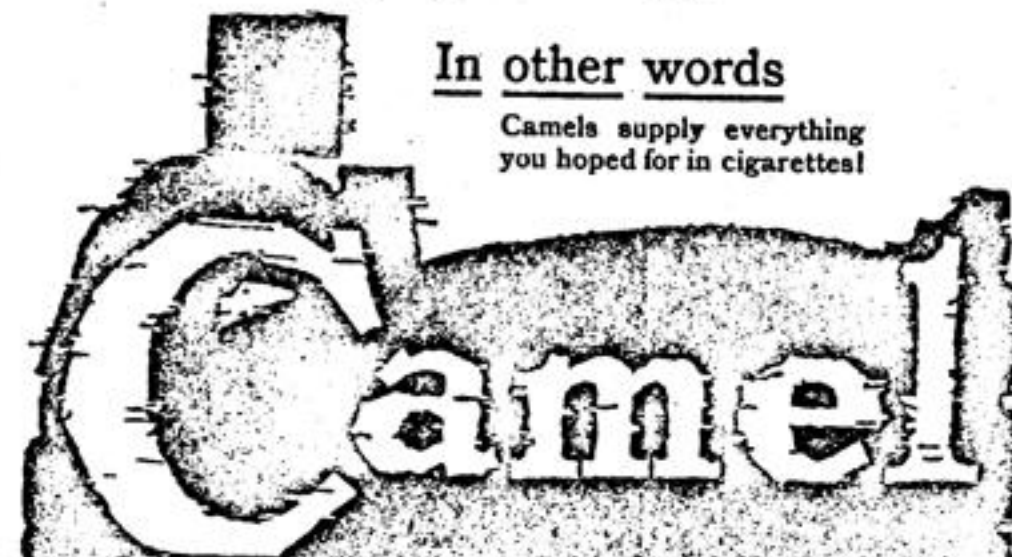


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WIn other words

Camels supply everything
you hoped for in cigarettes!



YOUR taste will prove that in quality, flavor, fragrance and mellowness Camels give you a real idea of how delightful a cigarette can be! You will greatly prefer Camels' expert blend of choice Turkish and choice Domestic tobaccos to either kind of tobacco smoked straight.

Camels hand out satisfaction you never before got from a cigarette. They have a wonderful smooth but satisfying mildness yet that desirable body is all there! And, Camels are so refreshing—they do not tire your taste!

Another feature about Camels—they leave no unpleasant cigarettey aftertaste nor unpleasant cigarettey odor.

Camels superiority is best proved by comparing them with any cigarette in the world at any price. You realize then as you never did before just what quality can mean to a cigarette!

Camels are sold everywhere in attractively sealed packages of 25 cigarettes for 25 cents; or ten packages (250 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply or when you travel.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

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