

**GIRL DISAPPEARS IN THIN AIR**

**ILLUSION:**  
The Oriental girl vanishes on a short  
of plate glass, supported by two  
clowns. The magician waves a white  
sheet in front of the pretty maiden,  
... pronounces a few magic words  
... "Poison! She has disappeared in  
thin air."

**EXPLANATION:**  
One of the "clowns" is a hollow  
dummy. When the magician holds  
up the sheet the little lady lady dis-  
appears completely—leaving the con-  
stant figure of the dummy.

**IT'S FUN TO BE FOOLED  
...IT'S MORE FUN TO KNOW**

One trick of cigarette advertising attempts  
to create the illusion of "Coolness."  
**EXPLANATION:** Coolness is determined  
by the speed of burning. Fresh cigarettes,  
retaining their full moisture, burn more  
slowly... smoke cooler. *Dried-out* cigarettes  
taste hot.  
Camels are cooler because they come in  
the famous Humidor Pack of *gold* three-  
ply, Moisture-Proof cellophane... and be-  
cause they contain better tobacco.  
A cigarette blended from choice, ripe  
tobacco tastes cooler than one that is harsh  
and acid. For coolness, choose a *fresh*  
cigarette, made from cooler tobacco.  
*It is a fact, well known by leaf to-  
bacco experts, that Camels are made  
from four, MORE EXPENSIVE  
tobacco than any other popular brand.*  
Smoke Camels... give your taste a chance  
to sense the difference. You'll appreciate it!

**KEPT FRESH IN THE  
WETTED HUMIDOR PACK**

**No Tricks Just Costlier Tobaccos**  
IN A MATCHLESS BLEND

1933

## It's Fun to be Fooled

This campaign is opposition to Lucky Strikes "It's Toasted" campaign. Camels are moist due to their cellophane wrap ("humidor"), Luckies are "Dried – out." The message is don't be fooled by our competitor's tricks.

# Sewing a LIVING BODY



**SAFETY:**  
In this startling trick, the magician carefully makes a large incision in the body of the victim, allowing the needle and the other side, followed by the thread.

**EXPLANATION:**  
Under the clothes of the victim is a pipe, running around the side of his body from front to back. The needle, which is hidden, is inserted in the front and at the pipe, is inserted around the body and emerges from the pipe in back. This operation is performed so quickly that the audience does not notice that the needle and thread are mysteriously observed during the act.  
Source: "Magic" from "The Magic of the Stage," by Arthur E. Hutton, Boston, N.Y., New York.

**IT'S FUN TO BE FOOLED  
... IT'S MORE FUN TO KNOW**

A trick frequently worked in cigarette advertising is the *distinction* that misleads in a cigarette comes from mysterious processes of manufacture.

**EXPLANATION:** All popular cigarettes today are made in modern sanitary factories with up-to-date machinery. All are *best treated*—some more intensively than

others, because raw, inferior tobaccos require more intensive treatment than choice, ripe tobaccos.

The real difference comes in the tobaccos that are used. The better the tobacco, the milder it is.

*It is a fact, well known by half the experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.*

That is why Camels are so mild. That is why Camels have given more pleasure to more people than any other cigarette ever made. Give your taste a chance to appreciate the more expensive tobacco.

**KEPT FRESH  
IN THE MOIST  
HUMIDITY PACK**





**NO TRICKS  
— JUST COSTLIER  
TOBACCOS  
IN A MATCHLESS BLEND**

1933

## DANCING ON GLASS



**ILLUSION:**  
In India, the fakirs present a spectacular illusion. Two lovely performers appear, three jagged pieces of glass into a box already filled with broken glass. They step barefooted upon the box and do an Oriental dance—uninjured.

**EXPLANATION:**  
Before appearing the performers soak their feet in a solution of alum-water and rub them with powdered soot. They throw the sharp glass around the edges of the platform. The glass on which they actually do dance has the edges rounded off. They love pretend to dance on the sharp glass.

Illustration: "Magic Show: Fakirs and Oriental Dancers" by Arthur D. Brown, House of Art, New York.

**IT'S FUN TO BE FOOLED  
...IT'S MORE FUN TO KNOW**

One of the tricks of cigarette advertising is to pretend that "Heat Treatment" is an exclusive process, making one cigarette better than any other.

**EXPLANATION:** All cigarette manufacturers use heat treatment. The first Camel cigarette ever made, and every one of the billions of Camels produced since, has received the necessary

heat treatment. Harsh, raw tobaccos require *intensive* processing under high temperatures. The more expensive tobaccos, which are naturally mild, call for only a moderate application of heat.

*It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.*

Try Camels. Judge them critically. Compare them with others for mildness, for throat-ease, for good taste. They'll win you!

**NO TRICKS  
—JUST COSTLIER  
TOBACCOS**

IN A MATCHLESS BLEND




1933\_Jun

No Tricks - Compare with Others - for Throat-ease.

## SAWING A WOMAN IN HALF



**ILLUSION:**  
A large packing case is exhibited on a raised platform. A young woman climbs into the box, stands, bends and lies prone, and is held by operators while the magician takes a colossal saw and, with the help of an assistant, saws through the center of the box and apparently through the woman.

**EXPLANATION:**  
One method of performing this illusion requires the presence of two girls in the box. One girl curls up in the left half of the box with her head and hands protruding. The other girl is doubled up in the right half of the box with only her feet showing. Nobody is sawed in half.

### IT'S FUN TO BE FOOLED ... IT'S MORE FUN TO KNOW

Cigarette advertising, too, has its tricks. Consider the illusion that "Flavor" can be achieved by some kind of magical house-powder in manufacturing cigarettes.

**EXPLANATION:** Just three factors control the flavor of a cigarette. The addition of artificial flavoring. The blending of various tobaccos. And the quality of the tobacco themselves. Quality is by far the most important.

Domestic cigarette tobaccos vary in price from 5¢ a pound up to 80¢ a pound. Imported tobaccos vary from 50¢ a pound to \$1.15. Distinctive, pleasing flavor depends largely upon the blending of the various tobaccos.

*It is a fact, well known by best tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand.*

Try Camels. Give your taste a chance to sense the subtle difference that lies in costlier tobacco.

Camels are always fresh, cool, in prime condition in the seamless, sealed Humidor Pack.



KEPT FRESH IN THE  
WELDED HUMIDOR PACK



**NO TRICKS...  
—JUST COSTLIER  
TOBACCOS**

IN A MATCHLESS BLEND

1933

*For more information contact the Archives Center at [archivescenter@si.edu](mailto:archivescenter@si.edu) or 202-633-3270*

SHOOTING THRU A WOMAN



**ILLUSION:**  
The target has shown the arrow—apparently through the lady's stomach—and it has hit! In the very center of the bull's-eye! And the girl smiles while the audience gasps!

**EXPLANATION:**  
The arrow which the marksmen "shoots through" is actually simply held up into the "vacuum." The arrow which is embedded in the target is due to the girl behind her a thin transparent rod being there she makes a little spring. The girl also releases a puff from the base of her dress—the contraption, naturally, of the illusion attached to the arrow in the target.

### IT'S FUN TO BE FOOLED ...IT'S MORE FUN TO KNOW

Let's look at the *illusion* in cigarette advertising that by certain magic processes raw, inferior tobaccos can be made as soothing as enough syrup.

**EXPLANATION:** The easiest cigarette on your tongue is the cigarette that is made from the choicest ripe tobaccos. Cheap, raw tobaccos are, as you would naturally expect, harsh in their effects upon the throat. If you have to consider your throat, the quality of the tobacco in your cigarette is important.

*It is a fact, well known to leaf tobacco experts, that Camels are made from the MOST EXPENSIVE tobaccos than any other popular brand.*

Camels are as non-irritating as a cigarette can be because Camels use choice, ripe, costlier tobaccos...in a matchless blend.

**KEPT FRESH  
IN THE SEALED  
HUMIDOR PACK**





**NO TRICKS  
— JUST COSTLIER  
TOBACCOS**

IN A MATCHLESS BLEND

1933

# BURNING OVEN

STEAKS COOK  
BUT THE MAN LIVES..



**ILLUSION:**  
A burning fire was built in an oven... the temperature rose to 100° F. Just the time needed for "steak" King, M. Chabon, carrying several raw steaks... the steaks were being broiled... with the oven thoroughly cooked.

**EXPLANATION:**  
Heat oven. When Chabon entered the oven he kept the smoke above the fire, then dropped to the floor at the oven, keeping his head with a hand made from the floor, the firelight through small air holes in the floor.

**IT'S FUN TO BE FOOLED  
...IT'S MORE FUN TO KNOW**

**"The Burning Oven"** is an old illusion which has played a leading role in cigarette advertising. It's a dramatic "Heat Treatment."

**EXPLANATION:** All cigarette manufacturers use the heat-treating process. The first Camel cigarette was manufactured under the heat-treating process.

Every one of the billions of Camels produced since has received the necessary heat treatment.

Harsh, raw tobaccos require intensive processing under high temperatures. The more expensive tobaccos, which are naturally mild, call for only a moderate application of heat. Remember—heat treatment never makes cheap, inferior tobacco good.

*It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand.*

Try Camels... always fresh, in the air-tight, sealed Humidor Pack.

**NO TRICKS...  
JUST COSTLIER  
TOBACCOS**

IN A MATCHLESS BLEND

**KEEP FRESH  
IN THE SEaled  
HUMIDOR PACK**





1933\_Apr 1st



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**IT'S FUN TO BE FOOLED** SPECIAL TODAY  
*Live Dog from an Empty Kennel!*

I OWN A MAGICIAN BUILT A DOG KENNEL LAST NIGHT AND MADE A REAL DOG JUMP OUT OF IT!

HERE'S WHAT HE SAW THE MAGICIAN ERECTED A KENNEL ON SMALL PLATFORM SHOWING THE AUDIENCE EVERY SECTION OF THE DOG HOUSE AS HE INSTALLED IT. MAGICIAN WHISTLED AND OUT POPPED A DOG.

WANT TO KNOW HOW HE DID IT?

YES — IF YOU KNOW

THE DOG WAS INSIDE THE PLATFORM ALL THE TIME. WHEN THE KENNEL IS BUILT THE MAGICIAN PULLS A CATCH IN THE FLOOR, AND THE DOG JUMPS OUT.

HAVE A CIGARETTE?

NO THANK YOU. MY THROAT DOESN'T LIKE THAT KIND.

WHY I THOUGHT THESE WERE THE BEST KIND FOR THE THROAT.

LISTEN, YOU MAY KNOW DOG KENNEL TRICKS BUT YOU CERTAINLY ARE MISSING YOURSELF ABOUT YOUR CIGARETTES. REAL THROAT-EASE COMES FROM FINE, HOUSE EXPENSIVE TOBACCO. WHY A CAMEL.

THIS IS SARY ON MY THROAT. I GUESS I'VE BEEN FOOLING MYSELF ABOUT CIGARETTES.

IT'S THE TOBACCO THAT COUNTS.

**IT'S MORE FUN TO KNOW**

Camellets made from fine, more expensive tobaccos than any other popular brand... Try Camels and learn what cooler tobaccos mean in making a vigorous mild, cool, pleasing.

**NO TRICKS... JUST COSTLIER TOBACCOS IN CAMELS**

1933



**IT'S FUN TO BE FOOLED** Siberian Prisoner Escapes from ICE CAKE

BOORNESE BUT IT'S HOT NOW!  
I SAW SOME THING TWENTY A HUNDRED ESCAPED FROM A CAKE OF ICE.

1. HIDE IN ICE CAKE. IT IS LOCKED!  
2. 2000 LBS OF ICE IS CRUSHED OVER CAKE SO IT IS GIVEN IT COMPLETELY.  
3. SCREEN IS PLACED BETWEEN AUDIENCE AND ICE.  
4. HE'S OUT! — AND TAKING HIS BOW.

**— THIS IS WHAT HE SAW! —**

HOW PERFECTLY THOUGHTFUL! TO LOVE TO KNOW HOW HE GOT OUT!  
TILL TELL ME!

A. SHELL WITH DOUBLE WALLS.  
B. INNER CYLINDER WHICH CONTAINS CRUSHED TOBACCO WHICH WHEN COMING.  
C. PORTABLE JACK FOR RASTING SHELL AND ICE.  
D. RIBBON FOR HOLDING ICE UP WHILE REMOVING JACK.  
E. HOLE IN CYLINDER THROUGH WHICH CRUSHED TOBACCO WHEN SHELL IS RAISED.  
F. ICE AND CYLINDER DROP INTO OCEAN. RIBBON REMOVES IS RAISED TO INSTRUCT PRISONER.

**— AND THIS IS HOW IT WAS DONE! —**

THE PRISONER HAD ESCAPED FROM HERE — USING A CAMEL.  
THERE WAS NO WAY TO TRY ONE.

THIS CAMEL DOES THEM TO HAVE A WILDER, BOWEN POWERFUL.

IT'S MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand... Try Camels, and learn to know the flavor of tobacco that are more pleasing... milder... richer in quality. It's the tobacco that counts.

**BE A MAGICIAN** FREE — FOR LIMITED TIME ONLY! 32-PAGE ILLUSTRATED MAGIC BOOK OF CIGARETTE, CARD AND COIN TRICKS. EVERY TRICK A WINNER! NO TIREDSOME PRACTICE NEEDED. SEND ODDS-BLANK AT RIGHT AND FRONT FROM 5 CAMEL PACKS.

**NO TRICKS IN CAMELS... JUST COSTLIER TOBACCOS**

32-PAGE ILLUSTRATED MAGIC BOOK OF CIGARETTE, CARD AND COIN TRICKS. EVERY TRICK A WINNER! NO TIREDSOME PRACTICE NEEDED. SEND ODDS-BLANK AT RIGHT AND FRONT FROM 5 CAMEL PACKS.

32-PAGE ILLUSTRATED MAGIC BOOK OF CIGARETTE, CARD AND COIN TRICKS. EVERY TRICK A WINNER! NO TIREDSOME PRACTICE NEEDED. SEND ODDS-BLANK AT RIGHT AND FRONT FROM 5 CAMEL PACKS.

1933

**IT'S FUN TO BE FOOLED** TODAY'S FEATURE **AL and MAY - Mind Reading Act**

Illustration: Wm. W. F. Russell, Victor Young

I SAW A KID—RELOCUT REVEALING ACT AT THE THEATRE LAST NIGHT...

HERE'S WHAT HAPPENED...

A MAGICIAN CAME DOWN FROM THE STAGE AND ASKED HIM MY BREWING RING AND BUNNINGS—IT ACTUALLY READ OFF OUR INITIALS AND THE BACK.

WHAT MADE I DO MY MIND?

IT'S A NATURAL WEDDING BRING INITIALS INSTEAD OF A KID—MAY BE A KID.

IT'S BEHIND...

YOU'RE BOTH WRONG...

HE'S BEHIND TELEVISION...

THE TRICK IS THEY HAVE A CODE THE GIRL GETS THE MESSAGE BY UTTERING ONE OF THE FIRST LETTERS IN EVERY WORD OF THE MAGICIAN'S TALK. SOMETIMES THE GIRL CAN EVEN TELL THE MAGICIAN'S NUMBER ON A DOLLAR BILL.

WANT A CIGARETTE?

WELL, BUT NOT THAT KIND.

WE KNOW THESE BECAUSE THEY ARE SUPPOSED TO BE BRIDES.

THE TRUTH IS THAT CAMELS ARE BRIDGES TRY ONE MORE EXPENSIVE TOBACCOES TRY ONE MORE AND YOU'LL CHANGE YOUR MIND!

THANK YOU, BILL—I'LL TRY ONE AND SEE.

BILL, BELIEVE YOU'RE RIGHT ABOUT CAMELS.

WHY DO THEY HAVE SUCH A HARD TIME COUNTING?

IT'S THE TOBACCO THAT COUNTS.

**IT'S MORE FUN TO KNOW**

Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand. You'll appreciate the mildness, the flavor, the added pleasure of costlier tobacco.

**BE A MAGICIAN**

**FREE—SEND NO MONEY—FREE**

30-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 25 IDENTIFYING CIGARETTE CARDS AND COIN TRICKS. YOU CAN FOOL THOSE "WISE GUYS" THAT KNOW IT ALL, WITHOUT SKILL OR PREVIOUS EXPERIENCE. MAIL ORDER BLANK AT RIGHT WITH FRONT'S FROM FOUR THICKS OF CAMELS.

**NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOES**

R. J. REYNOLDS TOBACCO COMPANY, Dept. 11-A, WINTHROP, N. C.

1 Cigarette (Double) from 2 Camel packs. Send postage to Free Magic Book.

Name: \_\_\_\_\_  
Street: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_

1933



1933



**IT'S FUN TO BE FOOLED**

TODAY'S MAGIC FEATURE  
*Coffee—Hot and Delicious  
—Out of Thin Air!*

LAST NIGHT I SAW A MAGICIAN  
SERVE 100 CUPS OF COFFEE  
TO THE AUDIENCE OUT OF A  
HUGE COFFEE POT THAT HE  
PRODUCED FROM NOWHERE.

HERE'S THE  
HOT CUP AND  
STILL SOME  
LEFT BEHIND  
ELSE?

I HAD A CUP OF THE  
COFFEE. BRISLEY, DO I  
KNOW IT BRISLEY A  
TRICK?

YOU HAVE BEEN  
FOOLED AGAIN,  
ELLIE.

...THE COFFEE POT  
WAS TELESCOPED  
INTO THE TOP OF  
THE TABLE. THE  
COFFEE WAS IN  
A TANK UNDER THE  
STAGE. AN AS-  
SISTANT PUMPED  
IT UP THROUGH A  
TUBER TUBE IN  
THE LEG OF THE  
MAGICIAN'S STAND.

POT IS RAISED  
TO TOP OF  
TABLE WHEN  
MAGICIAN  
LIFTS CLOTH

TUBE TO ROOM  
BELOW

SO THAT'S THE  
TRICK? TAKE A  
CIGARETTE?

IN JERSEY, BUT I  
DON'T ENJOY THAT  
BRAND. THE  
TASTE SO  
FLAT.

DO THEY REALLY TASTE  
FLAT? THROUGH THEY  
WERE SUPPOSED TO BE  
MILK.

WELL? TRY A  
CAMEL AND YOU'LL  
GET WHOLENESS  
AND TALKER  
TASTE TALKER.

CHANCE—THIS IS  
WONDERFUL! I WON'T  
LET IT GO. AND I SAY  
IT'S MORE FUN TO KNOW!

WELL? THE  
TONGUE TALKER  
TALKER TALKER.

ELLIE DIDN'T  
KNOW  
THAT SHE HAD  
ILLUSIONS  
ABOUT  
CIGARETTES  
UNTIL JACK  
PERSUADED  
HER TO TRY  
ONE OF HIS  
CAMELS. NOW  
SHE'S A CAMEL  
FAN TOO.

**IT'S MORE FUN  
TO KNOW**

Camels are made  
from finer, MORE  
EXPENSIVE tobacco  
than any other  
popular brand.  
You'll appreciate  
the mildest...the  
flavor...the added  
pleasure of cost-  
lier tobaccos.

**NO TRICKS IN CAMELS...JUST COSTLIER TOBACCO'S**



