What the World Is Doing



When it's Thanksgiving-and the teams are drawn up for battle on the gridiron-when the first touchdown goes over and the grandstands rock with frenzy -have a Camel!


WHEN the college bands are playing to make your blood tingle. And the cheers and answering songs sweep back and forth between the opposing thousands of rooters. When, following that tense-hush, a swift player darts out from the flashing formations on the gridiron from the flashing formations on the gridiron
and races across the goal for the first touchdown and races across the goal for the first touchown
-oh, man, or superman, when the taste of joy is too keen to endure-have a Camel!

For Camel is the boon companion of your joys. Roam as far as you will from the prosaic things of every day, Camel will be the truest smoke friend you ever had. Not a tired taste, not a cigaretty after-taste, not a regret in a million Camels! Just full and fragrant smoke contentment, just added zest in living.

So when your own college's team tears through for its first smashing goal this Thanksgiving Day-when life seems fullest of the giving Day-when life seems fullest of the
frenzy of happiness- ioyfully apply the fire and taste the smoke that's loved by millions.
Have «Camel!



Our highest wish, if you do not yet know Camel quality, is that you yri thim. We invite you to compare Camels
with any cigarete made of any price. R. J. Reynolds Tobacco Co.

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