

IN A CIGARETTE

THE SMOKE'S THE THING!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU
EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR, AND —

28% **LESS NICOTINE**

than the average of the 4 other of the
largest-selling cigarettes tested...less
than any of them...according to indepen-
dent scientific tests of the smoke itself

By burning
25% slower
than the average of the 4
other largest-selling brands
tested—slower than any of
them—Camels also give
you a smoking plus equal,
on the average, to
5 EXTRA SMOKES PER PACK!

**CAMEL—THE SLOWER-BURNING
CIGARETTE—**

WHEN you get right down to it, a cigarette
is only as harmful—only as bad—only as
silly—as it smokes. The smoke's the thing!

Obvious—yes, but important—still important
because what you get in the smoke of your
cigarette depends so much on the way your
cigarette burns.

Science has pointed out that Camels are defi-
nitely slower-burning (see left). That means a
smoke with more mildness, more coolness, and
more flavor.

Now—science confirms another important
advantage of slower burning...of Camels.
Less nicotine—in the smoke! Less than any
of the 4 other largest-selling brands tested—
28% less than the average!

Light up a Camel...a slow-burning Camel
...and smoke out the facts for yourself. The
smoke's the thing!

"SMOKING OUT" THE FACTS about nicotine.
Experts, chemists analyze the smoke of 5 of the
largest-selling brands...find that the smoke of
slower-burning Camels contains less nicotine
than any of the other brands tested.

© J. B. Harrell Tobacco Company, Winston-Salem, North Carolina

In the Army . . In the Navy . . In the Marine Corps . . In the Coast Guard
ACTUAL SALES RECORDS IN POST EXCHANGES, SALES COMMISSARIES,
SHIP'S SERVICE STORES, SHIP'S STORES, AND CANTEENS SHOW...

Camels are the favorite!



The *smoke* of slower-burning Camels contains
28%
Less Nicotine
than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests *of the smoke itself!*
The *smoke's* the thing!

CAMEL
THE
CIGARETTE OF
COSTLIER
TOBACCOS



First on Land and Sea!
Army, Navy, Marines, Coast Guard . . . Yes, it's *Camels* with the men in the service. And with the millions of others who stand behind them, too, *For Camel* is America's favorite. Join up with that ever-growing army of Camel fans now. Enjoy the cool, flavorful taste of Camel's costlier tobaccos. Enjoy smoking pleasure at its best—extra mildness with less nicotine in the smoke (*see left*).

R. J. REYNOLDS TOBACCO COMPANY, WINTHROP, N. C.

SEND HIM A CARTON OF CAMELS TODAY. O. D. or blue, he'll appreciate the gift from you . . . he'll appreciate your picking the brand that men in the service prefer . . . Camels. Remember—send him a carton of Camels today.

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—**slower than any of them**—Camels also give you a smoking *plus* equal, on the average, to
5 EXTRA SMOKES PER PACK!

"WE WANT CAMELS!"

GIVE ME CAMELS EVERY TIME. THEY'RE FIRST WITH THE MEN IN THE ARMY

WITH THE MARINES, CAMELS ARE THE FAVORITE

IN THIS MAN'S NAVY IT'S CAMELS. WHAT FLAVOR!

SEND THEM THE CIGARETTE THEY ASK FOR—
SEND A CARTON OF CAMELS TODAY!

And to save you time and trouble, your dealer now has Camel cartons specially wrapped and ready for mailing to men in the service.

Whether he's stationed on land or sea—whether he's in the Army, Navy, Marine Corps, or Coast Guard, when you send your carton of Camels you'll be sending the cigarette men in the service prefer (see right). Stop in at your dealer's today and send a carton of Camels to that chap who's waiting to hear from you.

Actual Sales Records in Post Exchanges, Sales Commissions, Ship's Stores, Ship's Service Stores, and Canteens show the favorite cigarette with men in the Army, Navy, Marines, and Coast Guard is Camel.

THE SMOKE OF SLOWER-BURNING CAMELS CONTAINS
28% LESS NICOTINE
than the average of the 5 other longest-burning brands tested—less than any of them—according to independent scientific tests of the smoke itself! The smoke's the thing!

BY BURNING 75% SLOWER than the average of the 5 other longest-burning brands tested—slower than any of them—Camels also give you a smoking fire-mountain on the cigarette, so
5 EXTRA SMOKES PER PACK!

CAMEL
SLOW-BURNING
TASTE
SMOKE

"YOU SAVVY
QUICK,
SOLDIER!"



DAD ought to know. Look at the wall behind him — his personal military history. Glorious sword. Photo of the troop. That by himself, very straight and proud in his old-style chicken-skin blouse, four Browne hats, and second "tonics" gold bars. And his decorations — the Order of the Purple Heart, Victory Medal, Cross de Guerre with palm.

"You savvy quick, soldier," he says to his son as that chip of the old block in the new suitless profile Camels. "These were practically 'regulation' cigarettes with the army men I knew. Lots of other things seem to have changed, but not a soldier's 'smack'."

Just seems that Camels click with more people than any other cigarette — whether they're wearing G.I., blues, or civvies. You'll serve, too — and quick — with your first puff of a slower-burning Camel with its extra mildness, extra coolness, and extra flavor, why it's the "time-line" cigarette — post, pre-war, and here!

Right! Today, and for more than 30 years, reports from Army Post Exchanges show that Camels are the favorite. And in Navy canteens, too, Camel is the leader.

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU
 EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR AND

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested — less than any of them — according to independent scientific tests of the smoke itself

• What cigarette are you smoking now? The odds are that it's one of those included in the famous "nicotine-in-the-smoke" laboratory test. Camels, and four other largest-selling brands, were analyzed and compared...over and over again...for nicotine content in the smoke itself! And when all is said and done, the thing that interests you in a cigarette is the smoke. YES, SIR, THE SMOKE'S THE THING! SMOKE CAMELS!



BUY CAMELS BY THE CARTON — FOR CONVENIENCE, FOR ECONOMY

BY BURNING 175 SLOWER than the average of the 4 other largest-selling brands tested — slower than any of them — Camels also give you a smoking pleasure on the average, an

5 EXTRA SMOKES PER PACK!

R. J. REYNOLDS TOBACCO CO., CINCINNATI, OHIO, U. S. A.

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

"Like you sent 'em to me —remember?"

THEY weren't eyes engaged then—when he wore the O. D. of Uncle Sam's 17 army with his sergeant's stripes on one sleeve and his heart upon the other. And so for Junior, now a steward in O. D. 1941 model—just a chigger in a story that hadn't even been written. The years "about face" and "to the rear, march" as he watched her wrap with such care these cigarettes for their son in camp. He recalls the times when he reserved the same gift from the same hands. The same—even to the name upon the carton. Camel. Yes, they were first with men in the army then—and they are today. Not only in the Army but in the Navy, the Marines, the Coast Guard...with the millions of others who stand behind them...for Camel is America's favorite. Why? The answer isn't told in words. But just for match flame and cigarette meet, and that first single puff's enough to start just some selling just!

The smoke of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself!

SEND HIM A CARTON OF CAMELS. Whether he's in the Army, Navy, Marines, or Coast Guard, when you send him a carton of Camels you'll be sending the cigarette men in the service prefer. (Based on actual sales records in Post Exchanges, Sales Commissaries, Ship's Service Stores, Ship's Stores, and Canteens.) Send a carton today!

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, 10: 5 EXTRA SMOKES PER PACK!

© J. B. Mandel, New York, N. Y.

BLUE-WATER BLITZ!

Fastest fighter afloat, her speed's a Navy secret...no secret, though, that Camel outpaces all cigarettes in popularity with Navy men.

ALL OF A SUDDEN those propellers near the water behind her seem instead white-hot, and there in any other glide the water soon breaks apart in foamy atoms, as you can think. She's the Navy's new darling...and what a girl! All dressed up with four smokestacks and four machine guns. She's a thunderbolt. Fast as lightning...and she hits harder.

YOU'VE GOT TO BE GOOD at water on her crew. Over 4,000 horsepower "rolling" "rolling" means that the huge four main engines are working hard and are loaded to their capacity. No wonder, after a thrilling session on this blue-water like the first words you hear from the men are: "Yes, a cigarette, quick!" (And that means Camel—outstanding favorite of Navy men.)

—AND TORPEDO-BOAT DESIGNER IRWIN CHASE SHARES THE NAVY MAN'S PREFERENCE FOR CAMELS

THERE'S JUST NO OTHER CIGARETTE THAT TASTES SO GOOD AS A CAMEL

IRWIN CHASE, speaking, He's chief of the naval division, Elmer Chase Co., one of the nation's leading cigarette makers. Chase's new PT boat, Navy's the midshipman, Camel is loaded over the blueprints of these blue-water blitzy. And after a session on that first air battle-bridge that's in the nation pictures at the top of the page, well, "There's just nothing like a Camel," he declares. "It's been my favorite for years."

IT'S AS TRUE as the sunset's ending of the sun at high noon...the fact: Camels are the favorite of modern America. Active Americans. Busy, up-and-doing Americans. Take a man like Irwin Chase (above), Elmer Chase's naval architect. Take the men in the Army, Navy, Marine Corps, Coast Guard. Their favorite cigarette is Camel.

The extra coolness, extra flavor, extra mildness, and 20% less nicotine in the smoke of Camel's slower-burning, cooler tobacco all add up to that "extra something" that Camel fans say just no other cigarette can give them. Try a phantom cruise on Irwin Chase's smoking ship—make your next cigarette a Camel.

The smoke of slower-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself!

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to 5 EXTRA SMOKES PER PACK!

CAMEL

THE CIGARETTE OF COSTLIER TOBACCOS



THIS IS AMERICA... young America... in the air! Here at the Ryan School of Aeronautics in San Diego—at every-even other "Wing Point of the Air"—the Army Air Corps pilot training program is turning out class after class of young men who can really fly the Eagle they are proud to defend. Americans all... they're the Army's Flying Cadets.

