War Note Provides Only Opposition to Big "Vet"

## As Interesting As Your Every-Day Mail

THE advertisements in this paper were written to you. It is impossible for most merchants and manufacturers to send you a personal letter about their goods, their wares and their services. So they pay us for the privilege of calling these things to your attention in our advertising columns. If they did not know that a certain proportion of our readers would be vita lly interested in their message, they could not afford to advertise. It would be a losing proposition.

Read the advertisements as you would a personal letter. Many of them are just as important-and just as interesting. They will help you to economize and to keep posted on store news of real interest to you and your pocketbook.

Don't lay aside this newspaper without reading the advertisements.

They are personal messages for you


## Everything for QUALITY~ nothing for show <br> 

THAT'S OUR IDEA in making CAMELS - the
Quality Cigarette.

Why, just buy Camels and look at the package! It's the best packing science has devised to keep cigarettes fresh and full flavored for your taste. Heavy paper out side-secure foil wrapping inside and the revenue stamp over the end to seal the package and keep it air-tight.

And note this! There's nothing flashy about the Camel package. No extra wrappings that do not improve the smoke. Not a cent of needless expense that must come out of the quality of the tobacco.

Camels wonderful and exclusive Quality wins on merit alone.

Because, men smoke Camels who want the taste and fragrance of the finest tobaccos, expertly blended. Men smoke Camels for Camels smooth, refreshing mildness and their freedom from cigaretty aftertaste.
Camels are made for men who think for themselves.

