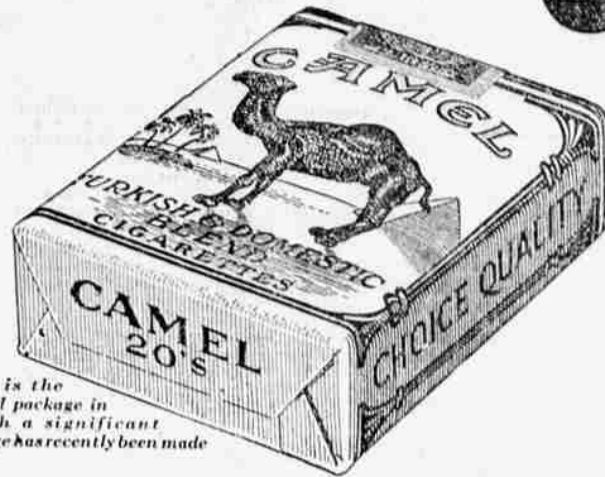
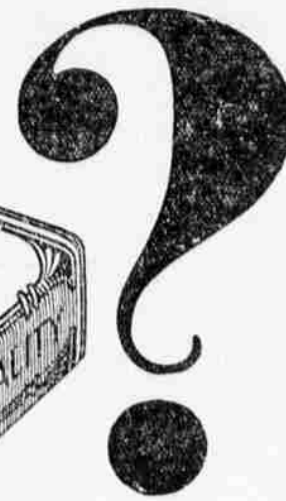


**The CAMELS!  
are coming!**



*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, \$16,000    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, WBZ, WHAM, KDKA, WGAR, WJR, KYW, WLW, WRVA, WSJS, WJAX, 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, WSB, WMC, WAPI, WJDX, WSMR, KTHS, WTML, KSTP, WEBC, WKY, WBAP, KPRC, WOAI, KOA, KSL, KJAR, 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 Magazine 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)