



1931 Feb21

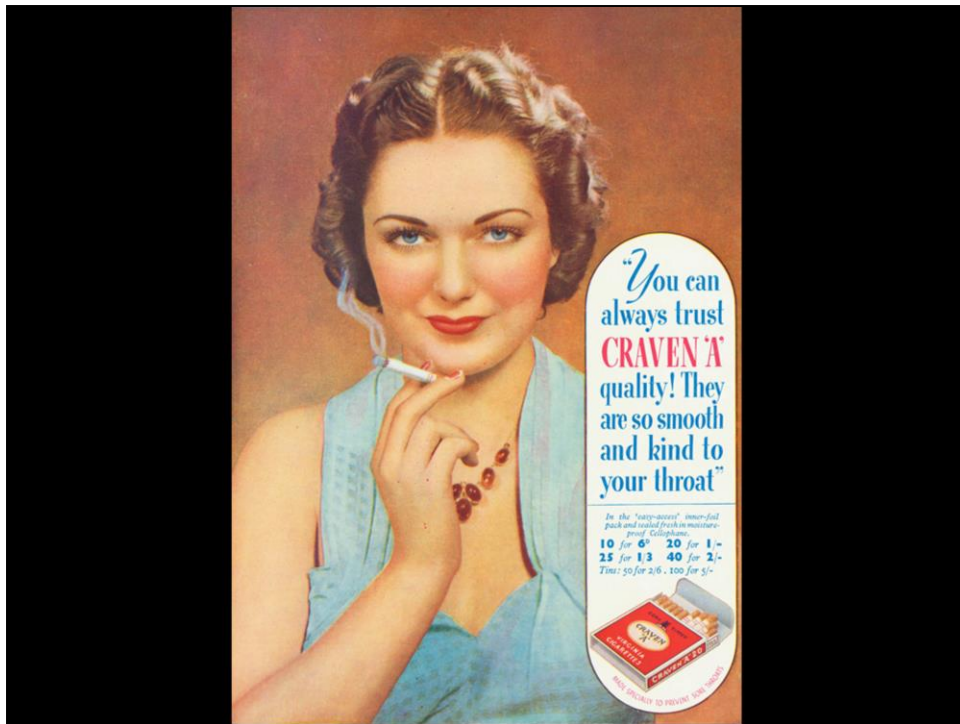
They Certainly Do Not Affect My Throat

Cork tipped Virginia cigarettes. Made specially to prevent sore throats.



1930 Oct20

My Throat is Safe with Craven A.

