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WOMEN'S FINALS TOOA


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Portland Federation Plans for Concerted Action.



## ONE BRAND. ONE QUALITY ${ }^{-}$ <br> One Size Package

All our skill, facilities, and lifelong knowledge of
the finest tobaccos are concentrated on this one cigarette-CAMEL

Into this ONE BRAND, we put the utmost quality. Nothing is too good for Camels. They are as good as it's possible to make a cigarette.

Camd QUALITY is always maintained at the same high, exclusive standard. You can always depend on the same meilow-mild refreshing smooth--and entire freedom from cigaretty aftertaste.

And remember this! Camels come in one size package only- 20 cigarettes-just the right size to make the greatest saving in production and packing. This saving goes straight into Camel Quality. That's one reason why you can get Camel Quality, at so moderate a price.
Here's another. We put no useless frills on the Camel package. No "extra wrappers!" Nothing just for show!
Such things do not improve the smoke any more than premiums or coupons. And their added cost must go onto the price or come out of the quality.
One thing-and one only-is responsible for Camels great and growing popularity-

That is CAMEL QUALITY.

## Camel




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