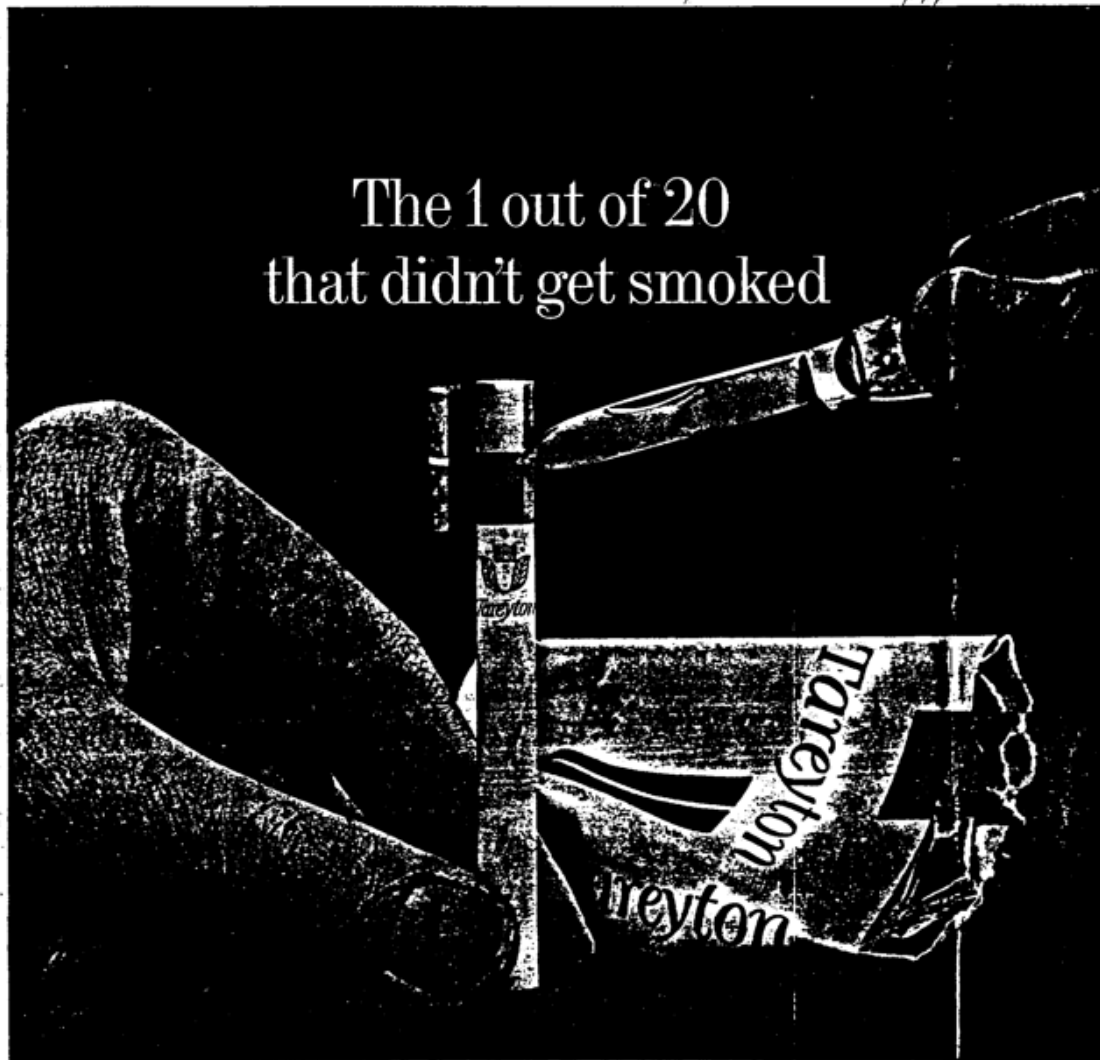


Saturday Evening Post 4/9/60

The 1 out of 20
that didn't get smoked



There's a lot of satisfaction in pointing out something good to a friend. That's why it often happens that one cigarette out of a pack of Dual Filter Tareytons never does get smoked.

People break it open to demonstrate its unique Dual Filter containing Activated Charcoal. They may not know why it works so well, but they do know this: It delivers far more than high filtration... it brings out the best taste of the best tobaccos—as no single filter can!

Try a pack of Tareytons. We believe the extra pleasure they bring will soon have you passing the good word to your friends.

Dual Filter does it:

1. It combines a unique inner filter of ACTIVATED CHARCOAL... definitely proved to make the smoke of a cigarette mild and smooth...
2. with an efficient pure white outer filter. Together they bring you the real thing in mildness and fine tobacco taste!



1005149900

NEW DUAL FILTER **Tareyton**
Product of The American Tobacco Company "Tobacco is our middle name" © A.T.C.