THE CAMPU'S is an airplane runway... classroom a biplane trainer. And the "prof" is veteran test pilot Paul Wilcox (center, above and at left). Ryan chief instructor. "Dodson" now, they'll be doing instrument and steep rolls in eight weeks. And when they've passed that final "rolling machine ride," it's "Hi ya, buddy. Go a Camel!"

YES, Charley Camel, you'll find the cigarette that runs in the Army is the faithful brand that is extra mild with less nicotine in the smoke. Today—and for more than 20 years—experts from Army Post Exchanges share Camels are preferred. The Army man's favorite... the Navy man's favorite... America's favorite cigarette—Camels.

THE SMOKE'S THE THING!

The smoke of slower-burning Camels gives you

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to

5 EXTRA SMOKE'S PER PACK!



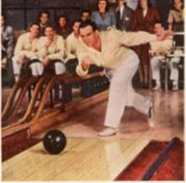


"I'd walk a mile for a Camel," says Chief Instructor Paul Wilcox, Civilian Director of Army Flight Training at Ryan School of Aeronautics, San Diego

Camels are the "loner" and the being with "nerve" of 1918. It's 1941. Things have changed in this Army of ours, but not the Army man's preference for the cigarette of costlier tobaccos. Today, as then, America's front-line cigarette is C.A.M.E.L. Paul Wilcox's "I'd walk a mile for a Camel" tells you of the flavor that never wears out its welcome—full, rich, cool, extra mild. Science tells you of Camel's extra freedom from nicotine in the smoke (see above, left). Join up now with that ever-growing army of Camel smokers. Today get Camels—and for that chap who's waiting to hear from you, get an extra carton of Camels.

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

"SET 'EM UP" —FOR CHAMPION LOWELL JACKSON

AND SET UP THE CAMELS, TOO
Whether you're in there bowling your self—or just watching—nothing hits the spot like a cool, flavorful Camel.

TALK ABOUT your "most genial member." You're looking right at him—"Low" Jackson of St. Louis. 1951 All-American, captain of the world's clutch game, champion, and possessor of one of the highest scoring hands in bowling today. Lightly sip a slower-burning Camel and watch this champion of champions in action.

THERE'S A SWEET FLASH of the arm. The snap of a wrist. The ball whirly down the alley. Take a good long look at the way "Low" Jackson smokes that one—that's an All-American look. Close to the game. Three-quarters of the way down, the smoke is brackish—straight for the tin. Watch it now—it's—




IT'S
STRICTLY CAMELS
WITH ME.
EXTRA MILD
WITH A FLAVOR
THAT ALWAYS
HITS THE SPOT.

C.R.A.S.H. A perfect hit! The very sound of "set" falling over you tingles all over. Like a boxer with the lower back—a hole in one—like the full, rich flavor of a certain cigarette, it never fails to thrill. No matter how much you smoke, there's always a fresh, welcome note to a Camel—the Camel who has been around since smoke with less nicotine in the smoke.

THE SCOREBOARD tells the story. More smokers prefer Camels than any other cigarette... smokers like Lowell Jackson to whom mildness is so important... smokers who want a flavor that doesn't tire the tongue... smokers who want more out of a cigarette than some thing to merely be had or gulped. You'll never know when you've been missing until you smoke Camels.

TWENTY TIMES "Low" Jackson (above) has called the perfect name (100). Every time he lights up a Camel he smokes with the innocence of modern laboratory science that in the smoke of mild, slower-burning Camels there is less nicotine (see below, left). Get a package of slower-burning Camels today, and smoke out the facts for yourself.

The smoke of slower-burning Camels contains
28% LESS NICOTINE
than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself!

By burning 25% slower than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to
5 EXTRA SMOKES PER PACK!



Camel
—the Cigarette of Costlier Tobaccos

© 1951 American Tobacco Company, Winston-Salem, N.C.

THE SMOKE'S THE THING!



SIPPING IS MORE FUN WITH CAMELS. THEY'RE EASY ON THE THROAT—
EXTRA MILD

The name is Dorothy Van Nuy. The place—California's popular Santa Barbara. The cigarette—America's favorite—C-A-M-E-L!

• She smiles...she sips...she's typically modern in her way for the active life. Typically modern, too, in wanting to know the scientific facts about the cigarette she smokes. In choosing Camels, Dorothy Van Nuy enjoys the scientific assurance of a slower-burning cigarette. That means more coolness, freedom from the harsh, irritating qualities of extra heat...extra nicotine. And she knows, from independent laboratory reports, that in the smoke of extra-mild Camels, there is less nicotine. (See above, right.)



I LIKE THE **EXTRA COOLNESS** OF A SLOW-BURNING CAMEL



WITH CAMELS, I DON'T GET TIRED OF SAVORING THE **FLAVOR** IS ALWAYS INVITING

"I NEVER REALIZED, until I changed to Camels, that a cigarette could be so much milder and yet have all that wonderful flavor," says Miss Van Nuy from the girl's side (above). Yes, no matter how much you smoke, Camels always hit the spot—and they're extra mild with less nicotine in the smoke.

