

ELMER DAFWIN BALL


## 'There's More Real Satisfaction' says the Good Judge



In a little of the Real Tobacco Chew, than you ever got out of the ordinary kind. The good rich taste lasts so long you don't need a fresh chew nearly as often-that's why it costs you less to chew this class of tobacco.
Any man who uses the Real Tobacco Chew will tell you

## Put up in tuo styles

## $\mathrm{W} \cdot \mathrm{B}$ CUT is a long fine-cut tobaceo

RIGHT CUT is a short-cut tobacco


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LUMBER YARD
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I'm through experimenting. No more switching. No more trying this and that. It's Camels for meevery time.
They're so refreshing! So smooth! So mellow mildt Why? The answer is Camels exclusive expert biend of choice Turkish and Domestic tobaccos. There's nothing like it.
No other cigarette you can buy gives you the real sure-enough, all-day satisfaction that comes from the Camel blend. Camel is the quality cigarette.
Give Camels a tryout. Buy a pack today. Get your information first hand. You'll tie to Camels, too.

## Camel

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## Right 0ut After Them!

Plenty of people want plenty of things. We've listed a few in this issue.

Over 4000 NEWS-REVIEW buyers and their families are reckoning up their spring wants and needs right now.

The way to sell those people those things is to CONNECT.

Connect your goods with their wants.
Put your story into their family confabs.
You can do so o-n-l-y by telling it where they expect to see it.

They guide their buying by

