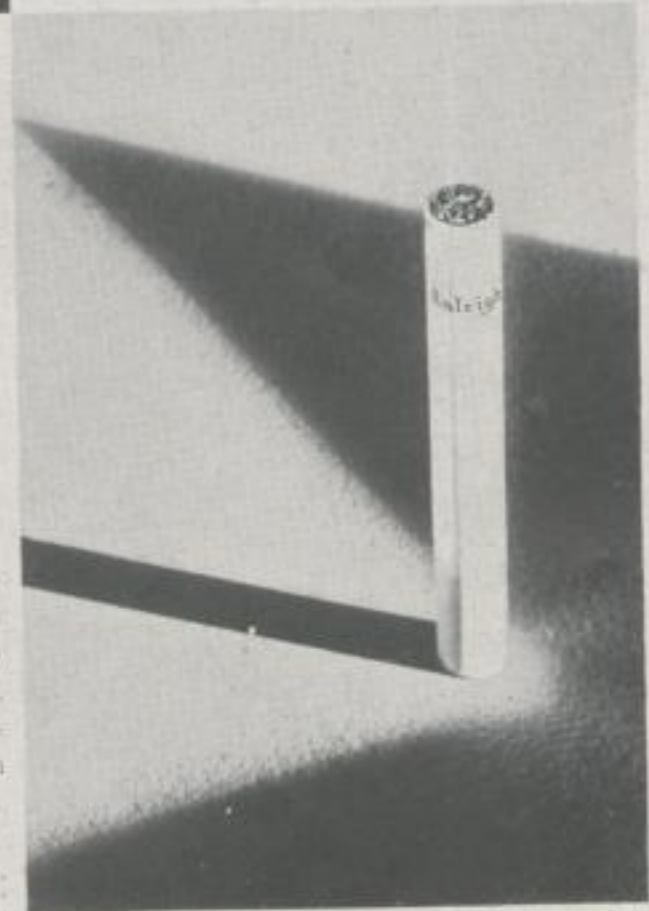


Künstl. Leiter: Harry Payne
 Agentur: Batten, Barton, Durstine & Osborn
 Inserent: Brown and Williamson Tobacco Corp.



Raleigh Cigarettes

Twenty Cents



RALEIGH alone has discovered a method of guaranteeing an absolutely uniform blend, cigarette-by-cigarette, puff-by-puff. No other cigarette has ever been tested in such a packet or subjected before in history. One word is your guarantee.



"Something borrowed"

Traditionally, it's the bride's own rhyme, but there's a thought in it, too, for those who wait with her for the momentous hour. "Something old" . . . the certainty that a good cigarette will never fail you, whatever happens. "Something new" . . . a quickened appreciation of the inherent excellence of this one. "Something borrowed" . . . a Camel, when you've smoked the last one in your case. "And something blue" . . . the friendly haze that lends its fragrance to the whole occasion.



Künstl. Leiter: Vaughn Flannery
 Agentur: N.W. Ayer & Son, Inc.
 Inserent: R. J. Reynolds Tobacco Co.