



"Clinging to a tiny platform 600 feet in the air puts a big strain on my nerves," says Charles A. Nelson, steel inspector of the New York World's Fair. His rule to ease nerve tension: "Pause now and then —

LET UP— LIGHT UP A CAMEL™



LIKE SO MANY OTHERS at the New York World's Fair, Charley Nelson makes it a rule to break the nervous tension of crowded days by pausing every now and then to let up—light up a Camel. Observe, on your visit to New York's greatest exposition, how smoothly everything goes. Also note how many people you see smoking Camels. There are dozens of sights at the New York World's Fair—but don't spoil the fun by letting your nerves get fagged. Pause now and then—let up—light up a Camel—the cigarette for mildness, rich taste—and *comfort!*



EDDIE CANTOR—Listen in to America's great comic personality in a riot of fun, music, and song. On the air each Monday evening over the Columbia Network. 7:30 p m E. S. T., 9:30 p m C. S. T., 8:30 p m M. S. T., 7:30 p m P. S. T.

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THE GREAT "SPIKE AND BALL" (*above right*) is the theme center of the New York World's Fair—the Trylon and the Perisphere—7000 pieces of steel joined by a quarter of a million rivets. It's the trying job of Inspector Nelson to check these two huge shells at every vital point. He says: "I've got to know every inch of that steelwork. It's a nerve-straining job, hanging onto girders hundreds of feet up, but I can't afford to get jittery. I *have* to sidestep nerve tension. It's my rule to ease off occasionally—to let up—light up a Camel." (Notes on the two structures above: The great ball will appear to be supported by fountains concealing the concrete foundation pillars. At night, the ball will seem to rotate—an illusion to be created by lighting effects. The towering Trylon will be the Fair's broadcasting tower.)



300 FENCING MATCHES and exhibitions are credited to Rosemary Carver, expert with the flashing foil. "Fencing drains the nerves," she says. "But I can't take chances on being tense, jittery in the midst of a fast parry or lunge. Through the day I rest my nerves—I let up—light up a Camel. I find Camels soothing, comforting. And Camels *taste* so good!"



SMOKERS FIND
CAMEL'S COSTLIER TOBACCOS ARE
SOOTHING TO THE NERVES

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