The smoke of slower-burning Camels gives you

28% LESS NICOTINE

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself



CAMEL
THE CIGARETTE OF COSTLIER TOBACCOS

YES, DOROTHY VAN NUYS, and the important point is: Camels' extra coolness—all of Camels' several advantages are in the smoke. After all, it's the smoke you smoke. And in the smoke of the slower-burning cigarette of cooler tobacco there's more coolness, more flavor, extra mildness—with less nicotine.

The modern's thing! Smoke out the facts about milder smoking pleasure yourself. Dealers feature Camels by the carton. For economy—convenience—get your Camels by the carton.

BY BURNING SLOW, SMOKE that the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to
5 Extra Smokes Per Pack!

B. & W. Tobacco Company, Winston-Salem, N. C.



BLUE-WATER BLITZ!

Fastest fighter afloat, her speed's a Navy secret...no secret, though, that Camel outspeeds all cigarettes in popularity with Navy men.

ALL OF A SUDDEN three propellers cut the water behind her (see tomorrow's "Blue Water" issue) and she's gone! In fact, she's the Navy's new darling...and what a girl! All dressed up with her torpedoes, mines and five machine guns, she's a thunderbolt. Fast as lightning...and she's his harder.



YOU'VE GOT TO BE GOOD to serve on her crew. Over 4,000 horse-power running "silent" motors that she keeps from vibrating to wave-top-but crew lashed to their stations. No wonder, after a thrilling session on this blue-water blitzer the few words you hear from the men are: "This is a cigarette, quick!" (And that means Camel—unmistakable favorite of Navy men.)

—AND TORPEDO-BOAT DESIGNER IRWIN CHASE SHARES THE NAVY MAN'S PREFERENCE FOR CAMELS



IT'S CAMELS WITH ME—THEY'RE Milder—THEY'RE COOLER

IRWIN CHASE speaking. He's chief of the naval division, Electric Boat Co., and the outfit making Diesel boat's new PT boats. May's the midshipman Camel he smoked over the blueprints of these blue-water blizzards. And after a session on that fresh air battle-bridge he's in the action picture at the top of the page, too! "There's just nothing like a Camel," he declares. "It's been my favorite for years."

THERE'S JUST NO OTHER CIGARETTE THAT TASTES SO GOOD AS A CAMEL



IT'S AS TRUE as the sextant's reading of the sun at high noon...this fact: Camels are the favorite of modern America. Active America. Busy, up-and-doing America. Take a man like Irwin Chase (above), Elco's naval architect. Take the men in the Army, Navy, Marine Corps, Coast Guard. Their favorite cigarette is a Camel.

The extra delicious, extra flavor, extra mildness, and 25% less nicotine in the smoke of Camel's slowest-burning, smoother tobacco all add up to that "extra something" that Camel has not just in other cigarettes seems to give them. Try a pleasant cruise on Irwin Chase's smoking chart—make your next cigarette a Camel.

*Based on actual sales records in Post Exchange, Navy Commissaries, Ship's Service Stores, and Canteens.

The smoke of slower-burning Camels contains

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than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself!



BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to

5 EXTRA SMOKES PER PACK!

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

1 Clare Potter is a great American designer. And she looks the part. Note her distinctive pill-box hair-do, sleeping shirt-waist. She tends to designs that suit the needs of American living—sportswear, smart suits, simple dinner clothes. For inspiration, she turns to fabrics...has prints and colors made to order.

2 Unlike most designers, Clare Potter works on a living model...even her original patterns out of the fabric itself. At right, she rests...smokes a Camel...critically eyes pyjamas-in-the-making on a mannequin and herself. Says Clare Potter: "I like Camels best. They're mild-mannered, contain less nicotine in the smoke, you know?"




Clare Potter

AMERICAN DESIGNER

"Camels give me what I want in a cigarette...real smoking mildness plus fine taste"

3 "Perian Bonquet"—striking dinner-at-home pyjamas of printed sharkskin, a Clare Potter original. Here the finished design is being modeled for her approval while she enjoys another Camel. "I never tire of smoking Camels," she says. "They're the finest-tasting cigarettes I could ever want."

Clare Potter is outstanding among designers who are making America the center of fashion. A hard worker, she spends week-days at the shop...week-ends at her farm. "My friends prefer Camel cigarettes, too," she adds. "So I buy Camels by the carton. More convenient!"

The smoke of slow-burning Camels contains

28% LESS NICOTINE

than the average of the 4 other leading-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself.



CAMEL

The cigarette of Cortina Tobacco



A. J. Revere Co., Inc., Winston-Salem, N. C.

A few of the many other distinguished women who prefer Camel cigarettes:

Mrs. Nicholas Biddle, Philadelphia
 Mrs. Carl Borden, Chicago
 Mrs. Powell Cabot, Boston
 Mrs. Charles Carroll, Jr., Maryland
 Mrs. Randolph Carter, Virginia
 Mrs. J. Gardner Coulter, Inc., Boston
 Mrs. Aubrey J. Daniel, Inc., Philadelphia
 Mrs. John Hylan Hunsbury, New York
 Mrs. Alexander Hume, California
 Mrs. Oliver DeGree Vanderbilt III, Cleveland
 Mrs. William H. Van Rensselaer, New York

BY BURNING 25% SLOWER than the average of the 4 other leading-selling brands tested—**SLOWER** than any of them—Camels also give you a smoking *plus equal*, on the average, to **5 EXTRA SMOKES PER PACK!**

September 1941 Good Housekeeping



THIS IS AMERICA...young America...in the air! Here at the Ryan School of Aeronautics in San Diego—on twenty-seven other "Wing Points of the Air"—the Army Air Corps pilot training program is training not only the best of young men who can outfly the Eagle they are pledged to defend, America's...they're the Army's Flying Cadets.

