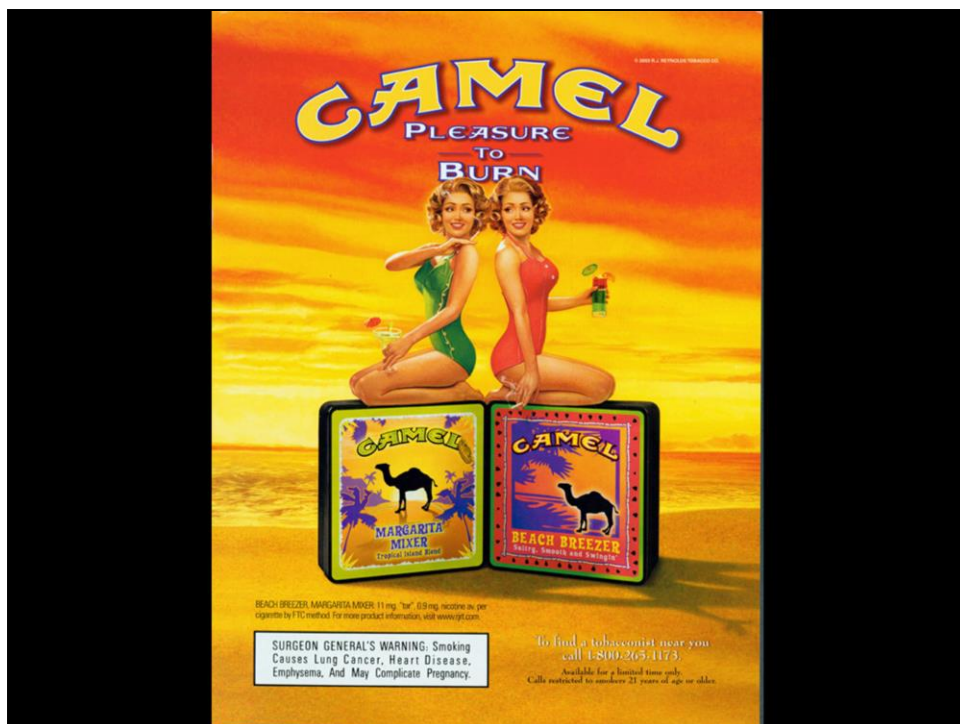
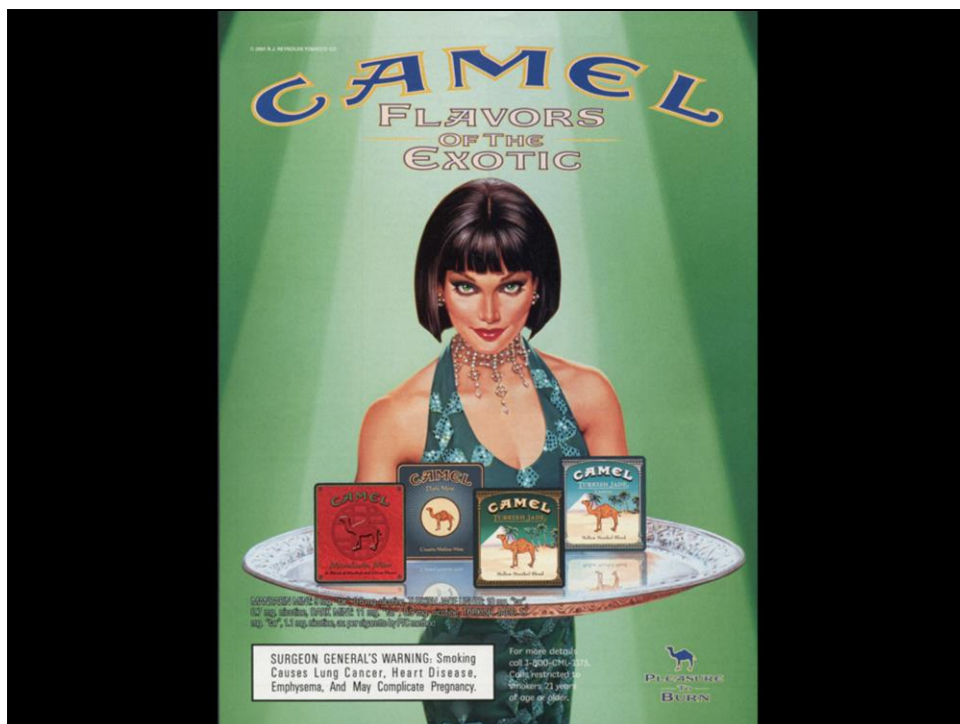


