

PUFF, THE TRAGIC DRAGGIN' DEPT.

Manufacturers originally introduced filters on cigarettes for ladies who were squeamish about known side effects like nicotine stains on the teeth. Today, manufacturers are ballyhooing filters on cigarettes for people who are squeamish about known side effects like cancer of the lungs. And there's a lot of competition among these manufacturers as to whose filter does the better job. In fact, right now, we're witnessing

THE GREAT CIGARETTE FILTER TIP

WAR



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BATTLE CRIES OF MODERN FILTER CIGARETTES

BRAND "A"



Maker claims that his filter helps eliminate the common irritation: "Nicotine-stain mouth."

BRAND "B"



Maker claims that his filter helps eliminate the annoying condition: "Tar-and-resin throat."

BRAND "C"



Maker claims that his filter helps eliminate the sickening illness: "Inflamed esophagus."

BRAND "D"



Maker claims that his filter helps stop the disgusting affliction: "Laceration of lungs."

BRAND "X"



Maker claims that his going out of business helps stop them other awful smoking hazards.

Filter tip cigarette ads reveal one clear fact: there's a lot of terrible stuff in them cigarettes to filter out! But that's no more reason to give up smoking than for a pearl diver to give up diving — just because a few sharks are lurking around. The diver can depend on his trusty knife . . . and the smoker can depend on his trusty filter.

SOME HEALTH-SAVING FILTERS NOW IN USE

**KENT'S
MICRONITE FILTER**



This filter claims to contain "balancing" mechanism which ingeniously measures correct amount of flavor and irritants it lets thru.

**MARLBORO'S
SELECTRATE FILTER**



This filter claims to be a "selective" one — allowing the friendly smiling flavor to pass thru, and rejecting the anti-social irritants.

**TAREYTON'S
DUAL FILTER**



This filter contains "dual" elements — a pure white unit working beside an activated charcoal one to deliver new integrated smoking pleasure.

**LARK'S
3-PIECE KEITH FILTER**



This filter, which contains 3 units — 1 charcoal granule unit between 2 regular pure white units — paves way for future filtration idiocies.

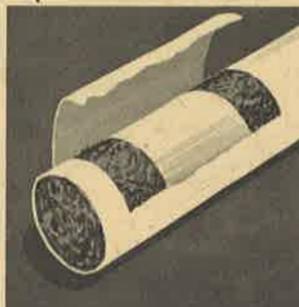
SOME HEALTH-SAVING FILTERS COMING SOON

MOCK FILTER



Inhaling lit filter is much worse than inhaling lit cigarette. This filter is "all tobacco" . . . for people who always light the wrong end.

SECRET FILTER



Since some he-men feel it's sissy to smoke a cigarette with a filter, this one is secretly hidden inside one end of a straight cigarette.

"LITMUS" FILTER



This filter changes color chemically, corresponding to changes in condition of throat and lungs, thus discourages excessive smoking.

SWELL FILTER



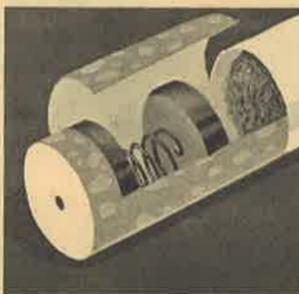
This ingenious filter uses highly absorbent blotting paper which swells up from smoker's saliva, clogs up cigarette end, stops smoke.

KING SIZE FILTER



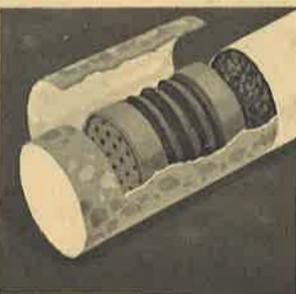
This new "King Size" filter is 90% effective because 90% of the cigarette is filter. This cuts out 90% of the hazards of smoking.

EXPEL-O-FILTER



Inhaling brings the smoke into this new filter where its spring-powered plunger pushes it right back out — and no smoke is good smoke!

NOISE-MAKER FILTER



Inhaling on this new filter causes pitiful wheezing and gasping effect like victim of asthma produces—a sound way to cut down on smoking.

FILTER FILTER



This new filter filters out the harsh irritants usually found in filters. Snaps on easily — paves way for most idiotic filtration idea yet.

ADD-A-FILTER CIGARETTES

AN IDEA FOR ENDING THE GREAT FILTER-TIP WAR

The "Add-a-Filter Cigarette" makes all other filter-tip cigarettes obsolete. Not only does it protect the flavor, your health, and the American way of life . . . but it adds even more! Mainly another page to this ridiculous article.

Seriously, an "Add-a-Filter Cigarette" not only protects, it medicates. Each filter contains an atomized extract of a drug which is then gently wafted through the smoker's innards to form a protective film over his vital organs.

WHAT IS "ADD-A-FILTER"?



"Add-a-Filter" filter tips are threaded — male at one end, female at the other — so that one or more can be combined.



"Add-a-Filter Cigarette" has threaded end to accommodate one — two — or any amount of custom-selected filter tips.

HOW "ADD-A-FILTER" WORKS



Smoke travels through combination of filters, picks up medications, spreads blessed relief, heals deteriorating tissues, membranes, and other (*yecch*) things like that.

"ADD-A-FILTERS" AVAILABLE

Penicillin	Cortisone	Neo Synephrine
Dramamine	Listerine	Absorbine
Bakedbean	Fluoristan	Krebiozen
Aureomycin	Tetramycin	Lanvinsmycin
Metrecal	Nair	Silicare
G.L.-70	Midol	Miltown
Tums	Vicks	Menthol

Above is partial list of "Add-a-Filters" available which treat every internal organ of body affected by smoking. Remember, smoke travels medicine further — *and* it is mild.

"ADD-A-FILTER CIGARETTE" IN USE . . .

Smoker of "Add-a-Filter" is completely relaxed, secure in the knowledge that not only are disease-causing irritants

being filtered OUT, but his minimum daily requirement of every medication known to science is being filtered IN!