THE CAMPUS is an airframe runway... classroom & plane trainer. And the "prof" is veteran test pilot Paul Wilcox (center, above and at left). Ryan chief instructor, "Dodson" now, they'll be doing Simulacrum and snap rolls in right weeks. And when they've passed that final "marching machine ride," it's "Hi ya, buddy. Get a Camel!"

YES, Charley Camel, you'll find the cigarette that rates in the Army is the flavorful brand that is extra mild with low nicotine in the smoke. Today—and for more than 20 years—reports from Army Post Exchanges show "Camels" are preferred. The Army man's favorite...the Navy man's favorite...America's favorite cigarette—Camels.

THE SMOKE'S THE THING!

The smoke of slower-burning Camels gives you

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than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself



CAMELS ARE
 AGREE WITH ME!
 FLAVOR AND
 MILD
 EXTRA MILD

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5 EXTRA SMOKE'S PER PACK!

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"I'd walk a mile for a Camel," says Chief Instructor Paul Wilcox, Civilian Director of Army Flight Training at Ryan School of Aeronautics, San Diego

ONCE are the "Jennies" and the baling win "crises" of 1918. This in 1935! Things have changed in this Army of ours, but not the Army man's preference for the cigarette of camels tobacco.

Today, as then, America's front-line cigarette is C-A-M-E-L!

Paul Wilcox's "I'd walk a mile for a Camel" tells you of the flavor that never wears out in welcome—full, rich, cool, extra mild. Science tells you of Camel's extra freedom from nicotine in the smoke (see above, left). Join up now with the ever-growing army of Camel smokers. Today get Camels—and for that chap who's waiting to hear from you, get an extra carton of Camels.

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS

FIRST FURLOUGH

THE SMOKE'S THE THING!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU

EXTRA MILDNESS EXTRA COOLNESS EXTRA FLAVOR

AND **28% LESS NICOTINE**

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself.

Supercharged Test Pilot

Marshall Heagle... who's test flown 300 different planes... saves the new "longest-selling" INTERCEPTOR-FIGHTER FROM THE SKYSCRAPER!

DO YOU HEAR THAT YOU'RE GOING TO RIVE THAT BABY FROM 15,000'?

DON'T WORRY... THAT PLANE CAN TAKE IT!

WELL, BUT CAN YOU?

FOR 30 MINUTES BEFORE THAT "OFF-MARSHALL" "SUPERCHARGED" HIMSELF BY BREATHING PURE OXYGEN WHILE EXERCISING ON A BICYCLE.

AND HE HAS TO RELAXING OUTSIDE ALL THE TIME HE'S UP THERE.

HE CAN'T EVEN FALL OUT WITHOUT A ROCKET FEAR OF CRASHING TO BRUISE FEET ON HIS WAY DOWN.

HEAGLE... 35,000'... DIVING DOWN... DON'T TALK ANY MORE... THE TOWER...

KEEP PULLING ON THAT OXIGEN! MARSHALL!

THAT'S HE BOMB UPSTAGE! ALL WE CAN DO NOW IS "NONE."

IMAGINE CLIMBING A HOLE A MINUTE.

PLAN, THIS BURSTING IS SURE TOUGH ON THE NERVES.

BABY, THEY GUARDED YOU ABOUT "LIGHTNING!"

YOU CAN LOOK NONE, NONE... HE MADE IT... WHAT A PILOT.

FROM 35,000'... IN 20 SECONDS!

I NOTICED THE FIRST... SURE, AN OLD THING YOU ASKED FOR... ARMY MAN... HE SMOKE A CAMEL, MARSHALL.

THE ARMY MAN SAYS: "NOTHING HITS THE SPOT LIKE A CAMEL... WHAT MORE, THEY'RE EXTRA MILD."

Science finds —
THE SMOKE OF CAMELS CONTAINS **28% LESS NICOTINE** THAN THE AVERAGE OF THE 4 OTHER LARGEST-SELLING BRANDS TESTED... LESS THAN ANY OF THEM... ACCORDING TO INDEPENDENT SCIENTIFIC TESTS OF THE SMOKE ITSELF.

MARSHALL HEAGLE, ONLY THAT PILOT OF LONGEST AIRCRAFT COOK.

Heagle
"MILDNESS IS WHAT COUNTS WITH ME. I FIND CAMELS Milder BY FAR, AND THEY BURN SO MUCH COOLER WITH MORE FLAVOR."

