



1969

The Myth of the “Safe” Cigarette: Filters and “Health Reassurance” Cigarettes (*“No other cigarette approaches such a degree of health protection . . .”*)

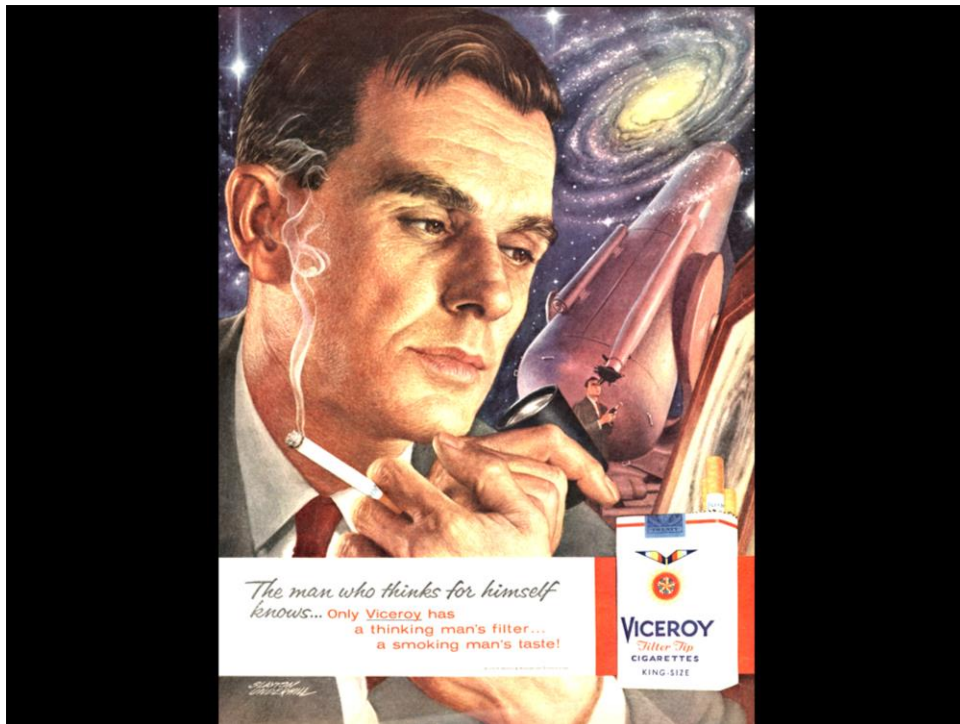
Filters promoted health reassurance, but did little to reduce the hazards of smoking. Industry chemists were actually well aware that most filters actually removed no more tar and nicotine than the same length of tobacco would have! Madison Avenue nonetheless stepped up to the challenge of selling filters as the intelligent choice for smokers worried about their health: “The man who thinks for himself knows Viceroy gives you more of what you change to a filter for” - “You’re so smart to smoke Parliament.” - “More scientists and educators smoke Kent.”

Kent’s Micronite Filter (Lorillard Tobacco Company) for at least 5 years in the 1950s contained crocidolite asbestos, one of the deadliest forms of this fibrous mineral. Smokers inhaled millions of deadly fibers per year and were never told of the hazard. Filtered brands nonetheless were a great success, growing in market share from 2 % in 1950 to 50 % in 1960 and 99% in 2005.



