

**— SELLING CALLS
FOR HEALTHY NERVES, TOO,
MR. MARKSMAN ! —**

**Kenneth B. Logan,
Searsdale, N. Y., says:**
"The selling game calls for healthy nerves just as much as being a wonderful marksman. Meeting people all day long...trying to turn prospects into customers...the life of a salesman certainly tells on the nerves! I smoke most of the time—but I smoke only Camels, and I'll tell you why I say only Camels! Camels don't upset my nerves—and no cigarette can match Camels on flavor, either."

**Virgil Richard, Champion Sharpshooter,
says:**
"I've been smoking for years and had no trouble in keeping my nerves in shape for making record scores. That's because I have long been a Camel smoker. Camels are much milder, and never interfere with my nerves."

How Are Your Nerves?

Does your job sometimes get you down?
Do you feel tired? Irritable? Ready to "blow up" any minute...because of raw nerves?

Try to get enough sleep. Eat sensibly. And get a fresh slant on your smoking by turning to Camels. Much has been said on the subject of tobacco quality. But —

Camels are made from finer, **MORE EXPENSIVE** tobaccos than any other popular brand.

That statement is conclusive. And it represents an important benefit that nervous people should not overlook! So change to Camels. Taste these finer tobaccos. Notice their mildness. You will be delighted to find that Camels do not upset your nerves... or tire your taste.

**Camel's
Costlier Tobaccos**

NEVER GET ON YOUR NERVES . . . NEVER TIRE YOUR TASTE

Copyright, 1955, R. T. Reynolds Tobacco Company

How are your nerves?

IT TAKES HEALTHY NERVES

TO BE A FOOTBALL REFEREE




(Above) IF YOU WANT TO SEE nerve strain, look at "Mike" Thompson's job—refereeing tons of football games, seeing every detail but never getting in the players' way!

Steady Smokers turn to Camels

M. J. ("Mike") Thompson, football's most famous referee, is a steady smoker who has to keep healthy nerves. He says:

"Because nothing can be allowed to interfere with healthy nerves I smoke Camels. I have tried them all—given every popular brand a chance to show what it can offer. Camels don't upset my nerves even when I smoke constantly. And the longer I smoke them the more I come to appreciate their mildness and rich flavor."

Many smokers have changed to Camels and found that they are no longer nervous... irritable... "jumpy." Switch to Camels yourself. Smoke them steadily. You will find that Camels do not jangle your nerves—or tire your taste.

Copyright, 1951, R. J. REYNOLDS TOBACCO COMPANY

How are YOUR nerves?

TRY THIS TEST



Put the end of a short string in a fingertip. Have a friend gently hold string at arm's length where thumb is. The test is for you: to make a full arm swing down and up... and try to not a twitch. Hold it inches from the string. Strain the finger. Good performance is being completely still in the test.

George Savelle (Camel mascot), handsome boxer, did it on the first try.

CAMEL'S COSTLIER TOBACCOS

IT IS MORE FUN TO KNOW

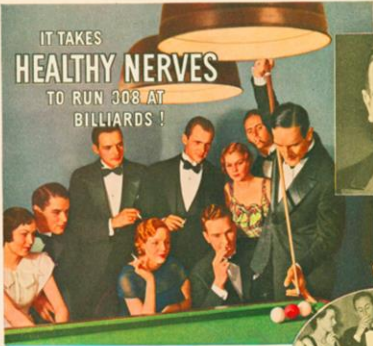
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.



—THEY NEVER GET ON YOUR NERVES

It takes healthy nerves

IT TAKES
HEALTHY NERVES
TO RUN 308 AT
BILLIARDS!





● MR. HAGENLOCHER says, "If I were giving out single rule for successful billiard play, I should say, 'Watch your nerves!' That's why I've smoked Camels for years. They never upset my nervous system."

● ERICH HAGENLOCHER, twice 15-2 ball-size billiard champion of the world. Healthy nerves have carried him successfully through the most intense international competition in many titles.

● RIGHT—TALKING IT OVER calls for more Camels. Steady smoking reveals the true quality of a cigarette. Camels keep right on tasting mild, rich and cool... no matter how many you smoke.

Steady Smokers turn to Camels

"I know of no sport," says Erich Hagenlocher, "that places a greater strain on the nerves than tournament billiards. The slightest inaccuracy can ruin an important run. One single rule for success is, 'Watch your nerves!' I have smoked Camels for years. I like their taste better and because they're milder, they never upset my nervous system."

There is a difference between Camel's costlier tobacco and the tobacco used in other popular cigarettes. You'll notice the difference in taste and in mildness—and Camels never jangle your nerves. You can prove this yourself. Begin today!



IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand. They give more pleasure. Your own taste will confirm this.

Copyright 1935, R. J. REYNOLDS TOBACCO COMPANY

Camel's Costlier Tobacco

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

It takes healthy nerves

IT TAKES
HEALTHY NERVES
TO PLAY CHAMPIONSHIP
BRIDGE!



● CONCENTRATION is impossible, says Mr. Barclay, if your nerves are jumpy. "I prefer Camels because I can smoke as many as I want without jangled nerves."

**Steady Smokers
turn to Camels**

SHEPARD BARCLAY says: "Every bridge player can and should learn every system of contract bridge...but it takes real concentration to play a different system with every partner. That kind of concentration naturally involves terrific nerve strain. Personally, I find smoking a decided help to concentration. I prefer Camels...I can smoke them steadily without experiencing jangled nerves...they're always mild!"

Steady smoking brings out what a cigarette's really got. Smoke Camels yourself. Make your own comparison. Your own experience will confirm all that Mr. Barclay says.

● ABOVE—SHEPARD BARCLAY, who in two months won twenty tournaments with twenty brand-new partners, smokes steadily while playing.

● LEFT—WHETHER YOU smoke while you play bridge or play bridge while you smoke...change to Camels—for more pleasure, for the sake of your nerves—and your bridge!

IT IS MORE FUN TO KNOW
Camels are made from finest, SOFTER, EXPENSIVE tobaccos than any other popular brand. Leaf tobaccos for cigarettes can be bought from \$2 a pound to \$1.00...but Camel pays the millions more that insure your enjoyment.



Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

It takes healthy nerves

You want STEADY NERVES to launch a 'tin fish' or make one!

HIDE-AND-SEEK. A deadly game of it with the T.N.T. of depth charge and torpedo. That's a game only for steady nerves! But then, what isn't in these days—with all of us fighting, working, living at the highest tempo in years. Yes, and smoking, too—perhaps even more than you used to.

If Camels are not your present brand, try them. Not just because they're the favorite on the service or at home—but for the sake of your own smoking enjoyment, try Camels. For them is the "T Zone" not described before and make your own comparison.

FOR STEADY PLEASURE CAMELS SUIT ME TO A 'T'

FIRST IN THE SERVICE— In the Navy—in the Army—in the Marine Corps—in the Coast Guard—the favorite cigarette is Camel.

(Based on actual sales records in Ship's Service Stores, Ship's Stores, Sales Committees, Post Exchanges, and Canteens.)

—THE CIGARETTE OF COSTLY TOBACCOS

The "T Zone" where cigarettes are judged

The "T-ZONE" is there and there is the growing ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you—and how it affects your throat. For your taste and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself.

CAMELS WIN WITH ME ON EVERY COUNT. THEY'RE EASY ON MY THROAT AND THEY DON'T TIRE MY TASTE

STUDIO GIRL— Penny Rosemary Gregory (above) calibrates automatic directional device at a Sperry Gyroscopic Co. plant, and she's just as partial to Camels as the fighting men who depend on her precision. She says: "I tried several brands. Camels just do better all ways. For my taste and my throat, Camels are tops with a capital 'T'."

Camel

You want steady nerves

YOU WANT **STEADY NERVES**

to "hit the silk" in a
paratroop attack



"JUMP" is the command that starts you on that headlong earthward plunge through space, but the real rub of the hour is steady nerves! For those soldiers of the sky—for every one of us!—he takes a tip from the men in the front line. Their favorite is Camel—the slow-burning, mild cigarette. Make Camel your cigarette, too—starting now!

Important to Steady Smokers:
The smoke of slow-burning
CAMELS
contains
LESS NICOTINE

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





YOU BET I SMOKE CAMELS. THEY'RE EXTRA MILD AND THEY ALWAYS TASTE GREAT

★ With men in the Army, the Navy, the Marine Corps, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchanges, Radio Communications, Ship's Service Stores, Ship's Stores, and Cantines.)

Important to Steady Smokers:
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"HELP MAKE THOSE PARACHUTES!" says Helen V. Lynch, Pioneer Parachute Company employee, "and I can tell you 'help' don't go in my job, brother! Yes, I enjoy smoking. I smoke Camels. They have the attitude that smokes and Camels don't owe my team." Yes, for all of us—from line, factory, farm, when your next high-rise is a "top of success." When cigarettes show your, now, is your choice of cigarettes. Smoke Camels.

IT TAKES HEALTHY NERVES

FOR JAFFEE TO BE THE WORLD'S CHAMPION SKATER



IRVING JAFFEE
Winner of 1,000 medals and trophies, including 3 Olympic Skating Championships, Jaffee has brought the highest skating honors to the U. S. A. Asked recently if he was a steady smoker, Jaffee said, "Yes, but that goes for Camels only. I have to keep my mind, you know, and healthy nerves."



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Steady Smokers turn to Camels

You've often seen his name and picture in the papers—Jaffee, the city-dwelling boy from the U. S. A., who beat the best Olympic skaters that Europe had to offer, and became the skating champion of the world! Speaking of speed skating and cigarettes, Jaffee says: "It takes healthy nerves and plenty of wind to be an Olympic skating champion. I find that Camels, because of their costlier tobacco, are mild and likable in taste. And, what is even more important to a champion athlete, they never upset the nerves."

Change to Camels and note the difference in your nerves...in the pleasure you get from smoking! Camels are milder...have a better taste. They never upset your nerves. Begin today!

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand.

HOW ARE YOUR NERVES?

TRY THIS TEST



Draw a line 20 inches long on the edge of a newspaper. Place a forefinger on either side of the line. Close your eyes...try to measure off quickly the distance by moving both hands at the same time. Have a watch stop you when you reach the edge. See if both your hands have moved the same distance. Next, smoke 177 Mils or more for better before both hands come out evenly.

Frank Celler's Camel smokers, famous athletes, emphasize the fact on the second try.

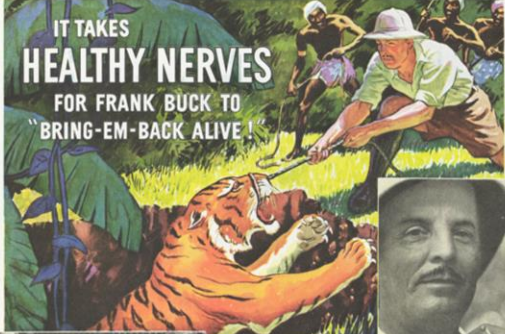
CAMEL'S COSTLIER TOBACCOS



NEVER GET ON
YOUR NERVES

NEVER TIRE
YOUR TASTE

IT TAKES HEALTHY NERVES FOR FRANK BUCK TO "BRING-EM-BACK ALIVE!"




▲ ABOVE—FRANK BUCK tagged tons of rhinos, tigers, and gorillas across the Pacific to win the famous title, "Bring 'em back alive Buck." He was so big his nerves couldn't follow his strange occupation of capturing wild animals alive!

▲ WHETHER YOU'RE ON A HOLIDAY, at hand or work, Camels are the cigarettes for steady smoking. Costlier tobacco do make a difference.

▲ ABOVE—FRANK BUCK HAS SAILED his way around the globe with Camels. He says, "I'm a steady Camel smoker. Camels are mild, and they don't jangle my nerves."

Steady Smokers turn to Camels

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand. You'll appreciate the mildness...the flavor...the added pleasure in costlier tobacco.

"Bringing 'em back alive is a job packed with thrill, excitement, and real danger," says Frank Buck. "I am a heavy smoker, so you noticed if you saw my picture, 'Bring 'em Back Alive,' but I can smoke all I want because I smoke Camels. They do not upset my nerves. I prefer their mild, rich flavor too."

Turn to Camels and find out for yourself how true it is that Camel's costlier tobacco taste better...and do not jangle the nerves. Begin today!