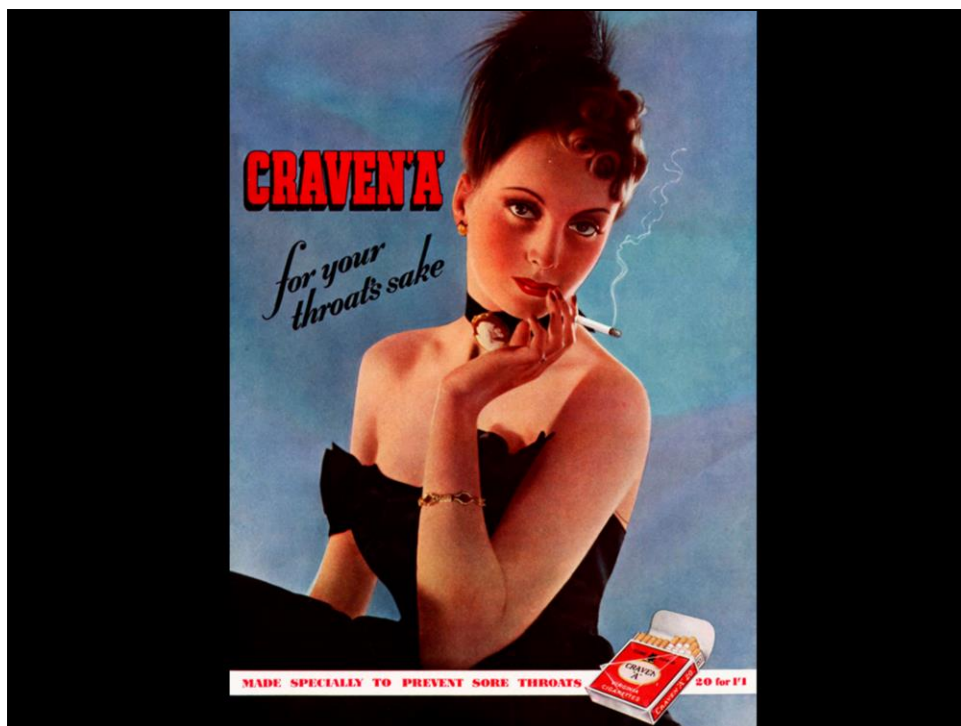


1947



1936 Jun13

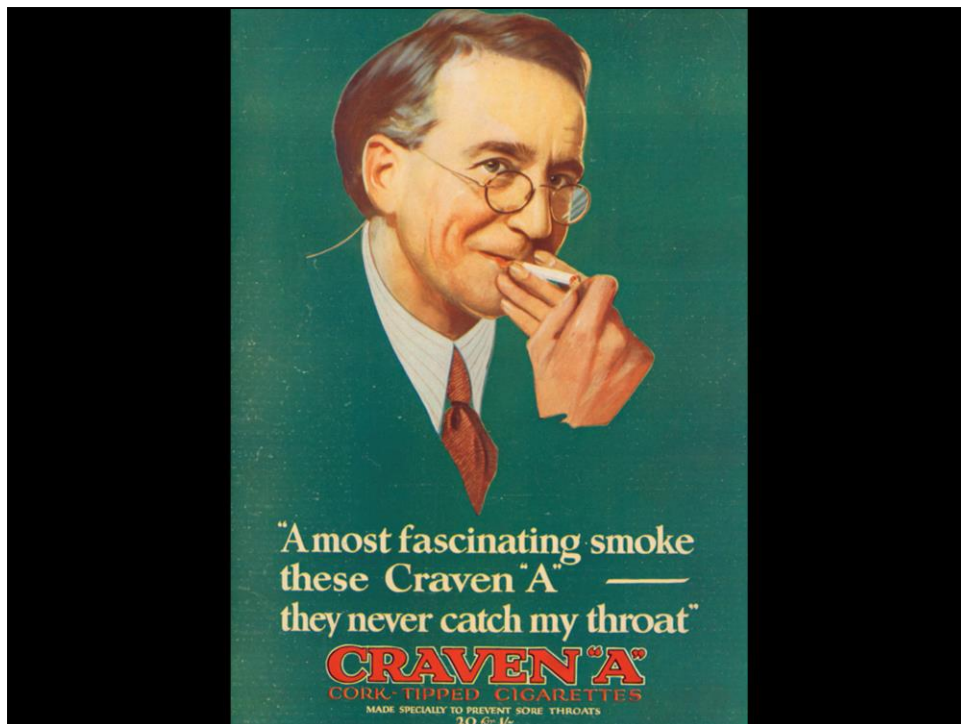




1939 Jun7

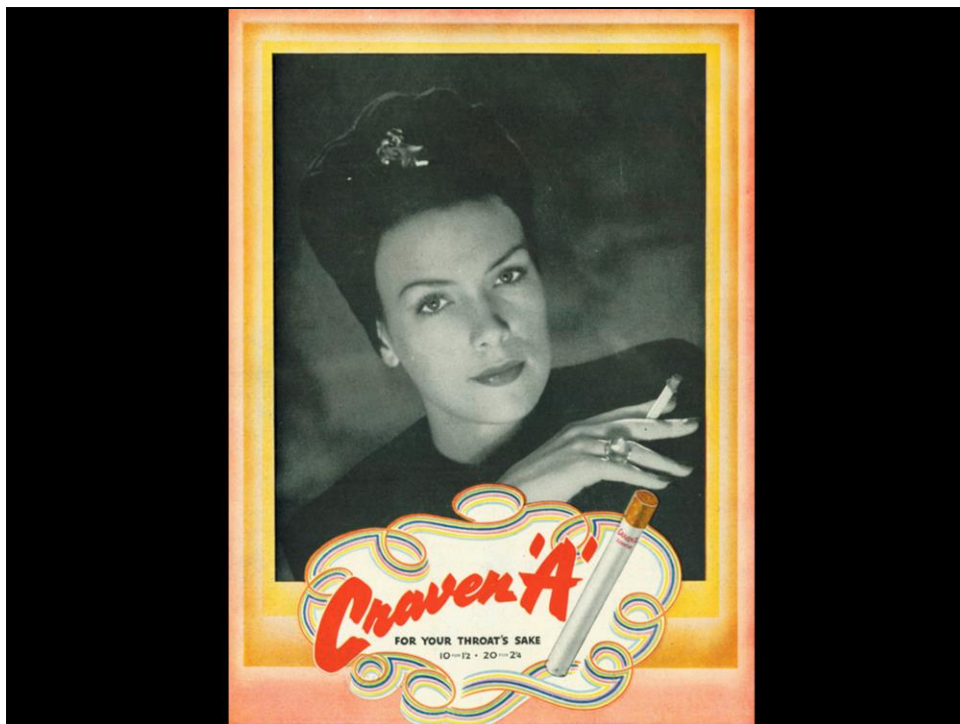


1944 Dec6



1928 Mar10



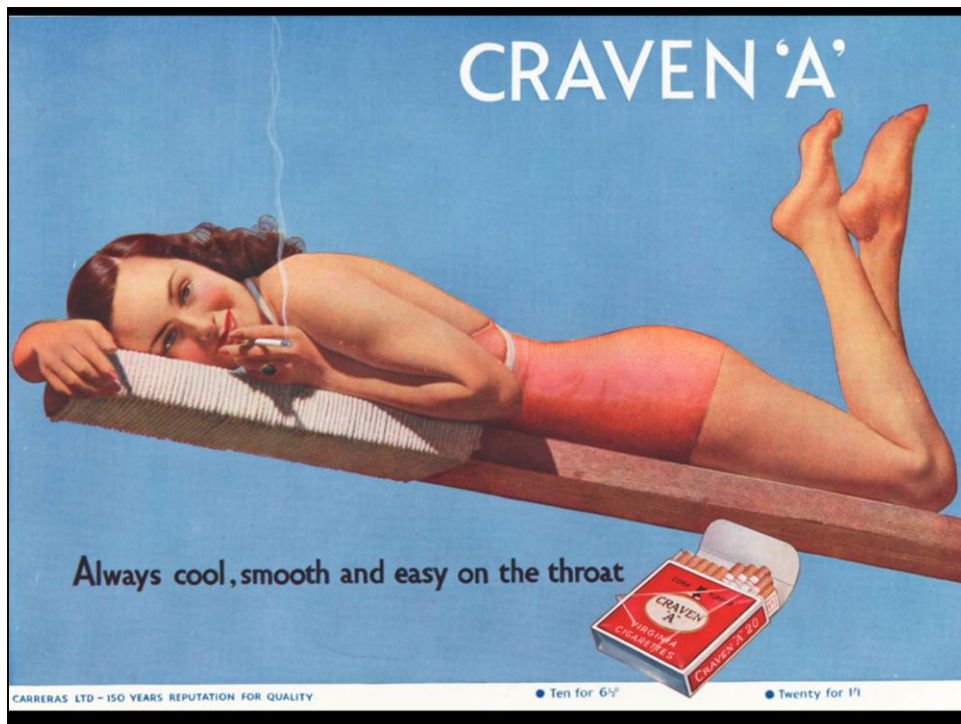








1930 Mar1



1939 Aug30



1929 Jun15

May 27, 1933 THE SPHERA 247

★
*From a Manchester
Smoker of Craven "A"
to Carreras Ltd.*

"I feel impelled to write and tell
you how excellent I find your
Cigarettes, Craven "A". I can
heartily substantiate your claim
that they do not cause sore
throats. I would almost be pre-
pared to state that they prevent
it, as since smoking Craven "A"
I have never had the slightest
tendency to any throat troubles.
I have tried many other brands of
cigarettes for the purpose of com-
parison, but have always reverted,
with pleasure to Craven "A"."

(Original letter can be verified
at Arcadia Works.)



★ *I can heartily substantiate
your claim that they do not
cause throat irritation*

CRAVEN "A"

CORK-TIPPED
SEALED-FRESH
in Weather-proof 'Cellophane'

20
for 1¢

100% VIRGINIA
SOLD-FRESH
wherever & whenever you buy

Made specially to prevent sore throats

1933 May 27

*From a Singer
who smokes
Craven A Cigarettes*

To Censor, Ltd. 164-30

"Six months ago my Physician decided I should have finally, to choose between abstaining from smoking or giving up my career as a Singer. In desperation I tried various brands of Cigarettes, but without results, each having injurious and harmful effects to my throat. Finally I tried Craven "A", and am more than delighted to inform you that they affect my throat in no way whatsoever, and that the Doctor is amazed."

(The original letter can be verified at Arcadia Works)



★ *"delighted to inform you
that they affect my throat
in no way whatsoever"*

CRAVEN "A"

CORK-TIPPED 100% VIRGINIA

SEALED-FRESH 20 for 1¢ SOLD - FRESH
in Weather-proof Cellophane wherever & whenever you buy

Made specially to prevent sore throats

1933 Apr18

★
*From a
World Traveller
& Lecturer
to Carreras Ltd.*

"When speaking in public for an hour-and-a-half or two hours at a stretch, as I frequently do, it is most necessary for me to keep my throat in good order. I find that a cigarette, just before a lecture, is very soothing to the nerves, and, I have tried nearly every brand in order to discover one which would satisfy and soothe, without irritating my throat and causing that annoying little cough which is so fatal to effective speaking. The only brand that I have discovered which completely fits the bill is Craven's 'A'. I can smoke as many of these as I like—and when I die—without any ill effects. Another point in their favour is that in whichever part of the world I buy them, I find them always in the same perfect condition . . ."

(Original letter can be supplied.)



★ I can smoke as many Craven 'A' as I like — and when I like — without any ill effects..

CRAVEN "A"
CORK-TIPPED 100% VIRGINIA

SEALED-FRESH 20 for 1- SOLD - FRESH
in Weather-proof 'Cellophane' wherever & whenever you buy

Made specially to prevent sore throats



1931 Nov11

Throat Protection.

Exclusive private process which includes the use of modern ultra violet rays.

No wonder 1004 British doctors have stated Kensitas to be less irritating.

FIRM & FRESH in DAMP, WET WEATHER
Full of Flavour and smoking charm...
there's a World of Difference between
the sealed-fresh, weather-protected
CRAVEN "A" and any Cigarette which
has gone FLABBY or
SHOP-STALE



ARADALE WORKS, the most Modern Manufacturers of Cigarettes in the World, World's Largest for the manufacture of Cigarettes in the United Kingdom, and the largest in the world for the manufacture of Cigarettes in the United States of America.

The constant aim at Aradale Works is to do everything a little better. Leaf is selected with great care. Purity governs the choice of paper. Blending, here, is practised as an Art. Hygiene dominates... Laboratory cleanliness prevails everywhere; the very air is cleaned and washed. The sand which irritates is trapped, and trapped and trapped, to an unusual degree... all for your throat's sake... and the goodness so proudly put into every CRAVEN "A" is safeguarded by that patented, exclusive weather-proof wrapping which keeps in FRESHNESS and resists the entry of DAMPNESS and SHOP-STALENESS.

