



Riding is second-nature to this daughter of the Belmonts

MISS JOAN BELMONT, NEW YORK. It's enough to say that Miss Belmont is the daughter of the Morgan Belmonts. As a member of this famous riding family, she has an inborn love for turf and field. At four years of age, she was presented with a pony of her own; today, Miss Belmont is one of the most accomplished horsewomen of the younger set. Like so many of her debutante friends, she is a steady Camel smoker.

These distinguished women are among those who prefer Camel's delicate flavor:

MRS. NICHOLAS BIDDLE, Philadelphia
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 MRS. RUFUS PAINE SPALDING III, Pasadena
 MRS. LOUIS SWIFT, JR., Chicago
 MRS. BROOKFIELD VAN RENSSELAER, New York

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(above) *In the Tack Room.* Miss Belmont, when cubbing, wears gabardine coat and red silk stock. She is a familiar figure in the Maryland and Long Island hunting country. "When I feel tired or a bit let-down," she says, "Camels give me a grand 'lift' ... make me feel glad I'm alive as my energy snaps back. And, though I am a steady smoker, Camels never get on my nerves."



Enjoying Good Food at the Ritz in New York. Miss Joan Belmont enjoys a leisurely luncheon in the Oval Room at the Ritz-Carlton — with Camels between courses and after. Here, where society entertains, Camels are a favorite. Smoking Camels, during meals and afterward, is a positive aid to good digestion. Sets up a generous flow of digestive fluids. Increases alkalinity. What a sense of well-being comes to those who smoke Camels at mealtime!

*Costlier
Tobaccos*

Camels are made
from finer,
MORE EXPENSIVE
TOBACCOS...
Turkish and
Domestic...than
any other
popular brand



For Digestion's Sake — Smoke Camels