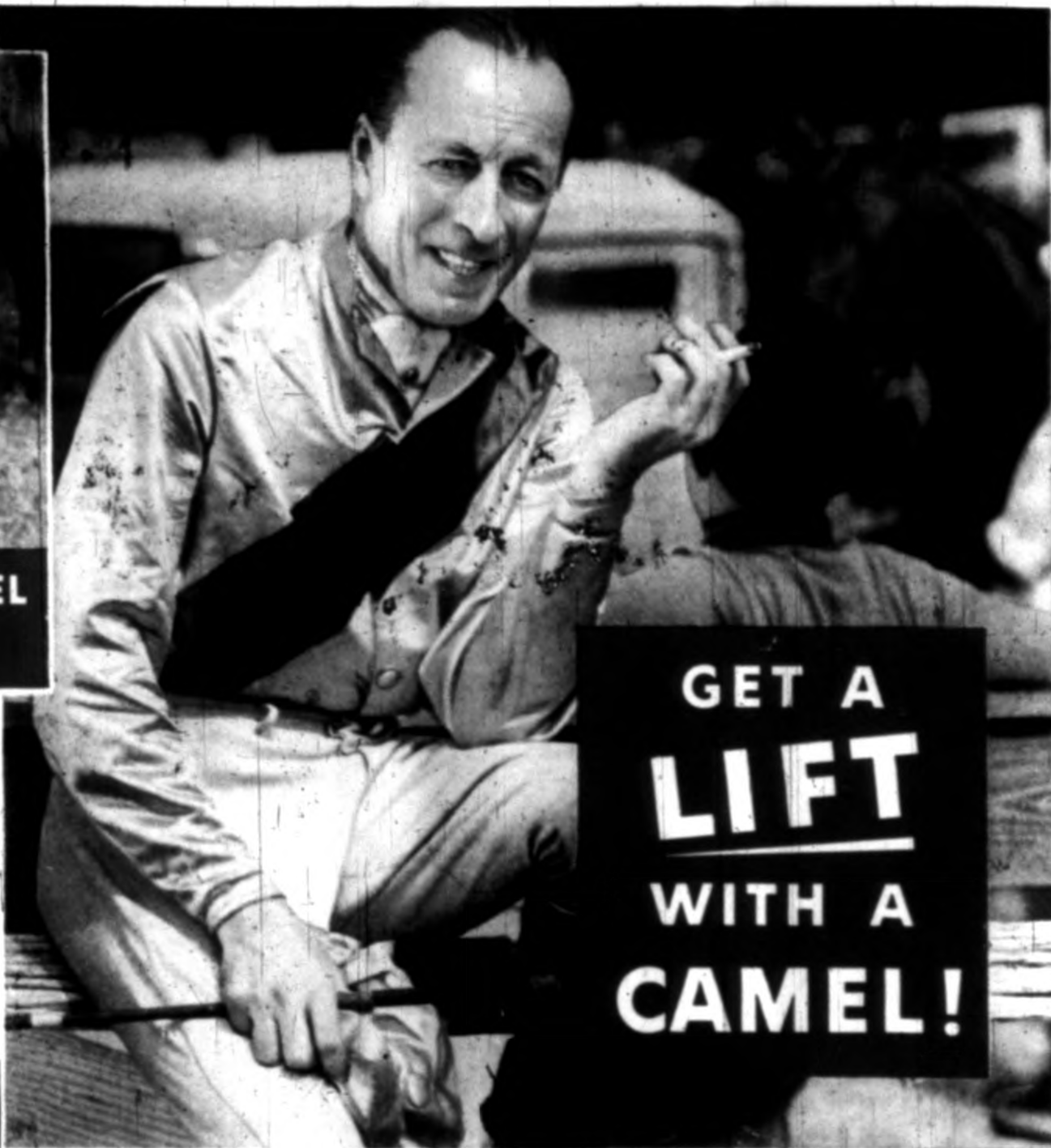




**WHEN YOU FEEL
"ALL IN" —**

CRAWFORD BURTON, gentleman rider, twice winner of the Maryland Hunt Cup, dean of the strenuous sport of steeplechase riding... a Camel smoker. Everyone is subject to strain. Hence the importance to people in every walk of life of what Mr. Burton says below about Camels.



**GET A
LIFT
WITH A
CAMEL!**

Copyright 1931, R. J. Reynolds Tobacco Company



COLLEGE STUDENT. "When mental fatigue sets in," says John Birgel, "I just smoke another Camel and soon have the energy to concentrate again."



REX BEACH, famous sportsman, says: "When I've gotten a big game fish landed I light a Camel, and feel as good as new."

**HAVE YOU TRIED THIS ENJOYABLE
WAY OF HEIGHTENING ENERGY?**

As this magazine goes to press, reports pour in from all parts of the country... showing that thousands of smokers are turning to Camels... and that they do "get a lift with a Camel."

Here's a typical experience. Mr. Crawford Burton, the famous American steeplechase rider, is speaking:

"Whether I'm tired from riding a hard race or from the pressure and tension of a crowded business day, I feel refreshed and restored just as soon as I get a chance to smoke a Camel. So I'm a pretty in-

cessant smoker, not only because Camels give me a 'lift' in energy, but because they *taste so good!* And never yet have Camels upset my nerves."

You have heard the experience of others. Science tells us that Camel's "energizing effect" has been fully confirmed.

So try Camels yourself. You can smoke as many as you like. For Camels are made from finer, MORE EXPENSIVE TOBACCOS. They never taste flat... never get on your nerves.

**ALL TOBACCO
MEN KNOW:**

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

**Camel's costlier Tobaccos
never get on your Nerves**

