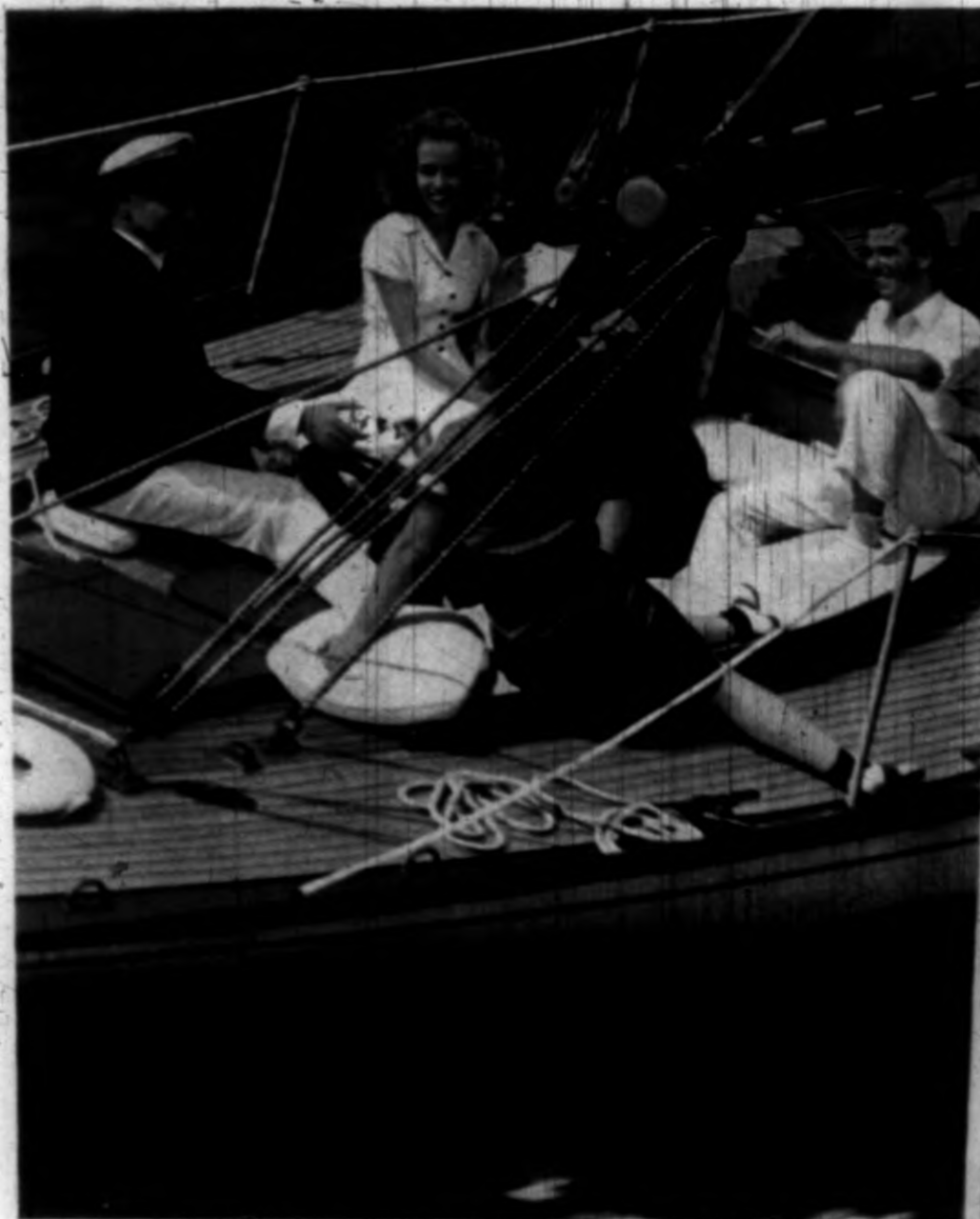


Famous Yachtsman calls Camels — "The best cigarette buy" — "THEY BURN LONGER, COOLER, AND THAT'S IMPORTANT"

SAYS JOHN S. DICKERSON, JR.



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NATURALLY, a cigarette noted for its generous content of better tobacco gives you better cigarette value, doesn't it? Especially when that same brand smokes longer, slower—gives *more* smoking—than the average of all the other 15 brands compared in laboratory tests! Yes, there is such a cigarette. Its name is Camel. Full details are told at right—the results of recent searching tests by impartial scientists. These tests confirm what many smokers have long observed for themselves.

For instance, "Jack" Dickerson (above, left), prominent in yachting circles of the Eastern seaboard, says: "Yacht racing is one hobby of mine and you might call Camel cigarettes another. I turned to Camels because they burn longer, smoke milder. They go farther—give extra smoking and always have a fresh, appealing flavor." Camels are mellow, fragrant with the aroma of choice tobaccos in a matchless blend. Turn to Camels, the cigarette of costlier tobaccos, for more pleasure, more smoking.

Whatever price you pay per pack, it's important to remember this fact: 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



Cigarettes were compared recently...sixteen of the largest-selling brands...under the searching tests of impartial laboratory scientists. Findings were announced as follows:

- 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 for longer than the average time for all the other brands.

MORE PLEASURE PER PUFF...
MORE PUFFS PER PACK!
PENNY FOR PENNY YOUR
BEST CIGARETTE BUY

Camels — Long-Burning Costlier Tobaccos