Camel's Costlier Tobacco

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

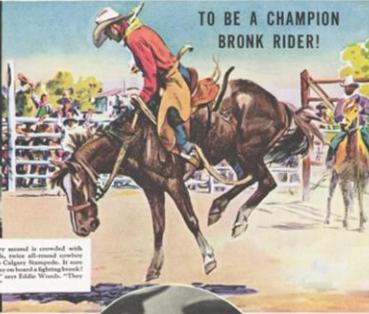
THE SATURDAY EVENING POST

IT TAKES HEALTHY NERVES —

TO BE A CHAMPION BRONK RIDER!



RIDE 'EM COWBOYS! Every second is crowded with danger for Eddie Woods, twice all-around cowboy champion at the famous Calgary Stampede. It isn't when healthy nerves aren't on hand. (Shame, "Eddie," "Camels are my nerves!" says Eddie Woods. "They never jangle my nerves.")



Steady Smokers turn to Camels

EDDIE WOODS, one of the "top hands" of the cowboy world, says:
 "Ten seconds on the back of an outlaw horse is about the hardest punishment for a man's nerves that anybody can imagine. To have nerves that can take it, I smoke only Camels. I've tried them all, but Camels are my smoke! They have a natural mildness, and I like their taste better. Most important of all, Camels do not jangle my nerves, even when I light up one Camel after another."

IF you are nervous... jittery... inclined to "fly off the handle"... change to Camels. Your own nerves and taste will confirm the fact that this milder cigarette, made from outlandish tobaccos, is better for steady smoking.



IT IS MORE FUN TO KNOW
 Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.



CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES NEVER TIRE YOUR TASTE

Copyright, 1936
 W. T. & J. W. W. Co.

THE SATURDAY EVENING POST



MAN OVERBOARD

FLOYD STIMSON—OFFICIAL PARACHUTE TESTER—BAILS OUT FOR THE 1060TH TIME

Dangerous work—yes—but with Floyd Stimson healthy nerves are a matter of course

HE'S supposed to stay snug, on a plane flying up into the sky—had almost enough time checks alone from—on Floyd Stimson has landed right with us every time.

It's been 10 years now since Floyd made his first jump, and it's exactly 10 years, "every time," he says. "I've found just what I want in Camels. They're so mild I can take Camels before my jumps."

"It seems like there's no business in jumping these days," and my camera approached him out—Floyd Stimson, calmly and right) commenting on how much he enjoys Camels at mid-air. "The land looks after a jump even the off Camels we see right!"

FENCING ROUTE are was mostly on quick response time moves. In the words of Jeanne de France, U.S. Women's Fencing Champion. "Being on the alert means in fencing. That's my No. 1 reason for preferring Camels. Camels never single my nerves!"

LEARNED TO THINK in a single step. Forward Sprinter, 5 times breast stroke champion of the U. S., makes readily. "What cigarette?" he says. "You've guessed it, Camels. When I'm tired, I turn to Camels and get me organizing. It's so easy."

COSTLIER TOBACCOS

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



CAMELS NEVER GET ON YOUR NERVES

IT TAKES HEALTHY NERVES

TO BE AMERICA'S GREATEST STUNT GIRL

A SUDDEN NERVE-BACKING coming upward from a racing auto into a burning plane... It's all in the day's work for Mary Wiggins. It means something when she says, "Camels never give me edgy nerves even when I smoke a lot."

Q: Are you nervous about your new flight?
A: Not a bit. I smoked Camels all the way, and I couldn't feel better.

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Steady Smokers turn to Camels

LISTEN TO MARY WIGGINS—greatest of all girl stunt performers. She says:
"I have to be sure my nerves are healthy to do my stunts, changing from a speeding auto to a plane, the high dive on fire into fire, wing walking while up in a plane, and the high-altitude parachute jump. As to smoking, I've found that Camels don't interfere with healthy nerves. I've tried all the brands. Camels are milder and better in flavor. They do not give me edgy nerves even when I am smoking a lot."

You'll like that rich Camel flavor and mildness. And your nerves will tell you the difference there is in Camel's costlier tobaccos.

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES NEVER TIRE YOUR TASTE

Camels are made from the finest tobaccos. © 1935 Camel Company, Inc. New York, N.Y.

When Bombers are your Business... **YOU WANT STEADY NERVES**



IMPORTANT TO STEADY SMOKERS:

GUN-KINGS FOR A BOMBER TURRET! You're a job with steady nerves. Uncomplicated stress. Chilton Bomberight, smokes Camels. "They have the mildest taste, smooth," she says. Yes, mildness means more than ever these days. Camels' slow burning means extra mildness.

B-24 ASSEMBLY—Marlene Blackstone is in it all, up to the neck! "It's always speaking!" "It's always milder and more favored!" "Whatever you hear is—that's what they mean when they say I'd walk a mile for a Camel!"

★ FIRST IN THE SERVICE... ★
With men in the Army, Navy, Marine, Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchange and Canteens.)
...AND AT HOME

The smoke of slow-burning
CAMELS
contains
LESS NICOTINE
than that of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself.

R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

CAMELS ARE THE FAVORITE HERE, TOO. GRAND-TASTING AND EXTRA MILD.

You want steady nerves

**IT TAKES
HEALTHY NERVES
TO FLY THE MAIL
AT NIGHT**

● ABOVE — A.M. WILKINS, air-mail pilot for Transcontinental and Western Air, Inc., has flown the night air mail over 150,000 miles. It takes healthy nerves to hang up a record like that!

● RIGHT — AT THE END of his night run A.M. Wilkins joins a fellow pilot, W. N. Schindler, at Newark Airport, the Eastern Terminal of TWA, for a chat and a smoke. "Camels never ruffle or jangle my nerves," Wilkins says.

**IT IS MORE FUN TO KNOW
Camels are made from finer,
MORE EXPENSIVE tobaccos
than any other popular brand.
They are milder, richer in flavor.
They never tire your taste
or get on your nerves.**

A MATCHLESS BLEND

● EVER NOTICE HOW airplane passengers smoke as such relaxing as? Camels never get on your nerves, no matter how much you smoke, and there's more real enjoyment in their similar tobaccos.

**STEADY SMOKERS
TURN TO CAMELS**

A. M. WILKINS, air-mail ace, says: "It's a steady grind, all right, being a night hawk on the air mail. A man has to have healthy nerves to live up to our tradition that the mail must go through! That's why I smoke Camels. And I smoke plenty! Camels never ruffle or jangle my nerves, and I like their mild, rich flavor."

Steady smokers turn to Camels because the costlier tobaccos in Camels never tire the taste—never get on the nerves.
Four taste and your nerves will applaud. Min. Start smoking Camels today and prove it for yourself. It is more fun to know!

Camel's Costlier Tobaccos
**NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE**

THE SATURDAY EVENING POST

IT TAKES HEALTHY NERVES TO DIVE TO THE BOTTOM OF THE SEA!





▲ ABOVE—PROWLING ACROSS THE OCEAN FLOOR in search of food...hundreds of thousands of tons of water...facing unknown dangers every time he descends...a diver's life may depend upon his nerves.

▲ LEFT—DIVING FOR FUN calls for healthy nerves, too! You can smoke all day long and never have jagged nerves, if you switch to Camels.

▲ FRANK CHILLET, champion deep-sea diver, holder of the Congressional Medal of Honor, the Navy Cross, and other decorations, says: "Camels are mild. They never upset my nervous system."

Steady Smokers turn to Camels

FRANK CHILLET says: "Deep down under 300 feet of water, working feverishly under terrific pressure—no place for a nervous man! That's why a diver's nerves must always be in perfect condition. And that's why I smoke Camels and have smoked them for years. They are a milder cigarette and they taste better. But more important than that to me—they never upset my nervous system."

Camel's costlier tobacco are milder, do taste better. They never get on the nerves. Men and women whose very lives depend on healthy nerves have discovered this. Your nerves will confirm it. Start smoking Camels today!

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You will find Camels rich in flavor and delightfully mild.

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You will find Camels rich in flavor and delightfully mild.

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

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R. J. REYNOLDS TOBACCO COMPANY

WATCH YOUR NERVES

BARERACK RIDING
TITLES fall to riders like Carl Denary (left) because of his splendid muscular control and the fact that he keeps his mind one jump ahead of the "horse." But that means plenty of good old-fashioned nerve strain. "It's tough, exciting work," says Carl, "that would soon get my nerves jittery if I didn't ease off regularly. It's a rule with me to let up—light up a Camel every time I get the chance. Camels are comforting."

LET UP... LIGHT UP A CAMEL

**"In hazardous jobs—in every-day 'grinds"—smokers say
"CAMELS ARE SOOTHING TO THE NERVES"**

"AT TWO MILES A MINUTE on a dirt track anything can happen!" says Ernest Gesselt, Jr., jockey, who won a National Circuit Championship in midday non-racing. "Kicks, rolls, crashes put a big strain on nerves." It's a rule with him to give his nerves frequent rest—no let up—light up a Camel. He adds: "A pause with a Camel gives me a wonderful sense of well-being."

JOAN NELLIGAN is a proof-reader. She doesn't live a hazardous life, but there's plenty of nerve strain in the close work she does. She concentrates intensely to keep mistakes from getting into print. "When I feel 'nervy' tag coming on," she says, "I let up—light up a Camel. Camels soothe my nerves. I can smoke as many as I please. Camels are so mild, and they never tire my taste!"

TWO AND ONE-HALF MILLION miles of flying without an accident—the first pilot to fly the air mail at night (by road map and flashlight). Meet Captain James H. (Jed) Knight, United Air Lines. "I make it a firm rule to keep my nerves from getting strained and jittery," says Captain Knight. "Every opportunity, in the air or on ground, I let up—light up a Camel. Camels are really soothing!"

COSTLIER TOBACCOS
Smoke 8 packs of Camels and find out why they are the **LARGEST-SELLING CIGARETTE IN AMERICA**

GORDON SETTER is a handsome dog to be proud of. It's a thrill to watch his flanking action. And it's a valuable lesson to observe that after strenuous activity, this dog suddenly relaxes—relaxes! Though his nervous system is high-strung like our own, the dog responds to the instinctive urge to rest. We don't usually look after our nerves that well. Perhaps you have often soiled yourself on—ignoring nerve strain. Try breaking this nerve strain occasionally—pause now and then—LET UP—LIGHT UP A CAMEL. Camels are a matchless blend of fine, most superior tobacco.

EN GARDE!

Presenting Joanne de Tuscan—ideal American Girl Athlete—talented, unswerving, head of dancing, and easily crowned **WOMEN'S FENCING CHAMPION OF THE U. S.**

Today the sport of fencing puts much the same value on healthy nerves as did the deadly duels of long ago.

IN Joanne de Tuscan's own words: "A person who's twitched would never stand out in fencing. My No. 1 reason for smoking Camels is—they never jangle my nerves. I enjoy smoking Camels so much. It's Camels for me always 'for digestion's sake' and when I need extra energy too. They're so mild and never make my throat harsh or rough."

'ROUND THE WORLD IN RECORD TIME. Dorothy Kilgallen, girl reporter, says: "Camels helped to keep me going. I know they don't frazzle the nerves—ever!"

COSTLIER TOBACCOS
Camels are made from finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Shagbark—than any other popular brand.

HEAR "JACK OAKIE'S COLLEGE"
A big-time athlete, down with Jack Oakie! Camels make! (Hollywood news) Tuesday—8:30 p.m. to 9:30 p.m. D.A. 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

CAMELS NEVER GET ON YOUR NERVES



In this High-pressure Age
smokers want a *Milder Cigarette*

WE LIVE in a fast-moving age. We work harder . . . play harder . . . travel quicker. And we smoke quite a lot more cigarettes. But there's this about it: They have got to be milder today. In this high-pressure age, smokers don't like strong cigarettes. That's plain.

About four miles of warehouses are filled with mild, ripe Domestic tobaccos, stored away to age for two years to make them mild and mellow for CHESTERFIELD Cigarettes.

To make sure that CHESTERFIELD is a milder cigarette, the greater part of 90 million dollars is invested in the tobaccos used in CHESTERFIELD. These tobaccos are "Cross-Blended."

This "Welding" together—or "Cross-Blending"—permits every kind of tobacco used in the CHESTERFIELD blend to partake of the best qualities of every other type. Burbank used the same principle in crossing different fruits to make a still better fruit.

CHESTERFIELDS are milder . . . never harsh . . . and that's why, in this high-pressure age, more smokers, both men and women, are changing to CHESTERFIELDS every day.

