

INHALE-SAFE DEPT.

Smoking has been linked with so many horrible sicknesses, you'd imagine that everybody would be giving it up. Not so! Most smokers simply cannot! And so—they are now doubly-plagued! Not only are they deteriorating physically from smoking, but mentally, too—from worrying about it. In order to help all these poor trapped souls, we now offer...

SOME MAD DEVICES FOR SAFER SMOKING

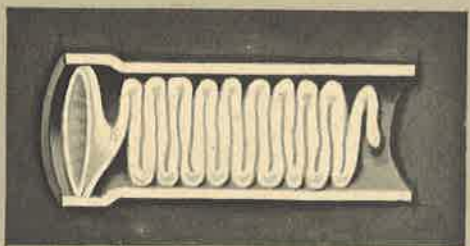
ARTIST & WRITER: AL JAFFEE

Cigarette smoking is largely a nervous habit in which the act of "lighting up" and "taking a deep drag" is more important than the actual smoke!—so say leading

DISPOSABLE LUNG-LINER TIPS



"Lung-Liner Tips" come in boxes of 20 to accommodate regular pack of cigarettes.



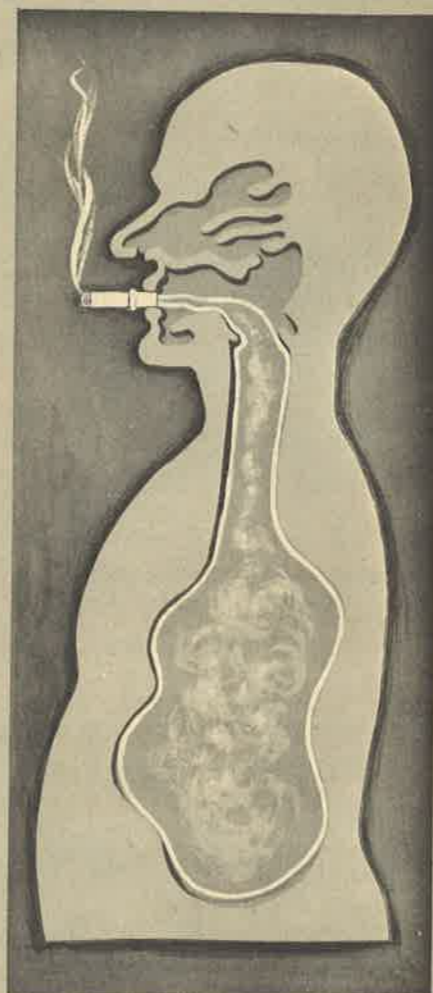
X-Ray view of Tip reveals folded plastic bag inside.



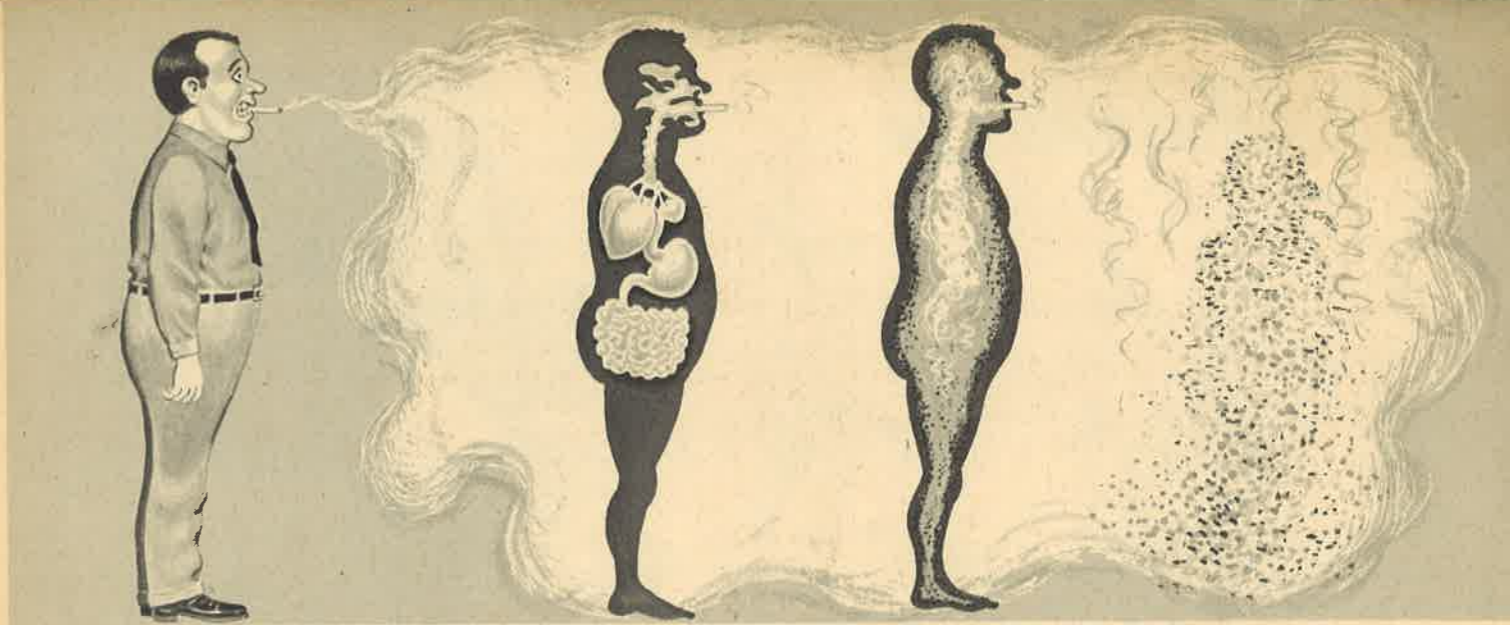
Liner Tip attaches to the cigarette, and looks just like a regular filter tip.



