THE TECH

October 29, 1937

Camels are the Largest Selling Cigarette in America

And this didn't happen by chance. Camel sales are larger than ever because of good advertising. People see and appreciate Camel cigarettes. Smokers prefer those rich, delicate tobaccos in Camels to give them more pleasure in Camel's "cigarettes—good business." 

Think of this: The greatest pleasure for the greatest number of smokers ever given by any cigarette brand is the greatest pleasure for the greatest number of smokers ever given by any cigarette brand. And this didn't happen by chance. Camel's are the largest-selling cigarette in America—and in the world. People see and appreciate Camel cigarettes. Smokers prefer those rich, delicate tobaccos in Camels to give them more pleasure—and they have found more pleasure in Camels' "cigarettes—good business."

If you are not a Camel smoker, try them. Millions have smiled and found more pleasure in Camel's "cigarettes—good business."

Camels are a machine-made band of four, MORE EXPENSIVE TOBACCOS—Turkish and Durham. The skillful blending of leaf with leaf makes this blend the full, delicate flavor and smoothness of these choice tobaccos.

COSTLY TOBACCOS IN A MATCHLESS BLEND!

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