

What the NEW HUMIDOR PACK means to Camel Smokers*



COMPARE a package of Camels with any other cigarette and note the difference in the technique of packing.

Note that Camels are completely enclosed in an outer transparent cover of moisture-proof cellophane and sealed air-tight at every point.

We call this outer shell the Humidor Pack. It differs from the ordinary cellophane pack and while it is egg-shell thin, it means a lot in terms of cigarette enjoyment.

It means, for instance, that evaporation is checkmated and that Salt Lake City can now have as good Camels as Winston-Salem.

While Camels are made of a blend of the choicest Turkish and mellowest domestic tobaccos, it is highly important, if you are to get full benefit of this quality, that these cigarettes come to you with their natural moisture content still intact.

The Humidor Pack insures that. It prevents

the fine tobaccos of Camels from drying out and losing any of their delightful flavor.

Aside from cheap tobacco, two factors in a cigarette can mar the smoker's pleasure:

Fine particles of peppery dust if left in the tobacco by inefficient cleaning methods sting and irritate delicate throat membrane.

Dry tobacco, robbed of its natural moisture by scorching or by evaporation gives off a hot smoke that burns the throat with every inhalation.

We take every precaution against these factors here at Winston-Salem.

A special vacuum cleaning apparatus removes dust and now

the new Humidor Pack prevents dryness.

Check the difference yourself

It is a very simple matter to check the difference between Humidor Packed Camels and other ordinary dry cigarettes.

First of all you can feel the difference as you

roll the cigarettes between your fingers. Camels are full-bodied and pliable. A dry cigarette crumbles under pressure and sheds tobacco.

If you will hold a cigarette to each ear and roll them with your fingers you can actually hear the difference.

The real test of course is to smoke them. And here's where the new Humidor Pack proves a real blessing to the smoker.

As you inhale the cool, fragrant smoke from a Camel you get all the mildness and magic of the fine tobaccos of which it is blended.

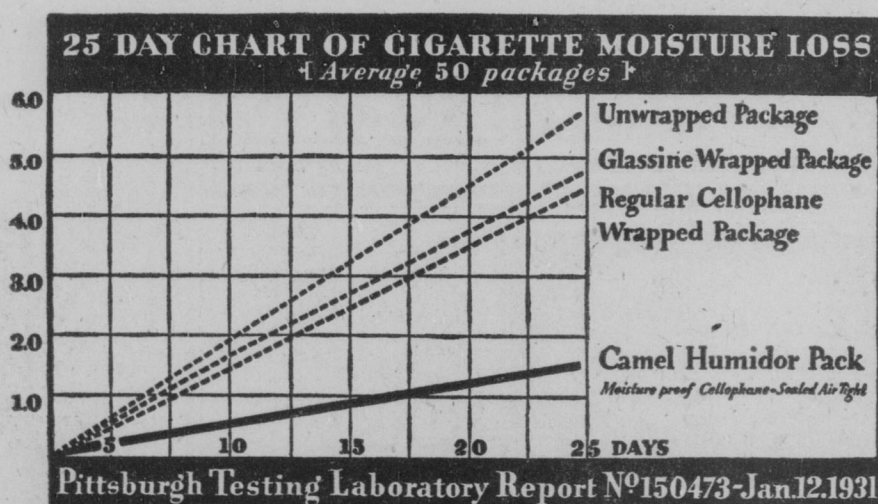
But when you draw in the hot smoke from a dried cigarette see how flat and brackish it is by comparison and how harsh it is to your throat.

If you are a regular Camel smoker you have already noticed what *proper condition* of the cigarette means.

But if you haven't tried Camels in the new Humidor Pack you have a new adventure with Lady Nicotine in store.

Switch your affections for just one day, then go back to your old love tomorrow if you can.

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



The Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers cigarettes to you in prime condition

*** smoke a Fresh cigarette!**