Kent with the MICRONITE filter gives you the best combination of filter-action and satisfying taste.

You get more satisfying pleasure from Kent than any other cigarette. Puff after puff...you get the good taste of Kent's premium quality tobaccos filtered through the famous "Micronite" filter.
The Americas

Diaz Ordaz: Uncovered

His job has not won him many new friends, especially from the left. The most clear-cut conservative in López Mateos' middle-ranking government, diligent, humorless Diaz Ordaz was responsible for the crackdown on Communist-led union leaders during the 1969 railroad strike, jailing hundreds of strikers for months without trial. He then turned against pro-Castro students, ordering the police to keep streets clear of demonstrations, by force if necessary.

It was surprising, therefore, that the first public support for Diaz Ordaz' nomination last week came from the very railroad workers' union he had so thoroughly clamped down on only years before. But the announcement had been dictated to the union by López Mateos himself. As PRI tradition demands, he had cleared his choice with all six ex-Chief Executives still alive, including his boss, Health, Education, and Welfare Secretary Anthony J. Celebrezze, a pack-a-day cigar smoker, who wouldn't grant an interview.

The nomination, which overlooks the last three decades has mobilized millions of words about smoking's benificial effects ("Not a Cough is a Cured"), Gentile on the T-zone"), "Filters Out Harsh, Flaring Tobacco"), but has been stuck dumb about the USPHS study. "We don't want to comment on the report, even to say 'We commented,"' one account executive told a reporter last week.

The issue is understandable. The report is being put together from literally thousands of medical studies, tracked laboriously from footnote to footnote. It is a monumental task, by any account, that will be grand in dimension and far more involved in the lung and heart data than smoking as an import cause of lung cancer and plays an important part in heart disease and other degenerative ailments. Both Dr. Levy E. Burney, who was the Surgeon General under President Eisenhower and Dr. Terry, Mr. Kennedy's Surgeon General, have gone on record with statements indicating cigarette smoking. (In April, 1962, the Surgeon General said, in part, that "the weight of scientific evidence demonstrates that cigarette smoking is a major cause of the increase in cancer at the lung."
In Phase II, when the Public Health Service and other government agencies are committed to action, the tobacco industry may object to the verdict; or perhaps in the ultimate refusal of the public to heed warnings or suggestions that might save lives.

In the United States, six years of poster-and-pamphlet campaigns directed the public to the health hazards of smoking. But those efforts have already done so. In Denmark, six years ago persuaded the tobacco industry to stop advertising in magazines and movie houses (but in newspapers).

Surgical General's conference at work: Where there's smoke . . .

In Great Britain, the 1962 report of the Royal College of Physicians—which held that 20 per cent of deaths each year in the United States. The Surgeon General's report describes the state of knowledge at the time of publication. The committee was chaired by Dr. Eugene H. Guthrie, a former member of the American Heart Association, who has done a great deal of work on smoking and health.

The Surgeon General's report was the result of a cooperative effort between the Surgeon General's office and the National Cancer Institute. The committee was chaired by Dr. Eugene H. Guthrie, a former member of the American Heart Association, who has done a great deal of work on smoking and health.

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He wakes up and the first deep, foggy breath is as automatic as reaching for the nightstand. A smoker puffs away, all day long, an overwhelming urge to smoke. The Institute for Cancer Research estimates that 75% of the U.S. population has tried to quit smoking, but only 5% succeed. The leading cause of preventable death is tobacco use, responsible for 480,000 deaths per year.

Cigarette smoke contains over 6,000 chemicals, including nicotine, tar, and carbon monoxide. The Nicotine, a white crystalline base that is highly addictive, can cross the placenta and enter the fetus' bloodstream. Nicotine can cause a variety of health problems, including changes in behavior, mood, and cognitive function.

The tobacco industry spends millions of dollars each year on marketing and advertising to encourage smoking. They use tactics such as free samples, coupons, and discounts to make cigarettes more affordable. They also use celebrity endorsements and social media campaigns to promote smoking.

Despite the evidence linking smoking to cancer, heart disease, and respiratory disease, the tobacco industry has continued to insist that there is no conclusive proof that smoking causes cancer. They have also fought against smoke-free laws and regulations that would reduce the risk of smoking.

The Surgeon General's report of 1964, "Smoking and Health," was a landmark document that identified smoking as a cause of cancer. Since then, smoking rates have declined, but the tobacco industry has continued to exert influence over the government and public health officials.

The tobacco industry has a long history of manipulating public opinion and influencing government policy. They have used tactics such as lobbying, public relations, and legal challenges to delay or block smoke-free laws and regulations.

The industry has also used research to argue that smoking is not as dangerous as is commonly believed. They have funded research that suggests that smoking may have some health benefits, such as reducing stress.

The tobacco industry has also invested heavily in political campaigns to support candidates who are sympathetic to their cause. They have donated millions of dollars to political campaigns and have worked to influence legislation that would benefit the industry.

The tobacco industry has faced increased scrutiny in recent years, including investigations into their role in the development of e-cigarettes and their impact on public health.

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MEDICINE

55 per cent of American cigarette sales, there is no more proof that smoking them will reduce lung-cancer or heart-disease risks. But filters seem a rational approach. As Hammond found in his study of illness and death among 1 million Americans, the filter smokers cough less.

"Tar Derby": Under Federal Trade Commission regulations, cigarette makers can't take promotional advantage of the health implications of filters. But use of the smoking-health issue is tantamount to尼古丁 labeling laws might start a government-sanctioned "tar derby"—with accelerated advertising possibilities.

Until a "safe" cigarette is available, the antismoke argers have given up ciprettes is the best way to face the health question. But filters seem a rational approach. As Hammond found in his study of illness and death among 1 million Americans, the filter smokers cough less.

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