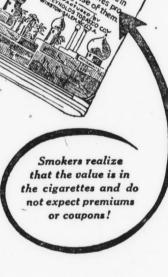


Atlantic Polarine, Atlantic Light, Medium and Heavy-he will tell you which is best for your car. If it's Atlantic, that's all you need to care about.





Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glassine paper-covered carton. We strongly recommend this car-ton for the home or office supply or when you travel.

smoke them in comparison with any cigarette in the world at any price!

unusual enjoyment Camels provide

AMELS are a cigarette revelation any way you consider them! Take quality, or refreshing flavor and fragrance; or, that wonderful mellow-mildsmoothness you never before got in a cigarette smoke! Yet Camels are so full bodied and so full-of-satisfaction you marvel that so much delight could be put into a cigarette!

Camels expert blend of choice Turkish and choice Domestic tobaccos makes them so irresistibly appetizing! And, the blend explains why it is possible for you to smoke Camels liberally without tiring your taste! You will prefer Camels to either kind of tobacco smoked straight!

You'll realize pretty quick, too, that among the many reasons you smoke Camels is their freedom from any unpleasant cigaretty aftertaste or unpleasant cigaretty odor!

Once you know Camels you won't take much stock in premiums, coupons or gifts! You'll prefer Camel quality!

**R. J. REYNOLDS TOBACCO COMPANY** Winston-Salem, N. C.

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