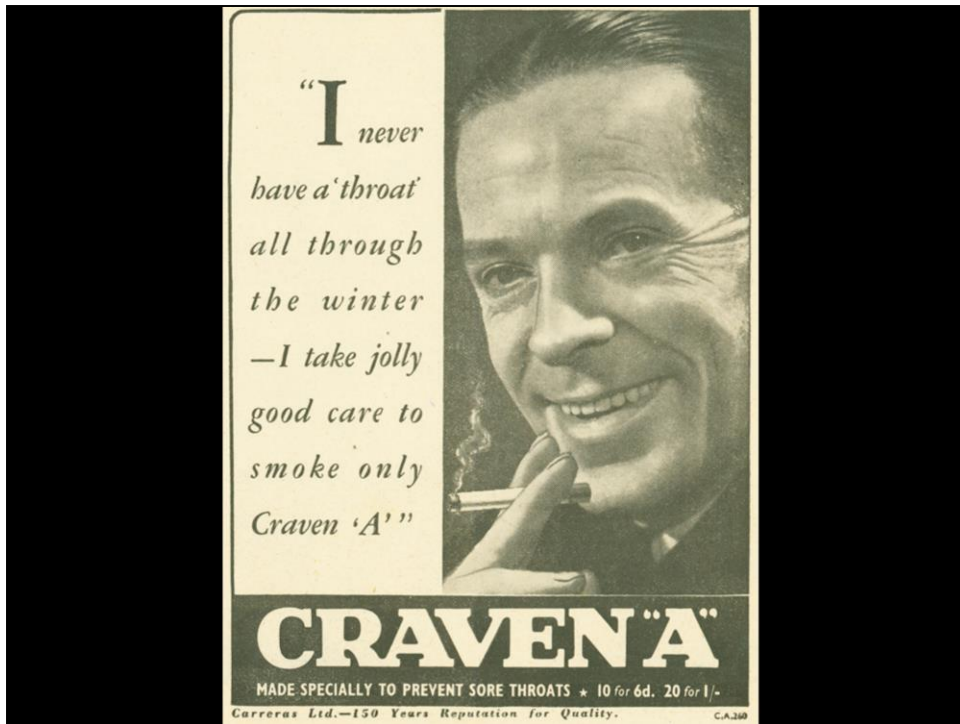
Smoke FRESH Cigarettes
CRAVEN "A"