ATLANTA EXHIBIT

In This High Pressure Age Smokers Want a Milder Cigarette.

About four miles of warehouses are filled with mild, ripe domestic tobaccos, stored away to age for two years to make them mild and mellow for Chesterfield cigarettes.

Take it from the "Queen of the Air"

JATOINETTE CONCELLO

**YOU WANT
STEADY NERVES**

**TO BE
A TOP-FLIGHT
AERIALIST**

■ You may not go in for regular aerobatics. Even the thought of someone in danger may upset you, but there's a sound tip for you - for any smoker - in the fact that among men and women whose jobs demand steady nerves, it's Camels for the millions that count. Ask any Camello tonight says "Camel is one cigarette I really enjoy. Not just because of their fine flavor but also because they're extra mild."

ONE! TWO! THREE!
3 COMPLETE
BACKWARD SPINS
IN MID-AIR

SHE COULD
BLACK OUT 'TIL A
WITH LATE HOUR

THROWING HERSELF
FORWARD AND UPWARD
FROM PARACHUTE AND
WIND CANNIBAL ABOUT
3 COMPLETE BACKWARD
SPINS AND FINISHES
OUTSTRETCHED HANDS OF
PARACHUTE OF ANOTHER TRAPPEZ

IT WAS THRILLING
WAS CONCELLO

WASN'T YOU WON'T
YOU HAVE A
CAMEL, TOO?

YOU BET I WILL
CAMELS ARE FIRST
WITH AGAIN ME

CAMELS
HAVE THE
MILDNESS THAT
COUNTS WITH ME.
AND THEY HAVE
THE GRANDDEST
FLAVOR!

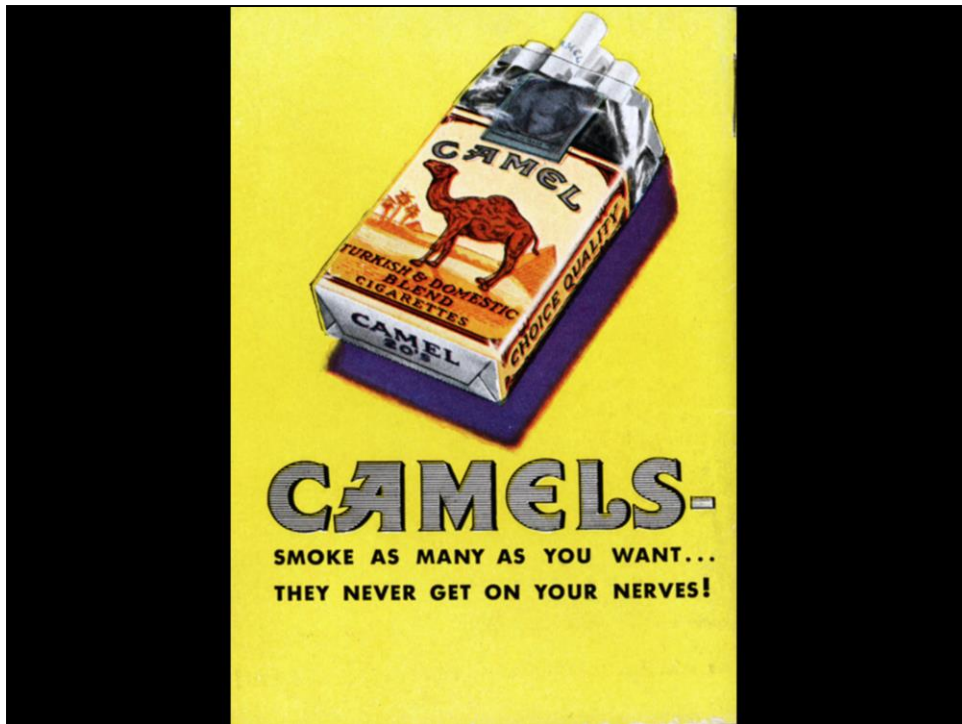
IMPORTANT TO STEADY SMOKERS:
The smoke of slow-burning
CAMELS
contains **LESS NICOTINE**
than that of the 4 other largest-selling brands
tested... less than any of them... according to
independent scientific tests of the smoke itself!

CAMEL
SLOW-BURNING
CIGARETTES

Queen of the Air
Jatoinette Concello
Barnes & Noble







Crashing a plane through a house! Pilot Frank Frakes' most spectacular feat—the stunt that shreds Hollywood and millions of movie-goers—



"SHOT DOWN IN FLAMES, you crash into a house..." That is exactly what aerial warfare movie script demand of stunt Pilot Frank Frakes. But so he goes, his plane's wings soaked in gasoline. High in the sky, he smashes off electrical sparks, swoops down above to a roaring general, landing off Picture 1, he leads straight for the spectacular crash up that shreds... even landmark movie direction. Will Frakes come through that house alive? He's got toward such scenes more than they do. **CRASH!** Picture 2. As he hits with terrific impact, a charge of dynamite is exploded inside the house. Picture 3 to brighten the effect. Wings ripped off. Picture 4, the flaming plane shoots out—**BOOM!** **WEEEEE!** Frakes! Below you see him safe, smiling, ready to enter his terrific movie—**"Camel!"** "Those films are exhilarating work," says Pilot Frakes. "I don't mind a bit to smoky I can't wait a Camel!"

"I NOTICE THAT YOU ALWAYS SMOKE CAMELS, FRANK. DO YOU FIND CAMELS SO DIFFERENT?"

YES... IN MILNEUSE, IN TASTE, IN LOTS OF WINGS, BESSIDES, STUNT-FLYING DEMANDS HEALTHY NERVES. CAMELS DON'T AFFECT MY NERVES IN THE LEAST—I CAN SMOKE AS MANY AS I WANT. CAMELS AGREE WITH ME IN MANY WAYS—AND OTHER PILOTS SAY THE SAME!

"NATURALLY I'M PARTICULAR ABOUT THE CIGARETTE I SMOKE..."
SAYS STUNT PILOT FRANK FRAKES...

"CAMELS DON'T AFFECT MY NERVES IN THE LEAST!"

Above, right, Stunt Pilot Frank Frakes with Gordon Weaver more about why he prefers Camels. It's a preference with a reason: Camel's smoother tobacco! And that's the very same reason why so many millions of smokers have turned to Camels. Do you want more smoking pleasure—more downright cigarette enjoyment? Make your next smoke the cigarette of smoother tobacco—Camel!

PEOPLE SO APPRECIATE THE COSTLIEST TOBACCOS IN CAMELS
THEY ARE THE **LARGEST-SELLING** CIGARETTES IN AMERICA

Ask the men who grow and grade tobacco who buys their choicest lots!

Camels are a mouth-ful of choice!
New World of their **BEST CIGARETTES TOBACCO**—Tobacco and tobacco.

"Growing tobacco 25 years," says planter Ben Facilities, "I've learned that no company grade out in buying their tobacco CAMELS, Camel pays more to get my choicest grade. I've been a world leader in the grade. Most planter grade Camels!"

Robert Lee Oakley, one of the growers behind North Carolina's reputation for fine tobacco, says: "Camel buys up the choicest tobacco, including that of my last crop. This has happened every year. I think it's safe to do more growers around here."

Marvin Harris is another planter who tells which cigarette buys the finest tobacco: "Camel!" He says: "I bought my best tobacco last crop—and for next year. There's a real difference between tobacco. That's why the finest cigarette of most growers is Camel!"

"I'M NOT A CHAMPION," says Miss Harriette Dinsmore. "But I'm just so interested in winning at my sport—golf, tennis, and swimming. I know the importance of healthy nerves, so I smoke my cigarettes. Camels never get me 'wired.' And Camels give me energy a lot too. They set me right!"

"Clinging to a tiny platform 600 feet in the air puts a big strain on my nerves," says Charles A. Nelson, steel inspector of the New York World's Fair. His rule to ease nerve tension: "Pause now and then—

**LET UP—
LIGHT UP A
CAMEL"**



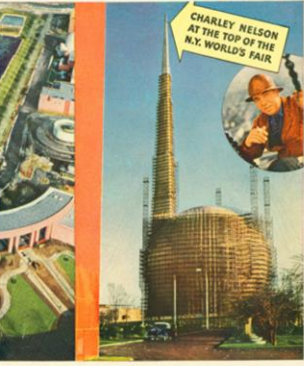
LIKE SO MANY OTHERS on the New York World's Fair, Charles Nelson makes it a rule to break the nervous tension of crowded days by pausing every now and then to sit up—light up a Camel. Obeying, not just his own rule, but the rule of the Fair, Nelson, who has been inspecting the steel of the Fair's great hall, is now taking a well-earned rest. He says, "I've got to know every inch of that steelwork. It's a nerve-racking job, hanging some girders hundreds of feet up, but I can't afford to get jittery. I

THE GREAT "SPINE AND BAIL" (above right) is the show center of the New York World's Fair—the Teylon and the Potlatch—7000 feet of steel joined by a quarter of a mile long rivet. It's the string job of Inspector Nelson, who checks these two huge shells at every vital point. He says, "I've got to know every inch of that steelwork. It's a nerve-racking job, hanging some girders hundreds of feet up, but I can't afford to get jittery. I

SMOKERS FIND CAMEL'S COSTLIER TOBACCO IS SOOTHING TO THE NERVES

Smokes 8 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE IN AMERICA.

CHARLEY NELSON AT THE TOP OF THE N.Y. WORLD'S FAIR



THE GREAT "SPINE AND BAIL" (above right) is the show center of the New York World's Fair—the Teylon and the Potlatch—7000 feet of steel joined by a quarter of a mile long rivet. It's the string job of Inspector Nelson, who checks these two huge shells at every vital point. He says, "I've got to know every inch of that steelwork. It's a nerve-racking job, hanging some girders hundreds of feet up, but I can't afford to get jittery. I

SMOKERS FIND CAMEL'S COSTLIER TOBACCO IS SOOTHING TO THE NERVES

Smokes 8 packs of Camels and find out why they are the LARGEST-SELLING CIGARETTE IN AMERICA.

DID YOU SAY ACTION?

There's plenty doing when Bob Bullock's in the game!

CHUNG into the Hastings Polo Club, the first thing you see is a statue of Robert S. Bullock — one of the great No. 1's of polo — a courageous defense man and a constant hero.

Polo enthusiasts will agree with Mr. Bullock that it takes healthy nerves to play polo — nerves that don't fall in a patch. And millions of Camel smokers will nod amen, too, when he says:

"Camels deliver the blue ribbon for mildness. I've smoked Camels for years. They never jangle my nerves."

Machine-forged Bob, at work, enjoying Camels. "Smoking Camels at moments and afterwards adds a world of enjoyment to racing," he says.

Tobacco Experts say:
Camels are made from BOM, MORE EXPENSIVE TOBACCOS ... Turkish and Sumatra ... than any other popular brand.

WHERE EFFICIENT COURTESY: A busy secretary, Miss Rosamund Moore, says: "I can't afford to have jangled nerves — ever. That's why I prefer a mild cigarette — Camels."

CAPT. BILL HATCH, naval deep-sea fishing skipper, gives one of his reasons for preferring Camels. He says: "After a rough night with a big one, I get a 'tilt' with a Camel."

Costlier Tobaccos!

CAMELS NEVER GET ON YOUR NERVES!

IT'S A *THRILLING* LIFE!

Folks who risk their lives as a matter of course are careful in their choice of a cigarette. They say:

"CAMELS NEVER GET ON YOUR NERVES"

right CRASHING A PLANE through a house is the spectacular specialty of stunt pilot Frank Frakes. It's easy to understand why Frank Frakes says: "I take every precaution to keep my nerves steady as a rock. Naturally, I'm particular about the cigarette I smoke. And you can bet my choice is Camel. I can smoke as many as I want and feel fresh - never a bit jittery."

Camels are a worthless brand of lies. MORE EXPENSIVE TOBACCOS - Turkish and Domestic.



MAN THROWS LION! Sketch (left) shows Mel Koonin, noted lion tamer, meeting the lungs of a savage beast. That's where nerves come in - as Mel Koonin says: "Camels don't jangle my nerves - my mind is as cool as ice that! Camels are cool. We animal tamers stick pretty well to Camels!"



THREE TIMES LON Mover was the Indianapolis race-track champion. He says: "My nerves must be every bit as steady as the motor in my race. That's why I go for Camels. They never get on my nerves. Camels like best place with me for awhile."



