Until the new KENT cigarette was introduced last year, factual evidence of the comparative efficiency of filter-tip cigarettes did not exist.

Realizing this, the makers of KENT decided to compare the efficiency of its exclusive Micronite Filter with other filters—and to release the findings to the general public.

On delicate analytical balances, the weight of the nicotine and tars left in smoke after passing through the Micronite Filter was compared with the weight of the irritants left in the smoke after passing through conventional filters.

These scientific comparison tests show that while conventional filters remove some irritants, KENT’s Micronite Filter approaches 7 times the efficiency of other filters in the removal of nicotine and tars and is virtually twice as effective as the next most efficient cigarette filter.

In addition, tests have been made on physiological reactions to cigarette smoke—and the findings have been released to the medical profession only.

These tests, without exception, show that KENT’s Micronite Filter is the first to remove enough of the irritants from cigarette smoke to give susceptible smokers (about 1 out of every 3) the protection they need. At the same time, this filter lets through all the rich taste of fine tobaccos that gives smokers the satisfaction they want.

Already the new KENT has become so popular that it outsells brands on the market for years. If you have yet to try the new KENT, may we suggest you do so soon?
NOTICES (Concluded from page 570)

10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

12:00-1:00 p.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

*12:15-1:15 p.m. Clinicopathological Conference, Main Amphitheater, Peter Bent Brigham Hospital.

*1:15 p.m. Staff Meeting, Harris Hall, New England Deaconess Hospital.

*7:00-9:00 p.m. Combined Anesthesia Residents' Training Program; Jimmy Fund Auditorium, Children's Medical Center 35 Binney Street.

TUESDAY, DECEMBER 1

8:00-8:45 a.m. Case Presentations, Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

*9:00 a.m. Diabetic Clinic, Peter Bent Brigham Hospital.

10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

*12:00 m. Pediatric Grand Rounds, Cheever Amphitheater, Dowsing Building, Boston City Hospital.

*12:00 m.-1:00 p.m. Pediatric Rounds, Burnham Memorial Hospital for Children, Massachusetts General Hospital.

12:15-1:15 p.m. X-ray Conference, Dr. Merrill Soloman, Main Amphitheater, Peter Bent Brigham Hospital.

12:30-1:30 p.m. Medical Journal Club, Cafeteria, New England Deaconess Hospital.

*1:30-5:30 p.m. Anesthesia Teaching Conference, Stearns Auditorium, New England Medical Center Hospital.

*5:00 p.m. Surgical Journal Review, Mount Auburn Hospital, Cambridge.

*5:00-6:00 p.m. Service Meeting followed by Clinical Conference, Medical Surgical Obstetrics, Faulkner Hospital.

7:00 p.m. Boston City Hospital, House Officers' Association, Advance in Field of Poliomyelitis Research, Dr. Thomas Weller, New Cheever Amphitheater, Dowsing Building, Boston City Hospital.

WEDNESDAY, DECEMBER 2

*8:00-8:45 a.m. Case Presentations, Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

10:30-11:15 a.m. Lecture on Diabetes for Doctors and Patients by a Member of the Joslin Clinic, Joslin Auditorium, New England Deaconess Hospital.

*12:00 m. Boston State Hospital Psychiatric Seminar, Reception Building Auditorium, 591 Morton Street, Dorchester.

*12:00 m.-1:00 p.m. Medical Conference, Children's Medical Center, Jimmy Fund Building, 35 Binney Street.

*12:15 p.m. Weekly Pathological Meeting, Joslin Auditorium, New England Deaconess Hospital.

12:30-1:30 p.m. Weekly Staff Review of Autopsies, Dr. William A. MacNeil, Joslin Auditorium, New England Deaconess Hospital.

1:30-3:00 p.m. Pediatric Conference for Practitioners, Children's Medical Center, Jimmy Fund Building, 35 Binney Street.

*3:00-5:00 p.m. New England Conference on Allergy and Related Subjects, Stearns Auditorium, New England Center Hospital.

*4:00-5:30 p.m. Fracture Lecture, Boston City Hospital.

*6:00-6:00 p.m. Overlook Thoracic Conference, Joslin Auditorium, New England Deaconess Hospital.

*5:00-6:00 p.m. American Cancer Society Telecast, Gastric Ulcers, Children's Cancer Research Center, 35 Binney Street.

*8:30 p.m. New England Conference on Allergy and Related Subjects, "Bacterial Allergy," Dr. Robert A. Cook, Harvard Club, 374 Commonwealth Avenue.

*Open to the medical profession.

Index to Advertisers

Abbott Laboratories ........................................... x, xi
Astra Pharmaceutical Products, Inc. ....................... xiii
Baker Laboratories, Inc. .................................. xii
Baldpate, Inc. .............................................. xx
Boston Medical Laboratory .................................. xviii
Burroughs Wellcome & Co., Inc. .............................. ii
David Memorial Nursing Home ............................. xx
Eaton Laboratories ........................................... iv, v
Electroencephalographic Laboratory, Inc. .................. xviii
Glenside, Inc. ................................................ xx
Federated Accounting Services, Inc. ....................... xviii
Fellows Medical Mfg. Co., Inc. .............................. xvii
H. P. Hood & Sons ........................................... ix
Institute for Speech Correction, Inc. ...................... xx
Josiah Macy, Jr. Foundation ................................ xix
Leary Laboratory ............................................... xviii
Eli Lilly and Company ..................................... Front Cover
P. Lorillard Co. (Kent Cigarettes) ......................... vi
E. F. Mahady Co. ............................................ xx
Mason Drug Company ......................................... xvii
Duncan C. McIntock Co., Inc. ................................. vii
Medical Book Guild of America ........................... vi
Nepera Chemical Co., Inc. ................................ viii
The New Orleans Graduate Medical Assembly ............ xix
T. J. Noonan Co. ............................................. xix
Perkins School ................................................ xx
Ring Sanatorium .............................................. xx
Sanborn Company ............................................. xix
E. R. Squibb & Sons ........................................ Back Cover
(Division of Mathieson Chemical Corporation)

Storrow House (Massachusetts General Hospital) ....... xviii
The Upjohn Company .......................................... xv
Warner-Chilecott Laboratories .............................. iii
Washingtonian Hospital ..................................... xxi
J. S. Waterman & Sons ..................................... xx
Mrs. Evelyn L. Weigel ....................................... xviii
Westwood Lodge, Inc. ....................................... xx
Winthrop-Stearns, Inc. ..................................... xiv
Wiswall Sanatorium .......................................... xx
Woodside Cottages, Inc. .................................. xx