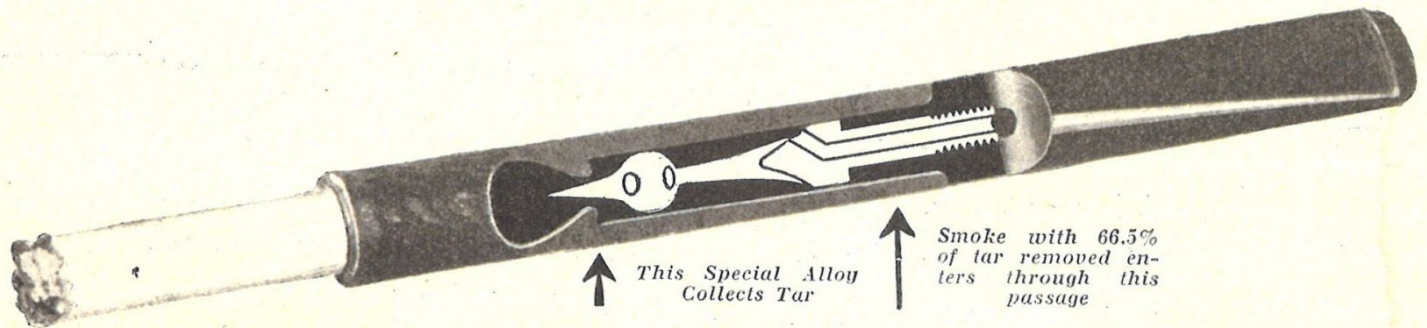


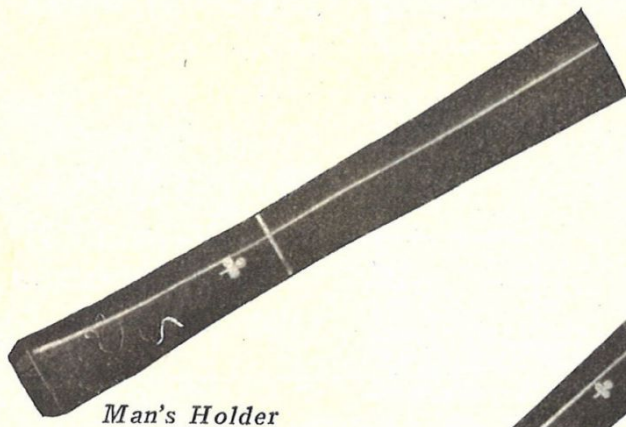
Over 6,000 Physicians Have Sent in for the "Tobacco Yello" Holder



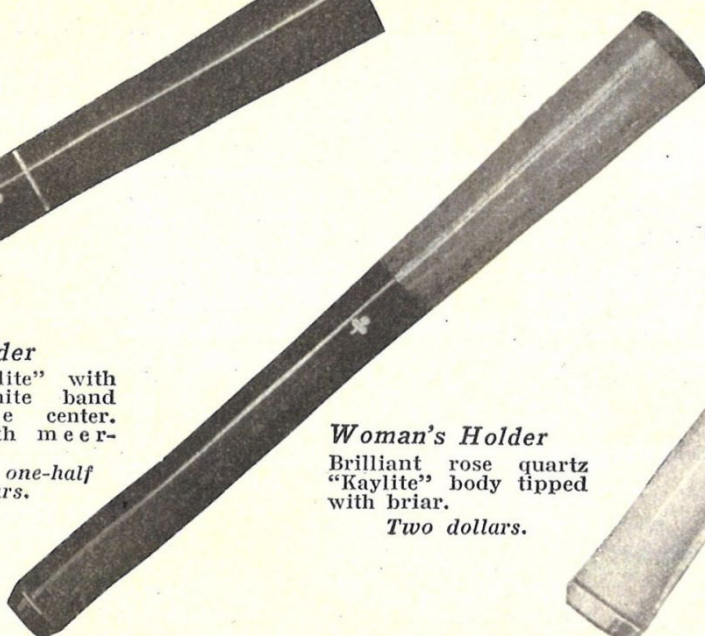
THIS "Tobacco Yello" device with the special metal alloy causes condensation and deposit of 66.5% of the tar in cigarette smoke, as found in analyses by one of the largest American Universities. That the irritating properties of these tarry substances cannot be disregarded is made clear in

