

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.



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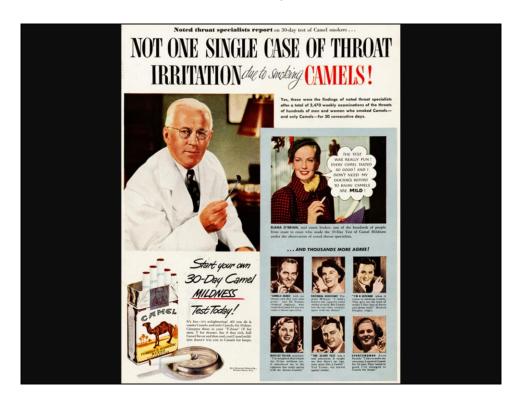
Key Words: Doctor, throat, otolaryngologist, fresh

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. Note the almost feminine hands



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,

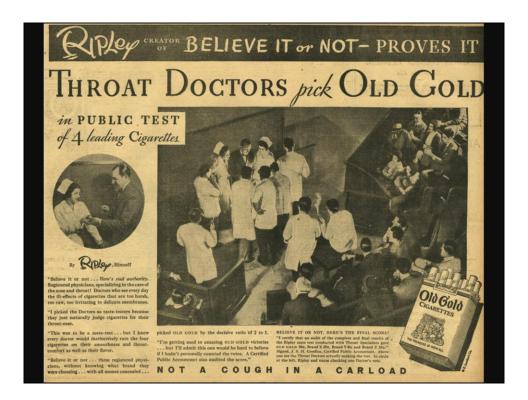
Quote: "It's fun – it's enlightening! All you do is smoke Camels,

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.





1930 Dec22

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



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.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



| 1930  |
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| A Cigarette Manufacturer is Not a Physician |
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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.



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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



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



Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Nicotine and tars trapped in the Denictotea 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,



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 once 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

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



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,



Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking Key Phrase: "Makes Any Cigarette Less Irritating!"

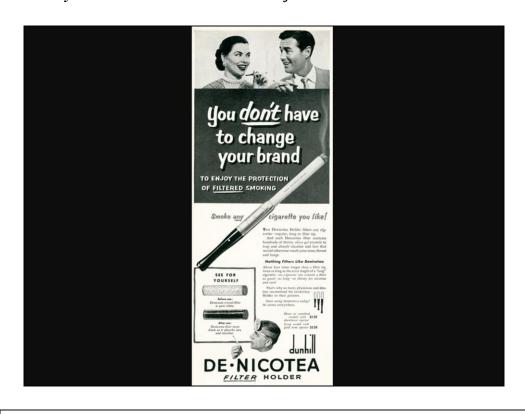
Key Words: Doctor, otolaryngologist, holder, filter, nicotine

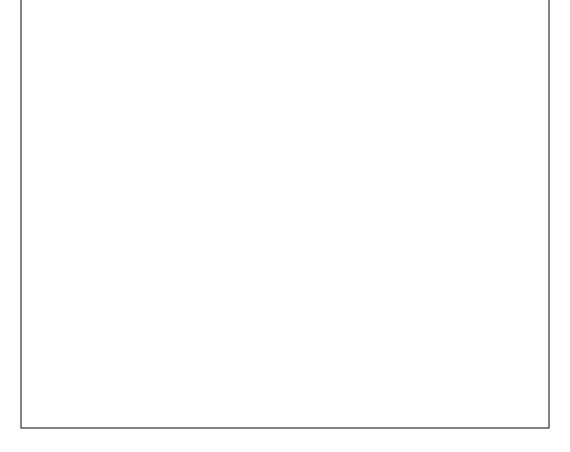
Quote: "you can really do something about nicotine and throat

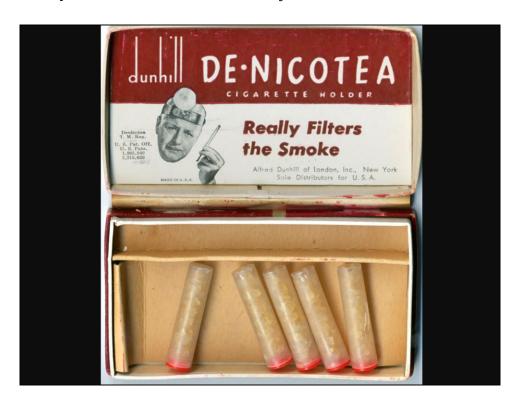
irritants"

Comment: The head mirrored doctor is an otolaryngologist, an ear,

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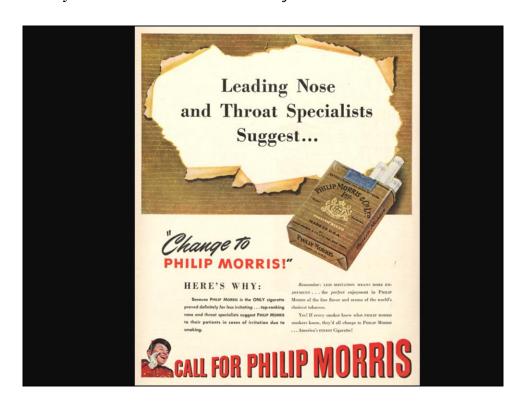
Key Phrase: Really filters the smoke

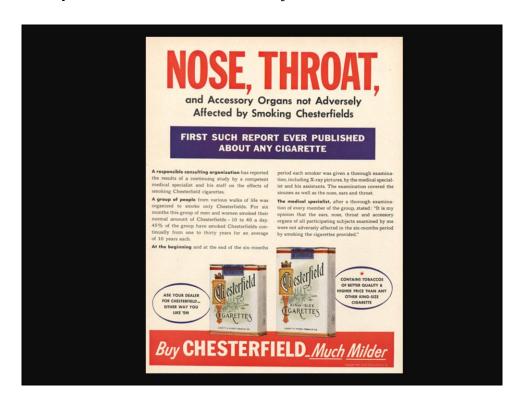
Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote:

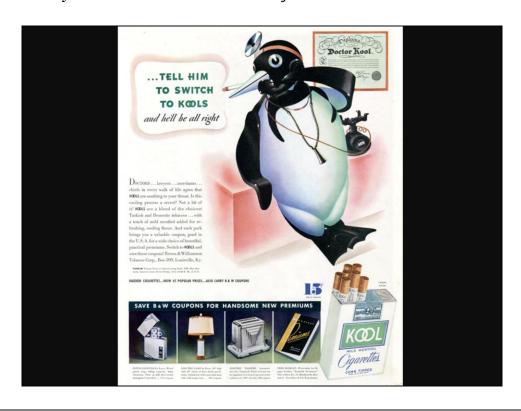
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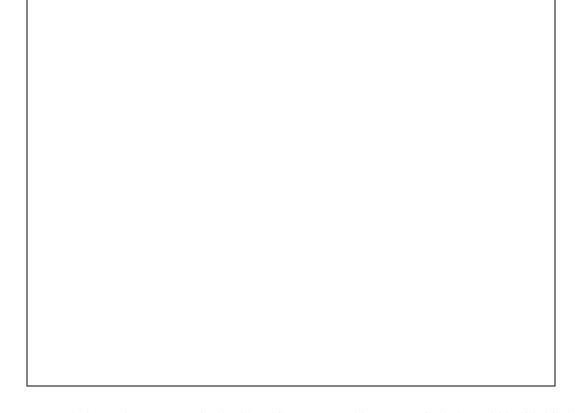
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