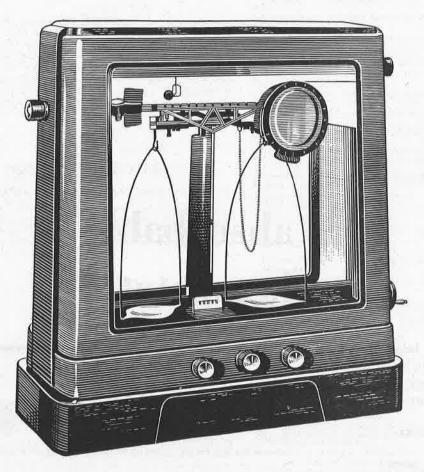
How the greater efficiency of **Kent**'s Micronite Filter is verified



Until the new KENT cigarette was introduced last year, factual evidence of the comparative efficiency of filtertip 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?



KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY

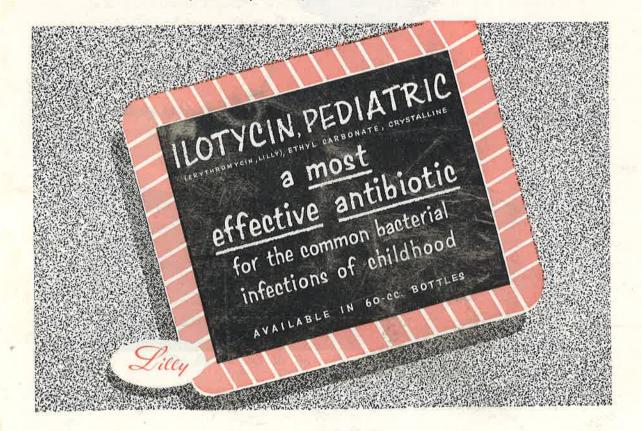
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| | | tors and Patients by |
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| a Member of t Deaconess Hos | . Joslin Audite | orium, New England |

12:00-1:00 p.m. Clinic conducted by Dr. Thannhauser. New England Center Hospital.

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

75:15 p.m. Staff Meeting. Harr's 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.

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

*9:00 a.m. Geriatrics 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, Dowling 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 Sosman. Main Amphitheater, Peter Bent Brigham Hospital.

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

*4:30-5:30 p.m. Anesthesia Teaching Conference. Stearns Auditorium, New England 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 Obstetrical), Faulkner Hospital.

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

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.

*12:30 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. Meissner. Joslin Auditorium, New England Deaconess Hospital. 2:00-3:00 p.m Pediatric Conference for Practitioners. (Chi 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.

*4:00-6:00 p.m. Overholt Thoracic Conference. Joslin Auditorium, New Eng. and 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 C.ub, 374 Commonwealth Avenue.

*Open to the medical profession.

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