## THE SALEMITE

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## ILLUSION :

The Oriental girl reclines on a sheet of plate glass supported by two slaves. The magician waves a white sheet in front of the pretty maiden...pronounces a few magic words... Presto! She has disappeared in thin air.

## EXPLANATION :

RYLANATION: "Disappearing" acts are among the most popu-lar in the repertory of the magician. Dogs, horses, gits, whole rooms disappear—whisked by mirrors. But this "disappearance" is a bit different. One of the "slaves" is a hollow dummy. When the magician holds up the sheet the lithe little day disappears completely—into the con-venient figure of the dummy.





## It's fun to be Fooled ... IT'S MORE FUN TO KNOW

There is also a trick of cigarette advertising, whereby a few magic words are used to create the *illusion* of "Coolness." EXPLANATION: Coolness is determined by the speed of burning. Fresh cigarettes, retaining their full moisture, burn more slowly ... smoke cooler. Parched, dry cigarettes burn fast. They taste hot. This makes the method of wrapping very important.



Improperly wrapped cigarettes begin to dry out as soon as packed.

Camels are cooler because they come in the famous Humidor Pack of welded, three-ply, MOISTURE-PROOF cellophane ... and because they contain better tobaccos.

A cigarette that is fresh, full of natural moisture, and blended from choice, rip tobaccos tastes cooler than one that is harsh and acrid. For coolness, choose a fresh cigarette, made from costlier tobaccos.

It is a fact, well known by leaf tobacco experts, that Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Try Camels ... give your taste a chance to sense the difference. You'll appreciate it!

