

Today as before...

You can depend on Lorillard  
to be first with the finest cigarettes  
through Lorillard research



YORK... Imperial-size cigarette  
—longer than King-size.

KENT... With the famous new  
"Micronite" filter... Treat your  
taste kindly with Kent.

NEWPORT... Coolness of Menthol  
... Refreshing hint of mint.



OLD GOLD STRAIGHTS  
... Unfiltered — Big Bold taste.

OLD GOLD SPIN FILTERS  
... Spins more flavor through.

SPRING... Longer filter, lighter  
tobaccos, lightest menthol.

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