THE PEOPLES FORUM


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## BUILD FOR TOMORROW

Investment return over a period of years is the test of plant is determined largely plant is determined largely plan it.
Planning for many years head requires engineering sive experience.

LOCKWOOD, GREENE \&CO. ENGINEERS

Spruce 5940, Stock Exchange Building, Philadelphia

## Shorty pens Dear Perez:

Checked up our old dormitory pal "Inapper"EEfo this morning while waiting ow an appointment down Peachtree st. "Smap"wantrd to Know a bucketfule about my visit to the Camel factories." TEll us, old apple see," says Snapper, your on the inside!" "nnapper"stice has MTEEsP) that mighty annoying way of saying: "But that docent surprise we!" Peter, someday 9.11 soak him. Maybe that will le a surprise!
Anyhow-when I explained about the millions of Camels R.J. Reynolds Tobacco Co. made daily, what does the old bird sputter but:-" Why - Shorty, they have to wake that many
to supply the demand! Camels have the quality smothers. =to supply the demand! Camel have the quality smokers body and the most refreshing flavor ever created in a Cigarette! Of course they make Camels by millions; of Course then buy enough revenue stamps from 'Uncle Sam every woris-day to fried a duplicate of the WinstonSalem post office! why not? Smokers insist on Camels!
Thew "shop" got to spilling some real Came selling stuff! "Shorty," says he, "write the Reynolds folks for me that 9 Travel and trek some with the world in a year. And, I want you to put it on record that in all the times I've pulled Camels out of my pocket to supply somebody's shortage; I've heard enough fine things said about en to file a fat volume! "That's wy brand', 'Camels are a wonderful eiqarette', "gre, but this is like getting money from home'. etc." "And, Shorty, whats the answer? Whu-Camels blend of : choice Turkish and choice Domestic tobaccos meets the umiresal taste! That's it! Now, get meright = they ALL open their Shutters for Cam Els! yowl find that all oo
Nation! And, that's the 'hole storm, old golf ball!" Pete, you pet phonograph, did yon eur hear a bitter record?

