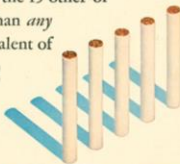


By burning 25% *slower* than the average of the 15 other of the largest-selling brands tested—*slower than any* of them—CAMELS give smokers the equivalent of **5 EXTRA SMOKES PER PACK!**



SEEING IS BELIEVING!

CAMEL'S expensive tobacco, is *expensive to smoke*—is welcome news to millions who are keen for the smoking thrill of finer tobacco! Naturally, a slower-burning cigarette, Camel, gives more and better smoking for the money. And now the impartial research of a leading laboratory proves that Camels burn *far slower* than the average of the 15 other of the largest-selling brands tested. Here are 3 cigarette facts as reported by this scientific group:

- 1 Camels were found to contain **MORE TOBACCO BY WEIGHT** than the average for the 15 other of the largest-selling brands.
- 2 CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED—25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of **5 EXTRA SMOKES PER PACK!**
- 3 In the same tests, CAMELS HELD THEIR ASH FAR LONGER than the average time for all the other brands.



SMOKING IS BELIEVING!

Right now—during the summer use of extra smoking—think smoking the cigarette of extra smokes! Every one can afford the comfort, the true richness, the ripe, delicate taste and fragrance of smoking Camels in its heat. You enjoy more smoking for your money, and remember the added bonus of Camel's costlier tobacco. By Camels—America's favorite and choicest way to your smoking enjoyment!



THE CIGARETTE OF COSTLIER TOBACCOS

Penny for penny your best cigarette buy!



THE SMOKE'S THE THING!

**EXTRA
MILDNESS**

**EXTRA
COOLNESS**

**EXTRA
FLAVOR**

AND ANOTHER BIG ADVANTAGE FOR YOU IN CAMELS—

the smoke of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other of the largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

WHEN all is said and done, the thing in smoking is the smoke!

Your taste tells you that the smoke of slower-burning Camels gives you extra mildness, extra coolness, extra flavor.

Now Science tells you another important—and welcome—fact about Camel's slower burning. Less nicotine—in the smoke! 28% less nicotine than the average of the other brands tested—in the smoke! Less than any of them—in the smoke! And it's the smoke that reaches you.

Try Camels...the slower-burning cigarette...the cigarette with more mildness, more coolness, more flavor, and less nicotine in the smoke! And more smoking, too—as explained beneath package at right.





By burning 25% slower

than the average of the 4 other of the largest-selling brands tested—slower than any of them—Camels also give you a smoking plus, equal, on the average, to

5 EXTRA SMOKE PER PACK!

"SMOKING OUT" THE FACTS about nicotine. Experts, chemists analyze the smoke of 5 of the largest-selling brands... find that the smoke of slower-burning Camels contains less nicotine than any of the other brands tested.

CAMEL—THE SLOWER-BURNING CIGARETTE—

Dr. J. Burnside Johnson, University of Wisconsin, Madison, Nicotine Analysis

IN A CIGARETTE 3/18/41C

 **THE SMOKE'S THE THING!**

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU
EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR, AND —

28% **LESS NICOTINE**
than the average of the 4 other of the
largest-selling cigarettes tested...less
than any of them...according to indepen-
dent scientific tests of the smoke itself



By burning
25% slower
than the average of the 4
other largest-selling brands
tested — slower than any of
them — Camels also give
you a smoking plus input,
on the average, of

5 EXTRA SMOKES PER PACK!



WHEN you get right down to it, a cigarette
is only as beautiful — only as good — only as
mild — as it smokes. The smoke's the thing!
Obvious — yes, but important — all important
because what you get in the smoke of your
cigarette depends so much on the way your
cigarette burns.

Science has pointed out that Camels are defi-
nitely slower burning (see left). That means a
smoke with more mildness, more richness, and
more flavor.

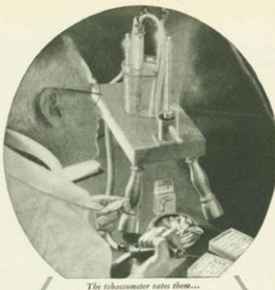
Now — Science confirms another important
advantage of slower burning...of Camels.
Less nicotine — in the smoke! Less than any
of the 4 other largest-selling brands tested —
28% less than the average!

Light up a Camel...a slow-burning Camel
...and smoke out the facts for yourself. The
smoke's the thing!