CORK-TIPPED 20 100% VIRGINIA
SEALED-FRESH for 1 SOLD - FRESH

Made specially to prevent sore throats

1933 Apr1





1936

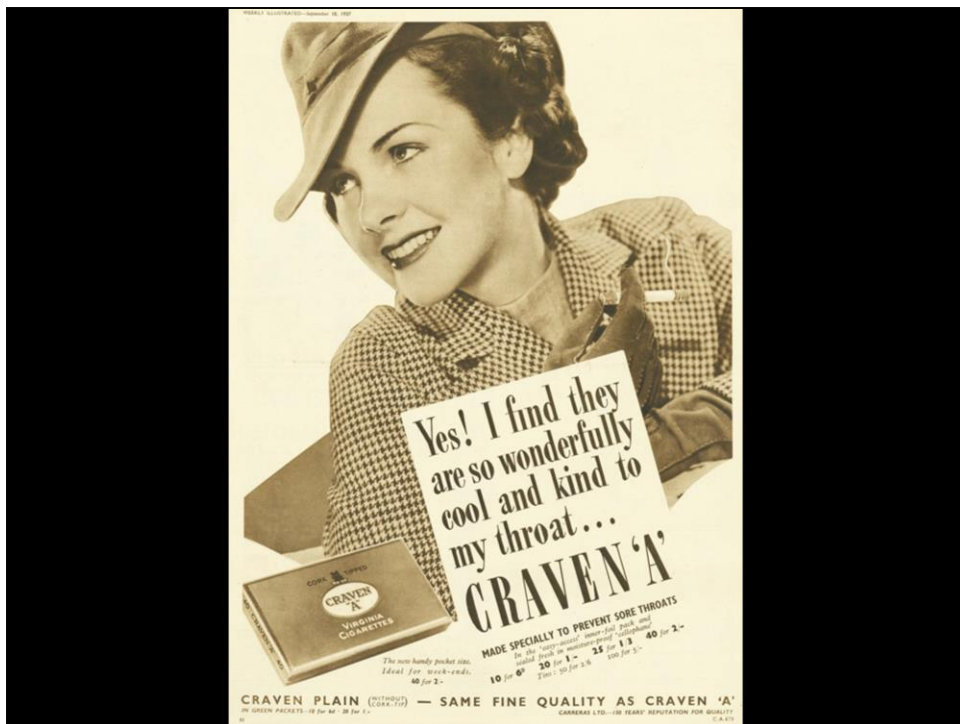


1946 Sep14



1938 Jul 30

N'irritent Jamais Ma Gorge. (never irritate my throat)



1937 Sep18



1932 Jan27

Throat Protection.

The use of ultraviolet rays - the process that expels certain, harsh irritants naturally present in every tobacco leaf.

1004 British doctors have stated Kensitas to be less irritating.



1935 Jun12

Kensitas is Definitely a Healing Influence

Any normal invalid, if offered a choice between a thermometer and a Kensitas, will grab the latter.

THE REGISTERED DESIGN
KENSITAS COSTLIER TOBACCOS

"KENSITAS COSTLIER TOBACCOS* ANSWER MY PROBLEM OF A PLAIN-TIP CIGARETTE THAT DOESN'T BOTHER MY THROAT"

Miss Arnaud
CHAMBERLAIN

TOO MUCH OR TOO LITTLE MOISTURE RUINS A CIGARETTE.
KENSITAS COSTLIER TOBACCOS* ARE MOISTURE CONTROLLED RIGHT UP TO THE TIME OF YOUR PURCHASE

Miss Arnaud made this MOISTURE CONTROL Test—

HERE IT IS—YOU TRY HER DRASTIC TEST!—

1. Miss Arnaud put an inch of water in a flat-bottomed dish.
2. She placed a 20 packet of KENSITAS in its new Moisture Control wrapping, top end down, in water so that packet stood upright with its sealed end submerged. She did the same with a 20 packet wrapped the usual way and laid a weight across the packets to hold in position.
3. After five minutes, she lifted the weight, placed packets one on top of other, flat on water, replaced weight, and left submerged for five more minutes (packets were both completely covered with water).

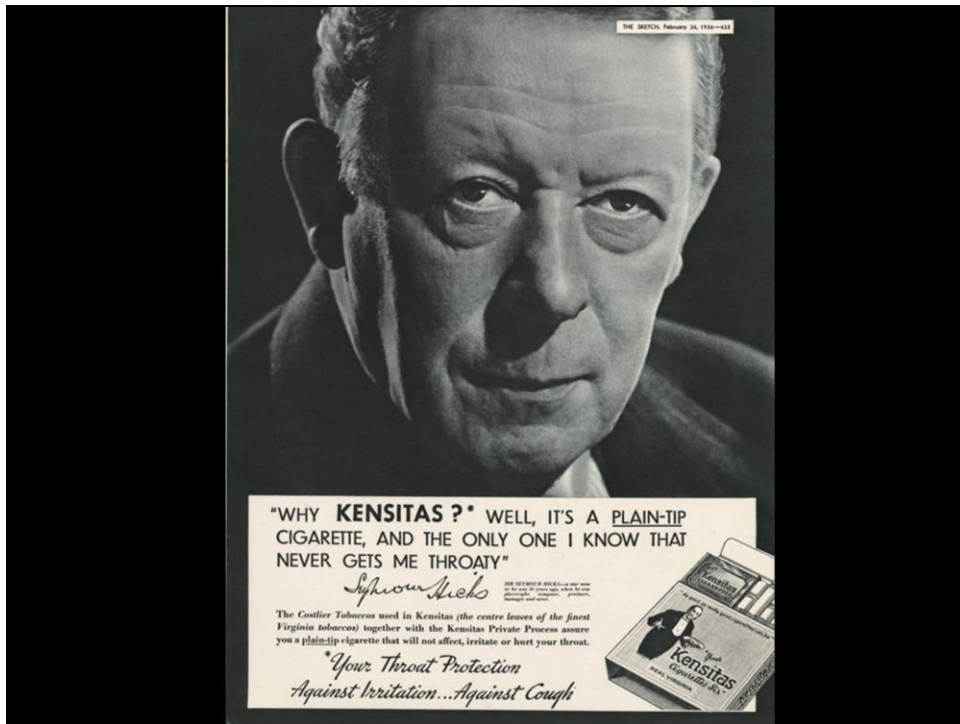
RESULT: On opening, cigarettes wrapped usual way were wet.
KENSITAS COSTLIER TOBACCOS in the new Moisture Control wrapping were in perfect smoking condition.

