



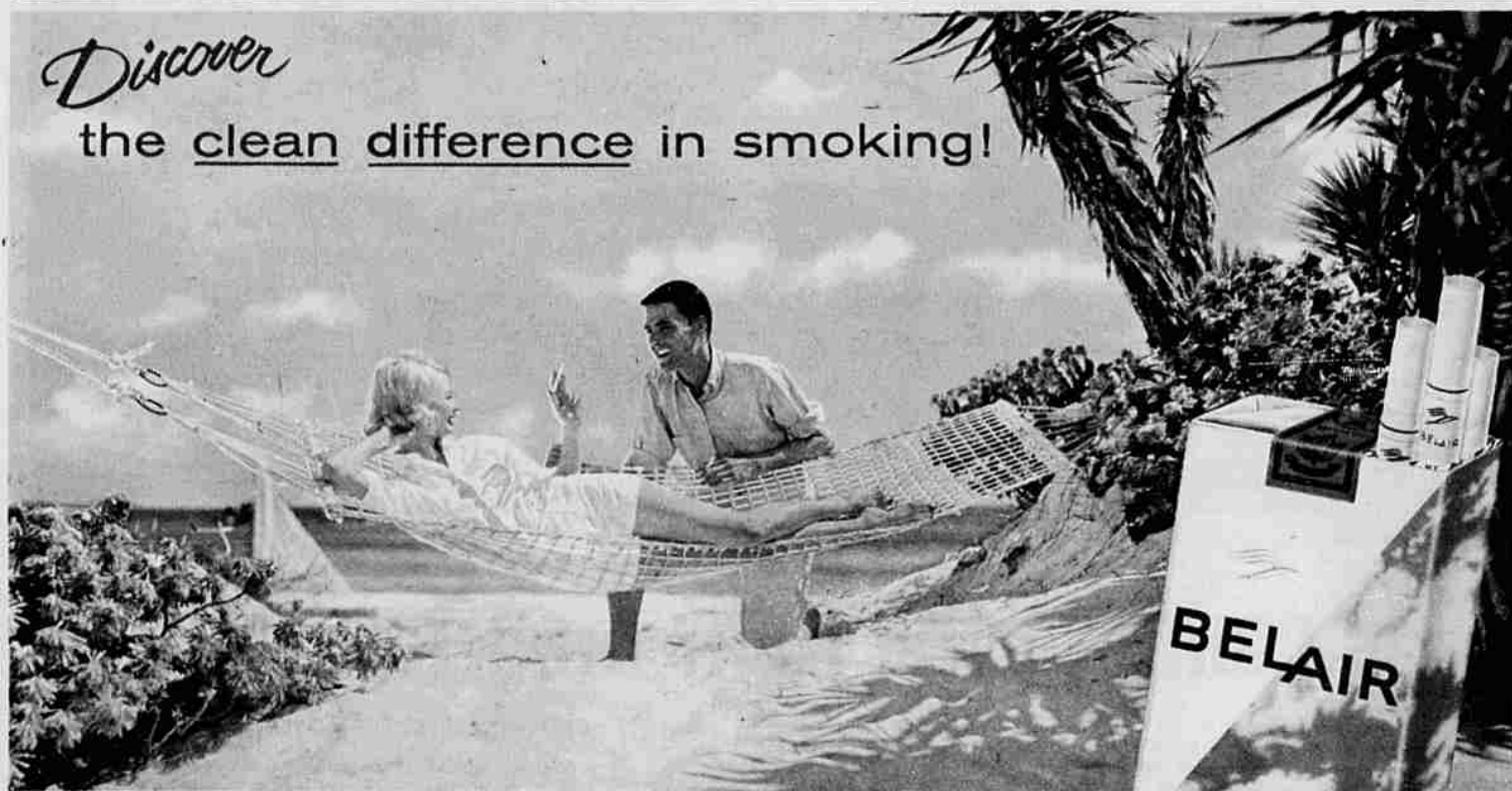
Lori Martin— A New Liz Taylor?

*This 13-year-old starlet
has the attributes which make
the comparison realistic,
plus a special charm all her own*

By PEER J. OPPENHEIMER

Discover

the clean difference in smoking!



Breathe easy, smoke clean with

New BELAIR

Breathe easy, new Belair brings you the clean difference in taste: new air-fresh menthol blend for a clean breath of freshness in every puff!

Breathe easy, Belair has the clean difference of a deep-set recessed filter, set deep where a filter belongs to let you smoke clean.

Now, enjoy the clean difference in smoking with new BELAIR!

The Clean Difference in Smoking is Here!

New Air-Fresh Menthol Blend—
the Clean Difference in Taste!



New Deep-Set Recessed Filter—
the Clean Difference in Filter Tip!



King-Size
Popular
Filter Price