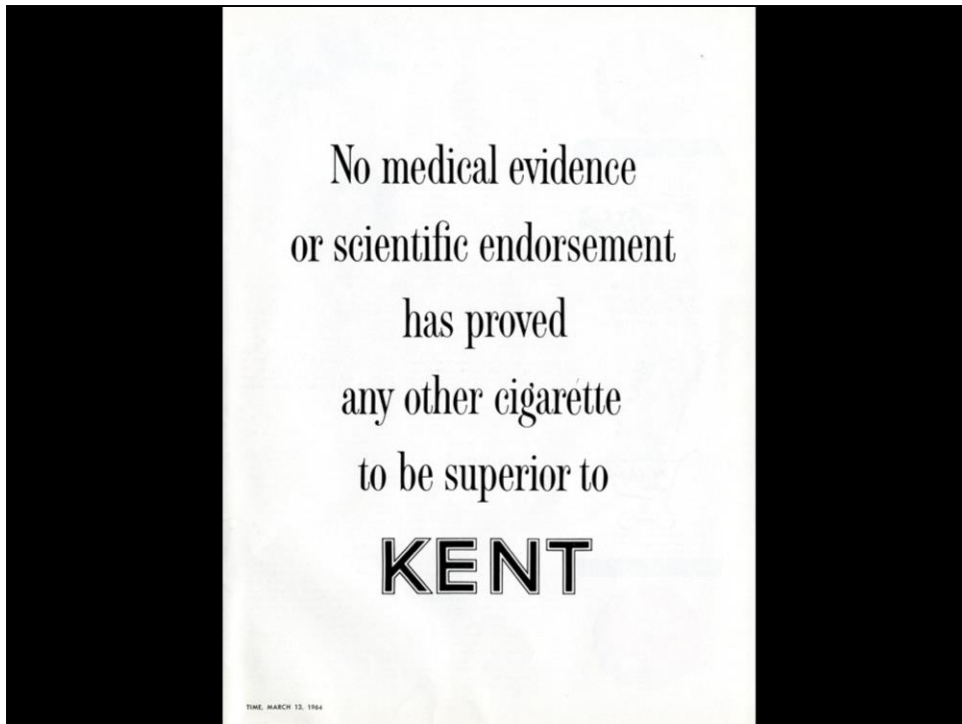
Yet, with all its superior filtering efficiency, KENT's Micronite Filter gives you an easy draw... and the full, satisfying flavor of fine tobacco blended especially for filter smoking.

For the greatest protection of any filter cigarette

KENT

with exclusive MICRONITE Filter

"Kent" and "Micronite" are registered trademarks of R. J. REYNOLDS COMPANY



Am I one of those smokers who are bothered by the nicotine and tars in tobacco smoke?



Many smokers are definitely bothered by the nicotine and tars in tobacco smoke... and the protection of a truly effective filter cigarette.

If so, which of today's 9 brands of filter cigarettes can promise and deliver, the most protection?



Right of these brands only an ordinary cotton or cellulose filter. Only the smooth, KENT, has the exclusive new Micronite Filter.

KENT, of course... because KENT's Micronite Filter takes out more nicotine and tars than any other cigarette.



First, the Micronite Filter is made of a fine, dust-free material that is so soft, so clean it is sure to help filter the air for hospital operating rooms.

Here's proof:

KENT, with MICRONITE Filter, takes out far more nicotine and tars than any other filter cigarette, old or new



Watch him test glasses, TV's Jonathan Winters does test and prove, how KENT with the Micronite Filter and how few other will leave filter cigarettes.

Now this all other filter cigarettes will no ordinary cotton or cellulose filter.



With materials, no nicotine and nicotine in the smoke have settled on the start of paper, and the glasses are covered, but the dark, oily stains left by extracts that come right through the other special filter, that



through KENT's new, dust-free Micronite Filter... hardly a trace. And here's more good news: With all its efficiency, KENT's Micronite Filter leaves in all the full, satisfying flavor of fine, mature tobacco.

Enjoy **KENT** ...the cigarette with the



MICRONITE FILTER



To 1 out of every 3 cigarette smokers:

Why Kent ought to be Your Cigarette



Before the TV audience, two glasses are filled with smoke: one from a KENT, the other from a BRAND X. The second glass shows a dense cloud of smoke, while the first is nearly empty.



Look at the difference! Now what's happened? When the glasses are covered, there's no smoke left in the KENT glass, but the BRAND X glass is still full. That's the KENT way of saying a Kent "Milestone" filter is the greatest health protection ever!



THERE ARE many reasons why KENT has maintained its position as the greatest of all cigarette brands introduced in the last twenty years.

One, of course, is the wonderfully rich flavor of the tobacco that gives you the enjoyment and satisfaction you want from any cigarette.

But the biggest reason for KENT's "Milestone" Filter comes up to some time more nicotine and tar than other filter cigarettes.

It is the fact that KENT's "Milestone" Filter removes up to seven times more nicotine and tar than other filter cigarettes.

The proof of this fact you see in these two photographs, just as millions do each week on the nationwide TV show, "The Truth," and in more demonstrations across the country.

What the Milestone Filter does for you

It is an established medical fact that at least 1 out of every 3 smokers is sensitive to the nicotine and tar in tobacco smoke.

If you're one of these tobacco sensitive people, you still like to smoke—it is important that you smoke a cigarette that takes out enough tar and nicotine to protect your health.

KENT's exclusive Milestone Filter removes nicotine and tar particles to level of 1/10 a cigarette, so you get a glass of smoke that's nearly empty.

This is high filtration—and an other filter cigarette can't do this. That's why KENT gives you the greatest health protection in cigarette history—so, at the same time, the satisfaction of true smoking pleasure.

How high filtration came about

The need for high filtration... for a really effective filter... has been recognized for years. But the P. Lorillard Company, makers of KENT cigarettes,

knew that the filters then used still in use could give only low filtration because they were made of plain cellulose, cotton or cellophane.

So they developed a new filter—made of a special material called Micronite.

Kent

takes out up to 7 times more nicotine and tar than other filter cigarettes.

After long search, however, the makers of KENT discovered that the material used to purify the air in atomic energy plants provided really high filtration.

Adapted for use in KENT's Milestone Filter, it has proved to be the most effective material yet found for removing nicotine and tar particles from smoke, the best to remove enough nicotine and tar to protect sensitive smokers.

Why you should try KENT

If you're one of the millions of smokers sensitive to tar and nicotine, you need the high filtration that only KENT offers you.

You should try KENT now that after smoking a can- tin of KENTs you'll find you're getting much more enjoyment out of smoking and that you're taking a whole lot better, too!

