ALL OVER AMERICA...
MORE SCIENTISTS AND EDUCATORS
SMOKE KENT with the MICRONITE FILTER
than any other cigarette!

For good smoking taste,
it makes good sense to smoke KENT
Rosalind Russell says, "L&M Filters are Just What the Doctor Ordered!"

I wanted a cigarette with a filter I could depend on and a flavor I could enjoy. I read the letter below from Dr. F. R. Darkis, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommend them to you."

Rosalind Russell

Starting in the MGM picture "The Red Head"

LIGGETT & MYERS TOBACCO CO.

435 FIFTH AVENUE
NEW YORK 16, N.Y.

Extensive investigations of possible filter media were initiated in our laboratories and by our consultants early in 1931. The search continued until a strictly non-mineral material was found that effectively filtered the smoke. This is the material used in "L&M" Filtered Cigarettes and is a highly purified alpha cellulose. Pure white in color, and used as an additive in certain foods, it is entirely harmless to health. Alpha cellulose is the purest material now available to filter cigarette smoke. It removes over one-third of the smoke without impairing its satisfying flavor. The "L&M" Alpha cellulose filters is specially designed to remove the heavier particles from the smoke stream leaving a truly light smoke.

When you smoke "L&M" cigarettes, made and guaranteed by Liggett & Myers Tobacco Company, you draw into your mouth much less smoke with much less nicotine and other injurious constituents.

Liggett & Myers Tobacco Co.

"U.S. Patent Pending"

ONLY L&M FILTERS GIVE YOU ALL THIS...

1. Effective Filtration, from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
2. Selective Filtration—the L&M filter absorbs and removes the heavy particles, leaving you a light and mild smoke.
3. Much less Nicotine—the L&M filter removes one-third of the smoke, leaves you all the satisfaction.
4. Much More Flavor and Aroma. At last a filter tip cigarette with plenty of good taste. Be sure—L&M Filters' premium quality tobacco, a blend which includes special aromatic types.

"U.S. Patent Pending"

FILTER TIP Cigarettes
THIS IS IT!
L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED

I smoked filter tip cigarettes for years before I tried L&M’s. They have a far better flavor than any other brand of filters I have ever smoked. Read the facts below and try L&M’s yourself. You’ll like them too.

THIS YOU GET...

1. Effective Filtration, from the Miracle Product—Alpha Cellulose—the purest material for filtering cigarette smoke and exclusive to L&M Filters.
2. Selective Filtration—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. Much Less Nicotine—the L&M Filter removes one-third of the smoke, leaves you all the satisfaction.
4. Much More Flavor and Aroma—the right length—the right filter—the right blend of premium quality tobaccos to give you plenty of good taste.

L&M FILTER TIP CIGARETTES

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE
WHAT A WONDERFUL FEELING...

to know that

KENT FILTERS BEST
OF ALL LEADING FILTER CIGARETTES...

What a wonderful feeling . . . to enjoy the full, free draw that brings through every delicate shading of flavor in Kent's premium-quality natural tobaccos.

And to know that Kent filters best, gives you less tars and nicotine than any other leading filter brand.

A Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
The Man Who Thinks For Himself Knows...

VICEROY GIVES YOU MORE OF WHAT YOU CHANGE TO A FILTER FOR

The man who thinks for himself wants facts—not claims. And the facts about filter cigarettes are these: Viceroy gives you maximum filtration for the smoothest smoke of any cigarette! Maximum filtration... smoothest smoke... finest tobacco taste. Viceroy gives you more of what you change to a filter for! Think it out for yourself!
The man who thinks for himself knows... Only Viceroy has a thinking man's filter... a smoking man's taste!
THE MAN WHO THINKS FOR HIMSELF KNOWS:

Only Viceroy has a thinking man's filter...a smoking man's taste!
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
The Man Who Thinks For Himself Knows...

ONLY Viceroy has a thinking man's filter... a smoking man's taste!

This man thinks for himself.
Knows the difference
between fact and fancy.
Trusts judgment, not opinion.

Such a man usually smokes Viceroy.
His reason? Best in the world.
He knows for a fact that only
Viceroy has a thinking man's filter
and a smoking man's taste.

Viceroy Cigarettes
Fattor Tip
KING SIZE

Familiar pack or crush-proof box.

Theodor Geisel & The Reynolds Tobacco Company
The Man Who Thinks For Himself Knows...

ONLY VICEROY HAS A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!

This man thinks for himself.
Knows the difference between fact and fancy.
Trusts judgment, not opinion.
Such a man usually smokes VICEROY.
His reason? Best in the world.
He knows for a fact that only VICEROY has a thinking man's filter and a smoking man's taste.
It's what's up front that counts

FILTER-BLEND up front, ahead of a pure white, modern filter—
that's Winston's own flavor secret. Mild, flavorful tobaccos specially
selected and specially processed for good filter smoking. Your very first
pack will convince you that Winston has it up front. Smoke Winston.

