

MARCH 1, 1978

This is Dutch for "low-temperature" smoke



Old the Dutchman has his "windmills pipe"
The British his "yard of clay"
The Puritan puff a "bubble bubble"
The Hindu his "marijuana"

In every language there's a word for it—and in every land some ingenious invention. And no wonder! Since man first learned the art of smoking, he's known that supreme tobacco enjoyment depended on one thing—*"low-temperature smoke."*

To get it, folks have made their pipes palatial. But who pines to try around a "windmill pipe?"



Now it's solved in a cigarette

It remained for modern America to find the answer. **SUPER-MILD SPUD**: It's more than just another cigarette—it's another kind of smoking!

"Low-temperature smoking." And it gives you things you've never enjoyed before.

First, no tongue-burn. Second, a clean, fresh mouth—though you smoke 'em *low* to keep 'em *high*.

SUPER-MILD SPUD combines three things for the first time in cigarette history. Vintage tobacco! Moisture "sealed in the leaf." And modern Spud proved the scientific treatment of tobacco, and still owns the secret of its effective use.

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LET THE BREEZES BLOW! The Hollander, type "E" called, said to puff a pipe to secure "low-temperature smoke." A good idea if you like it—but hardly novel in the American usage.

SUPER-MILD SPUDS



AFTER 400 YEARS, THE ANSWER! After centuries of groping, here's modern America for "low-temperature smoke." You can smoke Spud by the pipeful and still keep a fresh, clean mouth. MILLIONS OF SPUD SMOKERS CAN'T BE WRONG!



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10 FOR 25¢
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