

LORILLARD RESEARCH LABORATORIES

P. Lorillard Company

111 FIRST STREET
JERSEY CITY, N. J.

HARRIS B. PARMELE, Ph.D.
Director

March 12, 1952

Dear Doctor,

It is a pleasure to draw your attention to a new cigarette recently introduced by P. Lorillard Company and called "KENT". This cigarette contains the remarkable Micronite filter.

This Micronite filter is remarkable because it permits the passage of the satisfying aroma of fine tobacco, which you will observe for yourself in the near future when you receive your gift box of KENT cigarettes.

However, in addition to this, the filter exerts a phenomenal filtering action on the so-called harmful components of the smoke stream. This effect is demonstrated by smoke analysis and also by specific physiological tests on human subjects. We hope that you will take time to read the enclosed folder, which describes these tests and the conclusions of which have real health implications for you and your patients. A more detailed report of this work will appear shortly in a prominent medical journal. You may have reprints, when available, by filling in the enclosed card.

We know that you have appreciated Lorillard's avoidance of questionable "medical claims" in its Old Gold advertising, and you can be assured that the same policy will be followed for Kents.

Sincerely yours,

(Signature)

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