THRILLING STUNTS for the movies! Gene Reed (left) made "Thrilling Stunts" "My nerves," "thrills," must be right - and no wonder! So I stick to Camels. Even smoking Camels, really doesn't bother my nerves. In fact, Camels give me a grand sense of control. And they taste so good!"

PEOPLE DO APPRECIATE THE COSTLIER TOBACCOS IN CAMELS

THEY ARE THE **LARGEST-SELLING** CIGARETTE IN AMERICA

Meet these men who live with tobacco from planting to marketing - and note the cigarette they smoke



"Most tobacco planters I know prefer Camels," says grower Tony Strickland. "Because Camels buy like fine grain of tobacco - my own and those of other growers. And Camels like high to get those fine bits. It's Camels for me!"

Planter David E. Wells knows every plant of tobacco, too...the "buds" they're of tobacco quality. "At sale after sale," he says, "Camels buy up my finest grades at top prices. It's only natural for most planters like me to smoke Camels."

"I ought to know fine tobacco makes fine cigarettes," says grower John T. Conway. "I've been smoking Camels for 20 years. Camel buyers pay more to get my finest tobacco - many's the year Camels are the big favorite with planters down here."

"DON'T LET ANYBODY TELL YOU THAT
RUNNING AN OFFICE DOESN'T TAKE
HEALTHY NERVES, TOO,
MR. JAFFEE"

Living Jaffee, winner of over
1,000 speed skating medals
and awards, including three
Olympic Championships, says:
"It takes healthy nerves and
plenty of will to be an Olympic
skating champion. I find that
Camels, because of their smooth
tastes, are well and healthy in
taste. And, what's more, they are
perfect for a skater's nerves.
They never upset the nerves."

John W. Gross, Office Manager,
who hails from Detroit, Mich., says:
"I can see how an Olympic champion
speed skater needs healthy nerves, but
just let me say something here that is also
true—a man can't handle a tough office
job without healthy nerves, either. Many
hours of nagging details and the pressure
of a heavy load of work all tell on the
nerves, if they are inclined to be 'jumpy.'
I smoke Camels steadily... all day long...
and I never even have to think of nerves.
As for taste—Camels have the finest flavor
I have ever known."

How are
Your Nerves?

If nerves are a problem with you, now
is the time to check up on all your habits
that may affect them—your eating, your
sleeping, your recreation. And get a
fresh slant on your smoking by trying
Camels. Much is heard about

tobacco quality, so always remember this:
Camels are made from finer,
MORE EXPENSIVE TOBACCOS
than any other popular brand.

Note the way "edgy" nerves become a
thing of the past. You can smoke more
than ever, without a sign of "cigaring"
aftertaste. You'll be delighted to find that
Camel's costlier tobaccos do make a difference—to your taste and to your nerves!

**Camel's
Costlier Tobaccos**

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE





A vintage advertisement for Camel cigarettes. The top half features a red background with two men. On the left, Russell J. Woonman, a man in a white shirt and tie, is shown from the waist up, looking towards the right. On the right, Joseph Vince, a man in a dark suit, is shown from the waist up, looking towards the left. Between them is a large, stylized illustration of a ship's hull. Above them, the text reads: "NERVE STRAIN? I KNOW SOMETHING ABOUT THAT, TOO MR. FENCER". Below the ship's hull, there are two text boxes. The left box contains a quote from Russell J. Woonman about nerve strain and Camel cigarettes. The right box contains a quote from Joseph Vince about the true condition of nerves and the benefits of Camel cigarettes. Below the red section, the text "How Are Your Nerves?" is followed by a paragraph about "jangled nerves" and a list of symptoms. This is followed by a paragraph about the benefits of Camel cigarettes. At the bottom, the text "CAMEL'S COSTLIER TOBACCOS" is written in large, bold letters, followed by the tagline "NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE". On the right side of the bottom section, there is a circular illustration of a Camel cigarette pack.

"NERVE STRAIN? I KNOW SOMETHING ABOUT THAT, TOO MR. FENCER"

RUSSELL J. WOONMAN, who routes 300 trains in and out of New York every day, says:
"Mistakes are 'out' as far as this job is concerned. There just isn't time to be. I know what nerve strain is—and I need healthy nerves as much as a champion fencer. I agree with you about Camels. Camels are full of *real nerve*! They never taste flat or 'swatish.' And I know they don't upset my nerves."

JOSEPH VINCE, noted fencing champion, says:
"Nothing brings out the true condition of nerves more than fencing. I eat sensibly—get my full amount of sleep—and smoke Camels. Camels give me more enjoyment... They never get on my nerves."

Copyright, 1935, R. J. REYNOLDS TOBACCO COMPANY

How Are Your Nerves?

Watch for such signs of "jangled nerves" as these—ring-twirling, nail-biting, jumping at sudden noises, finger-twiddling—frowning.

Check up on yourself now. Go over your eating habits carefully—your sleeping—your recreation. And for your cigarettes—turn to Camels.

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes.

Millions of smokers have found that they can enjoy Camels freely—smoke more than formerly—and that this mild, rich-tasting cigarette never jangles the nerves!

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE

"DIVING TAKES HEALTHY NERVES — AND SO DOES MY OFFICE JOB!"

Frank Costlier, Champion Deep-Sea Diver, says:
 "Deep down under 100 feet of water, working fearfully under terrific pressures—what place for a nervous man? A diver's nerves must always be in perfect condition. I smoke Camels and have smoked them for years. They are a milder cigarette and they taste better. They serve up my nervous system."

Miss Elizabeth Harben, Garden City, L. I., says:
 "I know that deep-sea diving calls for healthy nerves. But, believe me, you can also feel plenty of real nerve strain being a secretary in a busy office executive. Telephones, callers, dictation, and a million other demands all take their toll. As to smoking—I smoke a great deal, but I'm careful in the choice of my cigarettes. I prefer Camels. They don't make my nerves jumpy, and I like their flavor better."

How Are Your Nerves?

Do your responsibilities give you that "dragged through a knot hole" feeling? Do you come home tired, irritable, with nerves all askew? Whatever your job or place in life, healthy nerves are worth any effort. Check up on your habits—your eating, your sleeping, your recreation—and do not overlook the subject of smoking. Turn to Camels, for the sake of your nerves. Any impartial leaf-tobacco expert will tell you that Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand. An important fact to nervous people! Camel pays millions more—for your enjoyment. And how much better Camel's taste—mild, rich in flavor, delightful. They never get on your nerves—never tire your taste.

Camel's Costlier Tobaccos
 NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE

ARE YOU A HUMMING BIRD?

It's irritating and it means...jangled nerves

Yes, it's irritating to listen to that constant, tuneless humming—and more than that, the humming is a sign of jangled nerves.

If you notice any of those telltale nervous habits in yourself—if you whistle through your teeth—drum on the table—then it's time to start taking care of yourself.

Get enough sleep—fresh air—recreation—and watch your smoking... Remember, you can smoke as many Camels as you want. Their costlier tobaccos never jangle your nerves.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

CAMELS
SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

HAVE FUN!
Send for FREE Game Book

New—illustrated book of 25 ways to test nerves—Fascinating! Amazing! "Show up" your friends. Now if you have healthy nerves, send for one from 2 packages of Camels with color-blank below. Free book is sent postpaid.

CLIP HERE...MAIL NOW
R. J. REYNOLDS TOBACCO COMPANY
Dept. W & W
Winston-Salem, N. C.
I enclose receipts from 2 packs of Camels. Send me book of nerve tests postpaid.

Name _____
Address _____
City _____ State _____ Zip _____

Smoke as many as you want . . . They never get on your nerves.

ARE YOU A KEY JUGGLER?

Watch out for the signs of jangled nerves

You've noticed other people's nervous habits—and wondered probably why such people didn't learn to control themselves. But have you ever stopped to think that you, too, may have habits that are just as irritating to other people as those of the key juggler or coin juggler are to you? And more important than that, those habits are a sign of jangled nerves. And jangled nerves are the signal to stop and check up on yourself.

Get enough sleep—fresh air—recreation—and watch your smoking.

Remember, you can smoke as many Camels as you want. Their costlier tobaccos never jangle the nerves.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand.

How are YOUR nerves?
THIS FREE BOOK WILL TELL YOU

Shows 20 ways to test nerves—all illustrated, informative and amusing! Try them on your friends—see if you have healthy nerves yourself! ...Mail order blank below with fronts from 2 packs of Camels. Free book comes postpaid.

CLIP AND MAIL TODAY!
R.J. REYNOLDS TOBACCO COMPANY
Dept. W-5, Winston-Salem, N.C.
I enclose fronts from 2 packs of Camels. Send me book of nerve tests postpaid.

Name: _____
Address: _____
City: _____

CAMELS
SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

Smoke as many as you want . . . They never get on your nerves.

ARE YOU A PENCIL CHEWER?

Watch out for the telltale signs of jangled nerves

Other people notice them—even when you don't—little nervous habits that are the danger signal for jangled nerves. And remember, right or wrong, people put their own interpretations on them. So it pays to watch your nerves.

Get enough sleep—fresh air—recreation—and make Camels your smoke, particularly if you are a steady smoker.

For remember, Camel's costlier tobaccos never jangle your nerves—no matter how many you smoke.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCO than any other popular brand of cigarettes!

CAMELS
SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

How are YOUR nerves? TRY THIS TEST

See how quickly you can complete this test. With your left hand (or with your right hand, if you are left-handed) unbutton your vest beginning at the top. Now button it again, beginning at the top. If you use more than one hand, you are disqualified. Average time for a button vest is 12 seconds.

Just because I smoke Camels, natural professional mind never flutters, unbuttoned the vest in 9 seconds.

Copyright, 1951, W. A. Reynolds Tobacco Company

Smoke as many as you want . . . They never get on your nerves.

ARE YOU A Phone Booth Artist?

Those penciled scrawls are a sign of jangled nerves

If you're the stolid, phlegmatic sort of person who doesn't feel things very deeply, you'll probably never have to worry about nerves. But if you're high-strung, alive, sensitive, watch out.

See whether you scribble things on bits of paper, bite your nails, jump at unexpected noises—they're signs of jangled nerves.

So be careful. Get enough sleep—fresh air—recreation. And make Camels your cigarette.

For Camel's costlier tobaccos never jangle your nerves—no matter how steadily you smoke.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

How are YOUR nerves? TRY THIS TEST

819472	809702
728196	778421
188632	664321
918243	821863
090628	987654

Here is a series of numbers. Two numbers in this series contain the same digits... but not in the same order. See how fast you can pick out these two. Average time is one minute.

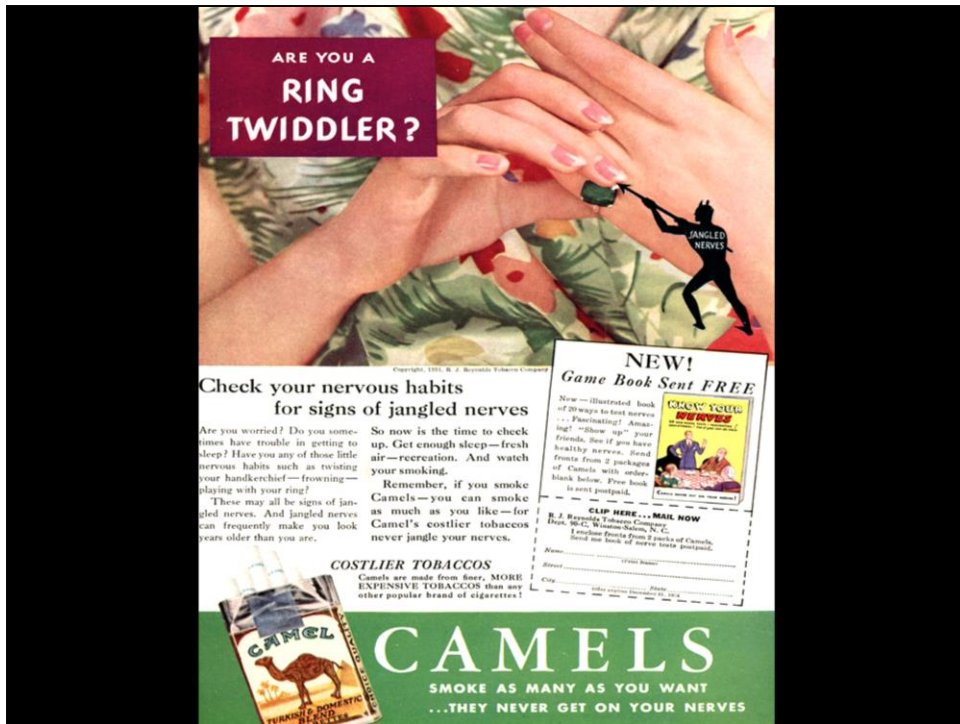
Frank J. Marshall (Camel smoker), chess champion, picked the two numbers in three seconds.