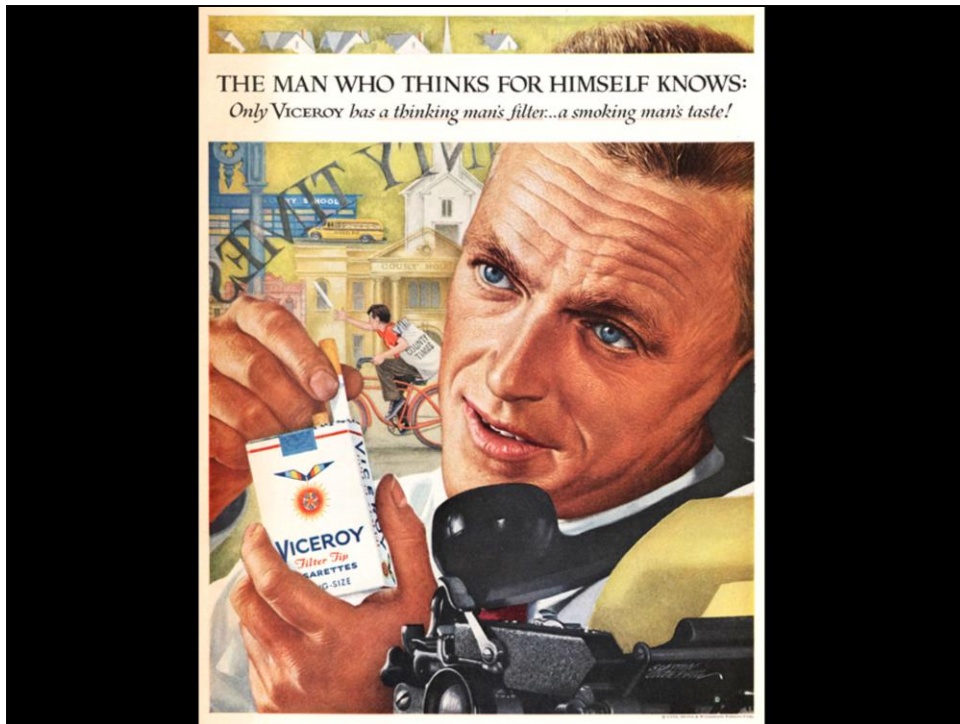
1958

The man who thinks for himself knows . .



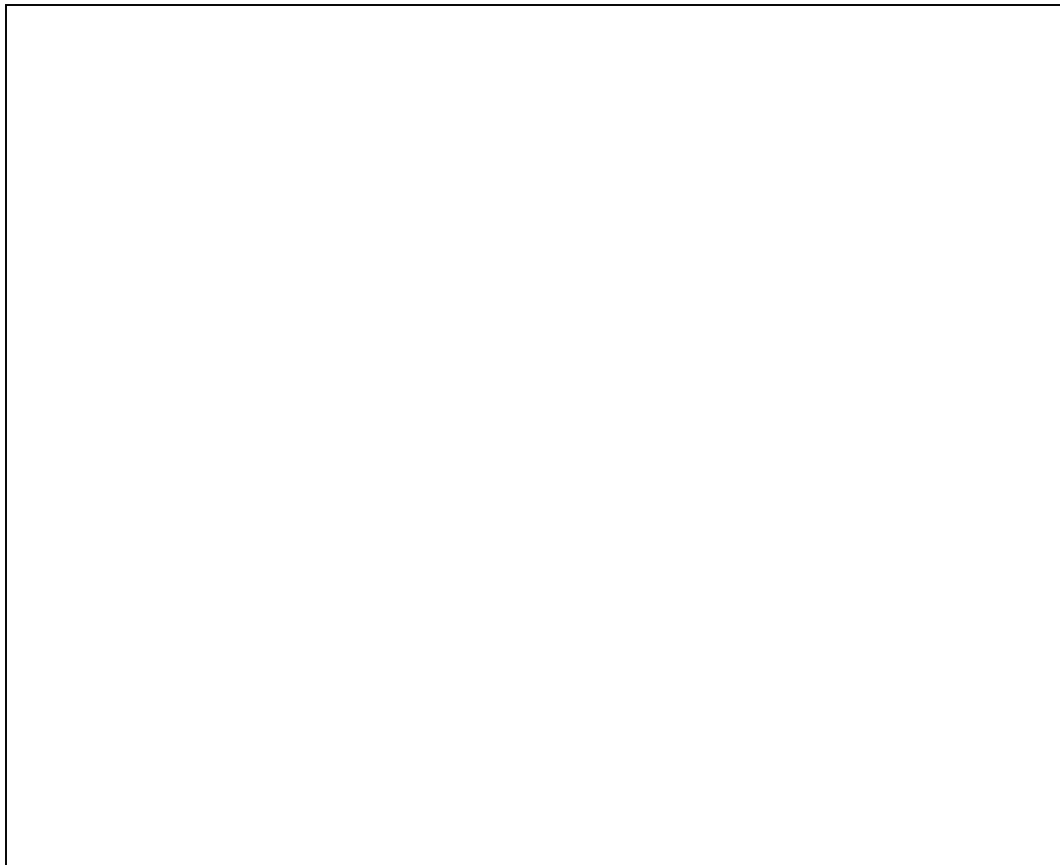
1959

The man who thinks for himself knows . .



