



Switch to Juleps and smoke all you want!

. . . work wonders on keeping your mouth and throat at ease, your breath clean.

*Do these "signals" warn
that you SMOKE TOO MUCH?*

Here's how to smoke all you want-

If you really enjoy smoking, yet feel you smoke too much, you don't have to cut down and deprive yourself of smoking pleasure! Follow the lead of these smokes of choice — switch to new Juleps Cigarettes. Smoke all you want without unpleasant symptoms of over-smoking! A smoking miracle? Yes, it's the triple miracle of mint. (1) Your mouth doesn't get smoke-weary. (2) Your throat doesn't get that harsh, hacking feeling. (3) Your breath smells tobacco-free! Get Juleps today — get more joy out of smoking!

1 No "smoke-tired" mouth
New mouth-mint in Juleps freshens the mouth at every puff. Even if you chain smoke, your mouth feels clean, sparkling all day long.

2 No "throat-tired" throat
New minty smoke stays in the mouth of Juleps, soothes the throat. No "throat-tired" coughs, even if you smoke an entire Julep a day.

3 No heavy "tobacco-breath"
Tobacco-free breath is a common form of halitosis. But — the best of mint in Juleps keeps your breath pleasant and smiling.

**switch to JULEPS and
smoke all you want!**

The Miracle of MINT
Developed as a great tobacco cigarette, a line of mint flavored cigarettes, the new Juleps Cigarettes, are now available in 10's and 20's. The new Juleps Cigarettes are minty, refreshing, and soothing. They are the only cigarettes that are minty, refreshing, and soothing. They are the only cigarettes that are minty, refreshing, and soothing.

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Switch to Juleps and smoke all you want!
Your mouth doesn't get smoke-weary!
Your throat doesn't get that harsh hacking feeling!
Your breath avoids tobacco taint!

*Do you tell yourself
you SMOKE TOO MUCH?*



Psychologists say:
Each time you deny yourself
a cigarette when you want one
...you **JOLT** your nerves!

*Now you can smoke
all you want!*

If you smoke a lot ... enjoy cigarettes tremendously ...
you JOLT your nerves when you tell yourself that this
self-denial is necessary now. You can smoke all you
like if you smoke the new mint-flavored Juleps Ciga-
rettes. Symptoms of over smoking disappear! No "dark
brown" taste ... no over "harshness" ... no
"tobacco taste!" Instead, it's a light smoking pleasure!



1. No More "Dark Brown" Taste
The mint-flavored Juleps Cigarettes
tastes the mouth of every
person. Even if you're a chain
smoker, you'll smoke Juleps
clean, without a dark day.

2. No More "Over-Smoked" Throat
The smooth, moist taste in the
mouth of Juleps cigarettes
flavors the throat, "harshness"
and "bitterness" even if you
smoke too fast to Juleps a day.

3. No More "Tobacco Breath"
The mint-flavored Juleps Cigarettes
is a constant flow of freshness
that ... the best of mint in
Juleps Cigarettes. Juleps Ciga-
rettes are smooth, pleasant and soothing.



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smoke all you want!

Why are all Cigarettes Reviewed?
The Federal Government has established a system of
inspection and review of all cigarettes. This system
is designed to protect the health of the consumer.
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RENO TOBACCO COMPANY, WHEAT-RIDGE, CO.

Switch to Juleps and smoke all you want!

No more dark brown taste.

No raw over-smoked throat.

No heavy tobacco-breath.

Do "WAR NERVES" make
you SMOKE TOO MUCH?
(Check these symptoms)

"THROAT-ITZIE" "ACIDITY"
"TOBACCO-BREATH"
"BURNING-OUT" "THROAT!"

Here's how to smoke all you want-

Do war nerves make you need the relief and enjoyment of more smoking? Do you reach for extra cigarettes to ease the tension? And do you get harsh warning signals from your mouth, throat and lungs? Switch to new Julep Cigarettes and smoke all you want! The hint of mint in Julep freshens your mouth at every puff, soothes your throat, leaves your breath pleasant and inviting. Start today — enjoy Juleps and banish over-smoking symptoms!

1 No more "dark brown" taste
The minty mist stays in the mouth at every puff. Even if you're a chain smoker, your mouth feels clean, refreshed at end of day.

2 No more "burned-out" throat
The minty mist stays in the throat. No harsh, "burned-out" feeling, even if you smoke 20-40 Juleps a day.

3 No more "burning breath"
Exhausted tobacco breath is a common hint of addiction. But... the hint of mint in Julep soothes, leaves your breath pleasant and inviting.

switch to **JULEPS** and
smoke all you want!

Why are all Cigarettes flavored?
Because when you smoke, you breathe tobacco. The only way to keep tobacco from burning your throat is to flavor it. Julep is a natural choice. It's the only cigarette with a minty taste that's as strong as a mint. (Tobacco is the only cigarette with a minty taste.)

FROM TOBACCO COMPANY, WISCONSIN, WISCONSIN, WISCONSIN

*Do you tell yourself
you SMOKE TOO MUCH?*



CHASE THESE SYMPTOMS
 1. This "smoke-weary" mouth
 2. This "burned-out" throat
 3. This "stale" tobacco breath

Now you can smoke all you want!

Switch to new Julep Cigarettes, made especially for you folks who smoke a lot and enjoy smoking tremendously! Choke smoke & run smoke... with new Julep, your mouth, throat and breath stay clean, fresh, cool, really stimulated. You'll call it a triple smoking miracle! Only new Juleps give you the full flavor of Nature's finest tobacco improved by a host of miracle treat - an amazing mixture developed at a great American university. When you smoke new Juleps, you enjoy smoking more, and you can smoke all you want - without ever-smoking symptoms!



1. No "smoke-weary" mouth
No more of that "black, brown" over-smoked taste! Smoke "no-choke" Juleps a day, the fact is an refreshing stimulating in the fact.

2. No "burned-out" throat
No more of that rough, dry, pebbled feeling if you smoke Juleps. Mild nicotine moistens, soothes, sparkles up your throat at every single puff!

3. No heavy "stale" tobacco breath
"Stale" tobacco breath is a common form of halitosis. But... the fact is that new Juleps, Juleps, leaves your breath pleasant and lasting.

switch to **JULEPS** and smoke all you want!



The new Julep cigarette is made of pure tobacco, with no additives. It's the only cigarette that gives you a clean, fresh, cool, really stimulating in the fact. It's the only cigarette that gives you a clean, fresh, cool, really stimulating in the fact. It's the only cigarette that gives you a clean, fresh, cool, really stimulating in the fact.

PHOTOGRAPH BY GUY A. LORENZ, PHILA.