Copyright, 1935, W. J. Burdette Tobacco Company

CAMELS

SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

Smoke as many as you want . . . They never get on your nerves.



**ARE YOU A
RING
TWIDDLER?**

**Check your nervous habits
for signs of jangled nerves**

Are you worried? Do you sometimes have trouble in getting to sleep? Have you any of those little nervous habits such as twisting your handkerchief—frowning—playing with your ring?

These may all be signs of jangled nerves. And jangled nerves can frequently make you look years older than you are.

So now is the time to check up. Get enough sleep—fresh air—recreation. And watch your smoking.

Remember, if you smoke Camels—you can smoke as much as you like—for Camel's costlier tobaccos never jangle your nerves.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCO than any other popular brand of cigarettes!

**NEW!
Game Book Sent FREE**

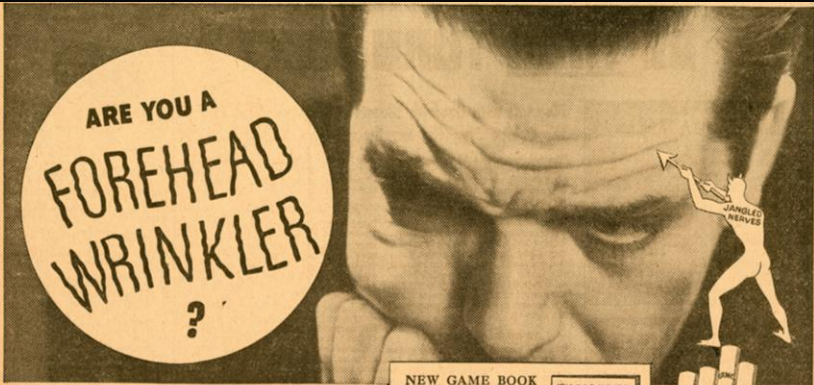
Now—illustrated book of 20 ways to test nerves— Fascinating! Amazing! "Show up" your friends. See if you have healthy nerves. Send fronts from 2 packages of Camels with under-black below. Free book is sent postpaid.

CLIP HERE...MAIL NOW
R. J. REYNOLDS TOBACCO COMPANY
Dept. 96-C, Winston-Salem, N. C.
I enclose fronts from 2 packs of Camels.
Send me book of nerve tests postpaid.

Name _____ (Print Name)
City _____ State _____ Zip _____

CAMEL
SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES

Smoke as many as you want . . . They never get on your nerves.



**ARE YOU A
FOREHEAD
WRINKLER
?**

**Jangled nerves
show in your face**

Of course you don't want to look older than you are. That's one reason it's so important to watch your nerves.

For remember, jangled nerves can mark your face indelibly with lines.

It doesn't pay to take chances with your nerves. Get enough sleep—fresh air—recreation. And make Camels your cigarette.

Smoke all the Camels you want. Their costlier tobaccos never jangle your nerves.

COSTLIER TOBACCOS
Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

**NEW GAME BOOK
SENT
FREE!**

New—Illustrated book of 30 ways to test nerves. Fascinating! Amazing! "Show up" your friends. See if you have healthy nerves. Send fronts from 2 packages of Camels with order—shown below. Free book is sent postpaid.

CLIP HERE...MAIL NOW

B. J. Reynolds Tobacco Company
Dept. 144, Winston-Salem, N. C.

I enclose fronts from 2 packs of Camels.
Send me book of nerve tests postpaid.

Name.....
Street.....
City.....
State.....
Zip.....

©Copyright, 1954, B. J. Reynolds Tobacco Company



CAMELS— SMOKE AS MANY AS YOU WANT...
THEY NEVER GET ON YOUR NERVES!

JANGLED NERVES

FOR GOODNESS' SAKE STOP THAT RACKET!

Don't let jangled nerves make childhood unhappy

When we suffer from jangled nerves we don't realize how harshly we speak. We wonder why we lose the love and respect of those who are close to us. That's the real danger of jangled nerves... the victim so seldom knows. And the more high-strung and alive you are, the greater the danger.

If things don't seem to be going so well—if money is on your mind—if you worry—then look out. Watch your nerves. Get your full amount of sleep. Eat regularly and sensibly. Find time for recreation. And smoke Camels—for Camel's costlier tobaccos never get on your nerves.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand of cigarettes!

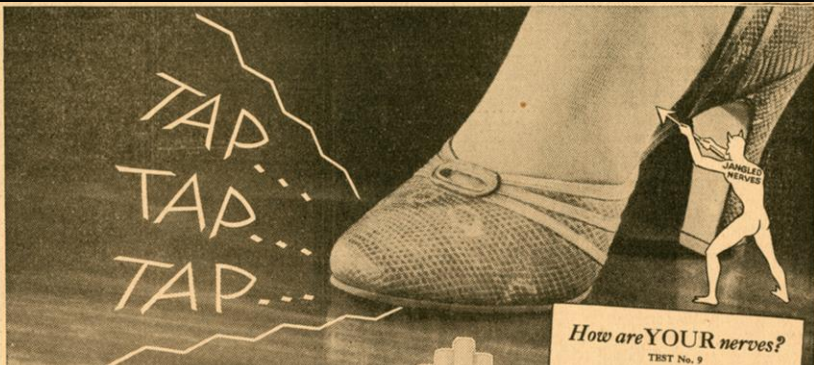
CAMELS — THEY NEVER GET ON YOUR NERVES!

How are YOUR nerves?
TEST No. 4

How long will it take you to get out of this maze? Take your pencil (sharply pointed)—start at the center, and move out... But do not touch any of the original lines... 40 seconds is considered excellent time.

Frances Marzetta (Camel smoker), Champion Women Steel Flier, does the test in 26 seconds!

COPYRIGHT, 1935, W. T. DUNHILL TOBACCO COMPANY



Don't let jangled nerves rob you of poise

Foot tapping... table drumming... just can't sit still... Immediately you brand such a person as lacking in poise... "jittery." Foot tapping is a definite sign of jangled nerves... nerves out of tune.

Watch your nerves. Get your full amount of sleep every night. Eat regularly and sensibly. Find time for recreation. And smoke Camels —for Camel's costlier tobaccos never get on your nerves.

COSTLIER TOBACCOS

Camels are made from finer, **MORE EXPENSIVE** tobaccos than any other popular brand of cigarettes!

CAMELS — THEY NEVER GET ON YOUR NERVES!

How are YOUR nerves?
TEST No. 9



Hold a candle with a large eye between thumb and index finger of left hand—straight position. Take a piece of string across thumb, roll it until it is fairly pointed. Hold the string and candle twice twice from your body... Pass the string through the eye without touching the candle with the fingers of the right hand. The average score is hitting the eye on the third try.

Frank White (Camel smoker), famous pilot, member of Adventurers Club, threaded his candle the first time.

Copyright, 1935, R. J. Reardon Tobacco Company



Do jangled nerves make you rude?

Are you fault-finding, "picky"—about nothing that really matters? Not because the other person is wrong, not because you are naturally mean, but because your nerves are a-jangle...out of tune?

Watch your nerves. Get your full amount of sleep every night. Eat regularly and sensibly. Find time for recreation. And smoke Camels—for Camel's costlier tobaccos never get on your nerves.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand of cigarettes!

CAMELS—THEY NEVER GET ON YOUR NERVES!

How are YOUR nerves?
TEST No. 10

TOP

BOTTOM

Mount the above diagram on a thick blotter. Place a pile of pins at the right. The diagram and the pins should both be about halfway between the edge of the table at which you are sitting. With your right hand pick up the pins one at a time and stick them over the points on the diagram. For a time as shown each pin and leave each pin standing in its spot. Right position. Average time is twenty-eight seconds. *Erich Hagelocher (Camel smoker), champion billiard player, completed the test in seventeen seconds.*

Copyright, 1935, R. T. Reynolds Tobacco Company

YOUR NERVES CAN STAND SO MUCH —AND NO MORE!

BOSTON TERRIER—A cross between the English bulldog and white English terrier, but this gentle, kindly house pet is strictly an American product. First bred in Boston some 60 years ago, these called the "Roundhead" today he is the "American Gentleman" of dogs. The phrase "Boston terrier expression" is almost a synonym for intelligence in dogs.



HE'S GIVING HIS NERVES A REST.

—AND SO IS SHE

ABOUT nervous system troubles hits our own. But when a dog's nerves tire, he sheds his instinctive—be calm. His well! Experience shows that we are more likely to let the overtaxing activities of our lives all but "down out" the warning "If instinct to ease nervous tension."

Pride in our work—house-making, business, profession—may all too often lead us to keep on... keep on... until our nerves are strained and tense!

And yet every hour of the day can be more pleasant... easier!... when you avoid ragged nerves. So learn what a pleasure it is to let up—light up a Camel! Camels are mild and rich-tasting—a supremely enjoyable cigarette. As for nerve protection—smokers find that Camel's costlier tobaccos are soothing to the nerves!

These people with work to do break nerve tension by Letting Up—and Lighting Up Camels




RUNNING AN ADDING MACHINE is flat, terrible job. It could be nerve-wrecking, but it isn't! "I can't afford to have my nerves tense or jittery," Miss Ford says. "When I feel nerve tension coming on, I do a very simple pleasant thing. I let up—and light up a Camel. That's my way of avoiding nerve strain."

LONG HOURS OF CONCENTRATION over charts and technical equipment put a strain on Louis S. Lugo, hard-working astronomer. "But an expert how absorbing my work is," he says, "I prevent nerve tension. I let up and light up a Camel. Camels are so mild. And I find Camels really soothing to the nerves."



This house-maker is easing her nerves by letting up and lighting up a Camel! The greatest enjoyment of Camels can help you take life more calmly too. Smokers find Camel's costlier tobaccos soothing to the nerves. Camels are a multifold kind of ease, nerve-tension reduction... Turkish and Domestic.

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES



Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES

LET UP—LIGHT UP A CAMEL

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES

High-tension times are hard on nerves

BEAGLE BOUND--
English bred and in miniature. Solid and big for his breed, your beagle has the long-wearing look of the breed that can last in the chase. One of the oldest breeds in history—characterized by a broad head, U.S. standards specify 11 inches maximum height—any true beagle color acceptable.

DOG'S nervous system is just as complex as your own. His reactions are lightning-quick. But when his nerves need a rest, he understands that it's time to stop and relax. We often neglect to give our nerves protective rest periods. We keep going—often pressing on hour after hour, heedless of nerve tension. Take a lesson from the dog's instinct for protection. Ease up—rest your nerves. Let up—light up a Camel. Keeping Camels at hand provides a delightfully pleasant way of giving your nerves a rest. Often through the day, enjoy Camel's ripe, expensive tobaccos. Smokers find Camel's costlier tobaccos as soothing to the nerves.

**People who know the sheer joy of an active, effective life say:
"Let up—Light up a Camel!"**

COVERING TRIALS, ACROSSING sports gave a month on the nerves of Western Union telegrapher, George Erickson. "I avoid getting my nerves tense," says George Erickson. "I ease off frequently—give my nerves a welcome rest. I let up and light up a Camel."

IN THE HEART OF THE CONGO, Little David found Universal Pictures' epic, "Dark Passage." Camels were important to him. David's look, like ours. "Such ventures can be nerve-rattling, but it's our role to pursue. Frequently, I let up—light up a Camel. Camels are as soothing."

He's giving his nerves a rest...

and so is he

DID YOU KNOW?

—that tobacco is bad for the mouth, so "Camel" has several special mouthwashes which include an alcohol and menthol blend of all ingredients to be used after the cigarette. (Camel's tobacco is strong enough to tolerate throatburn, but it's important to know that Camel cigarettes are a soothing blend of herbs, with expensive tobaccos—English and Kentucky.

Smokers 8 packs of Camels and find out why they are the **LARGEST-SELLING** CHARITTY 5c cigarettes.

Let up—Light up a Camel

Copyright 1966, R. J. REYNOLDS TOBACCO COMPANY, REXHAM, N.C.