Winston Tastes Good like a cigarette should!
Only Viceroy gives you

20,000 FILTER TRAPS
FOR THAT SMOOTHER TASTE

AN ORDINARY FILTER
Only half as many filter traps as the other two largest-selling filter brands! These simplified drawings dramatize 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! 20,000 filter traps, for the smoothest taste of all!

Viceroy Filter Tip
Cigarettes
KING-SIZE

©1964 Brown & Williamson Tobacco Corp.
QuickTime™ and a TIFF (Uncompressed) decompressor are needed to see this picture.
Facts about cigarette smoking

It would take many a volume to hold all that has been written on this subject. The flow has been endless 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 solace and pleasure and relaxation to man. Some inner need, especially in times of tension and turmoil, seeks such comfort. And tobacco offers it unceasingly... to all men at all times in all places.

2. Modern man—by 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 interested 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 traps to filter the smoke over and over again for maximum filtration... an easy-sucking 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 pleasures never before found in a cigarette. A flavor much richer than cigarettes without filters. The satisfaction of filtered smoke at its best! And for only a penny or two more than unfiltered brands.

Small wonder Viceroy has become the largest-selling filter tip cigarette in the world.
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 impurities... 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 2/10 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.

with exclusive MICRONITE filter

"Kent" and "Micronite" are registered trademarks of R. J. Reynolds Tobacco Company
Whether it’s the paper ... or the filter ... or the tobacco blend, Kent’s the best ... from end to end!

KENT’S SUPER- POROUS MICROPOROUS PAPER
LETS COOL AIR IN, LETS HEAT ESCAPE
THROUGH INVISIBLE PORES

KENT’S 100% NATURAL
TOBACCOS GIVE YOU
RICH, SATISFYING TASTE

KENT’S MICRONITE FILTER
DRAWS FREE AND EASY

IT MAKES GOOD SENSE
TO SMOKE KENT...
and good smoking, too!

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

KENT FILTERS BEST
for the flavor you like

A Product of P. Lorillard Company — First with the finest cigarettes — through Lorillard Research!
You get a lot to like

- filter
- flavor
- flip-top box

Marlboro

THE FILTER CIGARETTE IN THE FLIP-TOP BOX

This Marlboro is a lot of cigarette. The easy-drawing filter feels right in your mouth. It works but doesn’t get in the way. You get the man-size flavor of honest tobacco. The Flip-Top Box keeps every cigarette in good shape and you don’t pay extra for it.
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.

(Pricing are listed in order of nicotine content)

<table>
<thead>
<tr>
<th>Average milligrams of nicotine in smoke of 1 cigarette</th>
<th>Average milligrams of tar in smoke of 1 cigarette</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.5</td>
<td>12.4</td>
</tr>
<tr>
<td>1.3</td>
<td>18.1</td>
</tr>
<tr>
<td>1.6</td>
<td>19.4</td>
</tr>
<tr>
<td>1.9</td>
<td>20.3</td>
</tr>
<tr>
<td>2.0</td>
<td>23.7</td>
</tr>
<tr>
<td>2.3</td>
<td>22.7</td>
</tr>
<tr>
<td>2.5</td>
<td>22.3</td>
</tr>
<tr>
<td>2.6</td>
<td>24.1</td>
</tr>
<tr>
<td>2.7</td>
<td>24.3</td>
</tr>
<tr>
<td>2.8</td>
<td>24.5</td>
</tr>
</tbody>
</table>

Average milligrams of nicotine and tar values are based on the results of a continuing study by Stillwell & Gladling, Inc., Independent Analytical Chemists, of the average nicotine and tar content of filter-tip cigarettes purchased on the open market. In order to keep the smoke comparison equal, 17 millimeters of all cigarettes under test are smoked.

KING SANO TASTES FRESH, CLEAN, GOOD!

Fine tobaccos reduce in tars and nicotine are also used in regular size King cigarettes. King All-American Cigars and Sano Fine Tobacco

A PRODUCT OF UNITED STATES TOBACCO COMPANY
Old Gold's Spin Filter spins and cools the smoke to less than body temperature.

The Spin Filter actually improves 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.

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

THE BEST TASTE YET IN A FILTER CIGARETTE
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.

Only new Kentucky Kings with the all-tobacco filter smoothes the smoke naturally, yet never dulls the taste as artificial filters do. Kentucky Kings—the only cigarette with the all-tobacco filter for that all-tobacco taste.
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 organization—world leader in cigarette research. In the past, Rembrandt has introduced many important firsts in cigarette smoking. Today, in the new Rembrandt cigarette, we are proud to bring smokers the world over even another important first to cigarettes—Multi-Vent paper."

The First Major Breakthrough in Cigarette Research in Over 50 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.

The cigarette that breathes as you smoke

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.

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

with whose International Research Division the following companies are associated:
The Carreras Group of Companies • The Peter Sheppard Group of Companies • The Pall Mall Company

Group of Companies • The Rembrandt Group of Companies • Rothmans of Pall 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
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's 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.

N O W 2 W A Y S

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

REGULAR or FILTER
Both King Size with Genuine Cork Tip

HERBERT TAREYTON
CIGARETTES
MODERN SIZE

HERBERT TAREYTON PRODUCTS
The American Blume Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES