

**The CAMELS!
are coming!**



This is the Camel package in which a significant change has recently been made

\$50,000 REWARD

for the best answers to this question:

What significant change has recently been made in the wrapping of the CAMEL package containing 20 cigarettes and what are its advantages to the smoker?

First Prize, \$25,000

Second Prize, \$10,000 Third Prize, \$5,000

For the five next best answers . \$1,000 each

For the five next best answers . \$500 each

For the 25 next best answers . \$100 each

Conditions Governing Contest:

- 1** Answers limited to 200 words.
- 2** Write on one side of the paper only.
- 3** No entries accepted that bear a postmark later than midnight, March 4, 1931.
- 4** Contest open to everybody except employes and executives of R. J. Reynolds Tobacco Company and their families.
- 5** In case of ties, the full amount of award will be paid to each of the tying parties.
- 6** It is not necessary to buy a package of Camel cigarettes in order to compete. Any store that sells cigarettes will permit you to examine the Camel package containing 20 cigarettes.

*All communications must be addressed to Contest Editor—
R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.*

Tonight

*For more details tune in the
Camel Hour on N. B. C. Network*

9.30 to 10.30 Eastern Time
8.30 to 9.30 Central Time
7.30 to 8.30 Mountain Time
6.30 to 7.30 Pacific Time

Over Stations

WJZ, WBZA, WRZ, WHAM, KDKA, WGAR,
WJR, KYW, WLW, WRVA, WSJS, WJAN,
WFLA, WIOD, KWK, WREN.

11.15 to 12.15 Eastern Time
10.15 to 11.15 Central Time
9.15 to 10.15 Mountain Time
8.15 to 9.15 Pacific Time

Over Stations

WHAS, WSM, WSR, WMC, WAPI, WJDX,
WSMB, KTHS, WTML, KSTP, WEGC, WKY,
WBAP, KPRC, WOAI, KOA, KSL, KTAR, KGO,
KECA, KFSD, KGW, KOMO, KHQ, KFAB.

Judges:

CHARLES DANA GIBSON
*Famous Illustrator and Publisher
of "Life"*

ROY W. HOWARD
*Chairman of the Board, Scripps
Howard Newspapers*

RAY LONG
*President International Maga-
zine Company and Editor of
"Cosmopolitan"*

AND STAFF

Contest open only until MIDNIGHT, MARCH 4, 1931

(Winners will be announced as soon as possible after contest closes)