

**makes ANY cigarette
less irritating!**



HERE IS THE PROOF

Before:
Denicotea crystal filter
is pure white.

After:
Filter turns dark as it
soaks nicotine and tars.

Nicotine and tars trapped in the
Denicotea crystal filter can't reach
your nose, throat, and lungs.

**Here's why so many doctors
recommend Denicotea**

The harmful effects of nicotine and tars on the human system are of deep concern to the medical profession. Doctors who have tested Denicotea have been quick to recommend it. Nothing filters like the Denicotea crystal filter. You can see the evidence in the *Marked* filter, soaked with the harmful residue that otherwise would have entered your mouth, throat, nose and lungs...

No matter what cigarette you smoke, Denicotea definitely filters the smoke, cuts down nicotine and tars!

**Used by millions for
smoking health and pleasure**

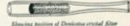
If you have sinus trouble, smoker's cough, throat irritation, or have other reasons for cut down on smoking—don't fail to use a Denicotea cigarette holder...

Many doctors recommend Denicotea to guard teeth and gums against the stains and irritants in tobacco smoke. Your breath is fresher, your mouth feels cleaner, when you use Denicotea!

Denicotea holder
With polished aluminum exterior and 15 extra filters. \$2.99

Lady Denicotea holder
Long, slim, thin, gold, rose, or silver. In black or custom colors, 15 filters. \$3.99




Showing action of Denicotea crystal filter

dunhill **DE-NICOTEA** CRYSTAL FILTER CIGARETTE HOLDER

At tobacco counters, drug stores and jewelry stores • Alfred Dunhill, 660 Fifth Ave., New York 19, N.Y.



Makes Any Cigarette Less Irritating!

*makes ANY
cigarette
less irritating!*



Many doctors recommend this
crystal filter cigarette holder to
reduce nose and throat irritation



*Before use:
Crystal filter is pure white*

*After use:
Filter turns dark as it
traps nicotine and tars*

Like millions of Denicoses users—
you can really do something about
nicotine and throat irritants—
no matter what cigarette you smoke!

Nothing in the world filters
tobacco smoke like Denicoses.
You can see the evidence in the
blackened Denicote filter. The
irritants trapped in that filter
would have reached your nose,
throat... and lungs!

Your mouth feels fresher with
Denicoses. The smoke is cleaner,
cooler. You'll appreciate the
difference immediately!

At tobacco counters everywhere.

Leafy Denicoses long, slim,
with gold zone around No. 20
Denicoses holder with
absorbent filter, \$2.00



Illustrates function of Denicote crystal filter

dunhill **DE NICOTEA**
Crystal Filter Cigarette Holder

You don't have to change your brand

TO ENJOY THE PROTECTION OF FILTERED SMOKING

Smoke any cigarette you like!

Your De-Nicotea Holder filters any cigarette—regular, long or filter tip. And each De-Nicotea filter contains thousands of finely silica gel crystals to trap and absorb nicotine and tars that would otherwise reach your nose, throat and lungs.

Nothing Filters Like De-Nicotea

About four times longer than a filter tip, twice as long as the extra length of a "long" cigarette—no cigarette can contain a filter as good—no longer—no slippage for nicotine and tar!

That's why so many physicians and dentists recommend the De-Nicotea Holder to their patients. Start using De-Nicotea today! At stores everywhere.

Short or standard models with aluminum spacer \$2.50

Long model with gold tone spacer \$3.50

SEE FOR YOURSELF!

