ILLUSION: Jose, the lovely trapeze artist, stands upon a small platform. As the will of the magician she leaps twenty feet into the air to reach her trapeze. She uses no ropes, no ladder! A phenomenon! Her, a woman... a man!

EXPLANATION: Jose didn't jump... she was sprung! The twenty-foot leap is not dependent on Jose's ability, but on a powerful spring mechanism hidden beneath the stage which propels the artist upward through the air. The force is so violent that the lady wears a light, small jacket which protects her from injury as she starts her ascending leap.

THE HUMAN CRICKET BEATS OLYMPIC RECORD!

It's fun to be Fooled
...it's more fun to Know

Magie has its place... but not in cigarette advertising.

Consider the illusion that there is a mysterious way to give cigarettes a superior "flavor.

EXPLANATION: Cigarette flavor can be controlled by adding artificial flavorings. By blending. And by the quality of tobaccos used.

Cheap, raw tobaccos can be "built up" or "fortified" by the lavish use of artificial flavorings.

Such magic, however, seldom holds the audience. Your taste finally tells you the truth. The cigarette flavor that reverberates, never varies, never loses its fresh appeal, comes from mild, ripe, fragrant, more expensive tobaccos, blended to bring out the full, round flavor of each type of leaf. It's the quality of the tobacco that counts!

Camel has its place...but not in cigarette advertising.

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