1959

The man who thinks for himself knows . .





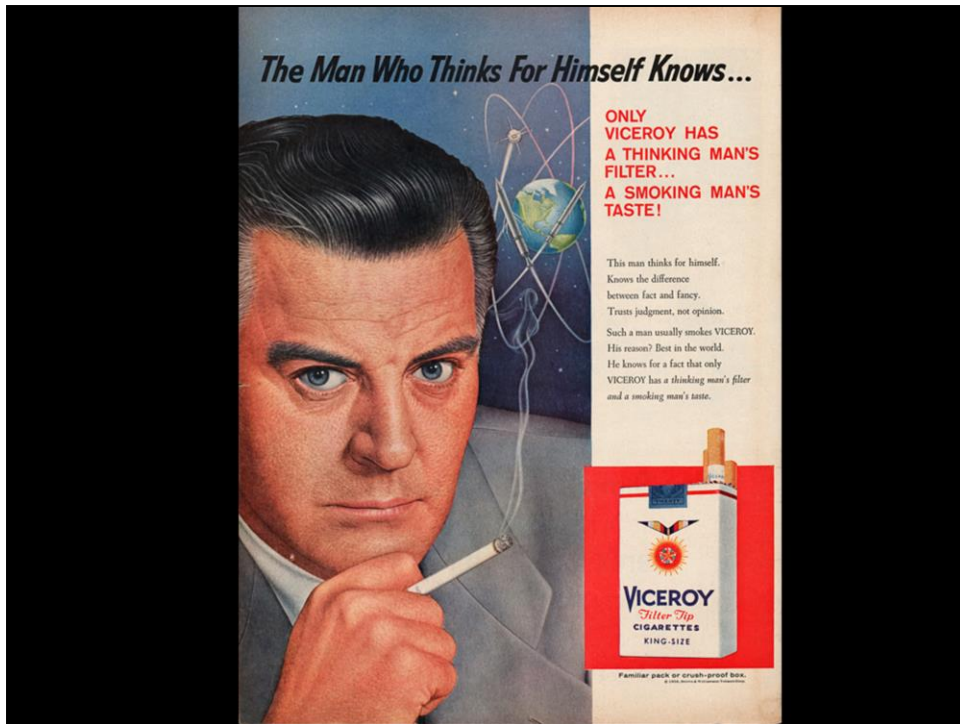
1958

The man who thinks for himself knows . .



