

H A V E A

C A M E L



This age finds distinction in Camels

THERE is pride in using the best, whether a golf ball, motor-car or a cigarette. That's why modern smokers prefer Camels. There's an added pleasure in the Camel tobaccos and the knowledge that there are no choicer grown. There's a sense of perfection and well being in this famous blend, unpurchasable elsewhere at any price.

Modern smokers, after searching the world for the enjoyable smoke, have placed

Camels first, and there is a world of pride in their selection. No other cigarette is good enough for present-day Camel smokers. No other completely satisfies the particular, modern taste.

If you don't yet know these popular cigarettes, we invite you to try them. Their goodness will always bring you a distinctive pleasure. This cigarette is the modern expression of quality. "Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA

Camel

CIGARETTES