

**"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 Humidifier 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 just 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 Listening?"

R. J. REYNOLDS TOBACCO COMPANY'S COAST-TO-COAST RADIO PROGRAMS
CAMEL QUARTER HOUR, Boston, Worcester, Troy, Wrentham, and Cape Cod, New York; Newark, New Jersey; Philadelphia, Pennsylvania; St. Louis, Missouri; Chicago, Illinois; St. Paul, Minnesota; Minneapolis, Minnesota; Portland, Oregon; Seattle, Washington; San Francisco, California; Honolulu, Hawaii.

See radio page of local newspaper for time.

© 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.).

**POWDER-PROOF, PERFUME-PROOF,
GERM-PROOF**

Smoke a fresh cigarette



Camels in the new Humidor Pack have been hailed with delight by the ladies. For that air-sealed wrapping of moisture-proof Cellophane is also powder-proof, perfume-proof and germ-proof. Then too, the lady-of-the-house can stock up with Camels knowing that the last pack in the carton will be as fresh and mild as the first.

Each single package is a humidor that preserves all the flavor of choice Turkish and mellow Domestic tobacco for the smoker.

While these advantages are very real, after all the important fact is what the Humidor Pack does for the cigarette.

After the cool, mild fragrance of a perfectly conditioned Camel, it's an affront to the throat to inhale the harsh hot smoke of a parched-dry, stale cigarette.

If you are one who has not yet discovered Camels, just switch over to this famous brand for one day. Then quit them — if you can.



It's the secret of a smooth, rich flavor, the secret of the Humidor Pack, or "freshness" in cigarettes. After Camels the difference is made plain in your taste and throat.

CAMELS
NO CIGARETTE AFTER-TASTE

© 1931, R. J. REYNOLDS TOBACCO COMPANY, N. C.
Bentley's International Competition for September 1931

1931

**STALENESS ruins flavor—
DRYNESS burns the throat—
Smoke a FRESH cigarette!**

In blending Camels we use only the choicest Turkish and mellowest Domestic tobaccos—tobaccos so good that harsh treatments and parching processes could only injure them.

Camels come to you factory-fresh, with all the original flavor and aroma air-sealed-in together with their natural moisture.

The Humidor Pack of moisture-proof Cellophane keeps them dust-free, germ-free and absolutely fresh until the last cigarette has been smoked.

Just compare a Camel, puff by puff, with any other cigarette.

Revel in that rare flavor that comes only with choice tobaccos properly conditioned.

Note how soft and cool the smoke is to the throat as contrasted to the bite and burn of the hot smoke that comes from dried-out or stale cigarettes.

After you have smoked Camels for one day, leave them—if you can.



It is the mark of a considerate hostess, by means of the Humidor Pack, to "serve a fresh cigarette." Buy Camels by the carton—this cigarette will remain fresh in your home and office.

CAMELS
NO CIGARETTE AFTER-TASTE

© 1951, R. J. REYNOLDS TOBACCO COMPANY, WATSON, N. C.

Example of “Tit for Tat” advertising. Camels responds to the Lucky Strike Toasting campaign by maintaining that their product is naturally Fresh: “Never parched, never toasted!



Give your throat a HOLIDAY

You need never give your throat a thought when you smoke Camels.

Instead of the harsh hot smoke of parched dry-as-dust tobaccos — Camels — always fresh in the Humidor Pack — give you unalloyed smoke-enjoyment — mild, clean, cool!

That's because Camels are blended of fine Turkish and mild Domestic tobaccos — the choicest that money and long experience can buy — and are delivered to you in prime smoking condition.

Fine cigarettes in the first place, made dust-free by a special vacuum-cleaning process, the Humidor Pack keeps Camels fine, factory-fresh wherever you buy them.

All over this great country people are discovering for the first time what a joy a really good cigarette kept in proper condition can be, and are switching to Camels.

Join in, give your throat a holiday. Try Camels for just one day, then leave them — if you can.

Smoke a FRESH cigarette

CAMELS

Mild... NO CIGARETTE AFTER-TASTE

Don't remove the moisture-proof cellophane from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. Even in offices and homes, in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

Look for CAMEL SCARLET BOX featuring Morton Downey and Tony Wine — Camel Orchestra, direction Jacques Hurrend — Columbia System every night except Sunday.

© 1941, R. J. REYNOLDS TOBACCO COMPANY, REX, N. C.

**Of course women prefer them
—they're FRESH!**

Nothing in a cigarette has ever appealed to women so swiftly and truly as the fresh mildness of Camels in the Hemlock Pack.

To the delicate feminine throat the suave, cool fragrance of this perfectly conditioned cigarette comes as a genuine and welcome boon.

New women smokers as well as men are learning what a throat-friendly joy a fine cigarette in prime, factory-fresh condition can be!

Now they can relish the satisfaction of expertly blended fine Turkish and mild Domestic tobaccos free from the scratch-and-sit of parched and dusty dryness.

Camels in the Hemlock Pack are just what good cigarettes should be—a superb blend of fine tobaccos kept fine, no matter where or when you buy them.

The scientific germ-safe wrapping—not plain ordinary Cellophane but moisture-proof Cellophane which crests nearly twice as much—locks in all the factory freshness and aroma, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

If your taste is jaded with the heat and sting of lank-burning delinquent cigarettes, try cool, hemlock-fresh Camels for a grateful change.

Give your throat a vacation—try Camels for just one day; then quit them—if you can.

● Taste its taste, spitting with Sultan-ling, Sultan-ling, and Yung Yung—Camel cigarettes, Hemlock Pack, Hemlock Pack—every night except Sunday.

● Don't remove the moisture-proof Cellophane from your package of Camels after you open it. The Hemlock Pack is protective against perfume and powder stains, dust and grime. Run in light and heat, in the atmosphere of crowded cars, the Hemlock Pack delivers fresh Camels and keeps them right until the last one has been smoked.

CAMELS
MILD • NO CIGARETTE AFTER-TASTE

Smoke a FRESH cigarette

Hemlock Pack

1932

[illegible]

THE SATURDAY EVENING POST January 9, 1932 THE SATURDAY EVENING POST

The proof's in the smoking

Smoke a FRESH cigarette

Don't miss the moisture-proof wrapping from your package of Camels after you open it. The Camel Humidor Pack is guaranteed against perfume and powder odors, dust and grime. Its airtight seal keeps them, even in the dry atmosphere of aridland, the Camel Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

CAMELS
Made FRESH—Kept FRESH

CAMELS introduced the smokers of America for the first time to the joys of a fine cigarette in prime smoking condition. Almost overnight, freshness became the mark of cigarette quality and satisfaction. What makes Camels fresh—so smooth, cool-burning, mild? It is the natural moisture in the fine Turkish and mild domestic tobaccos of which Camels are blended—carefully safeguarded through every step of their making and then finally air-sealed to you in the Camel Humidor Pack. There is no mystery, no magic in Camel manufacture; but there is long experience and great skill. And the proof is in the prime freshness, the rare fragrance and the delightful flavor of Camels, which, so far at least, no other cigarette has seemed able to attain.

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

R. J. Reynolds Tobacco Company's Camel-to-Camel Radio Program—See radio page of local newspaper for time.
CAMEL QUARTER HOUR, Winston-Salem, N. C., and Camel Stations, elsewhere.
Camels Brand, every night except Sunday, Columbia Broadcasting System.

PRINTED—ALBERT W. BROWN, JR., New York, N. Y., "The World," and Prince Albert, Ontario, America Post Two Lines, 1932, copyright, New York, N. Y. C. Red Network.

1932 Jan 9

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



The advertisement is set against a dark background. At the top, a man and a woman are in a small white boat on a body of water. The woman, on the left, is wearing a blue one-piece swimsuit and holding a white net. The man, on the right, is shirtless and wearing white shorts. They are both looking at each other. Below the boat, the text "Refreshes while you smoke" is written in a large, white, serif font. Underneath that, in a smaller, white, sans-serif font, is "... LIKE NO OTHER CIGARETTE !". To the left of the text, there is a small illustration of a Newport cigarette pack and a single cigarette. To the right of the cigarette, there is a small green leaf. Below the text and illustrations, there are five packs of Newport cigarettes. Each pack is blue with a white Newport logo and the words "FILTER CIGARETTES" and "Tung Size". Below the packs, there is a small line of text: "A PRODUCT OF P. LORELLARD COMPANY - FIRST WITH THE FINEST CIGARETTE - THROUGH LORELLARD RESEARCH".

Refreshes while you smoke
... LIKE NO OTHER CIGARETTE !

Only Newport adds a refreshing hint of mint to the soothing coolness of menthol... in a blend of the world's finest quality tobaccos.

NEWPORT NEWPORT NEWPORT NEWPORT NEWPORT

FILTER CIGARETTES
Tung Size

FILTER CIGARETTES
Tung Size

FILTER CIGARETTES
Tung Size

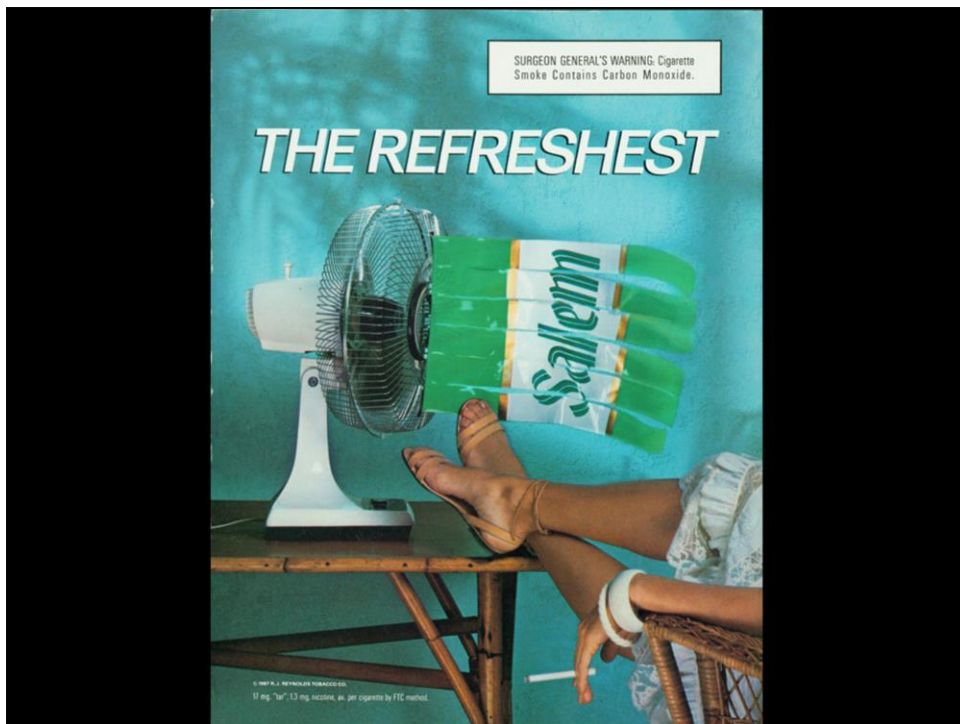
FILTER CIGARETTES
Tung Size

FILTER CIGARETTES
Tung Size

A PRODUCT OF P. LORELLARD COMPANY - FIRST WITH THE FINEST CIGARETTE - THROUGH LORELLARD RESEARCH

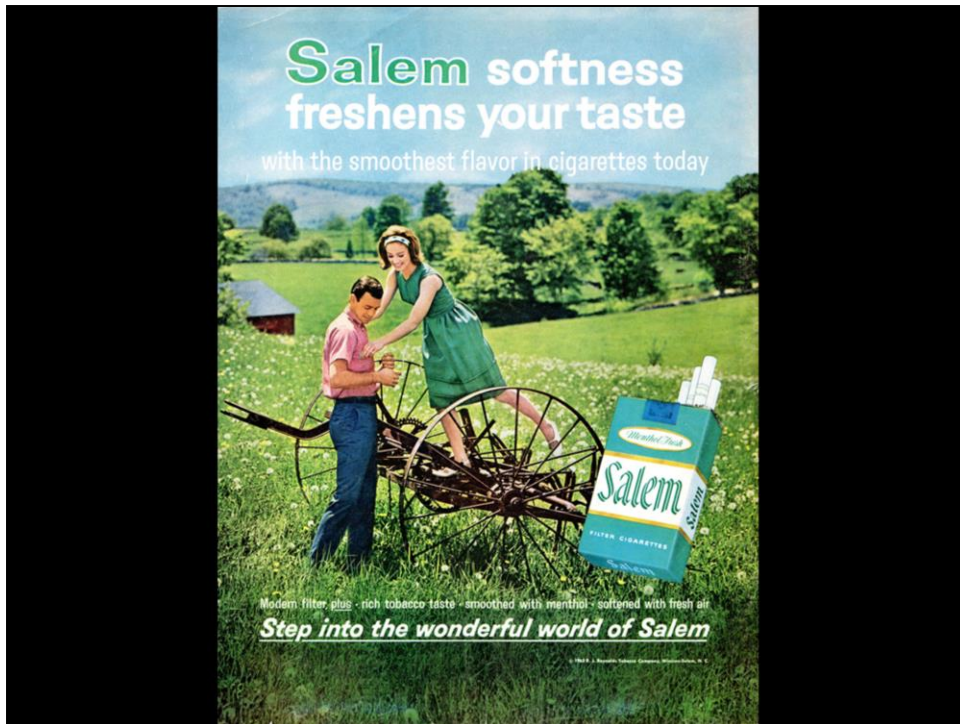
Refreshes While You Smoke.

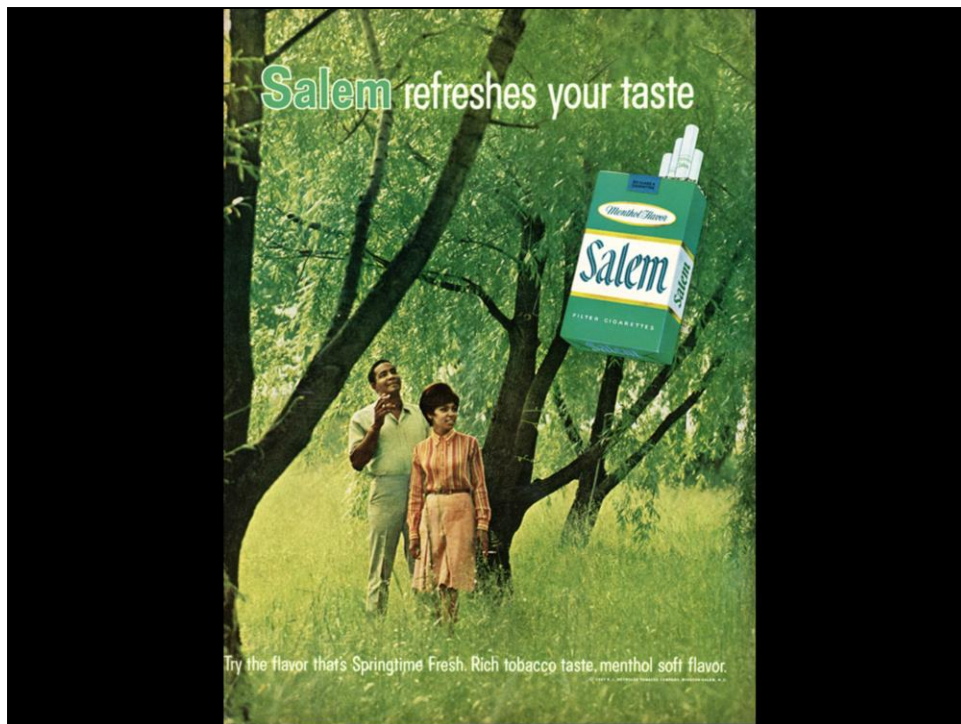
















Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

*Start fresh
with Belair.*

Handwritten picnic basket. Yours for three \$500 coupons. The coupons are on every pack of Belair. To see over 1000 gifts, write for your free call catalog. Box 13, Louisville, Ky. 40201.

The light touch of menthol.

*Light menthol
to make your smoking
fresh and free again.*

Belair, 16 mg. "tar," 1.1 mg. nicotine, Large, 17 mg. "tar," 1.2 mg. nicotine, as per cigarette FTC Report Nov. '79.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

**Start fresh
with Belair.**

Light menthol
to make your smoking
fresh and free again.

BEAIRBELAIR

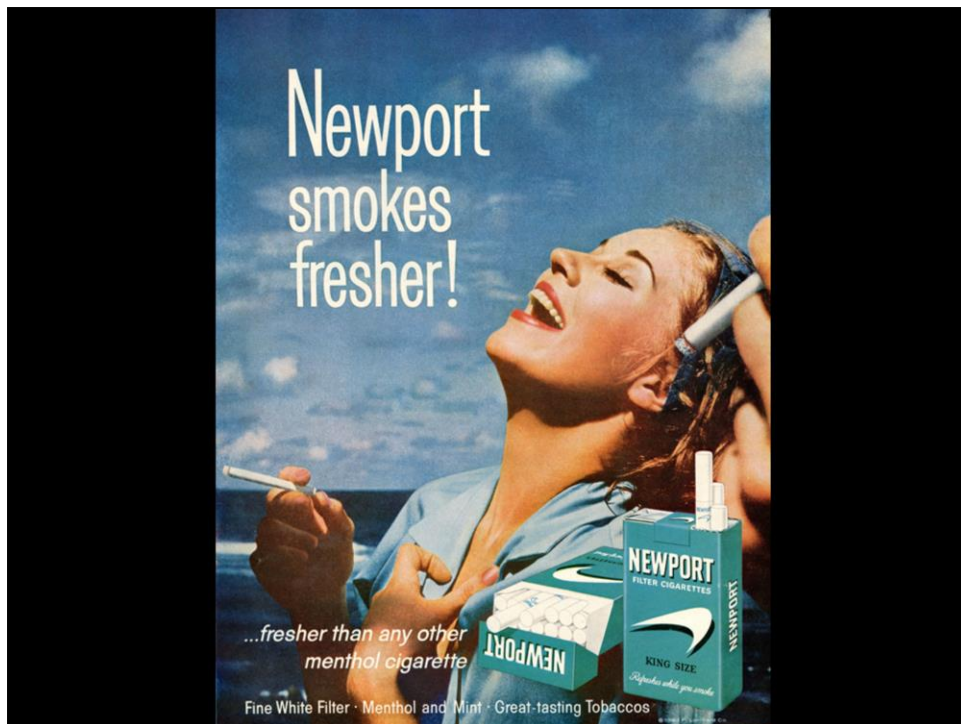
The light touch of menthol.

146 and 148 cigarettes from Times
to keep you up to the minute.
Yours for free 1000 gills.
The immediate extra on every
pack of Belair.
To see over 1000 gills, write
for your free Gift Catalog.
Box 12, Louisville, Ky. 40201.



146 and 148 cigarettes from Times
to keep you up to the minute.
Yours for free 1000 gills.
The immediate extra on every
pack of Belair.
To see over 1000 gills, write
for your free Gift Catalog.
Box 12, Louisville, Ky. 40201.







Here comes

BRIGHT

A fresh new taste experience
that outshines menthol.

It not only tastes fresher while you smoke.
It even leaves you with a clean, fresh taste.

7 mg. "tar", 0.5 mg. nicotine
av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

You never had it this fresh!



1983

Unlock a new world of fresh smoking pleasure

Start fresh  *Stay fresh with L&M*

...Smoke after smoke, your taste stays fresh!

A difference you can taste – a difference you can feel!

Moisturizing is the secret
This is the modern advance in tobacco care that seals in natural freshness and flavor – until you unlock it with a light. We call it Flavor-Seal – you'll call it great!

Discover the extra pleasure you get from L&M's fine tobacco – always better-tasting because they're fresher when you smoke them! Your taste stays fresher – because L&M's smoke smooth and cool every time. L&M's are never drying to your taste! The secret: L&M's special way of moisturizing seals in the natural freshness and flavor of fine tobacco! And you get L&M's famous Miracle Tip – the modern filter that delivers the cleanest, freshest taste possible. So start fresh with L&M today.

Get fresh-tasting best-tasting L&M... pack or box

SPRING

The "Air-Conditioned" Filter Cigarette

Spring's amazing electronic process creates

- the cleanest,
- the coolest,
- the mildest taste possible in smoking today!



SPRING
TASTES
DELICIOUS!

...WITH THE LIGHTEST MENTHOL TASTE OF ALL!

Spring's exclusive electronic process creates hundreds of microscopic openings over the entire surface of the paper to "air-condition" the smoke—give you the cleanest, coolest, mildest taste possible in smoking today. Spring's new Honeycomb Filter smooths the smoke, and just a "wisp of menthol" adds new brightness of flavor. Result—Spring tastes delicious. Ask for Spring King-Size Filter cigarettes.

THERE'S NOTHING SO REFRESHING AS SPRING!

FIRST WITH THE FINEST CIGARETTES—THROUGH LOBLOLLARD RESEARCH

1700 *P. J. HOLLAND* 200th Anniversary 1960

TWO HUNDRED YEARS OF TOBACCO EXPERIENCE

© 1960 P. J. HOLLAND CO.



**A Fresh Morning, a Fresh Mount
and a Fresh-Rolled Cigarette**

—there's a combination to kindle a man's spirits with the pure joy of living! The delicious *freshness* of "Bull" Durham hand-made cigarettes appeals to the countless thousands of smart, active, sport-loving, health-loving American men—gives added zest and exhilaration to their enjoyment. It is quite the fashion to "roll your own" in any company, upon any occasion, with this famously good, pure tobacco.

**GENUINE
"BULL" DURHAM
SMOKING TOBACCO**

To millions of experienced smokers throughout the world "Bull" Durham means much more than a particular brand of smoking tobacco—it stands for a *distinctive form* of tobacco enjoyment, incomparably attractive, delightful, satisfying. No other tobacco has that wonderful, original, unique fragrance of "Bull" Durham. No other cigarettes have the same delicious smoothness, freshness and mellow-sweet flavor of "Bull" Durham hand-made cigarettes. You can only appreciate this when you learn to "roll your own."

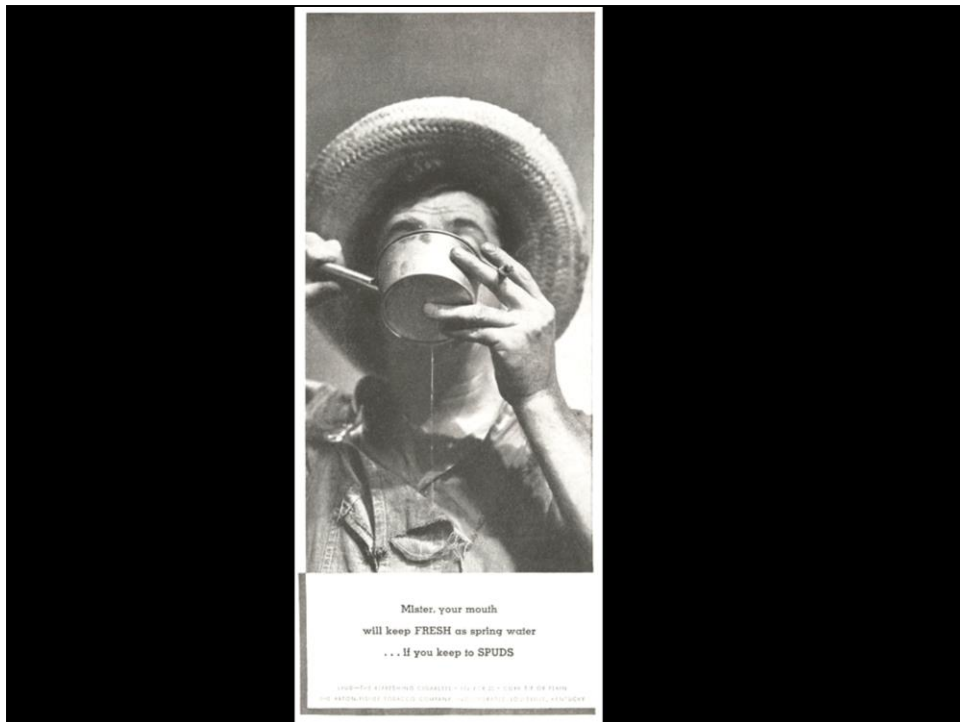
FREE An Illustrated Booklet, showing correct way to "Roll Your Own" Cigarettes, and a package of cigarette papers, will both be mailed, *free*, to any address in U. S., on request. Address "Bull" Durham, Durham, N. C., Room 1125.

THE AMERICAN TOBACCO COMPANY

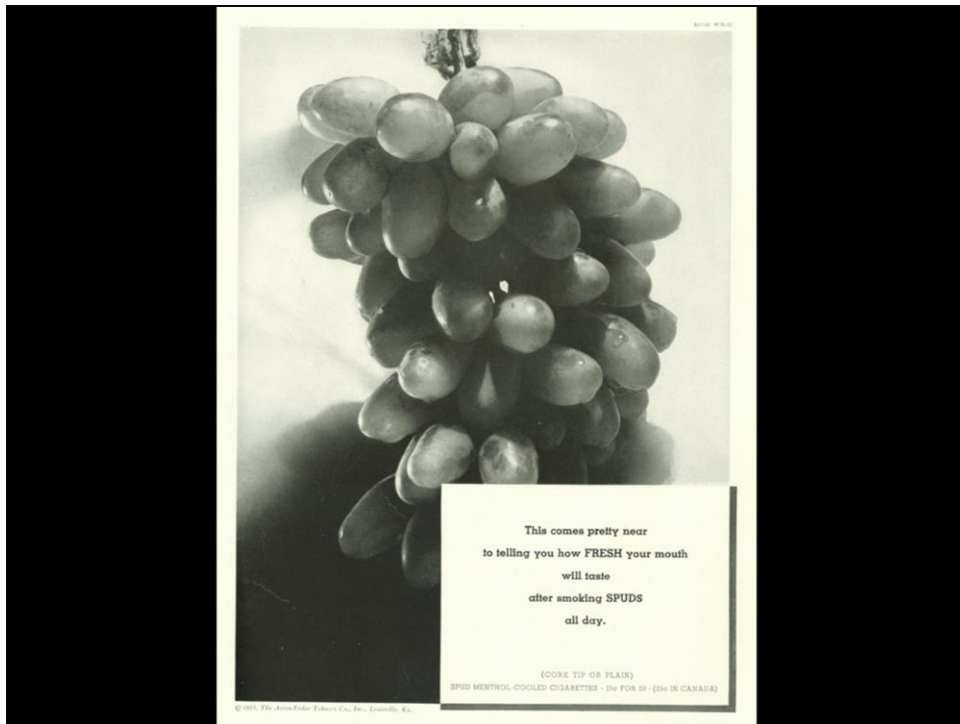


Ask for FREE
Booklet and
Cigarette Papers
and 2c. worth

1920



Fresh as Spring Water



1935

Wonder what about
this "fresh mouth"
business?

There goes
first pack.
Not bad, not bad!

By glory! They're right.
Two packs.
And mouth still
fresh as the dew!

15¢
FOR 20
(10 FOR 25)
IN CANS

CORK TIP
or FLAIN

It's more than mere menthol. Spud has a secret process
that takes the bad manners out of fragrant tobacco.
THE ASTON TOBACCO COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY

Lovely Patricia Ellis protects the freshness that first won her a successful screen test. She's 5 feet 5; weighs 115; loves to swim and ride horseback. (See her in Republic's "Romance On The Run.")

Freshness wins Fans for young star...and Old Gold



STARS have risen, gleamed brilliantly for a time—and faded out of popular sight. *Why?* Their talent was no less. Their looks were not lost. Yet something was lacking; something that makes the difference between greatness and mediocrity. *Freshness.* In a star or a cigarette, freshness gives you an *extra* thrill that no other quality provides!

Old Gold spends a fortune to bring you the flavor-thrill of prize crop tobaccos *at the peak* of ap-

pealing freshness; each pack protected against dampness, dryness, dust, by *two* jackets of moisture-proof Cellophane—double assurance of the utmost pleasure and satisfaction a cigarette can give.

TRY a pack of Double-Mellow Old Golds! Discover what *real freshness* means—in richer flavor, smoother throat-ease!

• • •

TUNE IN on Old Gold's Hollywood Screen-scoops, Tuesday and Thursday nights, Columbia Network, Coast-to-Coast.

← Every pack wrapped in 2 jackets of Cellophane; the *OUTER* jacket opens from the *BOTTOM*.

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