**Your Throat Protection
Against Irritation...Against Cough*

1936 Apr11

Doesn't Bother My Throat

Your throat protection against irritation and cough.



1936 Feb26

Never Gets Me Throaty

Your throat protection against irritation and cough.



1936 Mar14

THE GLEAMING EYES
KENSITAS COSTLIER TOBACCO

**"KENSITAS IS MY
FAVOURITE CIGARETTE
— BECAUSE IT HAS A
PLAIN-TIP AND THE
COSTLIER TOBACCOS*
DON'T HARSH MY
THROAT."**

Nancy O'Neil
HARRIS RAD'S FIRST NATIONAL STAR

**TOO MUCH OR TOO LITTLE MOISTURE RUINS A CIGARETTE.
SO KENSITAS COSTLIER TOBACCOS* ARE MOISTURE
CONTROLLED RIGHT UP TO THE TIME OF YOUR PURCHASE**

Miss O'Neil made this MOISTURE CONTROL Test :

1	HERE IT IS — YOU TRY HER DRASTIC TEST! —	
Miss O'Neil put an inch of water in a flat-bottomed dish.		
2	She placed a 20 packet of KENSITAS in its new Moisture Control wrapping, tip end down, in water so that packet stood upright with its sealed end submerged. She did the same with a 20 packet wrapped the usual way and laid a weight across the packets to hold in position.	
3	After five minutes, she lifted the weight, placed packets one on top of other, flat on water, replaced weight, and left submerged for five more minutes (packets were both completely covered with water).	

RESULT : On opening, cigarettes wrapped usual way were wet, KENSITAS COSTLIER TOBACCOS in the new Moisture Control wrapping were still in perfect smoking condition.

