

**THEY'VE
GOT
WHAT IT
TAKES!**

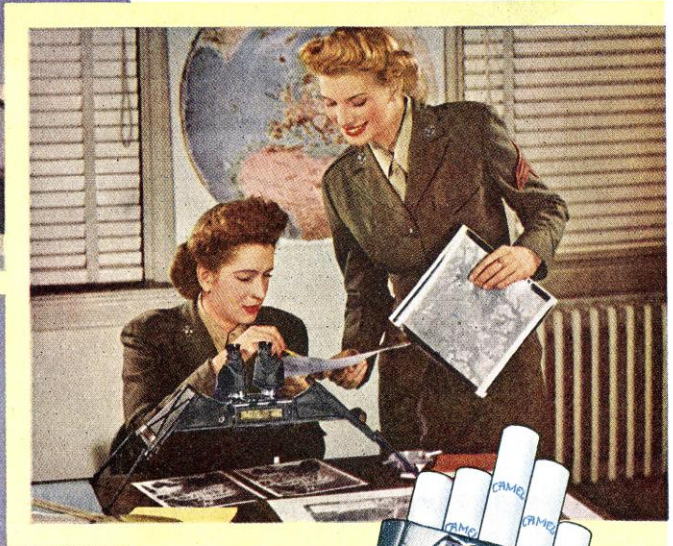
Young Lady with a Lens

... She's a Marine—and a camera sharpshooter of Marine Aviation, whose aerial pictures are used in vital map-making. Her rank is Sergeant... Sgt. Florence _____ (full name omitted by regulation), of the Marine Corps Women's Reserve. Her cigarette is Camel—the favorite with men in the Marine Corps, in *all* the services. "I like everything about Camels," says Sergeant Florence, "especially their *freshness!*" That's right, Sergeant Florence! Camels stay fresh, anywhere and everywhere, because they're *packed to go round the world!*



CAMERA GUNNER! Sergeant Florence (*shown at the left*) aims her special aerial camera at the terrain far below—and when the film is developed in the Marine Corps Photo Laboratory...

FEW SECRETS ARE HIDDEN from the penetrating eye of Sergeant Florence's camera! In the Photo Lab (*below*), over a smooth, full-flavored Camel, Sergeant Florence, right, and a technician study her "shots." Under the stereoscope, ground camouflage is clearly revealed!



CAMEL'S FLAVOR AND MILDNESS SUIT ME TO A 'T'

ME, TOO! THEY'RE SO EASY ON MY THROAT, AND THEY ALWAYS TASTE SO FRESH!



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