recent reports on cigarette smoke. Over 6,000 physicians have sent in for "Tobacco Yello" holders. This demonstrates clearly the widespread interest among medical men in this more healthful way to smoke. Kaufmann Bros. & Bondy, Inc., 120 Fifth Avenue, New York City. Established 1851.

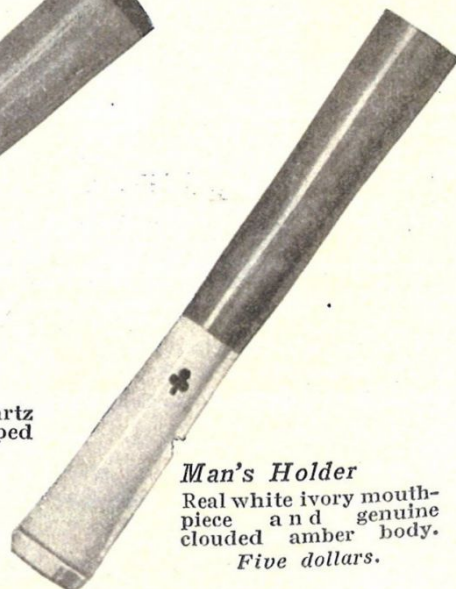
"Tobacco Yello" Holders may now be obtained in Ivory, Amber, Meerschäum, Jade and other new materials—in beautiful colors and inlay.



Man's Holder
Black "Kaylite" with a fine white band around the center. Lined with meerschäum.
Three and one-half dollars.



Woman's Holder
Brilliant rose quartz "Kaylite" body tipped with brier.
Two dollars.



Man's Holder
Real white ivory mouthpiece and genuine clouded amber body.
Five dollars.

The Doctor's Point of View Finds These Developments of Unusual Interest

PROBABLY most physicians have often wondered how the public responds to the many prize contests which are offered every year by manufacturers of various products. We've all seen the results of "Name" contests, "Lucky Number" contests, "Recipe" contests and "Slogan" contests presented for us to try our ingenuity on. But have you ever turned a contest inside out, and looked at it the way the judges have to look at it? The Committee of Judges of the "Tobacco Yello" Contest has just awarded the \$1000 prize offered by the manufacturers for a name to be used instead of the word "holder." Here's how the contest was run:

Two and a half million pamphlets setting forth the rules of the contest were distributed through various tobacconists in all forty-eight States. Over twenty-five thousand entries were received by the Judges from contestants. It took the Committee of Judges, consisting of three men, three and one-half weeks to read the entries and the letters which accompanied them.

The prize was finally awarded to Mr. G. W. J. Blume of Richmond, Virginia, Assistant Chemist in the State of Virginia Department of Agriculture and Immigration. The name submitted by Mr. Blume for the holder was Tobacco Yello Check.



G. W. J. BLUME,
Winner of the Tobacco
Yello Contest

The Winning Letter

Gentlemen:

The following names are suggested for the "Drinkless Tobacco Yello Holder," based on their accompanying reasons.

"Tobacco Yello Check"—states exactly what the device accomplishes in checking a good portion of the tar ordinarily inhaled by the smoker. (In order to satisfy myself as to its merits, I found the holder had a net gain of approximately .02 grams after smoking one cigarette, a good portion of the condensed matter being tar. This would average 0.4 gm. to the pack and in a year's time amount to over five ounces of injurious matter being prevented from entering the smoker's lungs.)

"Tarterby"—"A third of the tar by"—or, only one-third of the tar gets by to the smoker. This name conversely states the facts ascertained from your tests, viz., two thirds of the tar products are removed, in an easily pronounced and "catchy" title.