*"Your Throat Protection
Against Irritation...Against Cough"*

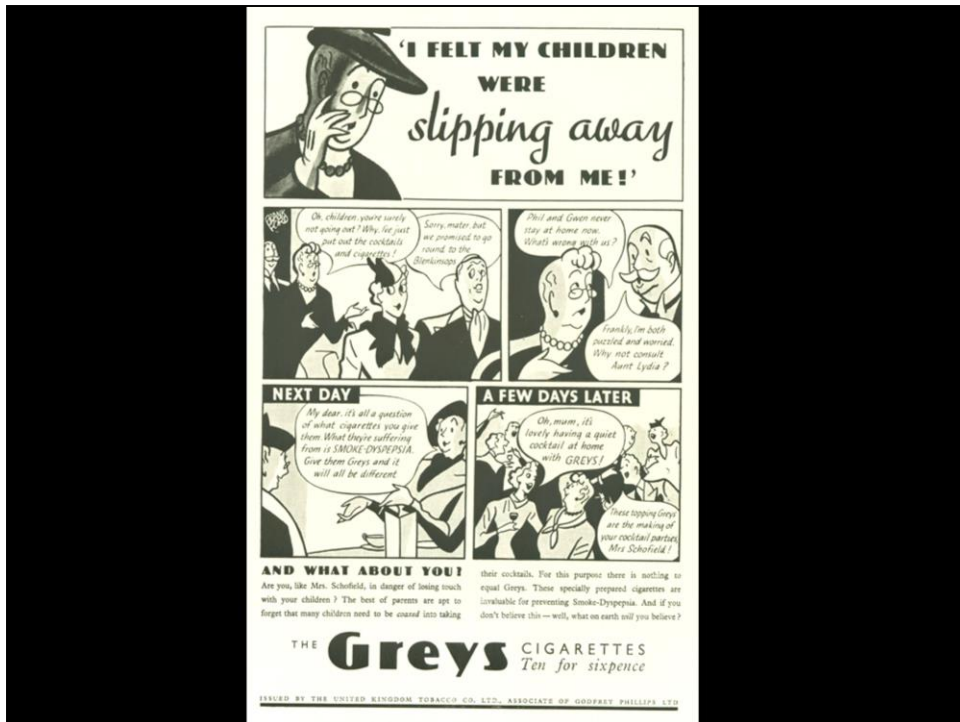


1936 Jun20



1937

Before and After Smoking Greys

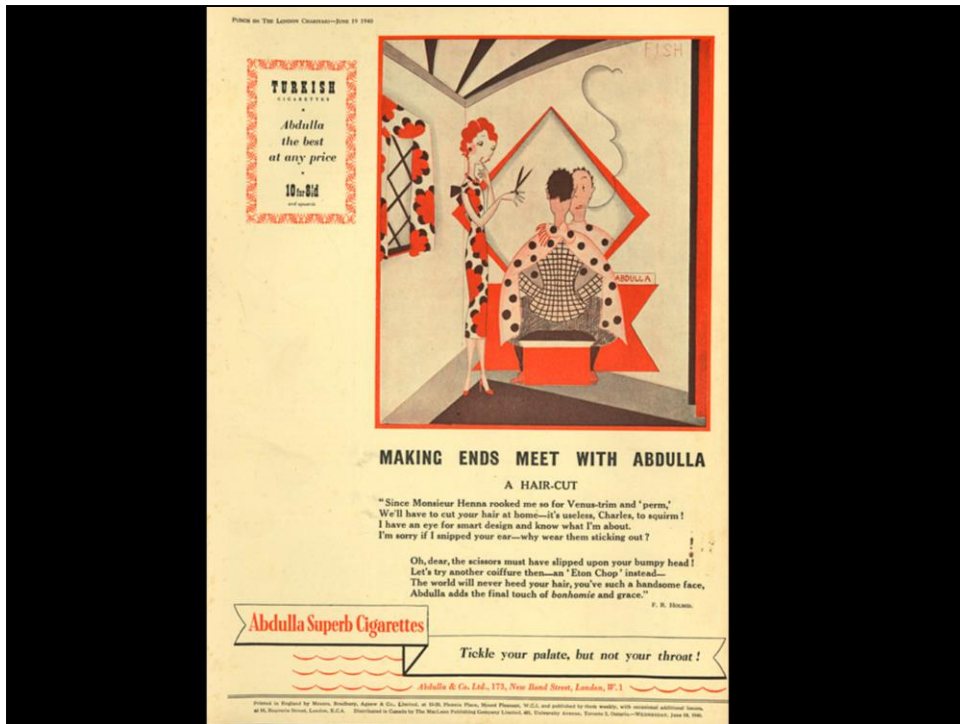


1937

They're Suffering From Smoke Dyspepsia.

These specially prepared cigarettes are invaluable for preventing smoke dyspepsia. And if you don't believe this - Well, what on earth will you believe?

But Cynthia, whose delicious charm
Blends subtly with Abdulla's charm



1940 Jun14

Tickle Your Palate, But Not Your Throat!