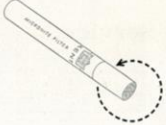
with exclusive "MICRONITE" filter

—leaves in full, rich tobacco flavor.

If you're the 1 in every 3 smokers who needs protection against tars and nicotine...



Look at **Kent's** proof of and see why you greatest filter protection should change to Kent!



Yes! Look! KENT—and KENT alone—has the pure, safe, dust-free MICRONITE FILTER that removes far more tars and nicotine than any other filter cigarette—king size or regular, old or new.

And look again! See for yourself KENT's amazing proof of greater protection—proof so important to the 1 out of 3 cigarette smokers medical reports say is sensitive to tars and nicotine!



1. To show you visual proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses made with tubes through which smoke can be drawn as set on a sheet of plain white paper...
2. Smoke from KENT is drawn into one glass; smoke from a cotton type filter cigarette into the second glass; smoke from a cellulose type filter cigarette into the third glass. Notice that the smoke is drawn into the glasses just as it would enter your mouth...
3. When the tar particles and nicotine left by the irritants in the smoke of the other types of filter cigarettes—see, too, there's scarcely a trace from new KENT... visual proof that KENT removes far more tars and nicotine.

Enjoy **KENT** with exclusive Micronite Filter...the greatest filter protection in cigarette history!

"Kent" and "Micronite" are registered trademarks of J. Lorillard, Germany.

THE SATURDAY EVENING POST
September 19, 1952



To 1 out of every 3 cigarette smokers:

Kent-the one cigarette that can show you proof of greater health protection

THE SATURDAY EVENING POST



Every week, millions see convincing evidence that KENT's "Micronite" Filter is the cigarette filter that really works—giving true smoking pleasure, yet removing up to 7 times more nicotine and tars than other filter cigarettes.

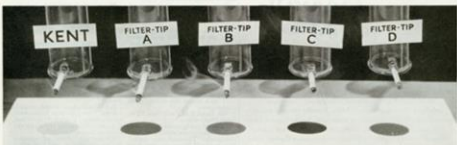
It—like 1 out of every 3 smokers—you're sensitive to the tars and nicotine in tobacco, you want more than just a promise that a filter-tip cigarette will give you the health protection you need.

And KENT is the one cigarette that gives you more than a promise. Every week—on television and in news demonstrations—the effectiveness of KENT's Micronite Filter is tested before your very eyes... tested against other filter-tip brands selected at random from packages brought at retail!

The pictures shown here are actual shots of one of these tests—as performed by Jonathan Blake, your host on the exciting TV show, *The Hows*.





Kent

with exclusive
MICRONITE Filter
full smoking pleasure...
plus proof of the
greatest health protection ever

1. Everything equal. Two special glasses made with tubes through which smoke can be drawn are placed on a rough sheet of absorbent paper. Jonathan Blake explains that one glass will be used to test the nicotine of the new KENT; the other glass will test the nicotine of another filter-tip brand cigarette.

2. Millions watch him. Blake draws smoke from the KENT into one glass, smoke from Brand X into the other. Notice that the smoke does not come too much. It is drawn into the glass exactly as it comes through the filter of the cigarette—exactly as it would come your mouth if you were smoking!

3. Time is checked. Blake allows a few minutes for the nicotine and tar to settle in the smoke in each of the two glasses. KENT's Micronite Filter draws from all other cigarette filters, but it's made—out just of cotton, paper, and cellulose like other filters—and from a material that has been used to purify air in atomic energy plants.

4. And here's your answer! When the glasses are filled, you see the health stain from nicotine in the smoke of Brand X, nearly a trace from the smoke of the KENT! The difference in the two stains represents the difference in the health protection you get from a KENT as compared to the filter-tip brand you saw just now for smoking!

5. Against all comers. Here are the results of the same test performed in a laboratory, showing how KENT's filtering effectiveness compares with four other well-known brands of filter-tip cigarettes. Again the stains on the paper show you the tremendous difference between KENT and other filter-tip cigarettes. Remember that, when you smoke, the same evidence that has caused the stains are drawn into your system. Here is further visual evidence that KENT's Micronite Filter takes out up to 7 times more nicotine and tar than other filter-tip cigarettes. Here is proof that KENT offers you the greatest health protection in cigarette history! Why don't you start smoking KENT today?

Why do these stains 1 out of every



Three friends ask Jonathan Blake if they can make the cigarette comparison test they see him make each week on TV's "The Web." Blake agrees and lights up a KENT... while his friends light up three other well-known filter-tip cigarettes. Then each cigarette is put into the specially made test glasses.

Four puffs of smoke are drawn into each glass by each smoker. Then the glasses are allowed to sit on the plain white paper for a few minutes until the nicotine and tar particles in the smoke settle. At a given signal, each smoker lifts his glass. Look at the amazing results in the big picture on the right...

The difference between stains is the difference between filters!



As you can see, the irritants that come right through the filters of the other cigarettes have left dark, ugly stains.

But from the new KENT... scarcely a trace!

Here's indisputable proof that KENT's exclusive Micronite Filter gives 21 million sensitive smokers—about 1 out of every 3 smokers—greater protection against nicotine and tar than any other filter cigarette on the market today. It is the greatest health protection in cigarette history.

The reason for the difference...

Take apart the filter of any other filter-tip cigarette. You will find that it is made of dull cotton, cellulose or crumpled paper.

But KENT's Micronite Filter is made of a material that has been used to purify the air in atomic energy plants of microscopic impurities. It is so effective that KENT removes nicotine and tar particles as small as 2/10 of a micron... so tiny that several thousand of them could be hidden under the dot over this "i."

Taste the difference today!

With your first KENT, you'll discover the wonderful difference there is to smoking when you're not bothered by nicotine and tar. And if you're a sensitive smoker, why not try a carton of KENTs, and see if you don't feel the difference.

For... as the stains have shown you... you'll be smoking the one cigarette with a filter that really works... the one cigarette made especially for you. Why not buy a carton of KENTs today?

Kent

with exclusive MICRONITE filter

"Kent" and "Micronite" are registered trademarks of R. J. REYNOLDS COMPANY.

1955



1959

It makes good sense to smoke Kent.



**JOIN THE THOUSANDS
OF SMOKERS WHO NO
LONGER PFFT TOBACCO**

*Viceroy's taste better because no loose
tobacco gets in your mouth*

NEW IMPROVED FILTER TIP
brings out real tobacco flavor

Smokers who said "puff" before,
now say "puffin'!" Try the new
Viceroy. Not only are burning
bits of tobacco kept from your
mouth and throat, but the new filter
tip brings out the full flavor of this
superb blend of Virginia and Sumatra
tobacco. Get a pack today and
see! Brown & W. Blumenthal Tobacco
Corporation, Louisville, Kentucky.

