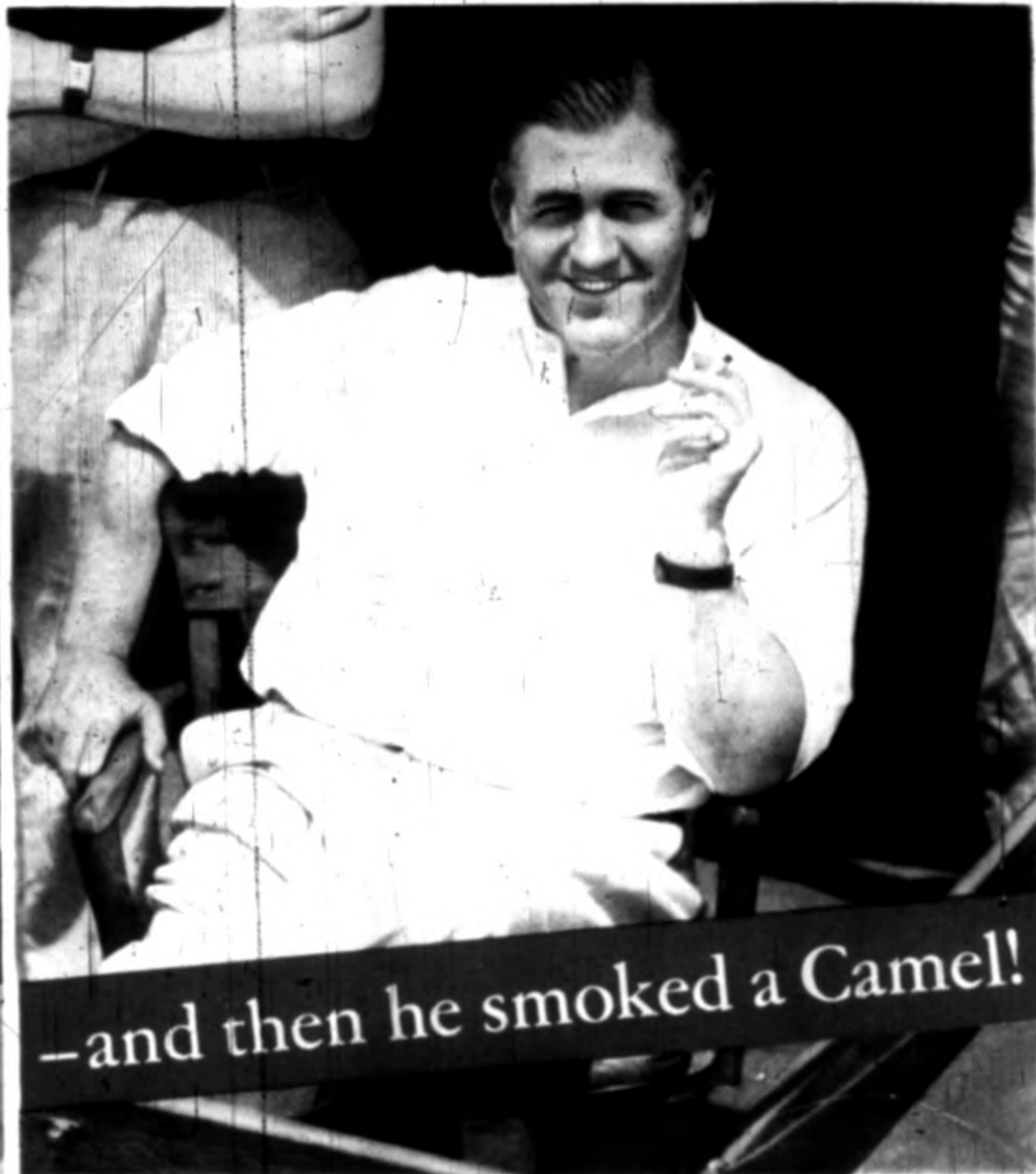




Energy used up



—and then he smoked a Camel!

FROM LONG KEY TO NOVA SCOTIA, the famous sportsman and writer, REX BEACH, has matched his skill and vitality against the big game fish of the Atlantic! Below he tells how he lights a Camel after fighting it out with a heavy fish — and soon "feels as good as new."

REX BEACH EXPLAINS

how to get back vim and energy when "Played Out"

"Any sportsman who matches his stamina against the fighting strength of a big game fish," says Rex Beach, "has to put out a tremendous amount of energy before he lands his fish. When I've gotten a big fellow safely landed my next move is to light a Camel, and I feel as good as new. A Camel quickly gives me

a sense of wellbeing and renewed energy. As a steady smoker, I have also learned that Camels do not interfere with healthy nerves."

Thousands of smokers will recognize from their own experience what Mr. Beach means when he says that he lights a Camel when tired and "feels as good as new."

And science adds confirmation of this refreshing "energizing effect."

That's why you hear people say so often: "Get a lift with a Camel." Camels aren't flat or "sweetish." Their flavor never disappoints. Smoke Camels steadily—their finer, MORE EXPENSIVE TOBACCOS do not get on the nerves!

**CAMEL'S
Costlier Tobaccos
never get on
your Nerves**



Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

**"Get a LIFT
with a Camel!"**