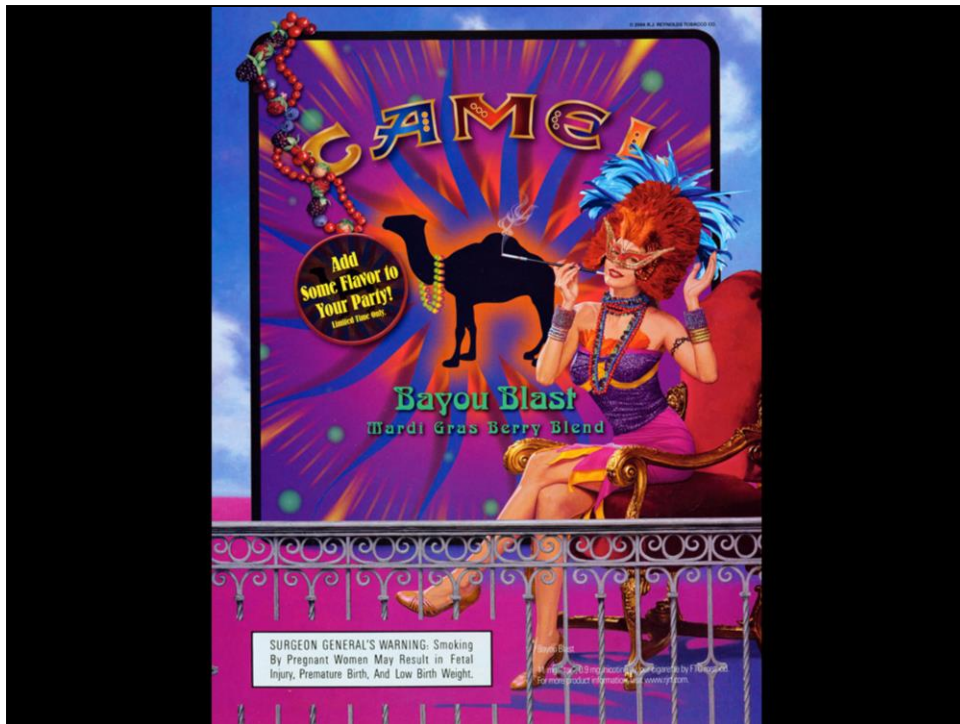


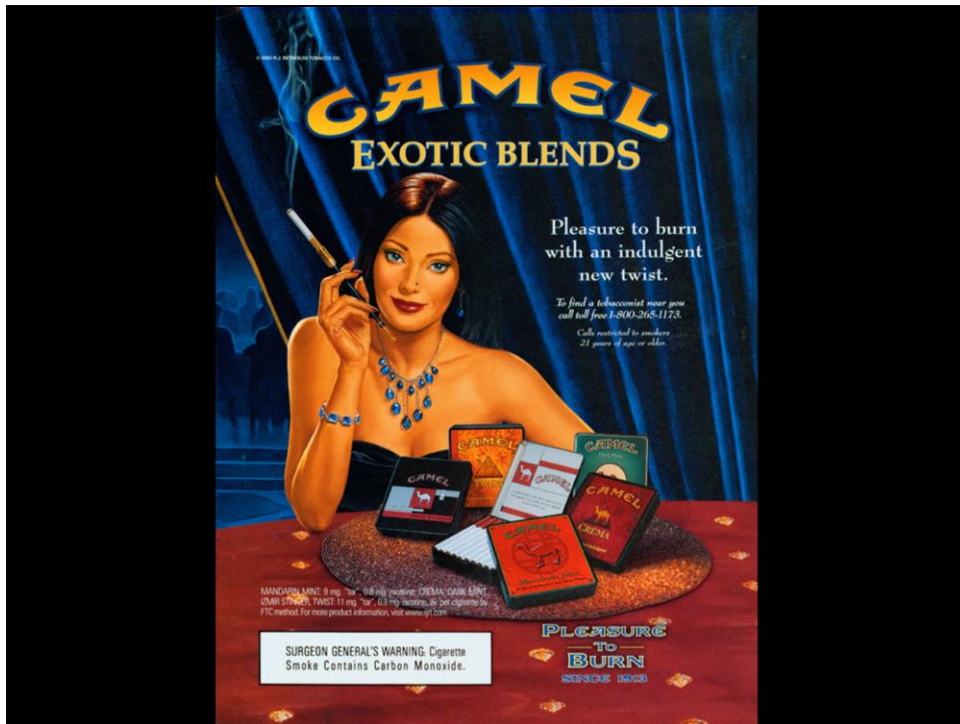
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