Viceroy 15
CIGARETTES

THE FILTER TIP MAKES YOUR SMOKE COME CLEAN

63

No other cigarette gives you
this assurance...this smoking pleasure



Only one cigarette...PHILIP MORRIS...is made with "Di-GI"®
...the great scientific discovery that protects you from
certain harsh irritants found in every other leading cigarette.

No other cigarette...with or without filters...
can remove all these irritants

Other important refining steps add greatly to the mildness...
aroma...richness and rare smoking pleasure of Philip Morris!

All the rich flavor and aroma are yours...without the need for taste-
destroying gadgets or filters. Philip Morris offers you assurance no other leading
cigarette can. For greater smoking enjoyment...real smoking pleasure...try a carton!



CALL FOR **PHILIP MORRIS**
America's Finest Cigarette...Make It Yours!

"The exclusive, modern ingredient "Di-GI," for gentler smoking that has always been used in Philip Morris."

The cigarette that takes
the *FEAR* out of smoking!



Only one cigarette...
PHILIP MORRIS... is made
with "Di-GI..." the great
scientific discovery that
protects you from certain
harsh irritants found in
every other leading cigarette
* * *

No other cigarette...
with or without filters...
can remove all these irritants

The exclusive moisture ingredient "Di-GI" (for gentle)
smoking that has always been used in Philip Morris.

Other important refining steps
add greatly to the mildness... aroma...
richness and rare smoking pleasure
of Philip Morris!

All the rich flavor and aroma are yours... without the
need for taste-detracting additives or filters. Only
Philip Morris offers you this record of safety. For your
pleasure... for your protection... try a cigarette!

CALL FOR **PHILIP MORRIS**
America's Finest Cigarettes... Make It Yours!

The best cigarette NEWS for over 40 years

..THE FILTER TIP

that holds throat irritants
in check



SMOKE CLEAN SMOKE

ALL REPUTABLE MANUFACTURERS remove impurities from the cut tobacco leaf—but irritants developed when the tobacco burns can be removed *only from the smoke itself*. This the du Maurier Filter Tip does. Irritants are retained by the cellulose between the crepe paper which screens the smoke selectively, letting pass for your enjoyment the fragrance, aroma and flavor of the choicest American and princely Oriental leaf, specially blended.

By cleansing the smoke, the du Maurier Filter Tip not only enhances flavor, it also keeps you fit, and protects your throat from irritation.

What the du MAURIER SELECTIVE FILTER TIP does:

- It provides the common-sense method of preventing smoker's throat because it effectively retains irritants.*
- It stops particles of tobacco getting into the mouth.*
- It guards physical fitness.*
- It protects lips and teeth from stain.*
- It avoids burning the tongue.*
- It brings out the flavor and makes the smoke delightfully sweet and cool.*
- It gives a cleaner, healthier and more satisfying smoke.*



20 cigarettes for 30¢

du MAURIER

CIGARETTES

When only the best will do

MADE IN U.S.A. BY COLUMBIA TOBACCO CO. INC., NEW YORK

1950 Mar 10

Filter Tip Smokers!
Here's The True Tobacco Taste
You've Been Missing!



FILTER TIP TAREYTON

with the Activated Charcoal Filter
gives you real filtration and smoking satisfaction

Tareyton's new "Selective" Filter is smooth and easy-drawing. It holds back elements that can detract from the pleasure of smoking, yet at the same time permits the full-bodied flavor of Tareyton's quality tobacco to come through to you. It gives you the true tobacco taste you've been missing in other filter cigarettes.

Filter Tip Tareyton is unique among all filter tip cigarettes. It is the only one that incorporates Activated Charcoal, renowned for its unusual powers of selective filtration—used far and wide to purify the air we breathe, the water and beverages we drink.

Look for the red, white and blue stripes on the package and for the distinctive gray (Activated Charcoal) filter on the cigarette. They identify the best in filtered smoking—Filter Tip Tareyton, the only filter cigarette with a genuine cork tip.



NOW 2 WAYS



REGULAR or FILTER

Both King Size with Genuine Cork Tip

* PATENTS PENDING

An entirely new concept in cigarette filtration. A filter tip of purified cellulose, incorporating Activated Charcoal, a filtering substance world famous as a purifying agent, notably for air, water and beverages.

HERBERT TAREYTON, PRODUCT OF The American Tobacco Company CINCINNATI A LEADING MANUFACTURER OF CIGARETTES

© A.T. CO.

How many times have you decided to give up smoking?

Nobody these days is telling you not to give up smoking.

But if you've given it up more times than you'd like to remember, the chances are you enjoy it too much to want to give it up at all.

If you're like a lot of smokers these days, it probably isn't smoking that you want to give up. It's some of that 'tar' and nicotine you've been hearing about.

So you tried cigarettes which were low in 'tar' and you found yourself checking every once in a while to see if they were still lit. Which drove you right back to your regular brand.

Now, there is Vantage.

Vantage cigarettes, either filter or menthol, deliver considerably less 'tar' and less nicotine than most cigarettes.

But what really makes Vantage special is our special filter which allows the tobacco flavor to come through.

Vantage isn't the lowest 'tar' and nicotine cigarette, but it may well be the lowest one you'll enjoy smoking.

And that's what makes all the difference.



Warning - The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FILTER, MENTHOL, 11 mg "tar", 0.7 mg nicotine av. per cigarette. FTC Report SEPT. '75.

The First Major Breakthrough in Cigarette Research in Over 50 Years

"It is a pleasure to announce this latest achievement in cigarette research by the Rembrandt Corporation, which has been in tobacco research for the past 50 years. Rembrandt has introduced a new cigarette paper to cigarette smokers. Today, the new Rembrandt cigarette, we are proud to bring smokers the world over another important step in cigarette research."

Multi-Vent paper.

Multi-Vent paper.

Until now, all cigarette have had one thing in common—thin paper. Most smokers—without even tobacco companies—have taken this similarity in paper for granted. Yet it is a revolutionary new principle of paper which makes the new Rembrandt cigarette the world's first!

This new principle is called "Multi-Venting."

It means that the surface of the paper is covered with countless microscopic indentations. Each indentation is a controlled air vent which literally breathes in fresh air with every puff.

As this fresh air flows in through the Multi-Vent paper, it cools, smooths, and cleans the smoke naturally. No artificial cigarettes. No foreign materials. No interference with the genuine taste of tobacco.

Rembrandt Multi-Vent paper carries a flow of air in the burning ash. This eliminates undesirable elements. That's why you can smoke the ash in a Rembrandt. In addition, Multi-Vent paper gives the Rembrandt a draw that's free and fresh as a breeze.

