



Date: 1931

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Smoke a fresh cigarette

Theme: Doctors, dentists, &nurses smoking

Key Phrase: Give your throat a vacation

Key Words: Doctor, throat, otolaryngologist, fresh

Quote: *"It's the peppery dust left in by inefficient cleaning methods that makes you cough." "Camels are milder and more throat-friendly because they ate dust-free and fresh"*

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.

GIVE YOUR THROAT A VACATION

Smoke a FRESH cigarette™

If you've ever had a sore throat, you know how irritating it is. It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough. It's the ordinary but costly of harmful dusts that irritate your throat and make you cough.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no acids, ammonia, packed tobacco—the fine Yorkville and mild Domestic tobacco of which Camels are blended come to you in pipes, factory-made machines, thanks to the Blended Pack.

This scientific process—using special plant ordinary Cellulose, but containing just a touch—makes it all the natural aroma and freshness, makes it so light that you can smoke Camels during the roughest weather.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. You'll love them—so will you.

CAMELS
MILD... ON CHARITABLE AFTER-TASTE

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Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor. Note the almost feminine hands



Date: 1947

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Start your 30 day Camel mildness test today!

Key Words: Doctor, throat, otolaryngologist,

Quote: "It's fun – it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your T-zone.

Comment: The mirror held in the doctor's right hand is used for visualizing the throat.

Ripley CREATOR OF **BELIEVE IT OR NOT - PROVES IT**

THROAT DOCTORS pick OLD GOLD

in PUBLIC TEST
of 4 leading Cigarettes



in Ripley

"Believe it or not... there's not another cigarette pack in the world that has been tested by 400 throat doctors, specializing in the cure of the sore and throat. There's also no other that has the effects of cigarette that are so gentle, so safe and soothing to delicate throats."

"I placed the doctors in two groups. One group was to examine the pack and the other to judge the pack for their throat."

"This was to be a surprise... but I have every throat which has been tested and the doctors are their unanimous and absolute verdict on the Old Gold."

"Believe it or not... there's not another cigarette pack in the world that has been tested by 400 throat doctors, specializing in the cure of the sore and throat. There's also no other that has the effects of cigarette that are so gentle, so safe and soothing to delicate throats."

THROAT DOCTORS pick OLD GOLD

NOT A COUGH IN A CARLOAD

1930 Dec22

Throat Doctors Pick Old Gold. Not A Cough in A Carload



Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Here's what throat specialists reported about Camel mildness

Key Words: Doctor, throat, otolaryngologist,

Quote: "Each week throat specialists examined the throats of these smokers, a total of 2470 careful examinations . . ."

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.



1930

A Cigarette Manufacturer is Not a Physician



Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 30 day test revealed no throat irritation

Key Words: Doctor, throat, otolaryngologist, T-zone, more doctors

Quote: “. . . So mild that, in a total of 2470 exacting throat examinations, hundreds of men and women who smoked Camels exclusively for 30 consecutive days, throat specials found not one single case of throat irritation . . .”

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.



Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 30 day test revealed no throat irritation

Key Words: Doctor, throat, otolaryngologist, T-zone

Quote: “. . . An average of one to two packs a day. . .” “Let your own throat know how mild a cigarette can be.”

Comment: The head mirrored physician uses a tongue stick to examine the woman's throat



Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: 30 Day smoking test

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 30 day test revealed no throat irritation

Key Words: Doctor, throat, otolaryngologist, T-zone, more doctors

Quote: “

Comment: The head mirrored physician uses a tongue stick to examine the woman's throat

makes ANY cigarette less irritating!

HERE IS THE PROOF

Nicotine and tars trapped in the Denicotea crystal filter can't reach your nose, throat, or lungs.

Here's why so many doctors recommend Denicotea

The harmful effects of nicotine and tar on the human system are of long standing in the medical profession. Doctors who have tested Denicotea have been quick to recommend it.

Nothing flows like the Denicotea crystal filter. The one on the evidence in the laboratory above, coated with the harmful nicotine and tar particles would have caused your nostrils, throat, and even lungs...

The number of tar particles per cigarette, the amount of nicotine per cigarette, and the amount of tar per cigarette are all lower in Denicotea than in other cigarettes.

Head by millions for smoking health and pleasure

If you have clean nostrils, healthy lungs, and a clear throat, you will find Denicotea a most satisfying cigarette. It has a smooth, creamy taste and a gentle, throat-soothing effect. It is the only cigarette that gives you the best of both worlds - a clean, healthy throat and a clear, healthy mind.

Denicotea Filter
100 mg. tar per cigarette, 1.1 mg. nicotine av. per cigarette by FTC method.

Only Denicotea Filter
100 mg. tar per cigarette, 1.1 mg. nicotine av. per cigarette by FTC method.

DUNHILL **DE-NICOTEA** CRYSTAL FILTER CIGARETTE HOLDER

Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Nicotine and tars trapped in the Denicotea crystal filter can't reach your nose, throat, or lungs

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "Makes any cigarette less irritating"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Anti-nicotine diet

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "if you smoke a pack a day, it is estimated that you take in a full ounce of nicotine and tars every 11 days (that's almost a whiskey glass full)"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Makes Any Cigarette Less Irritating!

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote:

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: "Makes Any Cigarette Less Irritating!"

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "you can really do something about nicotine and throat irritants"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist





Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Really filters the smoke

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote:

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Leading Nose
and Throat Specialists
Suggest...

Change to
PHILIP MORRIS!

HERE'S WHY:

Because Philip Morris is the ONLY cigarette
proved definitely less irritating... less irritating
nose and throat specialists suggest Philip Morris
to their patients in cases of irritation due to
smoking.

Remember your physician's advice about your
cigarettes... the perfect cigarette is Philip
Morris of the fine flavor and aroma of the world's
finest tobacco.

And if you've never known what a great cigarette
smoke is like, try it all change to Philip Morris
... America's Finest Cigarette!



CALL FOR PHILIP MORRIS

NOSE, THROAT,
and Accessory Organs not Adversely
Affected by Smoking Chesterfields

**FIRST SUCH REPORT EVER PUBLISHED
ABOUT ANY CIGARETTE**

A reputable consulting organization has reported the results of a continuing study by a prominent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.

A group of people from various walks of life was organized to smoke only Chesterfields. For six months the group of men and women smoked their normal amount of Chesterfields - 12 to 16 a day. 41% of the group have smoked Chesterfields continuously from one to thirty years for an average of 17 years each.

At the beginning and at the end of the six-month period each member was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examinations covered the sinuses as well as the nose, ears and throat.

The medical specialist, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-month period by smoking the cigarettes provided."

FOR YOUR HEALTH
AND CONFIDENCE,
SMOKE ONLY THE
BEST

SMOKE CHESTERFIELD
OF BOTH QUALITY &
HEALTHY PRICE TODAY AND
SMOKE ONLY THE
BEST

Buy CHESTERFIELD Much Milder







