

By burning 25% slower than the average of the 15 other of the largest-selling brands tested — slower than *any* of them — CAMELS give a smoking *plus* equal to

5 EXTRA SMOKES PER PACK!



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R. J. REYNOLDS
Tobacco Company
Winston-Salem, N.C.

WHATEVER price you pay per pack for your smokes, Camels give you more actual smoking pleasure for your money. A prominent scientific laboratory made impartial tests on 16 of the largest-selling cigarette brands. Here are the results:

1 CAMELS were found to contain MORE TOBACCO BY WEIGHT than the average for the 15 other of the largest-selling brands.

2 CAMELS BURNED SLOWER THAN ANY OTHER BRAND TESTED — 25% SLOWER THAN THE AVERAGE TIME OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS! By burning 25% slower, on the average, Camels give smokers the equivalent of 5 EXTRA SMOKES PER PACK!

3 In the same tests, CAMELS HELD THEIR ASH FAR LONGER than the average time for all the other brands.

In Camel cigarettes you have a case where choice quality and *extra measure* go along together. Better smoking—and more of it. Turn to Camels and enjoy to the full those long-burning, costlier tobaccos—so mild and tasty!

MORE PLEASURE PER PUFF —
MORE PUFFS PER PACK!

Penny for penny your best cigarette buy

LONG-BURNING COSTLIER TOBACCOS

1-2265B (General Magazines)★