Multi-Vent paper looks different from ordinary cigarette paper. In fact different. It even sounds different. Its performance is so strikingly superior to conventional paper, it can be justly called the first paper in the world.

In the past, Rembrandt and Rembrandt International research groups have combined in the discovery of many important improvements in cigarette smoking. Typical of these are the modern "King Size" length and the world's first "King Size" filter cigarette. Each one has resulted in a substantial improvement in smoking pleasure and satisfaction.

Now, the discovery of Multi-Vent paper is of outstanding importance. Because it changes the entire basic concept of a modern cigarette! It is only the first major breakthrough in cigarette research in over fifty years.

The cigarette that breathes as you smoke

In view of certain United States cigarette manufacturers' claiming leadership in the invention of the cigarette that "breathes," or of high porosity cigarette paper, we reprint here an announcement which has been appearing in newspaper advertising since May, 1959, in Canada and elsewhere.

For purposes of trade-mark and patent protection, we call attention to the fact that these Rembrandt Cigarettes with Multi-Vent paper have been on sale since April 24, 1959, at 300 Park Avenue, New York, N. Y., and in selected shops in the U.S.A., Canada, Great Britain, Western Europe, South Africa, Australia, New Zealand.

"Multi-Vent paper is covered with countless microscopic indentations. Each indentation is a controlled air vent which literally breathes fresh air in with every puff. This cools, smooths and cleans the smoke naturally."



World exclusive patenting.
Design registered Canada, 1959



REMBRANDT TOBACCO CORPORATION
75 Dufflaw Road, Toronto 19, Ontario, Canada

with whose International Research Division the following companies are associated:
The Carver Group of Companies • The Peter Stuyvesant Group of Companies • The Rembrandt Group of Companies • Bathmans of Palm Mall—London • Canada—Australia—New Zealand—South Africa—operating 13 manufacturing plants in the British Commonwealth and Europe and exporting to 120 countries.

Manufacturers of the World's First King Size in 1937 and First King Size Filter in 1959

TIME, AUGUST 3, 1959

The cigarette that breathes as you smoke. The first major breakthrough in cigarette research in over 50 years.



Phone Linda (312) 828-0370. She'll tell you why Lark's filter does what ordinary filters don't.

Linda's a bright gal. She thinks she can make Lark's charcoal story as interesting to you as it is to her. That's why we're giving out her number.

And does she ever have a story to tell: like the fact that the activated, fortified charcoal granules in the filters of a pack of Larks have as much filtering area as two cartons of run-of-the-pack filter cigarettes.

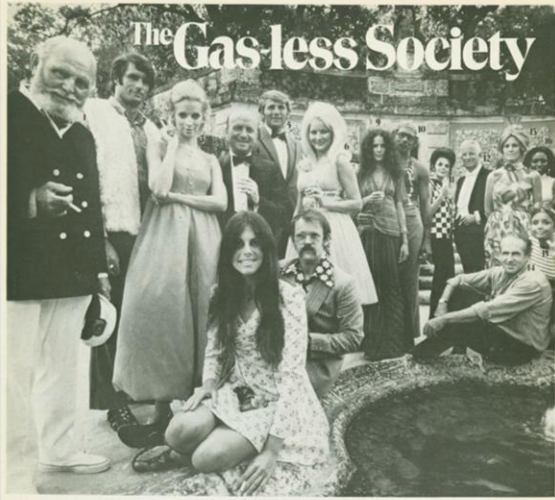
She's also ready to explain how each of Lark's charcoal granules has miles of tiny passages that trap impurities ordinary filters let through...why you can taste the difference Lark's charcoal makes...how science uses Lark's kind of charcoal to clean the air in submarines and space capsules...and how Lark's filter is patented (U.S. Patent No. 3,251,365).

Call Linda soon. And try again if you get a busy signal. We find it worthwhile spending twice the cost of conventional filters building the Lark filter, and you'll find it worth a few minutes and the price of a call (a dollar or less from anywhere in the U.S. after seven PM.) letting Linda tell you why.



You ought to turn to charcoal.
You ought to turn to Lark.

1970



The Gas-less Society

Different people like Lark for different reasons.

For instance, the Captain (1), Nina (5) and Tony (8) like Lark because they know that most of cigarette smoke is gas. That certain of these gases are harsh tasting. And that Lark's Gas-Trap filter does a better job of reducing these gases than any Other Popular Brand on the scene.

On the other hand, Kay (15), and Bob (14), like us because, to clean smoke, our Gas-Trap filter is made from the same kind of charcoal that space capsules use to clean air.

Barbara's reason is that she thinks our filter looks cute (6).

The Gas-less Society: All in all, they have only one thing in common—an uncommon cigarette.

If you like the taste of gas you'll hate the taste of Lark.



Reasons 2, 4, 5, 7, 9, 10, 11, 12, 13 and 14 are all a variety of gases of taste. They have the taste of gas, which means they have the taste of Lark.

1970

The best cigarette NEWS for over 40 years

..THE FILTER TIP

that holds throat irritants
in check



SMOKE CLEAN SMOKE

ALL REPUTABLE MANUFACTURERS remove impurities from the cut tobacco leaf—but irritants developed when the tobacco burns can be removed *only from the smoke itself*. This the du Maurier Filter Tip does. Irritants are retained by the cellulose between the crepe paper which screens the smoke selectively, letting pass for your enjoyment the fragrance, aroma and flavor of the coolest American and princely Oriental leaf, specially blended.

By cleansing the smoke, the du Maurier Filter Tip not only enhances flavor, it also keeps you fit, and protects your throat from irritation.

What the
du MAURIER
SELECTIVE FILTER TIP
does:

- It provides the common-sense method of preventing smoker's throat because it effectively retains irritants.*
- It stops particles of tobacco getting into the mouth.*
- It guards physical fitness.*
- It protects lips and teeth from stain.*
- It avoids burning the tongue.*
- It brings out the flavor and makes the smoke delightfully sweet and cool.*
- It gives a cleaner, healthier and more satisfying smoke.*