BY BURNING 28% SLOWER than the average of the 4 other longest-selling brands tested... slower than any of them... Camels also give you a smoking plus equal, as the average, to **5 EXTRA SMOKES PER PACK!**

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR AND

THE CIGARETTE OF OUTRATED PRODUCES

28% Less Nicotine

THAN THE AVERAGE OF THE 4 OTHER LARGEST-SELLING CIGARETTES TESTED—LESS THAN ANY OF THEM—ACCORDING TO INDEPENDENT SCIENTIFIC TESTS OF THE SMOKE ITSELF.

LANDING A WORLD'S RECORD TIGER SHARK
"LYLE" BAGNARD
BIG-GAME FISHERMAN

A WHORFED TIGER SHARK IS A TON IF ITS AN SHARK

GET THAT MOTION OR HE'LL TEAR THE MEAT OUT OF MY REAR

BETTER HEAD DOWN FOR BLOOD, LYLE! WHOSE CAN LAUGH NOW?

NOTE ON YOUR REAR END, LYLE! HE'S GOT A WHORFED SET OF TEETH!

I SURELY LETTER THE SHARK EAT! FIRST, SMOKE THE SHARK! A SUDEN SQUAL

GET THAT MOTION OR HE'LL TEAR THE MEAT OUT OF MY REAR

BETTER HEAD DOWN FOR BLOOD, LYLE! WHOSE CAN LAUGH NOW?

NOTE ON YOUR REAR END, LYLE! HE'S GOT A WHORFED SET OF TEETH!

I SURELY LETTER THE SHARK EAT! FIRST, SMOKE THE SHARK! A SUDEN SQUAL

GET THAT MOTION OR HE'LL TEAR THE MEAT OUT OF MY REAR

BETTER HEAD DOWN FOR BLOOD, LYLE! WHOSE CAN LAUGH NOW?

NOTE ON YOUR REAR END, LYLE! HE'S GOT A WHORFED SET OF TEETH!

I SURELY LETTER THE SHARK EAT! FIRST, SMOKE THE SHARK! A SUDEN SQUAL

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU

EXTRA MILDNESS EXTRA COOLNESS EXTRA FLAVOR

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself.

"I TORTURE TANKS"

THAT'S THE NEW
M-8—28 TONS
AND SHE CAN
TAKE ANYTHING

YES, CHARLIE DEWEY'S JOB
IS TESTING UNCLE SAM'S NEWEST
BATTLE BUGGIES. HIS CIGARETTE IS
THE ARMY MAN'S FAVORITE...**CAMEL**

CHARLIE DEWEY,
THE OFFICIAL
TEST DRIVER,
WATCH HIM
TAKE THAT
HELL-
HOLE
JUMP!

OW! I'LL BET
MR. DEWEY
FELT THAT!

I FEEL BLACK
AND BLUE—JUST
WATCHING

NOW, BABY...IF YOU
CAN TAKE THIS
RIGID, YOU'RE
READY BOTH WAYS

CRASH

SOME DRIVING,
MISTER—
HOW DO YOU
FEEL?

RIGHT NOW
I FEEL FOR A
CAMEL

THAT'S THE OLD
NAVY GUN.
CAMELS
THE SMOKE
WITH US

GIVE ME
CAMELS EVERY TIME,
THEY'RE **EXTRA MILD**
AND THEY'VE REALLY
GOT THE **FLAVOR** THAT
HITS THE SPOT, 'YD WALK
A MILE FOR A CAMEL,
ANY DAY!

THE SMOKE OF SLOWER-BURNING CAMELS
CONTAINS
28% LESS NICOTINE

From the average of the 4 other largest
selling brands tested—Camel has been
found to contain 16.5 mg. of nicotine
per cigarette as compared to 22.5 mg.
of other brands.

ACTUAL SALES RECORDS FROM
POST EXCHANGES, SALES COM-
MISSARIES, SHIP'S SERVICE STORES,
SHIPS STORES, AND CANTEENS
SHOW THAT IN THE **ARMY**, IN
THE **NAVY**, IN THE **MARINES**,
AND IN THE **COAST GUARD**
THE FAVORITE CIGARETTE IS

CAMEL

THE CIGARETTE
OF COURSE.
TOBACCOS

5 EXTRA
SMOKES
PER PACK!

■ No smoking 225 places
Show the average of the 4
other largest-selling brands
tested—Camel has been
found to contain 16.5 mg. of
nicotine per cigarette as
compared to 22.5 mg. of
other brands.

THE SMOKE'S THE THING!

"YES, SIR, CAMEL IS THE CIGARETTE FOR ME... EXTRA MILD!"

THERE'S THE WIND-UP. And here's the pitch—an inside story from baseball's master mountaineer, Cincinnati's famous "Bucky" Walters:

"My cigarette has to be mild, naturally. Camels give me extra mildness—and they're full of flavor."

Extra mildness—less nicotine in the smoke... 28% less than the average of the 4 other largest-selling brands tested. Whether you smoke much or little, you'll welcome Camel's extra mildness and extra freedom from nicotine in the smoke. Switch to Camels now. Smoke out the facts for yourself. The smoke's the thing!

