

Vanguard—a discovery that eliminates the 3 agents in cigarettes linked to Cancer and Heart Diseases: NO Tobacco Tars...NO Nicotine, and more important NO Arsenic!

In the past five years perhaps you have read articles like: "Cancer by the Carton", "Can the Poison in Cigarettes be Avoided?", "Nicotine...the Smokers' Enigma", "Eight Cancer-Causing Chemical Substances in Tobacco Tars."

If so, you then know that there is a statistical link between the degree of cigarette smoking, heart diseases and the incidence of lung cancer. All smokers, and particularly heavy smokers, have a higher mortality rate than non-smokers. Many scientists attribute this to the presence of tobacco tars and nicotine in cigarettes.

Yet almost every time one medical authority establishes a link between tobacco tars and cancer, or between nicotine and cardiovascular (heart) ailments...another faction stands up and declares the proof is not positive. But this much is known for sure:

1. The more you smoke, the greater the probability of your contracting lung cancer.
2. Tobacco tars have resulted in cancer when applied to skin of animals.
3. Nicotine (an alkaloid) is a habit forming drug. It aggravates cardiovascular ailments (heart diseases).

Ordinary Cigarettes Contain Arsenic— A Known Cancer-Causing Agent

Think a moment. Have you read anything about the danger of arsenic in cigarettes? Probably not; but realize this. Your cigarette—filtered or not—contains arsenic—a substance

recognized as carcinogenic (cancer-causing) to man.

Unlike your present cigarette, Vanguard has absolutely *no* arsenic.

Filters Do Not Eliminate Tobacco Tars, Nicotine or Arsenic

No filter on any cigarette can protect you completely. Whether that filter uses charcoal,

Laboratory Tests Prove Cigarettes Fatal to Animals but Vanguard's Are Not!

Sixty young adult rats, evenly divided as to sex, were divided into two groups. Each group was injected intravenously with a 50% dilution of test materials (a suspension of trapped smoke from Vanguard's and from a leading filter-tip cigarette). Rats were observed for signs and symptoms of poisoning over a period of two weeks. Results:

Vanguard—slight brief increase followed by normal rate of respiration. No other signs of symptoms of poisoning.

Leading Filter Cigarette—slight brief increase followed by profound depression and in some instances permanent arrest of respiration, cyanosis, and muscle weakness. Onset of symptoms was rapid (within 1 minute). Animals that failed to survive died during course of injection or within 1 minute of injection.

Leading Filter Cigarette		Vanguard	
Dose*	Mortality	Dose*	Mortality
1.0	2 out of 10	1.0	none
1.5	6 out of 10	1.5	none
2.0	7 out of 10	2.0	none

*Dose equivalent to cigarettes per kg. of body weight.

Although the toxic effect of cigarette smoke cannot be readily extrapolated to man, it must be concluded that the smoke of cigarettes containing tobacco has a greater potential toxicity than the smoke of Vanguard's with Fibrila (patent pending).

cork or cellulose... whether it's a single filter or a dual filter, or other trick devices, it can't do anything more than reduce a mere fraction of dangerous substances present in the smoke of your cigarette.

Three Agents Known To Be Harmful in Cigarettes Have Been Taken Out of Vanguard

So why take a chance? Smoke Vanguard and enjoy pure smoking pleasure untainted by these three harmful agents—tobacco tars, nicotine and arsenic.

The secret of Vanguard (no tobacco tars, no nicotine and no arsenic) is "Fibrila," a blended formula of scientifically processed natural fibers.

What's more, Vanguard's amazing filter does not have to block out anything. Vanguard's filter is there just to give you the clean, particle-free smoke you like.

- How does Vanguard taste? A new, rich, clean flavor.
- And what of its aroma? It's different. Don't expect a tobacco smell. Smoke a pack—a whole pack. Give yourself a chance.
- Remember... it's not *that* you smoke, it's *what* you smoke.
- For the first time in your life, smoke without fear.
- Smoke Vanguard.

*Published studies, surveys and reports documenting each of the above scientific statements are available at public or medical libraries. A list of sources will be made available to you if you write Bantob Products Corporation, Orinoco Drive, Bayshore, L. I., New York.

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NOW SMOKE WITHOUT FEAR!