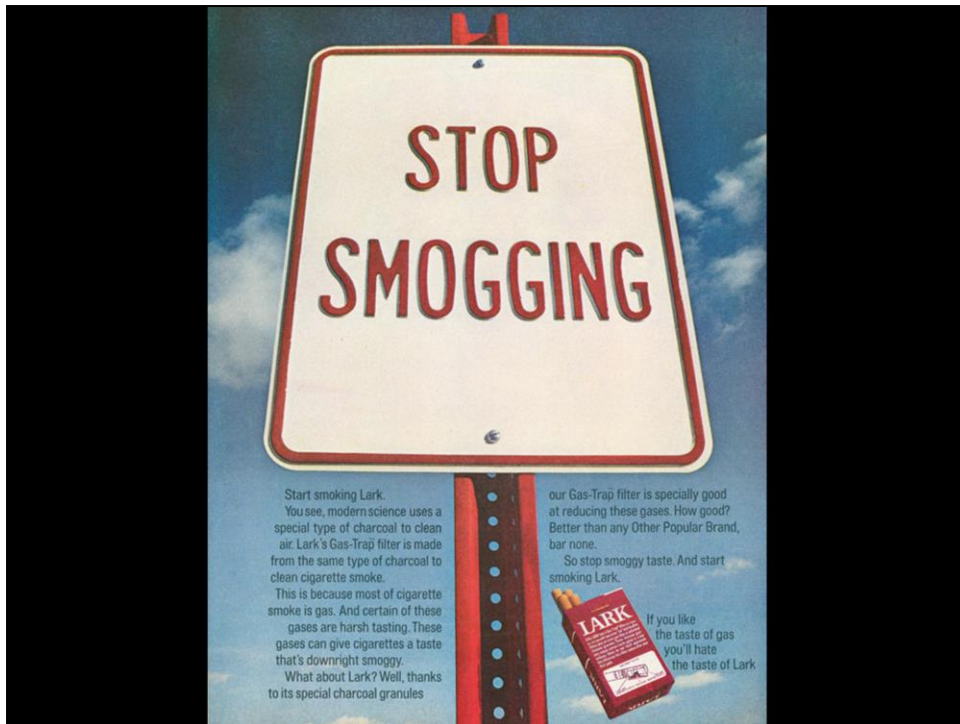
20 cigarettes for 30¢

du MAURIER

CIGARETTES

When only the best will do

MADE IN U.S.A. BY COLUMBIA TOBACCO CO. INC., NEW YORK



1970







An answer for heavy smokers

If you're a heavy smoker, choosing your cigarette brand is more than just a casual decision. That's why you ought to note the chart shown here. This detailed report, by an independent laboratory, shows the precise amount of nicotine and tar in the smoke of all leading brands of filter cigarettes.

As you can see, there's *less nicotine by far* in the smoke of King Sano -- and *less tar* -- than in the smoke of any other filter cigarette.

There's a special reason for this. Only King Sano, of all leading filter cigarettes, doesn't depend on a filter tip alone to screen out nicotine and tar. The makers of King Sano go much farther. They filter the tobacco, too -- to reduce nicotine and tar even before the cigarettes are made.

The result of this exclusive Sano process is a truly fine cigarette -- and one that tastes every bit as good as it is.

For a pleasant change, why not try King Sano?

Change for the better --
Filter Tip **KING SANO**
Less Nicotine By Far -- and less tar!
A PRODUCT OF UNITED STATES TOBACCO COMPANY

Nicotine and Tar in the Smoke of All Leading Filter Cigarettes

Brand and Filter Cigarettes	Nicotine mg. per cigarette	Tar mg. per cigarette
KING SANO	0.5	13.2
Camel A	1.6	16.5
Camel B	1.6	20.3
Camel C	1.8	20.6
Camel D	1.3	22.8
Camel E	2.1	19.0
Camel F	2.4	23.9
Camel G	2.6	21.3
Camel H	2.7	25.6
Camel K	1.9	19.3
Camel L	2.3	25.1
Camel M	2.3	22.0

These are the results of a smoking study made by Helmer & Shilling, Inc., Independent Analytical Chemists.

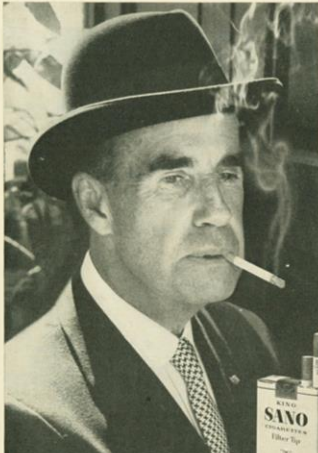
P.S. WE ALSO FILTER THE TOBACCO IN REGULAR SIZE SAND CIGARETTES, SAND ALL-HAVANA CIGARS AND SAND PIPE TOBACCO

1959

The world leader in nicotine and tar reduction, United States Tobacco Co., now announces an achievement of compelling import. A new advanced reduction of tar and nicotine which softens the smoke, achieving the highest total performance of any cigarette today. Here is startling news for every thoughtful smoker.

Announcing New "soft smoke" King Sano

**Reduces nicotine 50%...cuts tars 26% below
any other cigarette....and that is the truth!**



If you are serious about cutting down on nicotine and tar, here is real news for you!

United States Tobacco scientists have created a new King Sano cigarette which reduces nicotine and tar substantially below all other cigarettes today—leading, non-leading, filter, non-filter—and that is the truth!

Now for the first time, you get filtering so advanced that you can actually taste the difference in a fresh, new "softer smoke"!

**New Advanced Process filters both
the tobacco and the smoke**

Improved reduction of tar and nicotine in tobacco leaf	Improved King reduces tar and nicotine in smoke
↓	↓

There is no secret to this new advance. The single fact is that King Sano has perfected the process of reducing tar and nicotine where it counts most—in the tobacco itself... and added a vastly superior filter. Thus, the new King Sano filters both the tobacco and the smoke far more effectively than any other cigarette... and that is the truth!

If you—like so many thoughtful Americans—want the utmost tar and nicotine reduction plus a new soft, fresh taste—we urge you to try the new King Sano. Surely it is well worth the small difference in price. Available everywhere.

♦ Millions of smokers and non-smokers have tested King Sano. Studies show that King Sano is the most advanced of a continuing study by Research & Consulting, Inc., a subsidiary of United States Tobacco Company.

"In these tense times," says former diplomat John S. Young, "many of the most active men I know who have great responsibilities are smoking this new cigarette."

FINE TOBACCOES REDUCED IN TAR AND NICOTINE ARE ALSO USED IN REGULAR SIZE KING CIGARETTES, KING ALL-POURING CIGARETTES AND KING PINK TOBACCO. PRODUCTS OF UNITED STATES TOBACCO COMPANY.

1958

the truth

Read it in the first complete comparison
any cigarette has ever published
on nicotine and tar content!

The first complete comparison! See how much better King Sano is than every one of all the 9 best selling filter cigarettes in the U. S. in reducing nicotine and tar. Because only King Sano reduces nicotine and tar in the tobacco where it really counts.

(Brands are listed in order of nicotine content.)

