



"You like them FRESH? So do I!"

You don't have to tell the woman who has switched to Camels the benefits of a *fresh* cigarette.

She knows all about it — that's the reason she stays switched.

She has learned that the fine, fragrant, sun-ripened choice tobaccos in Camels have a perfectly preserved delicate mildness all their own.

She knows by a grateful throat's testimony what a relief this smooth, cool, slow-burning *fresh* cigarette means to sensitive membrane.

Camels are fresh in the Camel Humidor Pack because they are *made* fresh, fresh with natural moisture and natural flavors—they are never parched or toasted.

If you don't know what the Reynolds method of scientifically applying heat so as to avoid parching or toasting means to the smoker — switch to Camels for just one day, then leave them — if you can.

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

"Are you Liable?"
R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAM
LUNCH, 12:00 PM; DINNER, 7:00 PM; LATE EVENING, 10:00 PM; SUNDAY, 12:00 PM; MONDAY, 12:00 PM; TUESDAY, 12:00 PM; WEDNESDAY, 12:00 PM; THURSDAY, 12:00 PM; FRIDAY, 12:00 PM; SATURDAY, 12:00 PM.
See radio page of local newspaper for time.



CAMELS

Made FRESH — Kept FRESH

● Don't remove the rubber-wrapped wrapping from your package of Camels until you open it. The Camel Humidor Pack is protected against perfume and gasoline odors, dust and germs. In offices and homes, even in the dry atmosphere of air-conditioned homes, the Camel Humidor Pack can be depended upon to deliver fresh Camels every time.

Smoke a **FRESH** cigarette

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"Are you Liable?"

R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAMS
CAMEL QUARTER HOUR, Morning Devotion, True Wives,
and Camel Orchestra, Saturday Evening Round, every night,
except Sunday, Columbia Broadcasting System

See inside page of first magazine for story

● Don't waste the moment! Switch to the choice of Camels for reasons: The Camel Humidor Pack is a perfect moisture and flavor preserver, and gives the different papers used in the Camel Humidor Pack the same delicate mildness as the other Camels.

CAMELS
Made FRESH - Kept FRESH

© 1932, R. J. Reynolds Tobacco Company

1932

Freshness as a Metaphor for Healthfulness

Tobacco ads are notorious for broadcasting what can only be called the "Big Lie" - and think about it: how could the inhalation of smoke of any kind be compared to "mountain air"? Smoke is offered as "fresh" and "clean"; smoking was supposed to be "springtime fresh" or make you "alive with pleasure." Ads such as these continued long past the 1950s, with verbal or visual themes of outdoor recreation, mountain air, clean rushing streams, and so forth. The freshness theme early on became grist for the industry's "tit for tat" advertising. So while Lucky Strikes were "Toasted" ("Sunshine mellows, heat purifies") Camels countered that their product was "Naturally fresh: never parched, never toasted!"

Freshness was also commonly used as kind of code-word for healthfulness. Slogans used in tobacco ads called to mind the "cool" of ice or the fresh healing virtues of springtime mountain pastures. "Kool" and other menthol brands were also supposed to deliver a kind of hospital-like sense of sanitary safety, and one company implied cleanliness in its very name. "Sano" cigarettes didn't last very long: they didn't deliver as much in the way of tar or nicotine as more popular brands and their marketing skill lagged behind that of the bigger players. By contrast, menthol brands grew in popularity after the

postwar “health scare,” and many other forms of “health reassurance” were offered (space-age filters of myriad sorts, promises of low-tar and/or nicotine deliveries, eventually “lights,” etc.).



1950



1943



1942

We asked nurses to compare...

82% OF THEM SAID...

* Enjoy the wonderful, natural flavor of king-size Cavalier—the cooler, lighter, milder cigarette. Priced no higher than other leading brands.

CAVALIERS are Milder
than the brand I had been smoking!

Scores and scores of off-duty, New York hospital nurses were asked to compare CAVALIER CIGARETTES with the brand they had been smoking... compare them for mildness.

*82%—just think of it!—82% of the smokers interviewed said CAVALIERS are milder than the brand they had been smoking! And that included all leading brands!

King of the King-Size

EXTREMELY MILD
Cavalier
CIGARETTES



Nurse Lighting Doctor's Cigar



1962

Here's when
my throat says
SWITCH
TO...

SPUD
Imperials
LIGHTS FOR OR PLAIN SMOKERS

THERE ARE TIMES when
I want to switch to
Spuds for these rea-
sons. First, light-
ness of the aromatic nicotine present in
most cigarette smoke, leaving mouth-
evenly blended by a patented process.
No artificial additives, no sting or bite.
Try Spuds, cool tips or plain mild, and see!
THE KENTON CIGARETTE CO., INC.,
LOUISVILLE, KENTUCKY

WHENEVER...
I HAVE A COLD

"Spuds cool menthol smoke to clear my
red-hot head, even though my cold-
chilled nose and throat back out
smoking pleasure!"

WHENEVER...
MY THROAT IS DRY

"When my throat is dry as dust, when
other cigarettes turn harsh or hot, I
turn to Spuds—to refresh my throat,
wake up my nose. There's nothing else
that feels kind to my throat—ment-
holing right from the first puff!"

WHENEVER... I WANT A
COOLING MENTHOL BRACER

"Spuds are my pick-me-up when I want a
more invigorating smoke. Their cold men-
tol tone makes me up in the morning—
helps me stay up at night—keeps me alert."

Need Date

NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers . . .

Not one single case of throat irritation *due to smoking* **CAMELS!**

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

Meet Miss RITA TENNANT, secretary, who recently made the 30-Day Test of Camel MILDNESS under the observation of a noted throat specialist.

ALTOGETHER SHE'S SMOOKED more breaths, Rita Tennant in Camels for her 30-Day Test. Like the other smokers in the nationwide test, her throat is excellent every week to a specialist.

ANY SUNDAY—OFFICE CLOSED! On the sunny slopes of Blue Bird, Rita really enjoyed her 30-day test. She really enjoyed it so much she's ready to make the test. From 1000 miles she goes!

30th DAY...FINAL EXAMINATION! Her throat reports no sign of irritation, sore, red, or swollen. (And nothing is really so much fun as smoking Camels.)

IT'S FUN! Smoke Camels—and only Camels—for 30 days. Compare them to your "T-Zone" (T for tonsils, T for throat). Let your throat tell you about Camel's cool mildness. Let your nose tell you about Camel's wonderful flavor.

HEL, MY DOCTORS! SUPPORT JUST PROVED WHAT MY OWN THROAT TOLD ME ABOUT CAMELS—THEY'RE SO MILD! AND THEY TASTE SO GOOD!

Rita Tennant

Start your own 30-Day Camel MILDNESS Test Today!



1940 March 9

Lucky for You
— It's a Light Smoke!

As Gentle as it is Delicious!
For Lucky Strike is not merely mild and mellow in taste, but a genuine *light smoke* which always treats you gently. You will find it easy on your throat, kind when you inhale, friendly all day long. If you believe in a *gentle smoke*, you believe in *Luckies*! Among all cigarettes, *this is the one* which offers you the welcome protection of that famous process known to the world as "*It's Toasted*." And *this is the one* that millions turn to—for deliciousness, for protection, for all-day smoking pleasure! Luckies are *A Light Smoke* of rich, ripe-bodied tobacco.

★ ★ NEWS FLASH! ★ ★
"Sweepstakes" employs 6,000 to address entries!

Over 4,000 people are employed in addressing return entry cards for that great national cigarette game, Your Lucky Strike "Sweepstakes." Smokers come from every State in the Union. Have you entered yet? Have you won your Luckies—out of 10 millions? Lucky Strike! Taste in "Your Hit Parade"—Wednesday and Saturday evenings. Listen, judge, and compare the *evening* with your Lucky Strike "Sweepstakes."

And if you're not already smoking Luckies, here's a pack today and try them, too. Maybe you've been smoking something. You'll appreciate the advantage of Luckies—a *light smoke* of rich, ripe-bodied tobacco.

KIND TO YOUR THROAT—A Light Smoke
There's a friendly relaxation in every puff and a feeling of comfort and ease when your cigarette is a *Light Smoke* of rich, ripe-bodied tobacco — A *LUCKY*.

Luckies — a light smoke
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

1936 Sep 1

Luckies
a light smoke
OF RICH, RIPE-SOCHED TOBACCO—"IT'S TOASTED"

Luckies are less acid

Brand	Rank
Lucky Strike	1
Camel	2
Winston	3
Double Happiness	4
Parli	5
Double Happiness	6
Double Happiness	7
Double Happiness	8
Double Happiness	9
Double Happiness	10

STANDARDIZED UNIFORMITY

The single mechanical device of cigarette manufacture is one of surprising importance. Upon these depend the physical properties of the cigarette, such as weight, size, firmness, moisture-holding properties, uniformity of fill—uniformity of product—all of which have a far-reaching effect on the character of its combustion and the smoothness of its smoke.

In the manufacture of Lucky Strike Cigarettes all of these properties have been standardized with care for the perfection of a LIGHT SMOKE.

"IT'S TOASTED"—Your throat protection
—against irritation—against cough

LUCKY STRIKE CIGARETTES

LUCKIES ARE LESS ACID! Lucky Strike cigarettes are made from the finest tobacco leaves and are the only cigarettes that are made in the United States.

1936 Feb 2

Good - they've got to be good!



**A gallant army of
125,546 NURSES**
(IN THE U.S.A.)
**help fight your battle
in the cause of Health**

What modern civilization owes the trained nurse can't be figured in dollars. Tireless, patient, efficient, she has earned one of the highest places in public and private esteem. We couldn't do without her... why not tell her so?

**They have a way
with them, too!**

Not only do you trust them, but you like them. And it's the same with a good cigarette.

Smokers stick to CHESTERFIELD because they find them dependably milder. You can smoke as many as you like. And CHESTERFIELD smokes more evenly. Credit that to the ripe mild tobaccos and the pure imported cigarette paper.

Every CHESTERFIELD is made to smoke milder and to taste better.

More men and women every day are finding this out!

Chesterfield

SMOKED BY MORE MEN AND WOMEN EVERY DAY

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