Some call it mellowness...

Sour say that Camel is the mellownest cigar.

That's why it's never been second place.

Some that it's mild and smooth.

It's really all good things in one,

and that is why it is supreme upon the pinnacle of modern favor.

Camel's popularity today is the largest that any cigarette ever had.

And, it costs something to make this kind of a smoke.

It costs the choicest tobaccos that money can buy, and a blending that never tires nor ceases. Each Camel cigarette is as full of value as the world of tobaccos can give.

You can be sure of smoking pleasure and in the three quality cigarettes. Smoke them all you want; they simply never taste the same.

"Have a Camel!"

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.