Average milligrams of nicotine in smoke of 1 cigarette		Average milligrams of tar in smoke of 1 cigarette	
0.5	KING SANO	12.4	
1.2	BRAND 1	18.1	
1.6	BRAND 2	19.4	
1.9	BRAND 3	20.3	
2.0	BRAND 4	23.7	
2.2	BRAND 5	23.7	
2.3	BRAND 6	23.5	
2.4	BRAND 7	24.1	
2.5	BRAND 8	27.8	
2.6	BRAND 9	24.5	

Average milligrams of nicotine and tar shown are based on the results of a continuing study by Stillwell & Gladding, Inc., Independent Analytical Chemists, of the average nicotine and tar content of filter cigarettes purchased on the open market. In order to keep the smoke comparison equal, 47 millimeters of all cigarettes under test are smoked.

KING SANO TASTES
FRESH, CLEAN, GOOD!

FIVE TOBACCO REDUCES IN TAR AND NICOTINE ARE ALSO USED IN REGULAR
KING SANO CIGARETTES, SANO ALL-WEATHER CIGARS AND SANO PIPE TOBACCO

A PRODUCT OF UNITED STATES TOBACCO COMPANY



1958

The Truth.

3mg

5mg

Now is lowest.
By U.S. Gov't. testing method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Competitive tar level reflects the Feb. '84 FTC Report. NOW: THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER MENTHOL. 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

© 1984 W. J. REYNOLDS TOBACCO CO.

GOURMET - MARCH 1985

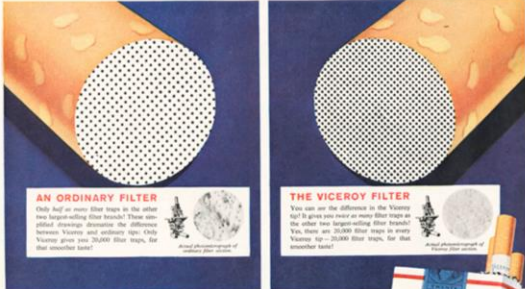
93





1971

**Only Viceroy gives you
20,000 FILTER TRAPS
FOR THAT SMOOTHER TASTE**



AN ORDINARY FILTER
Only half as many filter traps in the other two largest-selling filter brands? These simplified drawings illustrate the difference between Viceroy and ordinary tips. Only Viceroy gives you 20,000 filter traps, for that smoother taste!

THE VICEROY FILTER
You can see the difference in the Viceroy tip! It gives you twice as many filter traps as the other two largest-selling filter brands! Yes, there are 20,000 filter traps in every Viceroy tip—20,000 filter traps, for that smoother taste!

Twice as many filter traps as the other two largest-selling filter brands!

Compare! Only Viceroy gives you 20,000 filter traps—twice as many as the other two largest-selling filter brands—for that smoother taste!

Plus—finest-quality leaf tobacco, Deep-Cured for extra smoothness!

Get Viceroy's 20,000 filter traps, for the smoothest taste of all!

And... Viceroy gives you only genuine Viceroy tobacco, Deep-Cured through and through for extra smoothness!



VICEROY
Filter Tip
CIGARETTES
KING-SIZE

©1967, Brown & Williamson Tobacco Corp.

**What do Viceroy
do for you that no other
filter tip can do?**

**ONLY VICEROY GIVES YOU
20,000 Filter Traps
IN EVERY FILTER TIP**

**TO FILTER-FILTER-FILTER
YOUR SMOKE
WHILE THE RICH-RICH
FLAVOR COMES THROUGH**

"Those 20,000 filter traps
sure give me better flavor
than I ever got from
cigarettes without filters!"

"Vic Viceroy's filtered
smoke is so much better,
and I quit my tobacco
bits in my mouth."

VICEROY
Filter Tip
CIGARETTES
KING-SIZE

ONLY A PENNY
OR TWO MORE THAN
CIGARETTES
WITHOUT FILTERS

World's
Largest-Selling
Filter Tip
Cigarette

What do Viceroy's do for you
that no other filter tip can do?

HERE'S AN
ANSWER
FROM
**Jeanne
Campbell**
FASHION DESIGNER-DESIGNER
—AND VICEROY FAN

"First, Viceroy's 20,000
filter traps give me such a
wonderful filtered smoke.
Full of rich flavor. More
than I used to get from
cigarettes without filters.
And smoking Viceroy's
is such a relief... an idea
of tobacco get into my
mouth or gone. Finally,
well, it's just very much
in fashion to smoke
Viceroy these days."

ONLY VICEROY GIVES YOU
20,000 Filter Traps
IN EVERY FILTER TIP
...to filter, filter, filter your smoke... while
the rich, rich flavor comes through!

King-Size Filter Tip
VICEROY
WORLD'S LARGEST SELLING FILTER TIP CIGARETTE

CLOTHES BY JEANNE CAMPBELL FOR JORDAN'S

ONLY A PENNY
OR TWO MORE
THAN CIGARETTES
WITHOUT FILTERS

Facts about cigarette smoking

It would take many a volume to hold all that has been written on this subject. The fact has been realized because the subject seems to be endlessly interesting to people. But out of all this conjecture and opinion several facts clearly emerge. Facts... not suppositions. Facts... not theories. Facts... clear and indisputable.

- 1.** For centuries fine tobacco has given value and pleasure and relaxation to man. Some inner mood, especially in times of tension and turmoil, seeks such comfort. And tobacco offers it unobtrusively... to all men at all times in all places.
- 2.** Modern man--he is a big majority--prefers to smoke his tobacco in a cigarette. And now a notable improvement has been made in the cigarette itself--an improvement which has influenced smokers by the millions. The filtered cigarette.
- 3.** Pioneer in filtered cigarettes was Viceroy. Over twenty-one years of research went into the development of its exclusive filter tip... a tip now containing 20,000 tiny filter rings to filter the smoke over and over again for maximum filtration... an easy-drawing
- 4.** Tip that lets the full, rich taste of Viceroy's fine tobacco come through to you in every puff.
- 4.** To filtered smoking, Viceroy brings pleasure never before found in a cigarette. A filter much better than cigarettes without filters. The satisfaction of filtered smoke is its best! And for only a price no more than unfiltered brands. Small wonder Viceroy has become the largest-selling filter tip cigarette in the world!



Viceroy
Filter Tip
CIGARETTES
KING SIZE

Old Gold's Spin Filter spins and cools
the smoke to less than body temperature



Body Temperature

Average Temperature of
Old Gold Spin Filter Smoke

The Spin Filter actually impresses
smoking taste. Every puff spins
and cools the smoke to less than
body temperature. You get the full,
rich taste of fine tobacco—the best
taste yet in a filter cigarette.