As smoker inhales, folded plastic liner is drawn down throat into lungs. Plastic is extremely thin, clings like Saran Wrap to insides.



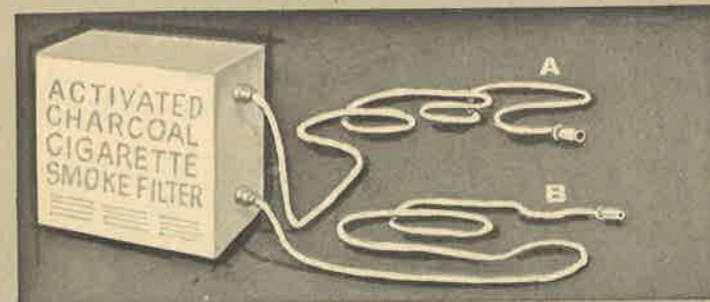
Thus, "Lung-Liner" transmits 90% of smoking's sensation with 100% safety. After use, liner is easily withdrawn for convenient disposal.



A SMOKER'S MENTAL PICTURE OF WHAT'S HAPPENING INSIDE HIM

psychologists. With this in mind, MAD has designed—and now offers—these devices which retain the main actions of smoking while eliminating the smoke itself...

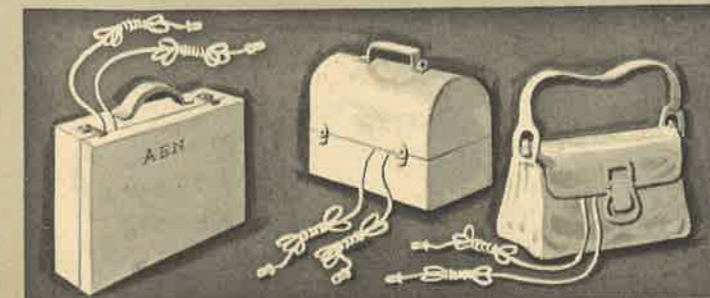
PORTABLE FILTRATION UNITS



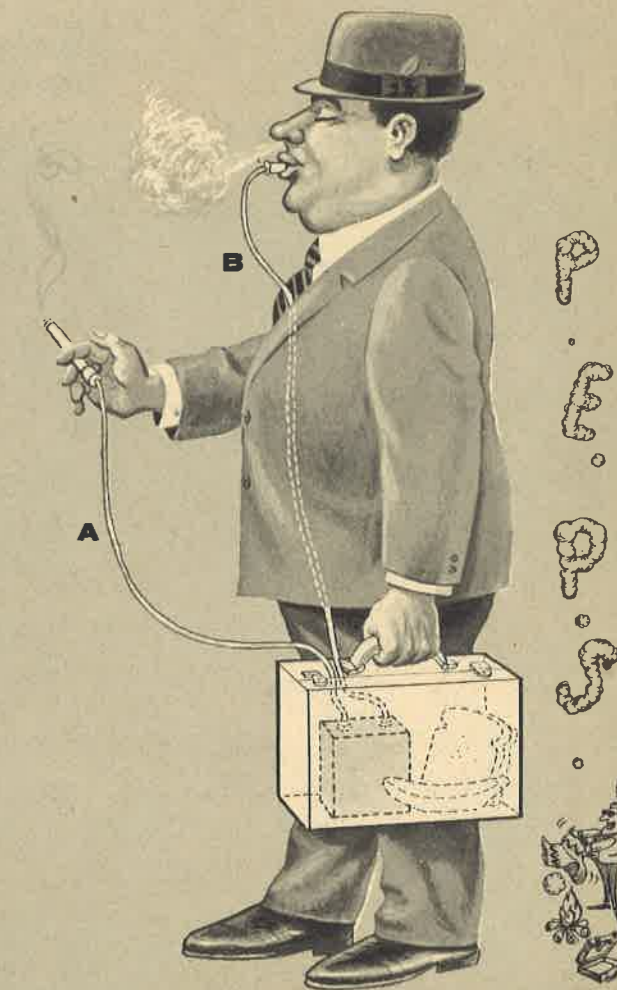
"Filtration Unit" is small, but efficient version of a Military Gas Mask canister.



Close up of cross-section shows pinch-proof construction of tubes "A" and "B".



Filtration Units can be fitted into any number of portable containers, such as attache case, lunch box, handbag, etc.



In use, when smoker inhales, harmful smoke travels down from cigarette thru tube "A" to Filtration Unit, returns as pure fresh air thru tube "B" to healthy satisfied smoker.