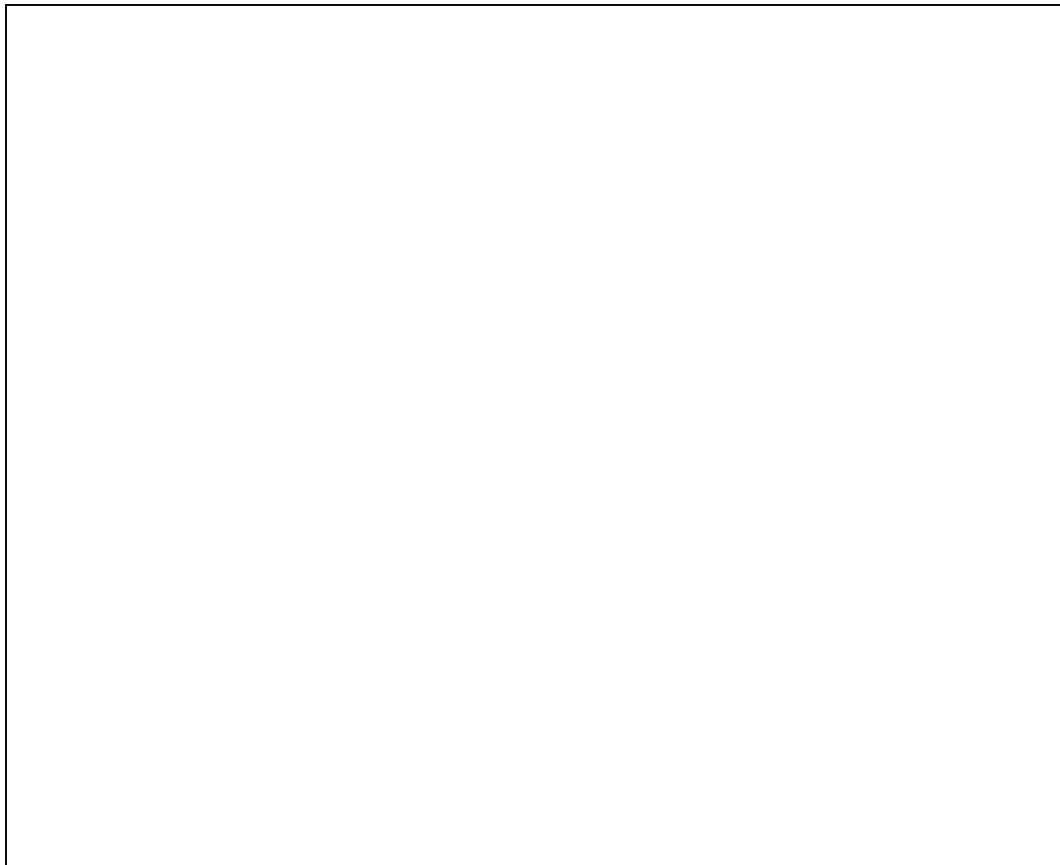
Before use: De-Nicotea holds filter in place.

After use: De-Nicotea holds filter in place, keeps tar and nicotine from reaching your nose, throat and lungs.

dunhill

DE-NICOTEA

FILTER HOLDER





Do Away With Scratchy Throat

SMOKE THROUGH A

COOL SMOKING

SELF EJECTING **KLICKIT** THROAT PROTECTING

Cigarette Holder

Results of Laboratory Smoking Machine Tests



No holder used — *Note oil deposit in tube*

Ordinary holder — *Same oil deposit but less of it*

KLICKIT Holder — *Oil caught in holder. Tube clean*

One Laboratory Says:
Test proved KLICKIT far superior to ordinary holder which allowed 60% of the volatile oils to come through, while KLICKIT allowed only 17%.

Another Laboratory Made This Test:
Tests showed that the KLICKIT holder retained a very large percentage of the total deposits, while only a small amount was held in the plain holder. The average percentage being 71.5% for KLICKIT against 18.8% for the ordinary holder.

Step Inside NOW and Ask for

Never Smoke Without A Holder **KLICKIT** Never Smoke Without A Holder

Cigarette Holder

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

Klickit!
Cigarette Holder
Smoking Machine Test

 *The Glass Tubes Represent Mouth and Throat of Smoker*



Note absence of oil deposit when smoked with a Klickit Cigarette Holder.



When ordinary Cigarette Holder is used. Note gum and oils deposited in tube.