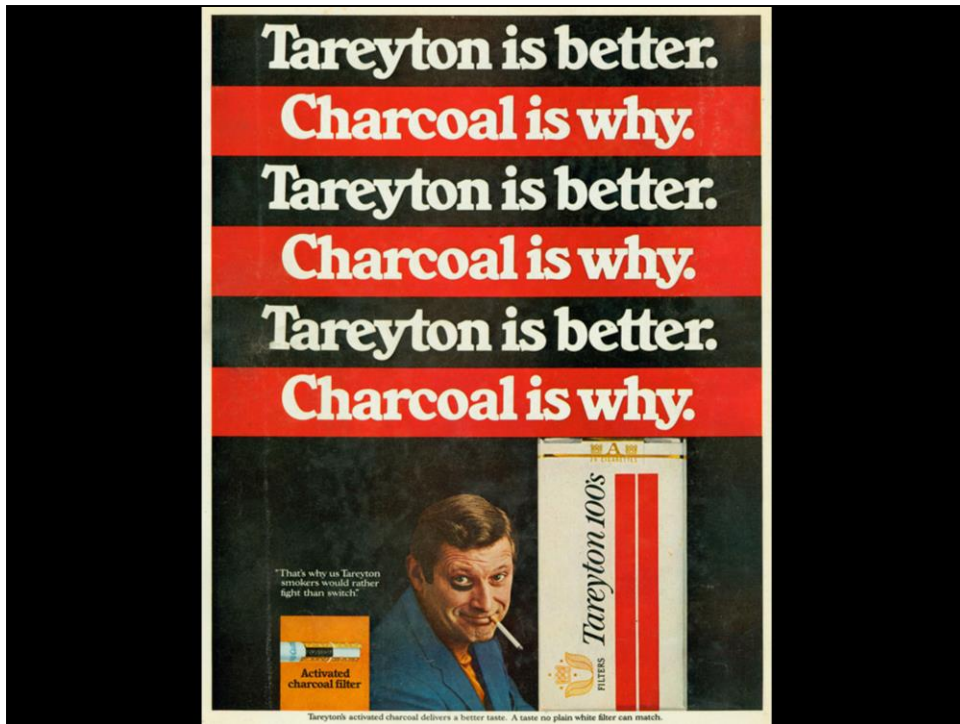


A Product of P. Lorillard Company—Free with
the finest cigarettes—through Lorillard's Network

and the cooler the smoke
...the better the taste!

THE BEST TASTE YET IN A FILTER CIGARETTE

1960





**New Kentucky Kings with
the ALL-TOBACCO FILTER**



for that ALL-TOBACCO TASTE

TAKE IT FROM A TOBACCO EXPERT

ALL-TOBACCO FILTER
Never dulls the taste as
artificial filters do!

ALL-TOBACCO TASTE
A richer flavor than brands
without a filter!

A NEW KIND OF CIGARETTE
Kentucky Kings with the all-tobacco filter made of 100%
golden tobacco cut filter-fine. The best news smokers
ever had. Only new Kentucky Kings has discovered the
way to make a filter of tobacco itself. . . . the all-tobacco
filter for that all-tobacco taste. Improves smoking with
smooth flavor you miss from brands without a filter. Yet,
never dulls the taste as other filters do. Enjoy new
Kentucky Kings—all tobacco filter, all tobacco taste.



ALL TOBACCO TIP
Kentucky Kings
CIGARETTES

KING-SIZE
POPULAR
PRICE



See how the amazing
all-tobacco filter is cut
from golden to-
bacco cut filter-fine.

Filter-fine tobacco is
made into the all-
tobacco filter to pre-
vent filter machines.

Kentucky Kings con-
tains the all-tobacco
filter with a "tasty"
blend of tobacco.

Only new Kentucky Kings with the all-tobacco filter smooths the smoke out
and, yet, never dulls the taste as artificial filters do. Kentucky Kings—the
only cigarette with the all-tobacco filter for that all-tobacco taste.

©1968 BROWN & WILLIAMSON TOBACCO CORP.

81

Turns out that most filter removed no more tar than a similar length of tobacco would have. The filter materials were less costly than a similar amount of tobacco.



1958



1954 Nov 15



1954 Oct 4

FILTER-BLEND here
means better smoking here

*It's what's
up front
that counts!*

FILTER-BLEND ahead of the filter—
that's the **WINSTON** secret

FILTER-BLEND is a mighty good reason for you to switch to Winston, because it means tobacco specially processed for filter smoking. No other filter cigarette has it. Smoke Winston and you'll agree...

WINSTON TASTES GOOD
like a cigarette should!

Winston
FILTER CIGARETTES
America's best-selling filter cigarette!

Winston
FINE FILTER
FOR FINE FLAVOR

*Tareyton's Dual Filter
gives you what no single filter can!*



THE TAREYTON RING MARKS THE REAL THING!

POPULAR
FILTER
PRICE

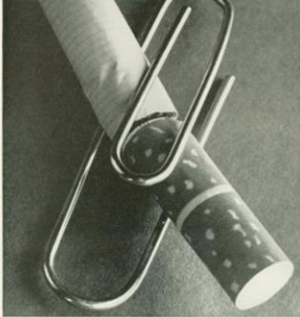
*The real thing in mildness...
the real thing in fine tobacco taste!*

THE REASON WHY
The Tareyton Dual Filter
filters as no single filter can:

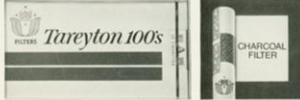
1. It combines the efficient filtering action of a pure white cotton filter...
2. with the patented filtering action of activated charcoal, in a unique outer filter. The extraordinary purifying action of Activated Charcoal is widely known to scientists. It has been scientifically proved that it means the source of a cigarette's color, odor, and sensation.

NEW DUAL FILTER
Tareyton
Product of The American Tobacco Company "Release is our middle name" 1964 © T.C.

**If you could put
Tareyton's charcoal filter
on your cigarette,
you'd have
a better cigarette.**



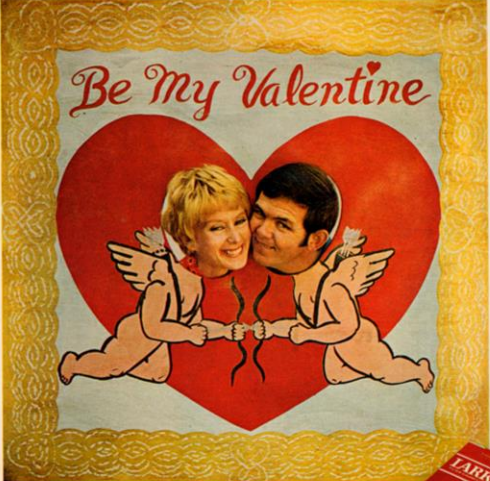
Of course we can't guarantee it'll smoke as smooth as a Tareyton.



New Tareyton 100's with the charcoal filter. © 1974 American Tobacco Company

Tell someone you love
about Lark's Gas-Trap™ filter.

Be My Valentine



It's a little thing. But it does show that you care.
Just as we care enough to make a filter that makes a difference you can actually taste. For Lark's filter doesn't just reduce "tar" and nicotine. It also reduces certain of the harsh tasting gases in cigarette smoke and does

it better than any other popular cigarette you can buy.
So, when you consider that 90% of cigarette smoke is gas and only a fraction is "tar" and nicotine, telling someone you love about Lark's Gas-Trap filter is a nice thing to do... especially at this time of year.

LARK
King Size
or 100's



**What do Viceroy's do for you
that no other filter tip can do?**

Only Viceroy gives you **20,000 FILTER TRAPS** in every filter tip.....

.....to filter-filter-filter
your smoke while the
rich-rich flavor comes through!



What a Filter!
and What a Flavor!

King-Size
Filter Tip
VICEROY
World's Largest-Selling



VICEROY
Filter Tip
CIGARETTES
KING-SIZE



Filter Tip Cigarette

ONLY A PENNY GOES INTO
YOUR TRASH (CIGARETTE)
WITHOUT FILTER.

IT STANDS TO REASON:

The cigarette with the best filter filters best!

NOW, STILL ANOTHER INDEPENDENT LABORATORY REPORTS:

That cigarette is Hit Parade!

FRANKLING & ROBERTSON, INC., ONE OF THE LARGEST AND OLDEST
INDEPENDENT CONSULTING LABORATORIES IN THE COUNTRY REPORTS:
**Hit Parade's radically new filter
contains over 400,000 filter traps!**

FRANKLING & ROBERTSON, INC.
INDEPENDENT CONSULTING LABORATORY
1000 N. W. 10th St., Miami, Florida 33136
JUNE 22, 1958

NO. F-118-5
INDUSTRIAL TEST CODE OF "HIT PARADE" FILTERS
MADE FOR: THE AMERICAN TOBACCO COMPANY
MR. R. M. JAMES, DIRECTOR OF RESEARCH,
RESEARCH LABORATORY,
KINGSTON, VIRGINIA.

COMPLYING WITH YOUR REQUEST, WE HAVE RUN TESTS
TO MEASURE THE NUMBER OF INDIVIDUAL FILTERS IN
"HIT PARADE" IN A SINGLE "HIT PARADE" FILTER.

EIGHT COMPOSITE SAMPLES WERE RUN

THE HIGH COUNT WAS	401,000
THE LOW COUNT WAS	329,000
THE AVERAGE WAS	365,000

IN OUR OPINION, IT IS CONSERVATIVE TO STATE THAT
EACH "HIT PARADE" FILTER CONTAINS WELL OVER
400,000 FILTER TRAPS.

RESPECTFULLY,
FRANKLING & ROBERTSON, INC.
[Signature]

And best of all...the flavor's all there!

S.A.T.C. Product of The American Tobacco Company "Delicious in new scientific taste"

USING THE NEW AND SUPERIOR METHOD OF TESTING FOR
FILTRATION, FRANKLING & ROBERTSON, INC. ALSO REPORTS:
**Now Hit Parade filters best of
all leading filter cigarettes!**

Using the latest method of testing that traps and weighs total smoke
loading that actually would reach the smoker's mouth, here is the most
recent report based on analyses by Frankling & Robertson, Inc. This
is the second independent laboratory to confirm that now Hit Parade
filters best of all leading filter cigarettes!

With its radically new filter, Hit Parade gives you:

- 15% higher filtration than brand A
- 20% higher filtration than brand B
- 27% higher filtration than brand C
- 34% higher filtration than brand D
- 35% higher filtration than brand E
- 37% higher filtration than brand F
- 40% higher filtration than brand G
- 40% higher filtration than brand H
- 43% higher filtration than brand I

The test using all Hit Parade (King Size) on the standard pack
and long filter on the pouch (100) pack were tested against
competition brands of equal weight.

Printed & signed under date 22, 1958, by
FRANKLING & ROBERTSON, INC.,
a leading independent consulting laboratory.

*Sorry! Please be patient if your
dealer is temporarily out of stock...*
No money refunds are available on Hit Parade,
except where there is a defect in the product. Fresh shipments
of Hit Parade are on the way!





THE GAS MASK



No matter what cigarette you smoke, most of the smoke you smoke is gas. And certain of these gases are harsh.

That's why we invented the Gas-Trap filter. It actually works just like a gas mask. This is because, to clean smoke, we make our granules from the very same kind of amazing charcoal as modern science uses to clean air.

The result? Our Gas-Trap filter is better at reducing certain gases than any Run-Of-The-Mill Filter around.

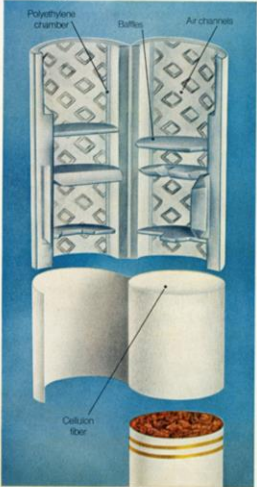
So? So you can wear Lark's Gas-Trap filter and look silly or smoke Lark and be smart.

If you like the taste of gas you'll hate the taste of Lark.



How does your cigarette stack up against Doral...

the cigarette low "tar" & nicotine smokers swear by.



Compare the filter. Only Doral has cellulose fiber to reduce "tar" and nicotine plus a strange-looking polyethylene chamber with baffles and air channels. Then compare the taste and you'll agree—Doral comes out on top.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

FLUFA, MENTHOL, 10 mg "tar", 1.1 mg nicotine av. per cigarette, FTC Report 4/82, '72.





MEDICO
world's largest selling pipe

2 1/4" filter
gives you pleasure
and peace of mind

MEDICO CREST
\$6 TO \$20

10 for 10¢
Also Menthol-Cool
10 for 15¢

Illustrated
GOLD CREST dark claret \$7 (light café finish \$8.50)

Put relaxation back into your smoking... enjoy the protection of a Medico Filter Pipe. Scientific disposable Filter traps tars, nicotine, juices—gives smoke a clean, natural taste. Every Medico is crafted only from selected imported briar. A few are illustrated at the right, all with nylon bits, guaranteed bite-proof.

For beautiful color catalog, write Medico, Dept. M3, 18 East 54th St., N.Y. 22. Enclose 10¢ for handling.

MEDICO
FILTER PIPES

Jet Stream \$3.95
Guardman \$4.50
Ebony \$3.95
Ever-Dri \$4.95

Other Medico Filter Pipes \$2.50 up
Prices higher outside U.S.A.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