"SMOKING OUT" THE FACTS About nicotine.
Experts, chemists analyze the smoke of 3 of the
largest-selling brands...find that the smoke of
slow-burning Camels contains less nicotine
than any of the other brands tested.

CAMEL — THE SLOWER-BURNING CIGARETTE —

The Literary Digest for July 14, 1928 63



The tobaccometer rates them—
Balls shoot smoke from cigarette through the apparatus. A
minute instrument registers consumption of the smoke.

Ten thousand puffs

a day

Timely science now comes forward with a mechanical "mouth and lungs"—to discover the secret of cigarette smoke.

Through this engaging little device, a laboratory recently took 10,000 "puffs" in one day. Two dozen leading brands of cigarettes were tested... Turkish and Virginia, high-brow and low-brow, thirty-five and fifteen cent varieties... all stripped of their claims and dogmas, and read by the cold figures of science.

Which was the coolest? Spud... cooled by 16.3° (cent.). This proves what thousands

felt they were experiencing in Spud: that Spud is actually and noticeably a *cooler* cigarette.

So come on, you cigarette enthusiasts! Spud is the smoke that abolishes that no-merry-a-day discipline. Even at the end of a two-pack day, the Spud mouth and throat is still cool, moist, and pleasant.

Spud's first puff is an experience—a delightful little sweep of coolness. It opens off in the nose, and the next, to luscious tobacco fragrance and sustained smoke enjoyment.

Try Spud and see. At better stands, *Read of Spud's overnight success in the advertising page of "Welcome, Little Stranger," Time, also and in the Promotional Tin of 1928.*

THE AXTON-FISHER TOBACCO COMPANY, INC., Louisville, Ky.

SPUD

MENTHOL COOLED

Cigarettes 20 for 20¢

The Literary Digest for July 28, 1928 43



The tobaccometer can tell you... Spud gives smoke from cigarette through the apparatus. A scientific instrument registers temperature of the smoke.

The tobaccometer TELLS YOU!

Let the tobaccometer tell you what's what in cigarettes. This near-human little apparatus recently took 10,000 "puffs" in one day!

It puffed on two dozen leading brands... high-house and low-house, Turkish and Butler, thirty-five and fifteen cent varieties. It was blind to their claims and slogans. It could rate them only by cold, scientific figures.

Which brand did the Tobaccometer find coolest?

Spud... cooled by 16.35 (cent).

"Whew," said the attending chemist. "What Spud claims is true. It is actually and noticeably cooler."

So go ahead, you cigarette enthusiasts! There's no exceeding the Spud limit! Two packs a day, if you want to... because there's no "smoked out feeling" in Spud... just lusty, lasting tobacco enjoyment, unhampered by any so-so-many-a-day discipline.

It all starts with Spud's first puff—an indescribably delightful little shock of coolness that has no unending follow-through. You owe your throat and your senses a Spud experience.

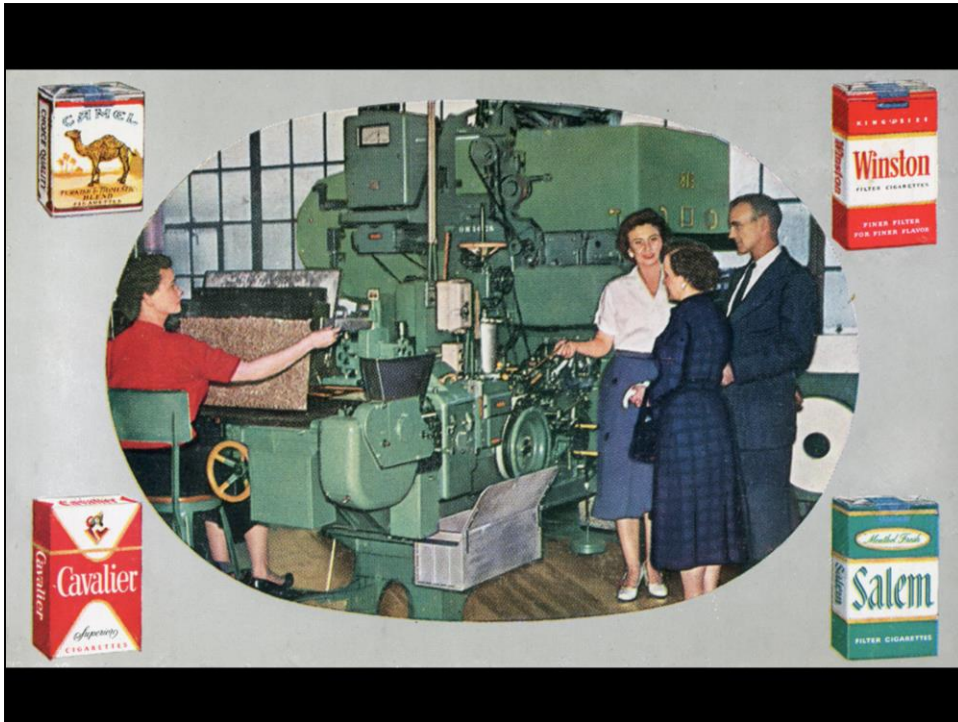
Read of Spud's overnight success in the entertaining pages of "Walton, Little Strangers". You. Also read by for Presentation Time of 100.

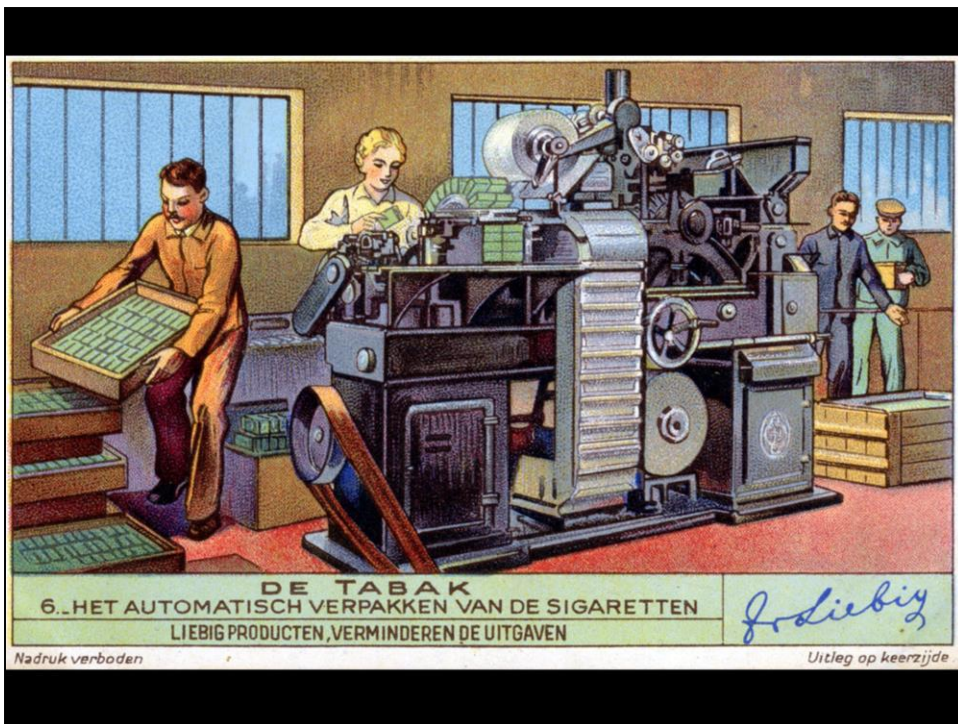
THE AXTON-FISHER TOBACCO COMPANY, INC., Louisville, Ky.

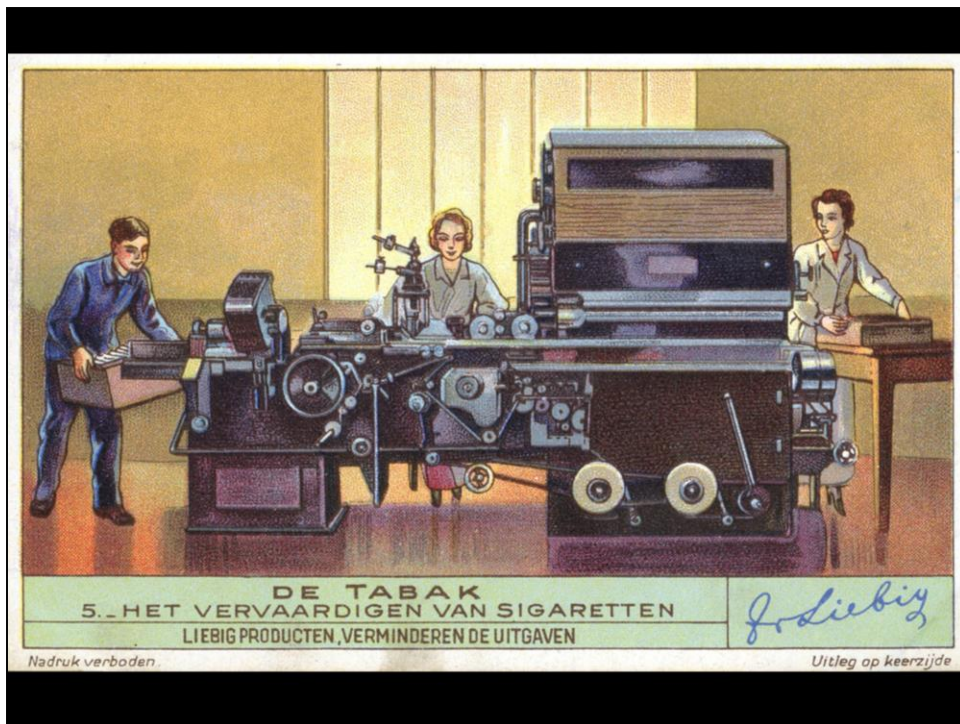
SPUD

MENTHOL COOLED

Cigarettes 20 for 20¢







***To give you
a finer cigarette***

Lucky Strike maintains

AMERICA'S FINEST CIGARETTE LABORATORY

Largest and most fully equipped cigarette research laboratory in America
is your guarantee that Luckies are a finer cigarette!

For many years Lucky Strike scientists have defined fine cigarette research as an extensive work. Out of this has grown an elaborate system of quality control. Every step in the making of Luckies—from when the tobacco is bought until the finished cigarette reaches you—comes under the Laboratory's watchful eye. As you read this, a constant stream of tobacco... samples from

every tobacco-growing area... is flowing into the laboratory at Richmond, Virginia. These samples are scientifically analyzed, and reports of their quality go to the men who buy at auction for the smokers of Lucky Strike.

Armed with this confidential, scientific information—and their own sound judgment—these men go after their tobacco. This fine tobacco—gathered with scientifically controlled manufacturing methods—is your assurance that there is no finer, more enjoyable cigarette than Lucky Strike!





As rapid as fire, as fully packed. Typical of every cigarette designed to maintain the highest standard of quality control, our machines have to avoid these faults... make doubly sure your Lucky is as rapid as fire, as fully packed.



As free and easy as the breeze. This note device, as through the cigarette, measures the draw. Samples are tested to see if they are properly filled. Then this note can give you assurance that the Luckies you smoke are truly free and easy as the breeze.



Why Luckies smoke evenly— not too fast, not too slow. This experiment, together with many other technical devices, evaluate the smoking qualities of a cigarette—guaranteeing that your Lucky Strike smokes properly—easily and evenly.



Testing tobacco. Samples from every tobacco-growing area are analyzed before and after purchase. These extensive scientific samples, along with the expert judgment of Lucky Strike buyers, assure you that the tobacco in Luckies is fine, light and mild.



Machine tobacco smokes. One of the most scientific smoking machines takes a measured puff of a Lucky. This device is installed in the secret smoking room to make sure Luckies are a smoother, milder smoke. It smokes a Lucky—right!

We know:

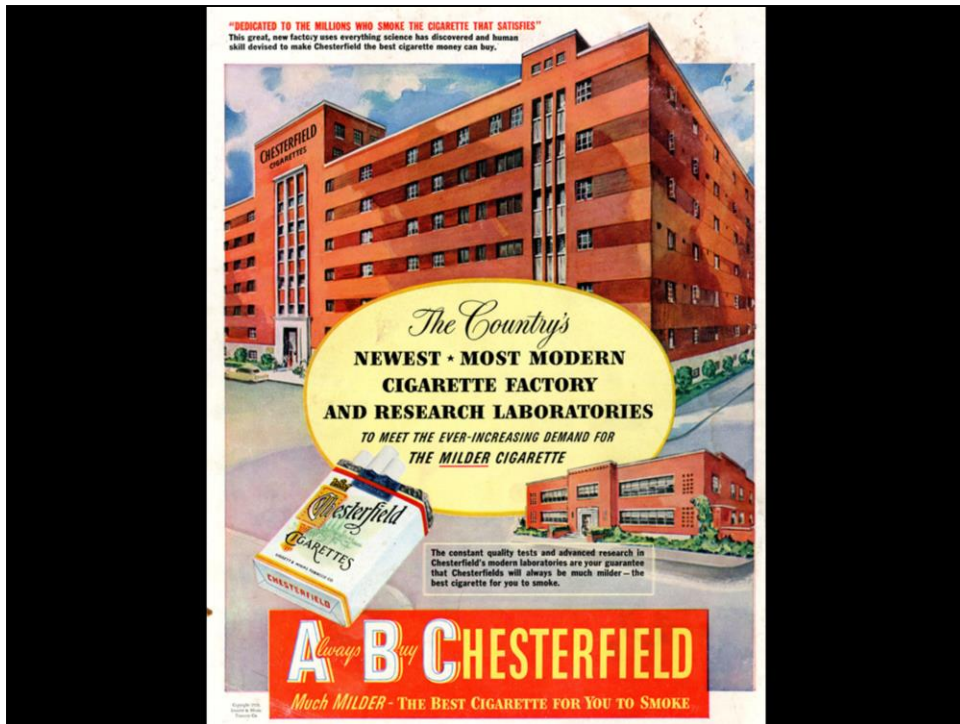
LUCKIES PAY MORE for fine tobacco
(millions of dollars more than official parity prices)

We are convinced:

LUCKIES PAY MORE for cigarette research
Prove to yourself Luckies are finer—Get a carton today!

©1951, THE AMERICAN TOBACCO COMPANY

Luckies Pay More for Cigarette Research





1953

Thanks to the Miracle of Accuray

Put a smile in your smoking.

**Greatest Cigarette Improvement
in 30 Years!**

AccuRay New Electronic Miracle, now
brings you Smoother, Cooler Smoking
than was ever possible before...

Today—discover for yourself what modern science can do to increase your cigarette enjoyment! Try the cigarette made the modern way—with Accu-Ray! With electronic accuracy, Accu-Ray checks and controls the making of your Chesterfield. So for the first time you get a...

PERFECT SMOKE—COOL DOWN FROM END TO END! —*Chesterfield*

You'll marvel at the extra flavor that comes through. Yet because this measurably better cigarette smokes more slowly—you enjoy a cool mildness never possible before. From first puff to last, Chesterfield gives you a smoke measurably smoother... cooler... best for you!

So put a smile in your smoking! In the whole wide world, no cigarette satisfies like a Chesterfield!

Chesterfield
Made the Modern Way—with *AccuRay*

PUT A
SMILE IN YOUR
SMOKING!

Chesterfield
RING-SIZE
CIGARETTES
BEST FOR YOU!



New Miracle of Electronics

Scientific miracles never cease. Made the modern way with Accuray

For Digestion's Sake — smoke Camels



664 PARACHUTE JUMPS—
the amazing record of Joe Crane
(below). He says: "I'm a hearty
eater. Camels help me get more
enjoyment. They stimulate my
digestion—set me right!"



STUDYING the effect on digestion of smoking Camels (above).
Hurry and worry slow up the flow of digestive fluids. Smoking Camels
restores and increases this necessary flow. Try Camels yourself.

CAMELS *Costlier Tobaccos!*

"YOU SHOULD SEE WHAT I SAW WHERE CAMELS ARE MADE" BY *Eddie Cantor*



AMERICA'S LAUGH KING, Eddie Cantor, has his serious moments too. His uproarious "Cantor's Camel Caravan" broadcasts (every Monday night—Columbia Network) command respect because of his sincerity in his work. And Eddie's truly sincere in his self-termed job of "Camel Radio Salesman." Says salesman Cantor, "Everything isn't too much to know about a cigarette like Camel." Eddie took a trip to Winston-Salem, home of Camel cigarettes. Here is what he saw—



"HELLO EVERYBODY!
Here I am in Camel town. Am I impressed? Everybody looks so happy—so enthusiastic! You'd think each one of the 13,000 Reynolds workers owned the plant. And say, thousands of them are overseas—they've got Camel stock! And they really get fun out



of making Camels. Maybe that's a reason people get so much fun out of smoking Camels. Wouldn't you like to work here? Nobody's been laid off by Camels in 12 years. When that old whistle blows, all the officials in this place are right on the job too. And they have only one job—making



Camels so good that more people smoke them than any other cigarette. Yes—that's everybody's job at Camels. Imagine a place like this Camel plant. They had social security here years ago. When you're sick, you get a nice healthy check each week. If you die, your family is protected



by insurance. When you reach retirement under the Reynolds plan, the company sends you a check each month for the rest of your life. It's certainly great to be a Camel worker! **COTTLER TOBACCO!** Has Camel got cutler tobacco? Listen—the heading at it, folks, in the picture above. And there's a hundred million dollars' worth of it right here at Winston-Salem. That tobacco looks



so good, smells so good. If you're smoking a Camel, you're smoking some of these finer, cooler tobaccos right now. How do they keep this tobacco "just right," the way you like it? They make the workroom breathe! themselves with a wonderful air-conditioning plant. And, besides, they actually wash the air every five minutes. Oh, the Camel folks like to work in that place! In the last pic-



ture, I'm watching these cutler Camel tobaccos going into finished cigarettes—millions and billions of them. There's a lot of pleasure coming out of those machines! I said to my guide, "IN FACT, YOU CAMEL PEOPLE AND I ARE REALLY IN THE SAME BUSINESS—MAKING MORE PLEASURE FOR MORE PEOPLE!"

Have a Camel! See for yourself why there's more real pleasure—more out-and-out enjoyment—in Camel's matchless blend of finer, more expensive tobaccos—Turkish and Domestic.

See why tobacco planters, men who grow and know tobacco, make Camel their cigarette. You'll say, as millions of smokers do, "Camels agree with me." Camel is America's largest-selling cigarette!



Illustration, 1935, R. J. Reynolds Tobacco Co., Winston-Salem, N.C.

Don't miss Cantor's Camel Caravan Monday nights! See radio listing in your local paper for time.



Chesterfield Wins

... the cigarette paper is as pure
as the food you eat

If you could see the Chesterfield
paper when it's being made you'd
know why it's pure and clean. It
looks just about like rich cream.

When Chesterfield paper comes
off the rolls it is tested again and
again to make sure it will burn with-
out taste or odor.

*We know from experience
that good cigarette paper helps
make a good cigarette—we
know it's one reason why Chest-
erfield wins.*

Twice a Week
45-Piece Dance Orchestra
BARGE ENTERTAINMENT—CONDUCTOR
WITH BOB THOMPSON AND BOB BERTHELOT
AND THE BOTTING SINGERS
WEL, P.A.C. 5.1.1—WEL, P.A.C. 5.1.1
COLUMBIA NETWORK

© 1935, Looney & Mott Tobacco Co.

Good—they've got to be Good!



**THROWS OUT
IMPERFECT
CIGARETTES**
Uncanny Device Spots
Flaws In Manufacture

Twenty electric fingers search every pack of Chesterfields before it's sealed up. Every Chesterfield is checked to make sure that it is made right; that is, the right size and properly filled. And that's why Chesterfields are firm, round, filled full-to smoke cool and last longer. And they're made of mild, ripe tobacco—non-blended... The reason—non-blended... The reason to be wiser your taste.

Chesterfield

THE CIGARETTE THAT'S AS PURE AS SCIENCE CAN MAKE IT
THE CIGARETTE THAT'S MADE RIGHT, THAT'S MADE TO
SMOKE COOL AND LAST LONGER



© 1951, Lorain & Moss Tobacco Co.

LUCKY STRIKE
CIGARETTES

Smoke a Lucky

A FULLY PACKED CIGARETTE

Choice tobaccos—
and no loose ends
—make Luckies
burn smoothly

This young lady is one of a small army of inspectors. Her job is to examine Lucky Strike—to make sure that it comes up to the exact standards we set. Every Lucky Strike she passes is full weight, fully packed, round and firm—free from loose ends. And no Lucky that she examines leaves without this *OK*. That's why each and every Lucky draws so easily—burns so smoothly.

Copyright, 1933, The American Tobacco Company.

"it's toasted"
FOR THROAT PROTECTION—FOR BETTER TASTE

ALWAYS the finest tobaccos
ALWAYS the finest workmanship
ALWAYS Luckies please!



COSTLY TOBACCOS?

ALWAYS the finest tobacco
ALWAYS the finest workmanship
ALWAYS Luckies please!

*One Hundred Million Dollars worth of
fine Turkish and Domestic tobaccos
are being aged by the makers of Lucky Strike*

*In fine warehouses like these—open
to soft Southern breezes—a huge re-
serve of choice Turkish and Domest-
ic tobaccos is aging and mellowing.
27 different kinds of tobacco, "the*

*Cream of the Crop!"—for nothing
but the best is used to make Luckies so
round, so firm, so fully packed—free
from annoying loose ends. That's why
Luckies are always so mild, so smooth.*

"it's toasted"
FOR THROAT PROTECTION—FOR BETTER TASTE

Copyright 1936
The American
Tobacco Company

