

NOW...A FILTER MADE OF TOBACCO ITSELF!

Kentucky Kings
with the
all-tobacco filter*
for that
all-tobacco taste

SCIENTIFIC LIBRARY
JUL 21 1960



All
Tobacco
Filter

SMOOTHS THE SMOKE
NATURALLY...
yet never dulls
the taste as
artificial filters do

KING-SIZE
POPULAR PRICE

A NEW KIND OF CIGARETTE! NEW KENTUCKY KINGS WITH THE ALL-TOBACCO FILTER MADE OF GOLDEN TOBACCO CUT FILTER-FINE

Now comes the best news smokers ever had. New Kentucky Kings has discovered the way to make a filter of tobacco itself. Yes, Kentucky Kings is a new kind of cigarette—the only cigarette with the all-tobacco filter for that all-tobacco taste. Filters the smoke naturally for that

all-tobacco taste—never dulls the flavor as artificial filters do. Improves smoking with smoothness you miss in every other all-tobacco cigarette. Enjoy new Kentucky Kings with the all-tobacco filter . . . the great idea . . . the great taste in smoking today.

TAKE IT
FROM A
TOBACCO
EXPERT



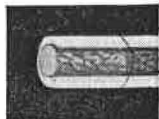
KENTUCKY KINGS
HAS A GREAT TASTE...
RICH, MILD, AND
EASY DRAW. YOU'VE
NEVER SMOKED A
CIGARETTE WITH SUCH
SMOOTH FLAVOR!



See how the all-tobacco filter is created from golden tobacco cut filter-fine.



Filter-fine tobacco is made into the all-tobacco filter by patented machines.



Kentucky Kings combines the all-tobacco filter with a luxury blend of tobaccos.



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

© 1960, BROWN & WILLIAMSON TOBACCO CORP.

July 1, 1960

The Most Useful Paper—TOBACCO—5