



A great deal of confusion has been caused by certain representations made in cigarette advertising. A clamor of competitive claims has bewildered the public. We have received hundreds of letters asking us the truth about the conflicting claims of various brands. Because Camel first popularized cigarette smoking, because Camel has sold more billions of cigarettes than any other brand, we were the natural people to write to. And we are the natural people to tell the facts about cigarettes. We have always offered an honest cigarette, honestly advertised.

1. Question: What is the mildest cigarette?

Answer: The fact that a cigarette is insipid and tasteless does not mean that it is mild. The fact that it has been artificially flavored or scented does not mean it is mild. Mildness means that a cigarette is so made that it is gentle and non-irritating *without sacrifice of flavor*. This is almost entirely a question of the quality of the tobaccos and the skill in their blending. Practically all of today's popular cigarettes are manufactured and rolled in much the same way. The difference comes in the tobaccos that are used. While the irritating effects of cheap, raw tobaccos can be removed to some extent by intensive treatment, nothing can take the place of the more expensive, naturally *fine* tobaccos. The *mildest* cigarette is the cigarette that is made of the *best* tobaccos. *It's the tobacco that counts.*

2. Question: What cigarette has the best flavor?

Answer: There are just three factors that control the flavor of a cigarette. The addition of artificial flavoring. The blending of various tobaccos. And the *quality* of the tobaccos themselves. Quality is by far the most important. Cheap, raw tobacco can be disguised in part by artificial flavoring. *But it can never equal the goodness of mild, ripe, costly tobaccos.* Adding a number of poor things together will not make a good thing. And when you consider that domestic cigarette tobaccos vary in price from 5¢ a pound up to 40¢ a pound, and imported tobaccos from 50¢ to \$1.15, the difference in cigarette flavors is readily apparent. Tobacco men long ago learned to choose, for flavor, the cigarette blended from the costlier tobaccos. *It's the tobacco that counts.*

3. Question: What cigarette is easiest on the throat?

Answer: The easiest cigarette on your throat is the cigarette that is made from the choicest ripe tobaccos. Cheap grades of tobacco are, as you would naturally expect, *harsh* in their effects upon the throat. And there is a peppery dust occurring to some extent in all tobaccos. Finding its way into many cigarettes, this dust has a decidedly *irritating* effect. A

special vacuum cleaning process has been developed that removes all trace of dust. The absolute rejection of inferior tobaccos and elimination of this dust represent the highest standards ever attained in cigarette manufacture. The cigarette that is blended from the most expensive tobaccos under these modern conditions is as non-irritating as any smoke can possibly be. *It's the tobacco that counts.*

4. Question: What about heat treating?

Answer: This is one of the real superstitions of the tobacco business. All cigarette manufacturers use the heat-treating process. But harsh, raw, inferior tobaccos require considerably more intensive treatment than choice ripe tobaccos. High temperatures conceal, to some extent, the harsh effects of low-cost tobacco, although this parching process may produce a rather flat and lifeless flavor. But neither the heat treatment nor any other treatment can take the place of good tobacco. Heat can never make cheap, inferior tobaccos good. *It's the tobacco that counts.*

5. Question: What cigarette is coolest?

Answer: Many myths have been woven around "coolness." The facts are simple: Coolness is determined by the speed of burning. *Fresh* cigarettes, containing as they do 12% moisture, burn more slowly than parched, dry cigarettes. That is why they smoke cooler. This makes the method of wrapping very important. Improperly wrapped cigarettes begin to dry out as soon as

packed. They smoke hot and dry. The Humidor Pack, although more expensive, gives protection ordinary cellophane cannot equal. It is made of 3-ply, MOISTURE-PROOF cellophane, tailored snugly to the package, and WELDED into a seamless envelope. Air cannot get in. Freshness cannot get out. The cigarettes are always in prime condition. An illusion of coolness can be achieved by adding certain chemicals to tobacco. But even chemicals cannot do more than mask the heat of quick-burning, dry tobaccos. The coolest cigarette is the *freshest* cigarette—the least irritating, the one that has the costliest tobacco. A cigarette blended from expensive tobaccos tastes cooler than one that is harsh and acrid. *It's the tobacco that counts.*

6. Question: What is the purest cigarette?

Answer: All popular cigarettes are made under sanitary conditions unsurpassed even in the packing of foods. All cigarettes are made with practically identical modern machinery. Uniformly fine cigarette paper is used. If any single manufacturer should claim superior purity it could only be interpreted as a confession of weakness *unless he pinned his claim exclusively on the tobacco he used*. Purity in a cigarette lies in the tobacco used. Choice grades of tobacco, from which even the fine dust of the tobacco itself has been removed, are less irritating, therefore "purer" than inferior tobaccos. *It's the tobacco that counts.*

7. Question: What about blending?

Answer: Even if other manufacturers should in the future use the finer, more expensive tobaccos which go into Camels, they would still be unable to duplicate Camel's *matchless blending*. Tobaccos are blended to give a cigarette its own distinctive *individuality*. The characteristic delicacy and flavor of the Camel blend have won not only the esteem of the American public, but the sincere admiration of other cigarette manufacturers, who have spent hundreds of thousands of dollars and years of effort trying to discover how the costly tobaccos in Camels are blended. But in vain. Camel's *matchless blend* is a priceless asset. Yet its fine full flavor is made possible because Camels use *more expensive* tobacco. *It's the tobacco that counts.*

It is a Fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. We actually pay MILLIONS MORE every year to insure your enjoyment.

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

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CAMELS



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