—and here's the scientific slant, "BUCKY" WALTERS:

The smoke of slower-burning Camels gives you

28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested—less than any of them—according to independent scientific tests of the smoke itself!

I LIKE THOSE EXTRAS IN CAMELS... ESPECIALLY THE EXTRA SMOKING PER PACK

BLEACHERS TO BOXES you'll find Camels tick with more smokers than any other cigarette. They're the heavy smoke—with a wonderful blend of cooler tobacco that has never been equalled. And they're the chilly smoke, too, as fat George Sifers explains (above)... even more economical when you buy the convenient Camel carton your dealer is flaming right now.

BY BURNING 28% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking plus equal, on the average, to

5 EXTRA SMOKES PER PACK!

A SLOWER-BURNING, COOLER SMOKE WITH

EXTRA FLAVOR.

CAMELS ALWAYS TASTE GOOD

YOU'VE GOT the right pitch. "Bucky" Camel's cooler tobacco are slower-burning. That means freedom from the irritating qualities of excess heat... more comfort, more flavor. Yes, and no matter how much you smoke, flavorful Camels always taste good... never wear out their welcome.

Camel

THE CIGARETTE OF COSTLIER TOBACCOS

© 1951 R.J. REYNOLDS TOBACCO COMPANY Winston-Salem, North Carolina

**LOW IN NICOTINE
HIGHEST IN QUALITY**



*Don't you want to try
a cigarette with a
record like this?*
Paul Douglas
22 YEARS A CHESTERFIELD SMOKER

When you smoke Chesterfield it's so satisfying to know that you are getting the one cigarette that's **low** in nicotine, highest in quality.

A fact proved by chemical analyses of the country's six leading cigarette brands.

And it's so satisfying to know that a doctor reports no adverse effects to the nose, throat and sinuses from smoking Chesterfield.

The doctor's report is part of a program supervised by a responsible independent research laboratory and is based on thorough bi-monthly examinations of a group of Chesterfield smokers over a period of a year and four months.

CHESTERFIELD—FIRST
WITH PREMIUM QUALITY IN
BOTH REGULAR AND KING-SIZE.

**CHESTERFIELD
BEST FOR YOU**

Copyright 1955, 1956 & 1957, R.J. REYNOLDS TOBACCO CO.

**makes ANY cigarette
less irritating!**



**Here's why so many doctors
recommend Denicotea**

The harmful effects of nicotine and tars on the human system are of deep concern to the medical profession. Doctors who have tested Denicotea have been quick to recommend it. Nothing filters like the Denicotea crystal filter. You can see the evidence in the *Marked* filter, soaked with the harmful residue that otherwise would have entered your mouth, throat, nose and lungs...

No matter what cigarette you smoke, Denicotea definitely filters the smoke, cuts down nicotine and tars!



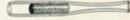
**Used by millions for
smoking health and pleasure**

If you have sinus trouble, smoker's cough, throat irritation, or have other reasons for cut down on smoking—don't fail to use a Denicotea cigarette holder...

Many doctors recommend Denicotea to guard teeth and gums against the stains and irritants in tobacco smoke. Your breath is fresher, your mouth feels cleaner, when you use Denicotea!

Denicotea holder
With polished aluminum exterior and 15 extra filters. \$2.99

Lady Denicotea holder
Long, slim, thin, gold tone exterior. In black or costume colors, 15 filters. \$3.99



DE-NICOTEA CRYSTAL FILTER CIGARETTE HOLDER

dunhill

At tobacco counters, drug stores and jewelry stores • Alfred Dunhill, 660 Fifth Ave., New York 15, N.Y.

**Now! Try the
11-DAY
ANTI-NICOTINE
DIET**

**without
giving up
a single
cigarette!**



If you smoke a pack-a-day, it is estimated that you take in a full ounce of nicotine and tar every 11 days. (That's almost a whiskey glassful.)

With a Denicotea cigarette holder you cut down on these poisons, without giving up a single cigarette! Try the Denicotea anti-nicotine, anti-tar diet for 11 days. After you see how much better you feel, you'll never go back to smoking without a Denicotea!

NICOTINE AND TAR are better in HERE than in YOU!

That's why so many doctors and dentists strongly recommend Denicotea for constant use. They know that nicotine and tar trapped in the efficient Denicotea crystal filter can't reach, can't harm your mouth, teeth, gums... your nose, sinuses, throat... and lungs.

You get the benefits of cutting down on smoking... without having to give up your favorite cigarettes! Start your anti-nicotine diet today.

Denicotea, with aluminum electric and 11 filters \$2.00
half Denicotea, long, slim, with gold-tone electric and 11 filters \$3.50



dunhill **DE-NICOTEA**
Crystal Filter Cigarette Holder



Makes Any Cigarette Less Irritating!

*makes ANY
cigarette
less irritating!*



Many doctors recommend this
crystal filter cigarette holder to
reduce nose and throat irritation



*Before use:
Crystal filter is pure white*

*After use:
Filter turns dark as it
traps nicotine and tars*

Like millions of Denicoses users—
you can really do something about
nicotine and throat irritants—
no matter what cigarette you smoke!