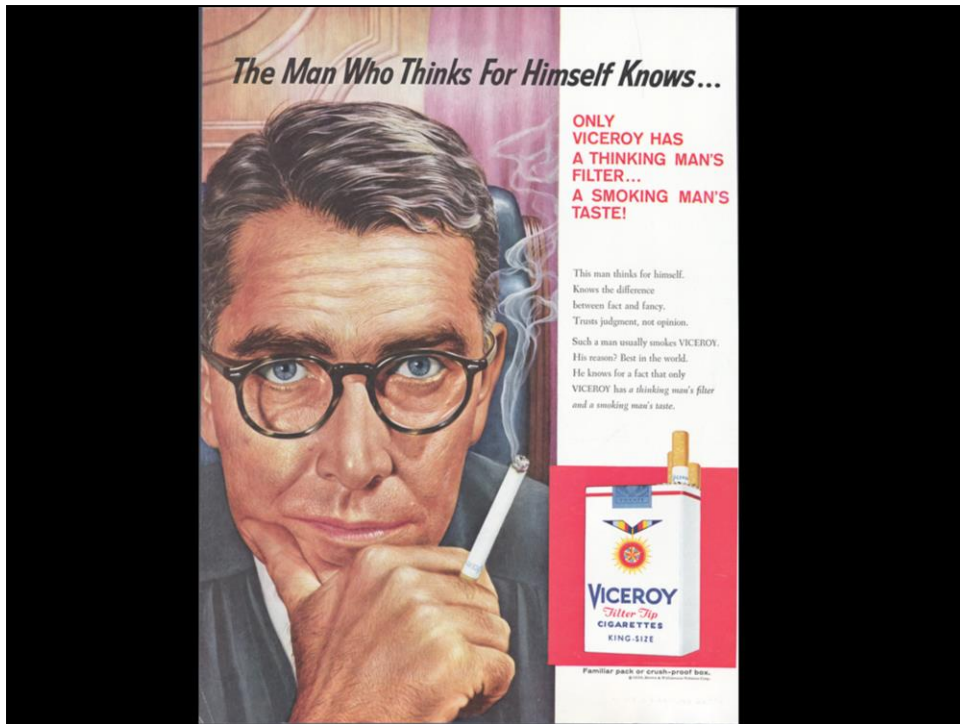
1959

The man who thinks for himself knows . .



1958

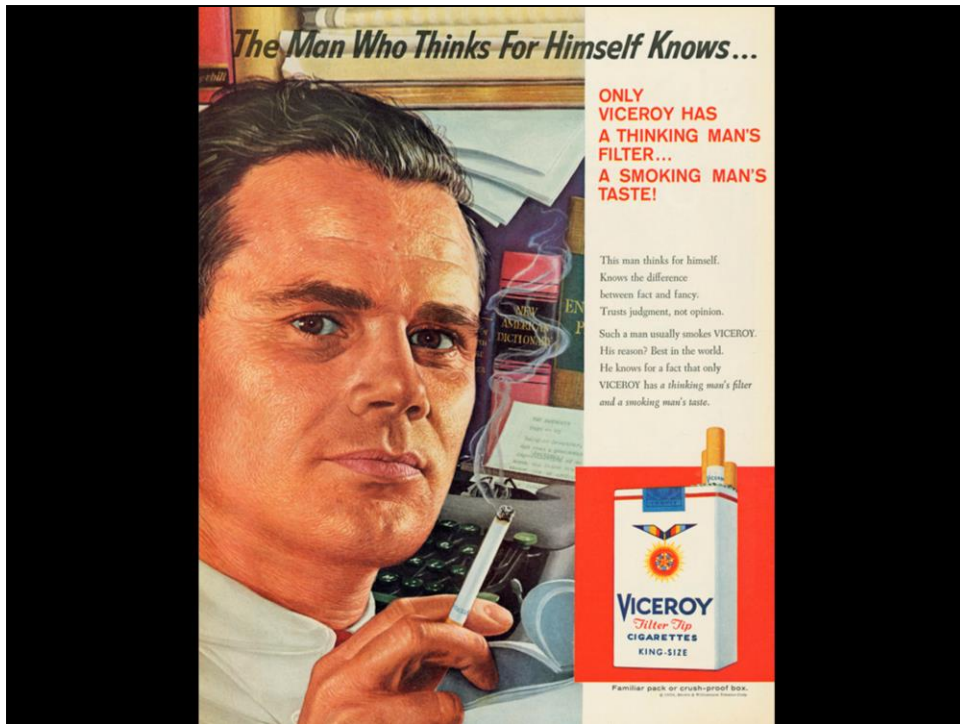
The man who thinks for himself knows . .



