## Here's One of the Ways Malicious Lies were Circulated about CAMEL Cigarettes

In an effort to injure the wonderful sale of CAMMEL cigarettes, many unprincipled schemes have been resorted to. The following is one of many ways such lies have been put into circulation.

Anindividual liar would approach a group of men, produce a newspaper, published in a distant city, and apparently become interested in reading. Suddenly he would exclaim, "What do you think of this?" He would then pretend to read an article about CAMEL cigarettes. In reality, the paper contained no such statement. The individual would at once walk away, carrying the paper with him. A newspaper from a distant city was always used in an effort to cover the tracks of the liar.

Would anyone voluntarily do this kind of unprincipled work? They must have been paid by someone to do it, and all of them should be exposed. An honest man will not knowingly work under the direction of a crooked superior, nor will an honest superior knowingly tolerate a crooked employee. However, some salesmen have told the trade that they had in their possession a newspaper containing a damaging article about CAMEL cigarettes. This was a malicious falsehood, as they had no such newspaper, and when asked to produce it, they were unable to do so.

CAMEL cigarettes are pure and delightful and the most popular cigarettes ever sold at any price. Cigarette smokers will not, for any length of time, permit malicious falsehoods to prejudice them against CAMELS.

## R. J. REYNOLDS TOBACCO COMPANY Winston-Salem, N. C.

