EVENING LEDGER-PHILADELPHIA, FRIDAY, MARCH 16, TOR

WOO METHODISTS
WANTED FOR WAR Yinister at Conference
Waves Flag and Calls for Waves Flag and Calls for
Religious Volunteers BIRTH CONTROL ASSAILED


| VON BERNSTORFF DEFENDS HIS MEXICAN PLOTTING | COMMERCE CHAMBER | PRIzES FOR CARICATURES | $\overline{\mathrm{BON} /}$ |
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| Banished Envoy Now Acknowledges Sending Zimmermann Letter to Berlis Mack 16-Count on | PREPARES FOR STRIKE | Five-Dollar Gold Piece Won by Bur- lesque of Hopkins's Painting. "Market Day" | Chancellor Declares Continued Opposition Will Compel Call of General Election |
|  | of Food-Recognize Situa- |  | pox, satern $\overline{16}$ - 7 the it |
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| List Includes Large Number Appealed From Common Pleas and Municipal Courts of Philadelphia |  |
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## "Tyrants Transformed Into Skunks"

The contemptible plan of malicious slander to injure the sale of CAMEL cigarettes has been exposed. Such an insult to the intelligence of Mr. Jobber, Mr. Dealer and Mr. Smoker has been rightfully resented. That great force of justice and fairness that the average man always upholds still prevails.

Some say those responsible for this malicious slander once forced their way by biting and clawing the trade. Since having their teeth and claws pulled out, and realizing their inability to longer continue biting and scratching, they put on gum shoes, transformed themselves from tyrants into skunks, and are fighting by using their fetid odor to destroy a great brand which has won the confidence of the public.

Now that the object of these low-down tactics of lying to injure the sale of CAMEL cigarettes is known to the trade and consumer, it is acting like a boomerang, and the hides of these skunks, as they are called by some, are now being pierced by their own malicious slander.

We know from facts in our possession whose employees are circulating the damaging falsehoods about CAMEL cigarettes.

## Here's Why They Are Doi,g It

The purity and delightfulness of CAMEL cigarettes have made them the largest selling brand of cigarettes in the world. We sold over four billions more CAMELS in the year 1916 than we sold in the year 1915. Think of that wonderful increase-a gain of four billions in one year! We have already sold over one billion more CAMELS during 1917 than we sold for the corresponding period of 1916. These record-breaking increases were made unassisted by coupons or premiums -standing alone on purity and delightfulness. Our increase alone in the sale of CAMEL cigarettes is more than the total sales of any other brand cesigarettes for the period stated.

What more positive testimonial of the purity and delightfulness of CAMEL cigarettes could be furnished than this tremendous and steady increase in their sales? Smokers will not permit themselves to be prejudiced against CAMEL cigarettes, to give up a brand that has brought them so much pleasure, now that they know that only envy and jealousy were the foundation for the malicious falsehoods put into circulation for the purpose of injuring the sale of CAMEL cigarettes.

CAMEL cigarettes are pure and they are delightful. We invite comparison with any cigarette in the world, at any price, and welcome fair and aboveboard competition from any manufacturer.
R. J. REYNOLDS TOBACCO COMPANY

Winston-Salem, N. C.

