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## Something New



Next to College Side

UNIVERSITY OF OREGON, EUGENE, TUESDAY, MARCH 7,1933
 Expanarov:


$= \pm= \pm$ IT's fun to be Fooled menamom: ...IT'S MORE FUN TO KNow

One of the tricks of cigarette advertis-" process. Every one of the billions of ing an exclusive process, making one cis arette better than any other.
EXPLANAIION: All eigarette manufacturers use heat treatment. It is a routine process of manufacture. The
first Camel cigarette ever made was first Camel cigarette ever made wa
manufactured under the heat-treating
$= \pm= \pm$ IT's fun to be Fooled

Camels produced since has received Harsh, raw tobaccos require intensive processing under high temperatures. The more expensive tobaccos,
which are naturally mild a moderate application of heat. Heat a moderate application of heat. Heat
treatment never can make cheap, inIt is a fact, well known by Camels are made experts, thar
MORE MORE EXPENSIVE tobaccos than
ary other popular brand. This is the most important statement Weigh its words. Consider what it
means. Then try Camels. Camels are fresh $h .$. in the air-tight,
welded Humidor Pack.

NO TRICKS
JUST COSTLIER TOBACCOS

