FRESHMEN TOP OTHER CLASSES ON BOARDS

**Page Three**

**THE TECH**

**Why we spend $2,000,000 to put CAMEL cigarettes in the new HUMIDOR PACK**

We have been in the tobacco business a long time down here at Winston-Salem and we take a lot pride in the quality of the cigarettes we make.

While we have spent a good many millions advertising Camels, we've always held to the old fashioned idea that the thing that really counts is what we put into our cigarette and not what we say about it.

If we know anything about tobacco, and we think we do, Camels contain the choicest Turkish and the mellowest, rippest domestic leaves that money can buy.

In fact we have every reason to be proud of the quality of Camels as they come from the factory, but the remark of an old friend of ours from Denver some time ago emphasized a point that has been the problem of the cigarette industry for years.

As he inhaled the smoke from a Camel we gave him in our office one morning, he sighed with satisfaction and then asked jokingly, "What is this, a special blend reserved for Camel executives?"

"Certainly not," we told him, "This package of Camels was bought at the corner store this morning."

"Well," he said, "I've been a dyed in the wool Camel smoker for a good many years, but upon my soul I never got a cigarette as good as this in Denver. If you would get the rest of the world the kind of Camels you sell here in Winston-Salem, I ought to have to all the cigarette business there is."

That statement simply emphasized again the cigarette industry's most important problem. The more we thought about it, the surer we were that he was dead right, and that something must be done.

Denver isn't getting a fair break. Neither in fact was any city. The only people who really knew how good Camels could be, were the folks right here in Winston-Salem. That was due to a factor no cigarette manufacturer had ever been able to control.

Naturally there is no difference whatever in the quality of the tobacco in Camels, whether you buy them in Winston-Salem, Denver or Timbuctoo.

But up to now there has been a very real difference in the condition of the cigarettes by the time they reached the smoker.

The flavor and mildness of fine tobacco depend upon the retention of its natural moisture, and this is what we have been working on to keep.

In spite of our great pains always to make sure Camels left the factory with just the right amount of natural moisture, no cigarette package had ever yet been designed that could prevent that precious moisture from drying out.

There are three things a cigarette that can sting the tongue and sourly burn the throat:

1. *Cheap tobaccos.*

2. *Particles of peppery dust left in the tobacco because of inefficient cleaning methods.*

3. *A parched dry condition of the tobacco due to loss of natural moisture by overheating or evaporation.*

Always certain of the quality of our tobaccos, we already made Camel a "shutout" cigarette by the use of a specially designed vacuum cleaning apparatus exclusive with our factory.

Now, if we could perform a package that would actually act as a humidor and retain the natural moisture content, then Yuma, Arizona, could enjoy Camels as much as we do here at Winston-Salem.

We know what we wanted. We tried many things. We asked the Pittsburgh Testing Laboratory to help us.

After many experiments and hundreds of tests covering all methods of packing cigarettes came the detailed report of the testing laboratory, which is the net:

(A) *No existing cigarette package,* including those wrapped in glassine paper or ordinary cellophane, gives anything like adequate protection against evaporation.

(B) *All cigarettes as packed tend to dry out rapidly from the day they are released from the factory.*

(C) *Only a waterproof material with a specially devised air-tight seal could give the desired protection.*

(D) *This measure, when well chosen, could be relied on to keep Camels in prime condition for at least three months in any climate.*

If you have a technical bent, the graph below made by the Pittsburgh Testing Laboratory will show you the exact results of their exhaustive study.

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**22 DAY CHART OF CIGARETTE MOISTURE LOSS**

<table>
<thead>
<tr>
<th>Period (days)</th>
<th>Moisture Loss (%)</th>
</tr>
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<tbody>
<tr>
<td>0</td>
<td>0</td>
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<tr>
<td>22</td>
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Pittsburgh Testing Laboratory chart above graphically shows you that only the Camel Humidor Pack delivers the proven protection to keep it in prime condition.

You may be sure we gave this report a lot of careful study. We checked it and rechecked it and then we went ahead. We tried this device and that. At last we met success. The air-tight wrapping involved the designing of special processes, special machines.

Cigarette smokers of course have already discovered that their favorite cigarette is better and milder now than ever before.

If you aren't a Camel smoker, try them just to see what a difference there really is between harsh, dried out tobacco and a properly conditioned cigarette.

You can feel the difference, you can taste the difference, and you can't go wrong.

Of course we're prejudiced, we always have believed that Camel is the world's best cigarette.

Now we know it.

Just treat yourself to Camels in the new Humidor Pack and see if you don't agree.

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