Note heavy deposit of gum and oils which reach your throat when smoked without a Holder.

FEDCO SALES CO.
154 Ogden Ave., Jersey City, N. J.

Never Smoke Without a Holder

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

Your Order Noted on the Other Side
Confirms Our Suspicions

IT PROVES THE REAL MERIT BEHIND

K L I C K I T
COOL SMOKING HOLDER

The article of quality always profits by so-called sales resistance.

Show a smoker the exclusive advantages of KCLICKIT and leave the rest to his conscience. KCLICKIT traps 80% of the Volatile Oils in the clever condensing chamber.

KCLICKIT makes the best cigarette taste better. KCLICKIT prevents "scratching" the throat by eliminating the cause.

KCLICKIT won't stay gummed up with oil deposits. It insists on being clean.

KCLICKIT is the real *self-ejecting* holder.

KCLICKIT lets you smoke as much as you please by taking away the irritating "after taste."

KCLICKIT comes in four styles, retailing at 35c, 50c, 75c and \$1.

Suggest a KCLICKIT every time
you sell a package of cigarettes.

SAY "KCLICKIT"—NOT "HOLDER"

FEDCO SALES CO.
JERSEY CITY N. J.

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



**Pick a cigarette holder.
Any cigarette holder.**

Take a good look at the fourth from the right.
It's the holder you get on the tip of a Parliament.
It's tough on the outside, so you can bite on it.
Inside, there's a filter—recessed—away
from your lips. So you taste
nothing but good, clean flavor.
The Parliament holder.
It works like the others.
But the resemblance ends there.

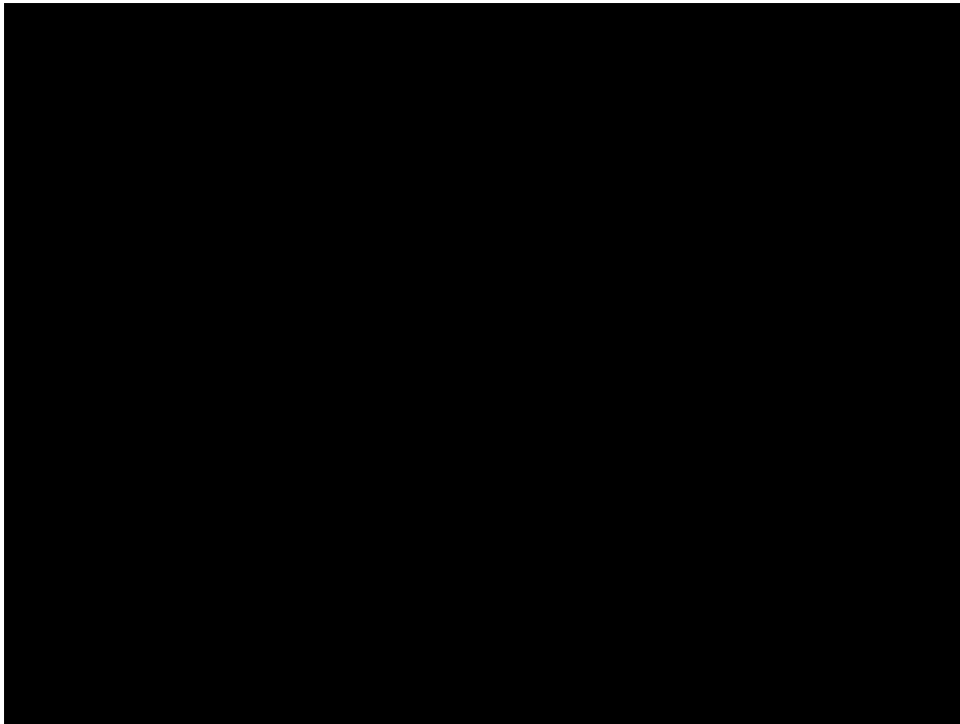
It works like a
cigarette holder
works.

Parliament
King Size and New Character 100's

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



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