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

Your tired nerves need frequent relief

SCOTTIE Known courageously as early Scotland's favorite dog, Scottie is still the most popular dog in America today. He's giving his nerves a rest... and so is he.

He's giving his nerves a rest... and so is he

Successful people advise "Let up...light up a Camel"

RALPH GULDAHL (above), 3-time golf champion, reveals an "inside" story. "I've learned to ease up now and again...to let up...and light up a Camel. It's the little breaks in daily nerve tension that help to keep a fellow on top. Smoking a Camel gives me a grand feeling of well-being. Here is a cigarette that is actually cooling to my nerves!"

DID YOU KNOW: Camel cigarettes are "soothing" when they pass your throat and lungs. That's because the quality of leaf that makes up Camel cigarettes is harvested in "soothing" environments (each leaf is hand-picked). The Camel brand, known for its smooth taste and soft texture, is the only brand that uses up nearly 100% of the world's finest tobacco. For a sensation of well-being, try a Camel today. MORE EXPENSIVE TOBACCO...Tasteful and Satisfying.

LET UP...LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

DON'T LET YOUR NERVES GET OVERWORKED

COLLIE
The french called this breed, "colley dogs," after the black-headed sheep they tend. One of the first gun-hand dogs to be imported to America. Noted for their acute hearing, unusual hunting sense, and for devotion to duty.

He's resting
his nerves...
and so is he!



THE collie dog's nervous system is very similar to your own. Like yours it is delicate, complicated. But here is where a big difference comes in: The dog can spring into flashing action—then relax. Man often forgets to relax. We can get to work too hard, worry too much, or to be fatigued or depressed from strain. Nerves cry for a rest, but we do not hear. Don't let unrelieved tension "get" your nerves. Rest them often with soothing breathing spells. *Let up—light up a Camel!* Camels can be your reminder that you need a rest—time out from nerve strain. Smokers find Camel's milder, cooler tobacco soothing to the nerves.

"Let up—Light up a Camel," advises champion corn hucker, Ray Hanson—

Ray says: "Winning the corn hucking title is certainly a strain on a fellow's nerves. I was mighty glad to let up and light up a Camel in the end! And that goes for any time that I begin to feel the nerve strain of overwork."

Tobacco Planters say—

If you want to know what cigarette buys the finest tobacco, ask the men who grow tobacco. Marvin Hoffman is a typical grower of choice tobacco. He says: "Camel buyers pay a lot more to get my finest grade. I know—I get the checks. As most sales it's a Camel that takes the really choice lots. With this 'inside' information on cigarette quality, it's only natural that most planters I know should make their cigarette Camel."

DID YOU KNOW:

—that more than a billion pounds of leaf tobacco will have to mature this season! That there are 25 types of cigarette manufacturers, by U. S. government standards! That Camel buyers are in touch with tobacco crops right from the planting! It is a recognized fact in the tobacco trade that Camels are a first-class brand of true **MORE EXPENSIVE TOBACCO**—Purified and Delicious.



Smokers & packs of Camels find not only why they are the **LARGEST-SELLING CIGARETTE IN AMERICA**

LET UP—LIGHT UP A CAMEL

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

COUNTRY GENTLEMAN

EASE THE DAILY GRIND ON YOUR NERVES

GORDON BETTER

Named for a Duke of Gordon—an early Scottish sportsman. This one-eyed dog has a muscular, very build and a thorough manner of working the field that make him an admirable gun-dog for hunting in the open. Intelligent and loyal, he requires an abundance of activity in the open.



HE'S RESTING HIS NERVES...

AND SO IS HE...



FIXING UP HIS FENCES—
Winter or summer, there's always another job waiting for a farmer... jobs that can give up plenty of nerve strain. This typical farmer is putting to rest his nerves. He's doing it the pleasant way—smoking and lighting up a Camel. An occasional pause to enjoy a Camel can help you too. Camels are a matchless blend of fine, most agreeable tobacco... Turkish and Domestic.

THE handsome Gordon—very, shown above, is noted for his fighting energy. But now he is resting. Although the dog's nervous system is very much like our own, there is this important difference: the dog keeps going as long. Then—suddenly—he passes and rests his nerves. We humans are not always that kind of nervous. Too often we drive ourselves on, ignoring the warnings of instinct that we need rest—taking the risk of rigid nerves.

How much more pleasant your day can be when you avoid nerve strain! Ease off now and then. Let up and light up a Camel! You'll find Camels mild, rich-tasting. Smokers say Camel's milder tobacco are soothing to the nerves!

Make it your Pleasant Daily Rule to LET UP—LIGHT UP A CAMEL

PLENTY OF NERVE-RELEASING
Nerves in a nervous job. John F. Jones, nervous (right), says: "When I'm on the line there's plenty of strain on my nerves. But's what I do so avoid getting my nerves keyed up. The reason I feel my nerves going easy. I just let up and light up a Camel. That Camel Brand really has done. And I had done with a lot of me—a mild, easy Camel. I'm not and still again, my nerves unharmed and useful."



WHAT CHARLIE has been for so long? The farmer who goes tobacco know who has the best grade of their crop. Robert Lee Oakes (left), successful tobacco farmer, says: "The year I've been raising tobacco, I've worked Sunday and tobacco tobacco offered at warehouse sale. Camel brought the best of my crop. Knowing there's been tobacco in Camels, I smoke Camels. That tobacco plants I know do."



DID YOU KNOW?
That tobacco is so markedly superior to common? That in one group, practically all the commonest tobacco are... (text continues) ...Camels are made. Camels spend and time to make all the better and age richness of Camels' line, MORE EXPENSIVE TOBACCO.



LET UP... LIGHT UP A CAMEL

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

1939

Call a halt on needless *NERVE STRAIN*

GREYHOUND
Swift, graceful, and remarkably wise, Ancient Egyptian and Greek writers regarded him as a symbol of swiftness. His distinguished lines and proud bearing appear on Egyptian carvings dating to 3000 B.C. Being has made this breed popular in the U.S.

HE'S RESTING HIS NERVES—

AND SO IS HE

IT'S THRILLING to watch the fa-
ling greyhound in full flight. But
it's important to note that when the
race is over he lets up and rests—as
the greyhound above is doing now.
Though the dog's high-level ner-
vous system closely resembles our
own, the dog relaxes instantly! Life
as it is today leads us to ignore fa-
tigue.

They know how pleasant life can be when they
"LET UP—LIGHT UP A CAMEL"

WOMEN'S TRAP-SHOOTING CHAMPION of
North America, Mrs. Lela Hall, says: "Holding a
steady life four years straight puts pressure on
the nerves. I give my nerves frequent rests. I let up
—light up a Camel—after Camels are so soothing."

DID YOU KNOW?

—that tobacco is remarkably
sensitive to moisture? That at
one stage, practically all the
moisture is removed from vir-
ginal tobacco, and then later
just the proper amount re-
stored? That there are more
than 40 large air-conditioning
machines where Camels are
made? Camels spend millions
to insure all the moisture and
ripe richness of Camel's flavor,
more expensive tobacco.

**"A THOUSANDTH OF AN
INCH** is important in my
work," says Charles Dierckx,
long grinder. "Two get to con-
centrate. Naturally, my nerves
would be on the edge if I
didn't pause now and then.
I let up—light up a Camel."

Smokes 6 packs
of Camels and
find out why
they are the
**LARGEST-
SELLING
CIGARETTE**
in America

EDDIE CANTOR—America's great comic personality—
each Monday evening on the Columbia Network, 7:30
p.m. E.S.T., 8:30 p.m. C.S.T., 6:30 p.m. M.S.T., 7:30 p.m. P.S.T.

BENNY GOODMAN—King of Swing, and the world's greatest
swing band—each Tuesday evening—Columbia Network, 9:30
p.m. E.S.T., 8:30 p.m. C.S.T., 7:30 p.m. M.S.T., 6:30 p.m. P.S.T.

LET UP... LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES

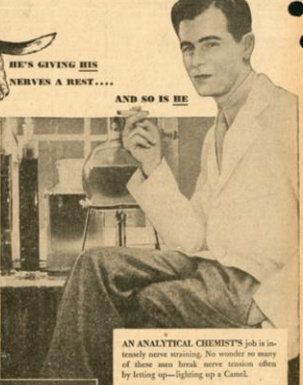
YOUR WILL-POWER ...THE MODERN HAZARD TO YOUR NERVES

BEAGLE BOUND
English fox-hound in miniature. Bold and big for his weight, yet fragile for the long working clock of the breed that can last in the chase. One of the silent breeds in history—close as the original breed of hounds, U. S. standard, strictly, 18 inches maximum height—any one breed other than Beagle.

THE frenzied pace of these fast-moving hounds doesn't mean a thing in the life of the dog. Although his complex, high-keyed nervous system closely resembles our own, when the dog feels his nerves tire he settles down—relaxes—as the beagle bound above is doing. That is instinctive with the dog. We are not so likely to break nerve tension before it gets our nerves upset. Ambition and determination push us on and on...past the warning signs



HE'S GIVING HIS NERVES A REST....
AND SO IS HE



of nerve strain. Will-power silences the instinct to pause and rest. And yet jittery, ragged nerves are a distinct handicap. Don't let your nerves get that way. Learn to ease the strain occasionally. Let up—light up a Camel! It's such a pleasant way to rest your nerves—a brief respite, sufficed with the pleasure of Camel's mildness and ripe, rich taste. Yes, no wonder smokers say Camel's cooler tobacco are so soothing to the nerves.

They've learned—millions have—to give nerves relief...They "Let up—light up a Camel!"



Smoke 6 packs of Camels and find out why they are the **LARGEST-SELLING CIGARETTE IN AMERICA**

ERBIE CARTER—America's great comic personality—each Monday evening on the Columbia Network, 7:30 pm E.S.T., 9:30 pm C.S.T., 6:30 pm M.S.T., 7:30 pm P.S.T.

BENNY GOODMAN—King of Swing, and the world's greatest swing band—each Tuesday evening—Columbia Network, 9:30 pm E.S.T., 8:30 pm C.S.T., 7:30 pm M.S.T., 8:30 pm P.S.T.

DID YOU KNOW?
That cigarette poison is dead for the smoker, or "smoke" by several general methods, which include alcohol and benzene? Natural cigarette can be made from the richest tobacco, the first top grade—dominant strength of it available? Therefore it is important to know that Camel cigarettes are a matchless blend of pure, MORE EXPENSIVE TOBACCO—Tobacco and Domestic.



LET UP—LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES



Joe Crane, famous parachute jumper, says:

"It takes healthy nerves to fall out of a plane traveling 100 miles an hour... with a half mile of empty air under you. I know because I have done it 154 times. I smoke usually—here for years. But I stick to Camels. I know they won't interfere with my nerves. And they're different in another way, too—solid, and better to lean on."

"SAY, MR. PARACHUTE JUMPER, FARMING TAKES HEALTHY NERVES, TOO!"

Here's a farmer's viewpoint on healthy nerves.
Mr. Lloyd I. Hoyt speaking:

"I've seen a fellow jump with a parachute. I'll say that takes healthy nerves. But listen—there's a lot in this business of farming that calls for healthy nerves, too. Chores in the morning, chores at night—and a full day's work in between, from as low as 12° below zero in the winter to 100° sometimes in the summer. And all the worry about crops and stock besides. You see, it takes healthy nerves to be a farmer. But although I smoke pretty much all the time I never worry about my nerves. I stick to Camels. They never injure my nerves. And Camels have the real, mild flavor that a fellow likes—and can keep on liking, too."

How Are YOUR Nerves?

Fortunate indeed is that modern man or woman who does not get nervously upset. Nerv, jangled nerves, mean, all too often, to be the victim of the day.

If nerves are your problem, we suggest a check-up now—on your eating, sleeping, and smoking.

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

Everywhere you see Camels smoked more and more. People do care about mildness... about good taste... about their nerves. And Camels never get on your nerves...never tire your taste.



Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES...NEVER TIRE YOUR TASTE

HERE'S WHY CAMEL'S MILDNESS APPEALS TO OUT-OF-DOORS PEOPLE



"They Never Get on Your Nerves"

Henry Clay Foster, explorer and tiger hunter, knows the tiger country of Indo-China like a farmer knows his wood lot. He has struggled for many a weary mile through bush and jungle... faced many a tense moment when nerves were taxed to the limit. Foster says: "My idea of a mild cigarette is Camel. Camels have never thrown my nerves off kilter, although I've a steady Camel smoker and have been for years. Camels give me the mildness I want—better taste—the fragrance and aroma of choice tobaccos."

