Let up before your nerves get Tired, Tense



Swift, graceful, and remark bly wise. Ancient Egyptian and Greek royalty stamped him as a symbol of aristocracy. Distinguished lines and proud bearing can be found on Egyptian carvings dating to 3500 B. C. Racing has r this breed popular in the U.S.



AND SO IS HE

T'S thrilling to watch the flashing greyhound in full flight. But it's important to note that when the race is over he rests - as the greyhound above is doing now. Though the dog's highly keyed nervous system closely resembles our own, the dog relaxes instinctively! Life as it is today leads us to ignore fatigued nerves. We carry on despite increasing tension, strain. Be kind to your nerves if you want them to be kind to you. Pause a while, now and then. LET UP-LIGHT UP A CAMEL! Let the frequent enjoyment of Camel's mild, ripe tobaccos help you take life more calmly, pleasantly, profitably!

These busy, happy folks give their nerves a chance—they "Let up - Light up a Camel"



SALESMAN JOHN K. SPEER finds Cam-

els good partners in his business,

"On my job, I can't afford tense

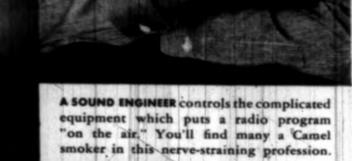
nerves," says Mr. Speer, "so I ease

nerve strain often. I let up and light

up a Camel, A pause and a Camel

gives me a swell sense of well-being."

X-RAY TECHNICIAN Audrey D. Covert says: "My work requires great concentration. Naturally, it's a strain on the nerves. My simple, pleasant method for avoiding ragged, upset nerves is to rest now and then, and let up and light up a Camel."





noke 6 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE IN AMERICA

KNOW:



ture? That at one stage, practically all the mois

ET UP_LIGHT UP A CAMEL

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES