WRESTLING TEAM IS LOOKING PROMISING

MEETING OF A.S.C.E. STUDENT BRANCH HELD

Never parched, never toasted
CAMELS are FRESH in nature's own mild way!

E V E R Y O N E knows now that Camels are the fresh cigarette.

If inquiry went deeper, it would reveal that Camels are the natural moisture cigarette.

That's important, because in handling fine tobaccos, when you process out natural moisture, you sacrifice freshness and flavor too.

Camel smokers needn't worry about that, because Camels are blended of fine Turkish and mild Domestic tobaccos that are never subjected to violent process.

ing. They need no parching or toasting to make them smooth, palatable, cool.

That's why the Camel Humidor Pack is such a boon to Camel smokers—it preserves the freshness, flavor, natural moisture, fragrance that are in this fine cigarette to start with.

Camels are fresh in nature's own mild way, and if you want to see what that means in unalloyed smoke-enjoyment, switch to them for just one day — then leave them, if you can!