YOU'LL LIKE THEIR MILDNESS TOO



"Camels don't get your Wind"

Robert Sayph farms out in Montgomery County, Pennsylvania. He's a real dirt farmer—and a loyal Camel smoker. "Why?" "I'll tell you one good reason why," he says. "I've found that Camels never bother my wind. The athletes who recommended Camels because Camels don't get their wind are certainly right! Camels sure are mild. They say that mellow Camel flavor can only come from cooler tobaccos, and I think so too."

**COSTLIER
TOBACCOS!**



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

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, North Carolina

**Do you
SMOKE AWAY
ANXIETY!**

The Literary Digest for February 16, 1929 47



... THEN YOU'LL APPRECIATE SPUD'S GREATER COOLNESS!

Do you await an important event, an important decision, lighting one cigarette from another? Then smoke Spud. Even after hours of waiting and smoking, a Spud tongue and throat are still moist and cool... tobacco enjoyment still keen, not killed... no "smoked-out" let-down to mar the good

**SMOKE
16%
COOLER
99%
TEST**

news, Spud's smoke is scientifically proved 16% cooler. This refreshing coolness heightens your enjoyment of Spud's full tobacco flavor. That's why Spud is the new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.

JUST SPUD...Not by first puff...but by first push. Surprise of first puff soon forgotten...continued satisfaction heightens enjoyment of the full tobacco flavor.

How the coolness of Spud smoke was proved scientifically, and what "Smoke 16% Cooler by Test" means to you, are told in this little book, sent gladly on request.

MENTHOL-COOLED SPUD CIGARETTES

Smoke anxiety away.

64 The Literary Digest for November 25, 1933



Are your nerves like this ?

Are you easily irritated? Easily annoyed? Do children get on your nerves? Do you fly off the handle and then feel ashamed of yourself?

When nerves are right—when health is right—you shouldn't be this way. Ask any doctor.

If you're a smoker, try this: switch to Girards; give them a good fair trial—say a couple of weeks—and smoke nothing else. The Girard is famous for the fact that it never gets on your nerves. Doctors recommend it, and smoke it, too. Thousands of smokers from coast to coast have put Girards to this test—and mighty glad they are today that they did it.

First, because it never gets on their nerves; and second, because as a smoke, it's a ripe, mellow, full-flavored, Havana delight—good right down to the last long puff. We have heard men say that they never knew what real smoke-joy was until they switched to Girards. Put it to the test yourself—get a box today.

Any cigar man in America can sell you Girards. If he hasn't them in stock he can get them from us.

Antonio Roig & Langsdorf
Established 1872 Philadelphia



The Girard Cigar
Never gets on your nerves

"Baker"
3 for 25c.
To retail
its price

80 The Literary Digest for October 11, 1919



**If you
were a surgeon—**

the nature of your work would require you to keep your nerves true and steady. Therein a surgeon has an advantage over most men. He is compelled to be careful of his nerves.

But this does not mean that a sound nervous system is any less valuable to you than to him.

Everywhere in the world the man with the firm hand, the true eye, the ready and responsive brain gets the most out of life.

Everywhere in America these men are finding in the Girard a cigar that brings them all the pleasures of tobacco with no distracting reaction. All the only gums that sometimes leave an "after-effect" from tobacco are removed from the Girard—but not one iota of the ripe and mellow Havana flavor is removed!

Baker size 13c 2 for 25c
Other sizes 15c up

Ask for Girard at the next cigar counter. Sold in every State in the Union. Doctors recommend it and smoke it too.

Antonin Reig & Langsdorf
Established 46 years Philadelphia



GIRARD
Never gets on your nerves

Never gets on  your nerves



BRICKER
Greatest cigar
Formerly 15c
Now 2 for 25c

Come on  over! 

COME on over with the thousands of keen-eyed, clear-headed, steady-nerved men who have switched to Girards.

You can light one Girard off another without putting a wire edge on your nerves, or a dent in your disposition.

Girard is mild as Indian Summer, yet so full-flavored that every puff answers your smoke-appetite, as spring-water answers thirst.

And—the new Girard is bigger, better, lower-priced than ever. Made by hand, under old-time, ideal conditions, with fine Havana and shade-grown wrapper.

Exacting smokers declare the new Girard the greatest cigar they ever smoked.

Prove for yourself—today—why the new Girard is so popular.

Come on over—NOW!

10c and up
15c size now 2 for 25c
Other sizes price-reduced in proportion

ANTONIO BORG & LANGENDORF, PHILADELPHIA. Established 51 Years

GIRARD
America's Foremost Cigar

Never gets on  your nerves

Are you 30 years old? —or 60 years young?

Where do You Stand?

In your cigar a help or hindrance in your busy day? Does it bring enjoyment and satisfaction, and an atmosphere of contentment that makes your mind work more smoothly, more naturally?

Girard is just that kind of a cigar. A mellow influence to smooth the rough edges of work's routine and leave you keen for the knottiest problems.

Girard is a full-flavored cigar that unites true Havana quality with highest-grade workmanship. A cigar that's all pleasure, but with no come-back on your nerves, your heart or your digestion.

For health's sake and pleasure's sake, why not switch to Girards today?

They are sold by progressive dealers from coast to coast.

10c and up
15c sizes now 2 for 25c
All sizes reduced in price

ANTONIO RIGI & LANGSDORF, PHILADELPHIA. Established 11 years

GIRARD
America's Foremost Cigar





DENTIST

To anxiety...I bring relief
I'm your best friend
I am your **Lucky Strike**

Lucky Strike
Cigarettes

*Try me
I'll never
let you
down*

Radio Flash
Lucky Strike
was the 1st cigarette, with
THE HIT PARADE
award 1937. Copyright © 1937, The American Tobacco Company.

I am made only of the choice center leaves. The top leaves are bitter, biting. The bottom leaves are gritty, tough and unpalatable. My fragrant, expensive center leaves—so mellow and rich—give you the mildest, best-tasting smoke. I do not irritate your throat. To anxiety I bring relief. I'm your best friend.

CHAMPION WOODCHOPPER OF THE U.S.

— PERRY V. GREENE



I WORK as a Maine guide in summer and in the lumber camps in winter. Naturally, I would be handy with an ax. Four years ago, they had a woodchopping contest. A friend said to me: "Perry, why don't you go in that contest?" So I did, and I beat the other fellows.

"Since then I've taken the record down from 29 to 19 seconds. You can bet your boots it takes healthy nerves to cut an 8 x 8 hard pine timber in 19 seconds. People often ask me if I smoke. The answer is, 'Yes, sir, I do—but always Camels, because Camels don't irritate my nerves.' I guess I smoke plenty. But Camels are so mild, I never get any 'cigarette' aftertaste."

Try Camels. Smoke them steadily and you, too, will find that this mild, smooth cigarette never gets on your nerves or ruins your throat. These facts, coupled with the fact you get in Camel cigarettes sure do make a difference!

Copyright, 1937, by W. R. Kennerly Tobacco Company, Winston-Salem, North Carolina

HAROLD PARKHURST, the parachute jumper. His job doesn't interfere with enjoying his grub. "I noticed way back that Camels were an aid to my digestion," he says.



CHARLES J. CHASE, for many years engineer of the "Twentieth Century Express," says: "At the end of any run I feel pretty tired, but I just light up a Camel and get a 'lift' in energy."



AN INTERESTING FACT:
Camels are made from finer, MORE EXPENSIVE TOBACCO—Tastier and Domestic... than any other popular brand.



COSTUVER TOBACCO

CAMELS NEVER GET ON YOUR NERVES

SUNDAY EVENING, June, 1937

Where **Steady Nerves** smashed all endurance flight records

WHERE HUMAN LIFE DEPENDS ON STEADY NERVES—How brave of the man facing photograph. He is Tareyton. The man in the cockpit is the man who smashed all endurance flight records. The man in the cockpit is the man who smashed all endurance flight records. The man in the cockpit is the man who smashed all endurance flight records.

Crew of Question Mark got
extra Tareyton supply in mid-air

"We smoke Tareytons—
flying takes steady nerves,"
aviators everywhere say

THE FIRST COLLECTION DELIVERED IN MID-AIR
The Question Mark's crew, after landing, returned to the ground. The man in the cockpit is the man who smashed all endurance flight records. The man in the cockpit is the man who smashed all endurance flight records. The man in the cockpit is the man who smashed all endurance flight records.

100 CIGARETTES IN THE AIR

Manus eating—while hovering—its days, six nights of it. The life of night as high above the earth—five men straining through the darkness for a reward.

Only steady nerves could survive—bring them men through "in excellent condition."

They watched their nerves! An extra supply of 100 Tareytons was taken aboard when the Question Mark refueled in mid-air.

The first cigarette delivered by plane to plane—Tareyton for men whose work demands steady nerves!

Los Angeles—Chicago—Portland—New York—check up after check up shows the same thing . . . "Tareytons are the chain of busy, active people. People whose work requires steady nerves."

If you haven't tried Tareytons, please do. People say they can smoke five and three packs a day . . . and still keep nerves in fit condition.

Test them for 7 days. Smoke all you want . . . but smoke nothing else.

You'll like the mild, full-bodied flavor. Then see if you don't notice a very marked improvement in the steadiness of your nerves.

1. Smooth Pack
2. Quality Tobacco
3. Quality Filter
4. Quality Taste
5. Quality Service
6. Quality Price
7. Quality Delivery
8. Quality Service
9. Quality Price
10. Quality Delivery

Cash or Plain 15¢

Herbert TAREYTON

The twenty-five cent cigarette . . . now

15¢ for twenty

© 1929, The Union Tobacco Co., New York City

Investigators find **Steady Nerves** reason for Tareyton's quick sales climb



Thousands say switch to Tareytons keeps nerves in fit condition

"We smoke all we want without feeling it," they report

The answer is in!

A nation-wide cigarette poll just completed brings to light an astonishing fact. It explains why our national cigarette preference is changing. Shows why one brand is climbing to a pinnacle place in sale.

Here are the facts . . . *hotted down for quick reading.*

Instantly Tareyton sales jumped 65%.

"I don't see why," we told investigators. They studied the nation. Talked to thousands in crowded stores.

What kind of people? What kind of work? What big reason's behind this great rising toward Tareyton?

Back came the answers for tabulation. The smoking question told a dramatic story.

"This is the cigarette of busy, active people. Men and women whose work demands *Steady Nerves* always choose Tareytons."

Business, bankers, businessmen . . . all agree! Chicago, Cleveland, Cincinnati . . . all tell the same story.

In the hustle and bustle of present-day life . . . "Steady Nerves" are vital. "Think to Tareytons if you want nerves in sound condition."

That's the reason for Tareyton's quick-growing popularity.

People find they can smoke two and three packs a day . . . and still keep nerves fit for exacting jobs.

Just switch to Tareytons for 7 days. Smoke as much as you want . . . but smoke nothing else.

And after 7 days see if you don't notice a difference in the way you look.

AND HERE'S A QUESTION DAILY—How would you like to have a job like this . . . answering questions all day long? Picture shows Herbert (Tareyton), Chief Information Clerk at Grand Central Station, New York . . . and he's a typical Tareyton smoker of right. When our investigators asked him about cigarettes he said, "I've never been so busy when you are working at the Information Desk. Answering questions takes a lot of energy. Working the number of cigarettes I smoke a day would get my goat. So I smoke Tareytons—I can see how people a day and never feel it."




Herbert TAREYTON

The twenty-five cent cigarette now • • **15¢ for twenty**

Cork or Plain 15¢

© 1929, The Union Tobacco Co., New York City



"WE FLY 'EM OVER — OVER THERE"

GERRANDS OR JAPL, names or loc... you've got to be ready for anything when you're flying the big bombers across the water to the battle-front. You bet you don't want frayed nerves. There are veterans at the right are Camel smokers. Chances counted by Smoker Terry Connors! The captain (smoke) counts, a Tennessean, says: "I smoke a lot in this job. I smoke Camels. They're even mild with plenty of flavor!"



YOU WANT STEADY NERVES to fly Uncle Sam's bombers across the ocean



FIRST IN THE SERVICE—
The favorite cigarette with men in the Army, the Navy, the Marines, and the Coast Guard is Camel. (Held on record sales records in Post Exchanges, Sales Commissioners, Ship's Service Stores, Ship's Stores, and Canteens.)

—AND THE FAVORITE AT HOME!

