

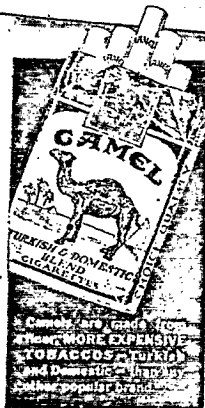
NOTE: OF EACH 10TH CIGARETTE AD APPEARS
IN ALL 25 SUBSTITUTES FOR CLEVELAND

CAMEL'S "TRY 10" OFFER CONVINCES NEW THOUSANDS IN CLEVELAND!

Read Our Invitation to You

Smoke 10 fragrant Camels. If you don't find them the mildest, best-flavored cigarettes you ever smoked, return the package with the rest of the cigarettes in it to us at any time within a month from this date, and we will refund your full purchase price, plus postage.

(Signed) R. J. REYNOLDS TOBACCO COMPANY,
WINSTON-SALEM, NORTH CAROLINA



Knowing the finer, more expensive tobaccos used in Camels, we make this offer . . . confident that you'll find your ideal cigarette in Camels. . . . For experience shows that people quickly sense the difference in Camel's COSTLIER TOBACCOS!



Camels must please you, or they cost you Nothing!

Ad No. 1-1229B
This advertisement appears in:
Newspapers, Week of January 6
(798 lines—6 cols. x 155 lines)