Thanking you for the opportunity of competing and trusting one of these names may meet with your approval,

Yours very truly,
G. W. J. Blume.

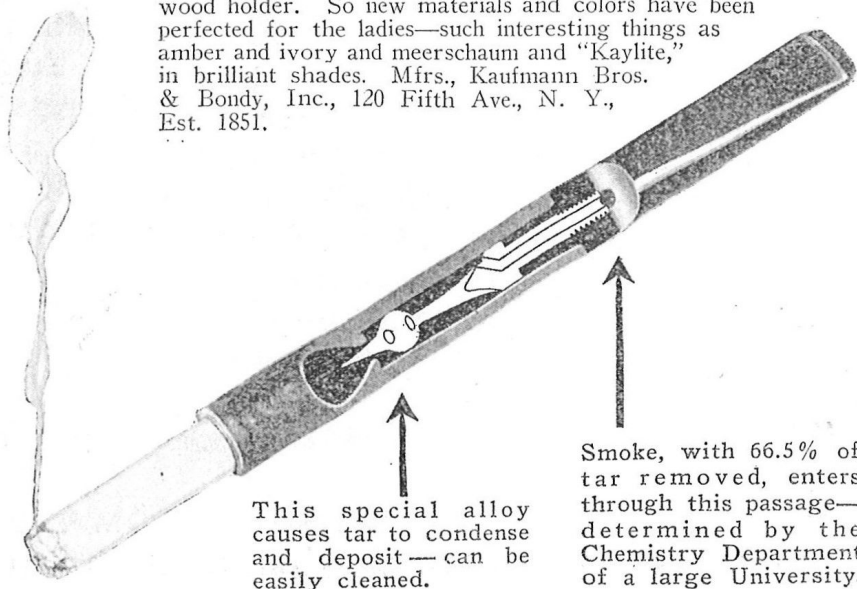
An interesting sidelight on the theory held by the general public as to the contents of cigarette smoke was found in the fact that between 25 and 33% of all the replies received made their principal reference to nicotine, many of them not commenting on the other elements in smoke which cause physiological reactions on the part of the smoker. Tar, for instance, which plays a major part in giving smoke its color, was overlooked by many contestants.

It has become somewhat of a tradition to regard Californians as habitually of the "go-getter" and "booster" type, and in the Tobacco Yello Contest the native sons ran true to form. Over 11% of the entire number of entries received from all parts of the country came from California. Some of these replies came in on regular forms prepared by the contestants, and were apparently sent by people who made a business of entering contests.

Physicians Entered the Contest

It will also be interesting to physicians to learn that over a dozen doctors entered the contest, some of them describing in detail their experiences and opinions of the Tobacco Yello holder. Also, a number of dentists and one X-ray specialist submitted entries and comments. To quote briefly from these, one says "When I first heard of your new Tobacco Yello cigarette holder, I thought it was just another fad. However, your advertising persuaded me to give it a thorough trial—Whether I win the \$1000 or not, I feel I have been repaid by the fact that your holder has made smoking a new pleasure for me." And another says "Whether or not I win this liberal prize offer I am glad to have the opportunity to compete for one reason at least, namely, it enables me to express my appreciation of this new cigarette holder—In closing I wish to state that I for one am very gratified for this new way to enjoy a cool, satisfying, and healthful smoke." One of the most interesting letters received by the Judges came from a permanent inmate of the U. S. Veterans' Hospital at Livermore, Calif.

Over half a million smokers have adopted the Tobacco Yello holder. Women smokers are showing their usual fastidiousness and wanted something fancier than the plain briar wood holder. So new materials and colors have been perfected for the ladies—such interesting things as amber and ivory and meerschaum and "Kaylite," in brilliant shades. Mrs., Kaufmann Bros. & Bondy, Inc., 120 Fifth Ave., N. Y., Est. 1851.



This special alloy causes tar to condense and deposit—can be easily cleaned.

Smoke, with 66.5% of tar removed, enters through this passage—determined by the Chemistry Department of a large University.