

Let up before your nerves get Tired, Tense

GREYHOUND

Swift, graceful, and remarkably 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 made this breed popular in the U. S.



HE'S GIVING HIS NERVES A REST...

AND SO IS HE

IT'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"



A SOUND ENGINEER controls the complicated equipment which puts a radio program "on the air." You'll find many a Camel smoker in this nerve-straining profession.



SALESMAN JOHN K. SPEER finds Camels 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."

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

DID YOU KNOW?



—that tobacco is remarkably sensitive to moisture? That at one stage, practically all the moisture is removed from cigarette tobacco, and just the proper amount restored for manufacturing purposes? That there are more than 40 huge air-conditioning machines where Camels are made? Camel spends millions to preserve the *mildness* and richness of finer, more expensive tobaccos.



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LET UP—LIGHT UP A CAMEL!

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