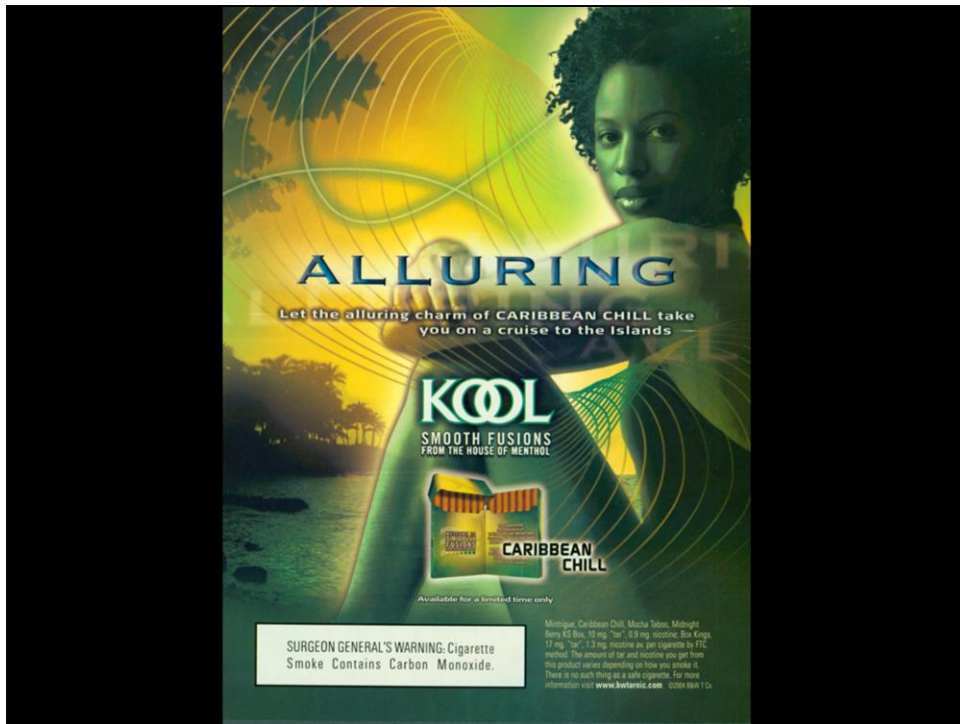


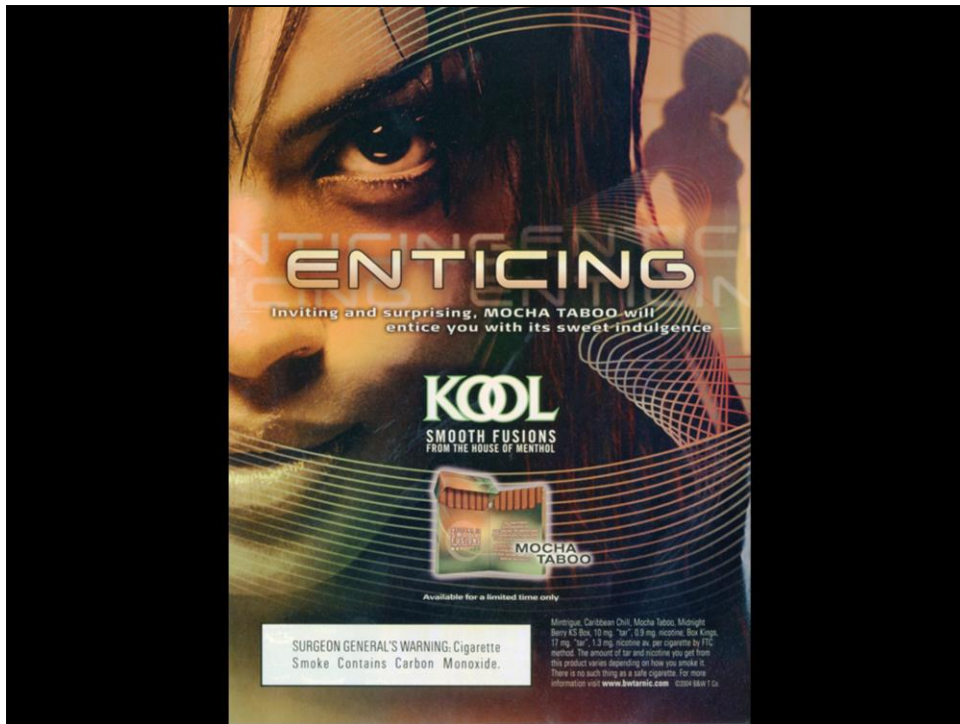




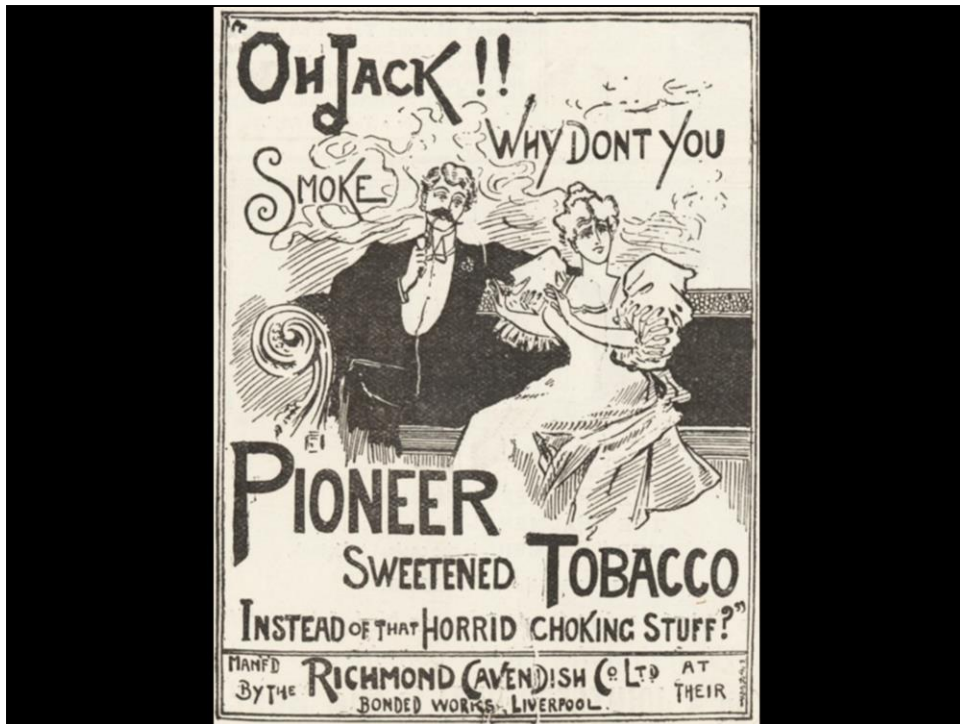












A Dash – of Chocolate



"Your Nose Knows"



All foods are flavored to make them palatable. All smoking tobaccos are treated with some flavoring for the same reason. But there is a big difference in the *Quality and kind* of tobacco flavorings. Tuxedo, the finest of properly aged burley tobacco, uses the purest, most wholesome and delicious of all flavorings—*chocolate*! That is why "*Your Nose Knows*" Tuxedo from all other tobaccos—by its delicious *pure fragrance*.



Try This Test: Rub a little Tuxedo briskly in the palm of your hand to bring out its full aroma. Then snuff it deep—in delicious, pure fragrance will convince you. Try this test with any other tobacco and we will let Tuxedo stand or fall on your judgment.

"Your Nose Knows"

? Have you tried Tuxedo in the New Ten Foot Package? It has many advantages—Handier—fits the pocket. No dipping the tobacco out with the fingers. Keeps the pure fragrance of Tuxedo to the last puff. Not quite as much tobacco as in the tin, but—10¢.

?



GUARANTEED TO SATISFY
OR YOUR MONEY BACK

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

Customized by
The American Cigarette Co.



Smoke Rings Flavored with LICORICE!

 Most American cigarettes—in fact nearly all tobacco products—contain licorice in varying amounts. The quantity in a cigarette, cigar or pipeful of tobacco is relatively small, but industry-wide the use of MacAndrews & Forbes pure licorice extract adds up to a yearly total of nearly 20 million pounds!

The ancient "sweet root," whose fabled virtues are imperishably inscribed in stone and whose lore has filtered through the centuries, still holds its own in company with other irreplaceable natural products. In pharmaceuticals, licorice is used chiefly to mask the taste of bitter

medicines. In candy and confections it has long been a unique and dominant flavoring ingredient. In tobacco it is used to add a subtly sweet flavor, enhance mellowness, and serve as a moisture-retaining agent. And several licorice root by-products, such as Foamite Firefoam, have won worldwide recognition in their own right.

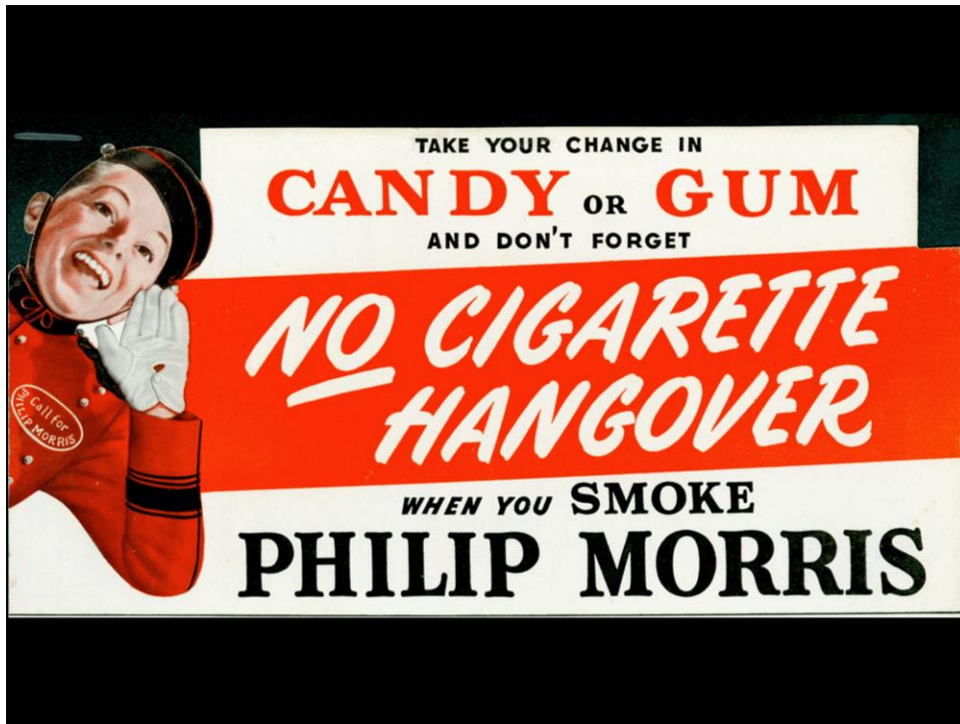
MacAndrews & Forbes Company is the principal importer and largest processor of licorice root in the United States. This carries with it a

responsibility we guard through scrupulous manufacturing and marketing standards and by pursuing a program of continuous research into new and improved uses for licorice and the residual products of the spent root.

To Business Executives: Perhaps you can use licorice or one of its by-products in your business. Write for a free copy of "The Story of Licorice." It offers additional information that may spark a profitable idea. Or, for specific information on any point, consult our Research Department.

MACANDREWS & FORBES COMPANY
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 200 Fifth Avenue New York 10, N.Y.
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TIME, NOVEMBER 10, 1952 79



Liberty November 30, 1932

smoke 10 take 1

and your 11th cigarette tastes as good as your first

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Menthol
COUGH DROPS

5¢ In the triple-sealed yellow package everywhere

If you smoke for pleasure—and who doesn't—try this new way to keep your smoke-taste keen and appreciative. Smoke ten cigarettes—your favorite brand—and then—take a Luden's—Promptly the famous Luden's Menthol Action cools and refreshes mouth, throat and nose—and your eleventh cigarette tastes as good as your first.

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*After every
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Beech-Nut Gum

MAKES THE NEXT SMOKE TASTE BETTER



Also in
Spearmint and
Wintergreen flavors.

How good your smoke tastes after dinner! It's the same way after you chew Beech-Nut Gum. It stimulates your *taste sense*—makes the next smoke taste better, more enjoyable. Remember, always, there's no gum quite so *good* as Beech-Nut.

Made by the makers of
Beech-Nut Fruit Drops and Mints—
In the United States and Canada.