Nothing in the world filters
tobacco smoke like Denicoses.
You can see the evidence in the
blackened Denicotea filter. The
irritants trapped in that filter
would have reached your nose,
throat... and lungs!

Your mouth feels fresher with
Denicoses. The smoke is cleaner,
cooler. You'll appreciate the
difference immediately!

At tobacco counters everywhere.

Leafy Denicoses long, slim,
with gold wire casing. 16mm
Denicotea holder with
absorbent filter. \$2.00



Showing position of Denicotea crystal filter

dunhill **DE-NICOTEA**
Crystal Filter Cigarette Holder



Linda Darnell
STAR OF "MY DARLING CLEMENTINE"
A 20th CENTURY-FOX PRODUCTION
Says:

"Medical Science offers
**PROOF
POSITIVE!**
No other leading cigarette
is safer to smoke!"

**NO OTHER GIVES YOU
Less Nicotine
Less Throat Irritants**

**Leon Henderson
says Raleighs are RIGHT!**

"What I smoke cigarettes—
I smoke Raleighs. For I've
studied the scientific tests,
based on a method used
by the U. S. Government,
and Medical Science has
proved—no other leading
cigarette gives you less
nicotine, less throat irri-
tants—no other cigarette
Raleighs are right!"

**Than The NEW, Better Tasting
Raleigh
"It's Moisturized"**

Linda Darnell Says:
"I've seen the evidence in black
and white, and I'm convinced!
Medical Science has proved
that no other leading cigarette
gives you less nicotine, less
throat irritants. Oh, the
new, scientific, better tasting
Raleigh! I'm sure Raleighs are
right for me—right for mine,
right for yours!"

**YES! Tests based on a method used by the
United States Government—verified by a
jury of 14 distinguished doctors, including eminent
throat specialists—now offer you proof positive:
No other leading cigarette gives you less nicot-
ine, less throat irritants... it actually refers
to smoke—than the new, scientific, better tasting
Raleigh! All six leading brands were tested!**

**So try Raleigh! Enjoy the rich, choice tobacco
that make Raleighs so smooth, so mild, yet so full.
Favored they're the favorite of millions! Raleighs
are right—right for mine, right for yours!**

**Tests Based on a Method Used
by the U. S. Government**

© 1941, Wm. & Wm. Tobacco Co., Inc., Winston-Salem, N.C.

DOUGLAS FAIRBANKS, JR.
Famous Actor and Producer, says:

NOW!
MEDICAL SCIENCE OFFERS
**PROOF
POSITIVE!**
NO OTHER LEADING
CIGARETTE
IS SAFER TO SMOKE!

Douglas Fairbanks, Jr.
Finds Raleighs are Right!
"Famous Doc" says: "Raleighs are the cigarettes that smoking doctors Medical Science offers proof positive no other leading cigarette gives you less nicotine, less throat irritants... in other words the cigarette that is the most, the safest, better tasting cigarette!"

NO OTHER GIVES YOU
**Less Nicotine
Less Throat Irritants**
than the **NEW, Smoother, Better Tasting
Raleigh**

Earl Wenzel
Says: "I would prefer to 1. avoid the reports, neither by doctors. And it's good reason because no good no other leading cigarette gives you less nicotine, less throat irritants... in other words the cigarette that is the most, the safest, better tasting cigarette!"

YES! True based on a method used by the U. S. Coast Guard Commission-certified by a jury of 18 distinguished doctors, including eminent medical authorities—now after you prove positive! No other leading cigarette gives you less nicotine, less throat irritants... in other words the cigarette that is the most, the safest, better tasting cigarette! All no leading brands were tested! So try Raleigh! Enjoy the rich, clean tobacco that makes Raleighs so smooth, so mild, yet so full-flavored. They're the favorite of millions! Raleighs are right—right for taste, right for throat!

Tests Based on a Method Used by the U. S. Government

OLD GOLDS found

lowest in Nicotine

OLD GOLDS found

**lowest in Throat-Irritating
Tars and Resins**

See Impartial TESTS by Reader's Digest - July Issue

SEE HOW YOUR BRAND COMPARES WITH OLD GOLD

Reader's Digest assigned a scientific testing laboratory to find out about cigarettes. They tested seven leading cigarettes and Reader's Digest published the results.

The cigarette whose smoke was lowest in nicotine was Old Gold. The cigarette with the least throat-irritating tars and resins was Old Gold.

On both these major counts Old Gold was best among all seven cigarettes tested.

Get July Reader's Digest. Turn to page 5. See what this highly respected magazine reports.

You'll say, "From now on my cigarette is Old Gold." Light one! Note the mild, *interesting* flavor. Easier on throat? Sure! And more smoking pleasure! Yes, it's the new Old Gold—finer yet since "Something New has been Added."

F. LORILLARD COMPANY, Established 1769



**Reader's Digest Exposes
Cigarette Claims! ...**

**Impartial tests find
OLD GOLD lowest in
Nicotine and Throat-
Irritating Tars and Resins**

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P. LORELLARD COMPANY
Blenders of fine tobaccos since 1760