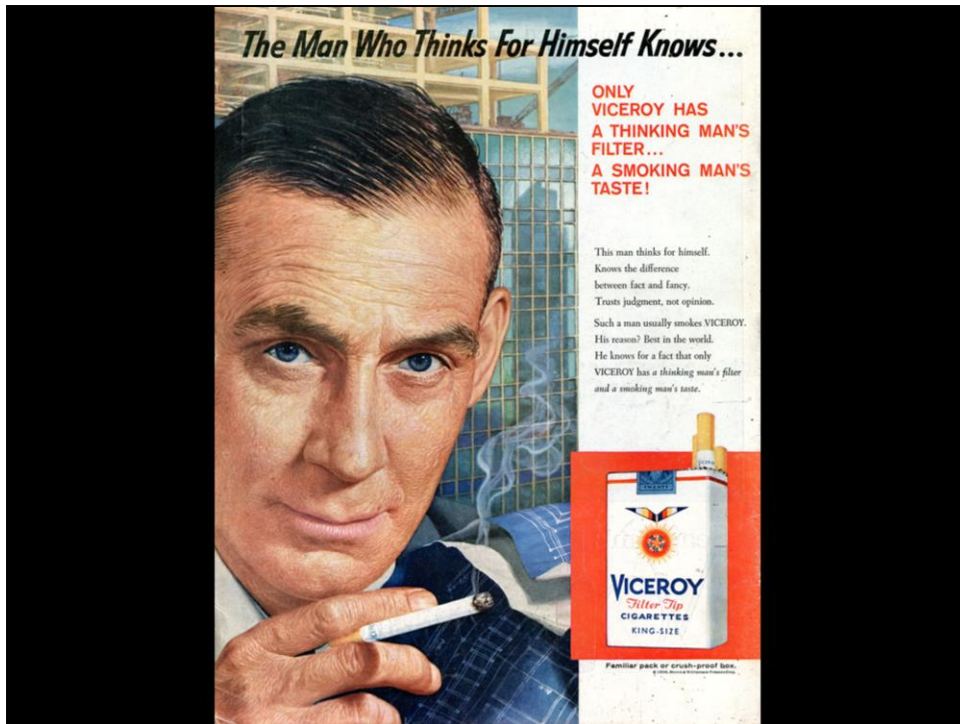
1959



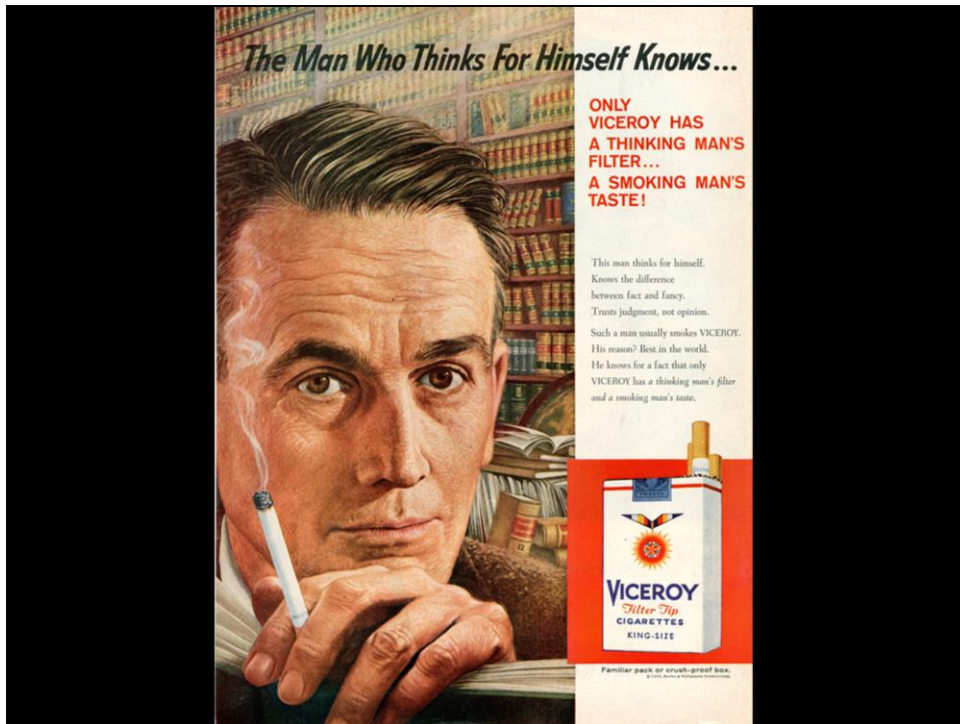
1959



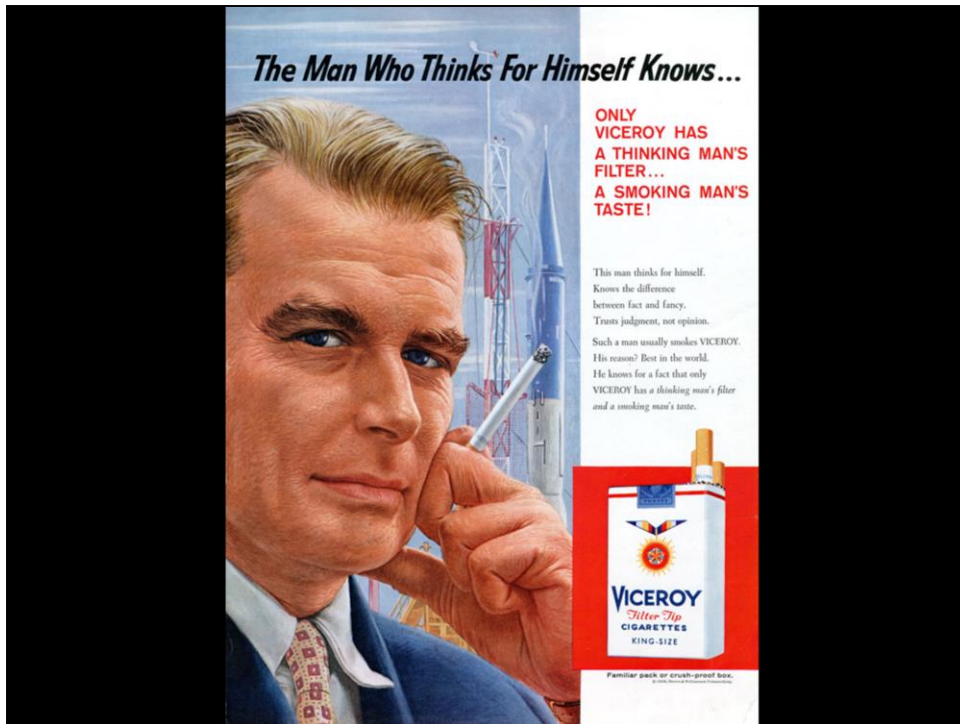
1958



1958



1958



1958

Campus Jazz Festival

... featuring for the **first time** on one record, jazz instrumentalists chosen in a nationwide survey of America's College and University students!

Brought to you by **VICEROY**

The Cigarette with A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!

Be sure to hear these other RCA albums recorded by the Viceroy Campus Jazz Festival artists.

SELECTION	ARTIST	ALBUM
Ciribiribi	Benny Goodman	Single
St. James Infirmary	Louis Armstrong	LPM 1443
Marlons' Lullaby	Shorty Rogers	LPM 1561
Just A Mood	Red Norvo	LPM 1449
Tin Roof Blues	Jonah Jones	LPM 2004
Royal Garden Blues	Duke Ellington	LPM 1715
When The Saints Go Marching In	Dukes of Dixieland	LPM 2097
Shine On		
Harvest Moon	Bob Scobey	LPM 1700
March Of The Toys	Big 18	LPM 1921
Erroll's Bounce	Erroll Garner	CAL 384



THINKING PEOPLE EVERYWHERE know the importance of choosing a filter cigarette that is just right for them. Such people usually choose Viceroy. They have studied the facts. They know Viceroy has the most advanced filter ever developed... and tobacco with a full, satisfying taste. Only Viceroy gives both—a thinking man's filter... a smoking man's taste. Worth thinking about, isn't it?

Thinking people everywhere

ALL OVER AMERICA...

MORE SCIENTISTS AND EDUCATORS SMOKE KENT
with the Micronite Filter *than any other cigarette!*

MEANS: PERCENTAGE OF AMERICAN SCIENTISTS WHO SMOKE	
KENT	45%
Other	35%

MEANS: PERCENTAGE OF AMERICAN EDUCATORS WHO SMOKE	
KENT	45%
Other	35%

"KENT is my favorite, too."

says BOB COVIE
famous All-STAR guard
of the Boston Celtics

KENT WITH THE MICRONITE FILTER
refines smoking flavor...
—makes the taste of a cigarette mild!

For good smoking taste, it makes good sense to smoke **KENT**

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

