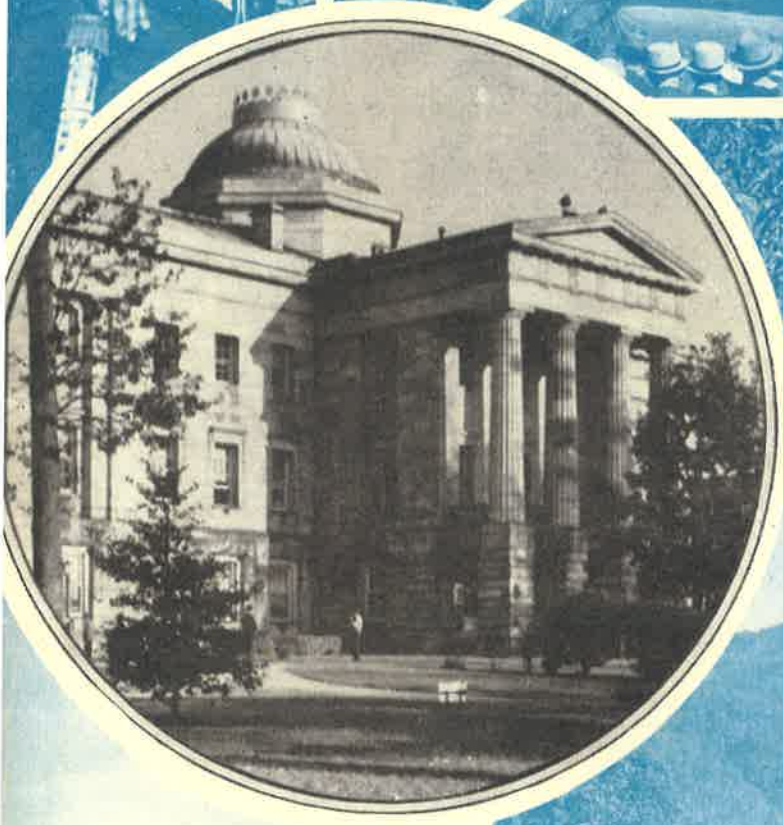
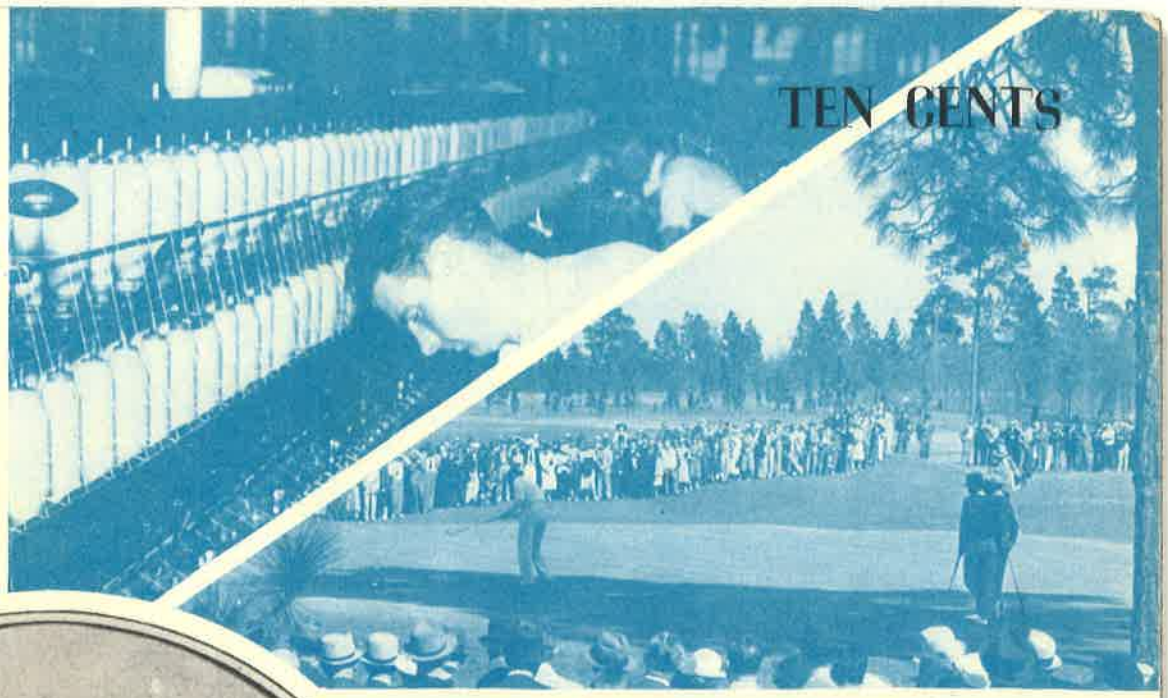


TEN CENTS



THE STATE

A Weekly Survey of North Carolina

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RALEIGH, N. C.

NO. 3

SPECIAL EDITION

NEW YORK WORLD'S FAIR

THE THIRD ANNUAL
NORTH CAROLINA **TOBACCO** EXPOSITION AND FESTIVAL

AT WILSON, N. C., JULY 18-20

INVITES YOU TO ATTEND THIS BIG EVENT



THE WORLD'S MOST BEAUTIFUL PILE OF TOBACCO—Eastern Carolina's tobacco buyers and auctioneers had a hard time bidding on this pretty bundle of the golden weed as they practiced for the first annual tobacco auctioneer's contest for the world's championship auctioneering to be held at the third annual North Carolina Tobacco Exposition and Festival to be held in Wilson, N. C., July 18-20.

OTHER FESTIVAL FEATURES INCLUDE—Horse Show, Floral Parade, Pets Parade, Contest for Queen of the Festival, Photographic Contest, Bathing Beauty Contest, Coronation Pageant, Coronation Ball, Old Fashioned Square Dance, Costume Street Dance, Water Carnival, Governor's Luncheon.

SEEING
IS
BELIEVING!

Now...circus folks, too, are comparing cigarettes this strikingly convincing way...

"WATCH 'em burn," is the advice smart smokers are giving on cigarettes these days. At the right, aerial ace Everett White of the Ringling Bros.-Barnum & Bailey circus proves that one leading cigarette burns *slower* than other brands. The winning brand is C-A-M-E-L! Camel's big advantage is in its *costlier tobaccos*, expertly blended in a cigarette made to burn *slowly, completely!*

Recently, a group of scientists made this interesting laboratory test on a bigger scale. 16 of the largest-selling cigarette brands were tested impartially. **CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS TESTED—SLOWER THAN ANY OF THEM.** (Camels were remarkably consistent. Cigarettes of some brands smoked twice as fast as others right from the same pack.) **IN THE SAME TEST, CAMELS HELD THEIR ASH FAR LONGER THAN THE AVERAGE TIME FOR ALL THE OTHER BRANDS.**

Camel is the cigarette of *costlier tobaccos*... always slow-burning, cool, mild, with a delightful taste!



Everyone watches Everett White, the daring aerialist (center), intently, as Camels win in his cigarette test. He remarks: "Camel smokers *know* Camels smoke COOLER and MILDER. And any smoker can see one reason *why!* Look how much *slower* that Camel burns! And, say, notice how the Camel ash *stays on!*"



SMOKING
IS
BELIEVING!

IF you feel that life owes you a little more fun, try a cigarette made with *costlier tobaccos*...a Camel! See how Camel's delightful fragrance and taste can brighten you up. Camels are amazingly mild. Cool...easy on your throat...really a matchless blend.

Camels have more tobacco by weight than the average of the 15 other brands tested. Besides, by burning 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them—Camels give you the equivalent of 5 extra smokes per pack!



Camels give you even *more* for your money when you count in Camel's finer, more expensive tobaccos. Buy shrewdly! Buy Camels...America's first choice for a luxury smoke every smoker can afford!

Copyright, 1989, R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina



Camel's *slower burning* (compared to the average time of the 15 other brands tested) gives you the equivalent of 5 extra smokes per pack! You economize while enjoying smoking pleasure at its best!

CAMEL...THE CIGARETTE OF COSTLIER TOBACCOS
PENNY FOR PENNY YOUR BEST CIGARETTE BUY