WITH THESE MEN WHO FLY BOMBERS, it's Camels all the time. The co-pilot of this crew (smoke) counts, (second from left in photograph at the left) says: "I found Camels a milder, better smoke for me in every way. And that good flavor sure went out in welcome." You, in times like these, when there's added tension and strain for everyone, there's nothing like a Camel for steady smoking pleasure.

Important to Steady Smokers:

The smoke of slow-burning **CAMELS** contains **LESS NICOTINE**

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

* U.S. Department of Agriculture, Bureau of Entomology and Plant Quarantine



IN MY NEW DEFENSE JOB, I APPRECIATE CAMELS MORE THAN EVER. THEY'RE EXTRA MILD WITH A GRAND FLAVOR

FRONT LINE FREIGHT

FROM WASHINGTON, MR. DOOLEY — THEY WANT THESE TANKS THROUGH TONIGHT FOR THAT CONVOY

TELL 'EM WE'LL BE THERE! COME ON, SERGEANT — YOU'RE GOING TO RIDE A FRONT LINE FREIGHT

WHEN YOU'RE RACING AGAINST TIME TO SUPPLY THE FRONT LINE, YOU WANT **STEADY NERVES**

WE'RE IN, SERGEANT. YOU CAN OPEN UP THAT PACK OF CAMELS NOW!

THAT'S WHAT I CALL THE OLD ARMY SPIRIT, MR. DOOLEY. CAMELS ARE FIRST WITH US, YOU KNOW

CAPTAIN, THIS IS ENGINEER DOOLEY — HE JAMMED THE TANKS THROUGH

WISH I COULD HELP YOU CARRY 'EM THE REST OF THE WAY, CAPTAIN. HAVE A CAMEL

I'LL HAVE A CAMEL ANY TIME THEY'RE FIRST ON THE SEA

WHEN I'VE 50 MILES PER HOUR, WE'RE TALKING 90 CARS TALKING

CLOSE TO 4,500 TONS, SERGEANT. TAKE US A HALF HOUR TO STOP

I'VE SMOKED CAMELS EVER SINCE THERE WERE ANY CAMELS. THEY'RE **MILDER** AND THEIR FULL, RICH **FLAVOR** NEVER WEARS OUT ITS WELCOME

CAPTAIN R. H. DODGE
Sergeant at Arms
(From a 4-day mission)
of Marine Headquarters

IMPORTANT TO STEADY SMOKERS:
The smoke of slow-burning
CAMELS
contains
LESS NICOTINE
than that of the 4 other largest-selling brands tested...less than any of them...according to independent scientific tests of the smoke itself!

CAMEL
SLOW-BURNING, DOMESTIC-MADE CIGARETTES

THE FAVORITE CIGARETTE ON LAND — ON SEA

★ WITH MEN IN THE ARMY, NAVY, MARINE CORPS, AND COAST GUARD, THE FAVORITE IS CAMEL. ★

★ BASED ON ACTUAL SALES RECORDS IN POST EXCHANGES AND CANTEENS ★

YOU WANT STEADY NERVES TO PLAY HIDE-AND-SEEK WITH T.N.T.

IN A DARING RAID INSIDE A REEF-BOUND BAY A U.S. SUB WAITS OUT A HAIL OF JAP DEPTH BOMBS

IF THEY HADN'T BLOCKED THE CHANNEL ON US —

BLANG!

HEY THAT ONE WAS CLOSE!

YOU CAN'T GET ACROSS THOSE REEFS WITHOUT SURFACING—AND THEY'D STOP US SURE!

SO WHAT? WE SAWK 2 OF 'EM, DIDN'T WE?

NO OTHER WAY OUT, CHUCK. TOWER: WHOSE SHIP? BE HERE ANY MINUTE!

IF THEY SPOT US WELL, HERE GOES, NOW... **UP PERISCOPE!**

ATTA BOY, SKIPPER! WE'D WINNER SURFACE AND TRY TO SLIP OUT AMONG THOSE REEFS

THAT DEPTHBOMBER—BUE'S SHOTTER US AROUND THE TORPEDO ROOM, AND—LET'S LET 'ER HAVE IT!

CHUCK: STAND BY TO RELEASE TORPEDOS

THIS IS MORE LIKE IT— RATHER GO DOWN FIGHTIN' THAN GETTIN'!

TALK FOR T.O.O. NO YOUR STUPID BABY!

A DIRECT HIT, BOB, THAT STOPPED 'EM! NOW WE CAN GET OUTA HERE!

HEY — THAT'S THE FIFTH CAMEL YOU'VE ORDERED OFF ME

STOWE IT— I'LL BUY YOU A CARTON OF CAMELS, ADORE! MAN, THIS TASTES GOOD!

YOU SAID IT, SAILOR — CAMELS: RATE THE NAVY 5 WITH ME EVERY TIME

CAMELS ARE THE FAVORITE WITH NAVY MEN. THEY'RE **MILD SLOW-BURNING...** AND NEVER LET YOU DOWN ON FLAVOR

AND NOTE THIS:
The **Smoke** of Slow-burning
CAMELS
contains
LESS NICOTINE
than that of the 4 other largest-selling brands tested — less than any of them—according to independent scientific tests of the smoke itself!

IN THE ARMY—NAVY—MARINES—CRAB GUARDS—THE FAVORITE IS CAMEL

(BASED ON ACTUAL SALES RECORDED IN POST EXCHANGES, SALES COMMISSARIES, SHIP'S STORES, SHIP'S SERVICE STORES AND CANTEENS.)

B. & W. Kammerer & Sons, Inc., New York, N.Y.

YOU WANT STEADY NERVES

to "hit the silk" in a paratroop attack



"JUMP" is the command that starts you on the headlong eastward plunge through space, but the real order of the hour is *steady nerves!* For these soldiers of the sky—for every one of us! So take a tip from the men in the front line. Their favorite is Camel—the slow-burning, mild cigarette. Make Camel your cigarette, too—starting now!

YOU BET I SMOKE CAMELS. THEY'RE EXTRA MILD AND THEY ALWAYS TASTE GREAT



★ With men in the Army, the Navy, the Marine Corps, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchanges, Sales Committees, Ship's Service Stores, Ship's Stores, and Canteens.)

Important to Steady Smokers:

The smoke of slow-burning

CAMELS

contains *LESS NICOTINE*

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



"I HELP MAKE THOSE PARACHUTES!" says Brian V. Lynch, former Production Company employee, "and I ask you 'never' don't go to my job. Instead! You, I enjoy smoking. I smoke Camels. They have the mildest taste around. Camels don't give me any taste." You, for all of us—Army, Navy, Marine, Air, wherever your task—this is a "war reference." Most important than *any* war, is your choice of cigarette. Smoke Camels.



IT TAKES
HEALTHY NERVES
TO TYPE 124 WORDS
A MINUTE!

THESE WATCHES ARE SET - the signal is given - don't let it - watch your nerves as you proceed to type 124 words a minute. The watchmaker The judge makes the time - and Stella Willing is among the fastest women typists in the world - with a record of 124 words a minute.

AT RIGHT - STELLA WILLING is shown enjoying a Camel. She says: "I'd advise anybody who enjoys smoking to try Camel. For the sake of their nerves."

IT IS MORE FUN TO KNOW
Since tobacco quality is all important in a cigarette, Camels are made from finer, MORE EXTENSIVE tobaccos than any other popular brand.

WATCHLESS SMOKE.

STEADY SMOKERS
TURN TO CAMELS

STELLA WILLING says: "I just couldn't type at top speed and do it accurately if I hadn't learned how to keep my nerves healthy. I am a woman who enjoys smoking. I prefer Camels, as I never tire of them no matter how steadily I smoke. They are delightful and they don't make my nerves ragged. I'd advise anybody who enjoys smoking a lot to smoke Camels, for the sake of their nerves."

Camels, made as they are from costlier tobaccos, give a satisfaction that never fades - no matter how steadily you smoke them. Start smoking Camels today and discover for yourself the solid pleasure of a superior cigarette that never tires your taste. It is more fun to know.

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

Where millions change hands in flash of second...



NEEDS STEADY NERVES—This dramatic picture was staged in a large New York building after doing work of four weeks when steady nerves shined best. It shows Herbert Tareyton smoking the best cigarette in the world of the nation. And about the value of cigarettes Mr. Tareyton said, "My office does days like a lot of things... through all the hard work of work I make smoking my Tareyton... That's the best cigarette I've found. Often I smoke one and two packs a day... And I know that's it."



NEEDS STEADY NERVES—You, too, smoking steady is a critical job. Nothing of the kind through a smoking plan is certainly hard on nerves. Smoke a Tareyton steadily and you'll find it gives the greatest things you have a Tareyton steady for peace. "I just smoke one or two packs a day," Herbert said one time. "That's why I smoke Tareyton."

Steady Nerves are vital

Broker tells investigator, "I smoke Tareytons because I must keep fit"

Nation-wide check-up shows Tareytons outstanding choice of Busy People

Business never dulls here! In the stock market millions change hands every five minutes. There is money, spend in constant. Nervousness on edge every moment.

What kind of cigarettes do men smoke on a job like this, where steady nerves are vital?

We want right into backstage office to find the answer. Letters to what this Wall Street man tells us.

"I smoke Tareytons," he said. "Because I must keep my nerves in good condition. I've never picked a day anywhere, but I never smoke any else."

That's one example... There are thousands like it. The other side of interview reports confirm this one conclusion.

Tareytons are the choice of a busy, active people. People whose work demands steady nerves."

In the light of this evidence... will you switch to Tareytons for 7 days, just to test and discover the difference?

Smoker all you want... but make smoking fun.

Then when the work is up... see if you don't feel better! See if your nerves aren't stronger!



Cork or Plain 15¢

1. Double Package. 2. Heavy Pull. 3. Quality Tobacco. 4. Best Protection. That's why there's no dryness... no smoking. The steady nerves... one of the best. Steady nerves drive to the last cigarette.

Herbert TAREYTON

The twenty-five cent cigarette... now **15¢** for twenty

© 1929, The Union Tobacco Co., New York City

**"I NEED HEALTHY NERVES,
TOO, MR. CECIL SMITH, WITH
A THRIVING FAMILY TO LOOK OUT FOR"**

Robert E. Butterfield, Jr., who has
two thriving youngsters, says:
"A father's job gives a fellow plenty of experience
with nerve strain, too! Providing for the children
keeps you keyed up in constant pitch. Then —
coming home from work, with Dick insisting on
music — Bob's mind — my dancing — that's the
zero hour for a father's nerves! Although I smoke
all I want, jangled nerves have passed me by.
That's because I smoke Camels. Camels have
the fine flavor of the choicest, most expensive
tobacco. And I find they serve up my nerves."

Cecil Smith, who runs to the top of the pole
would like your wish with a son and a maid, says:
"Polo makes continuous demands on your nervous
system. A feeling of a second tomorrow whether or
not you can successfully take your opponent out of a
pile and a feeling of a lack in your aim may mean a
goal — made or missed! Man polo players, myself in-
cluded, make great find. Adrenaline, adrenaline, myself
included, adrenaline. Therefore, I like this flavor and they serve up my nerves."

How Are YOUR Nerves?

Nerves, nerves, nerves! You hear them
discussed everywhere today. For most
of us are more or less the victims of
irritated, jumpy nerves.

If troubled that way, check up on your
eating, your work, your recreation, your
sleep.

And to be on the safe side about
"nerves," begin to smoke Camels.

TUNE IN! **CAMEL CARAVAN** with **Con Lane** (Salem, **Stonington** and **Bull**,
Omaha **Bronch**, **Every Tuesday and Thursday at 8 P.M., 8:15 P.M.,**
C.S.T.—7 P.M., M.S.T.—6 P.M., P.S.T.—5 P.M. over **WABC-Columbia Network**

CAMEL'S COSTLIER TOBACCOS *Never get on your Nerves
Never tire your Taste*



Always, relaxing with the 'Soft Smoke,' is James T. A. Dickson John S. Ewing.

**For people under pressure,
great reward: the new 'Soft Smoke'**

The man under pressure owes himself the utter luxury of the new 'soft smoke' KING SANO. For the over-busy man, this small extravagance (about 5¢ more per pack) proves worthwhile. For good reason. Smokers report, "Even after smoking more than usual, it still tastes soft, pleasing." This taste is the natural result of the absolute scientific least intake of nicotine and tar in the smoke.

What is the secret? KING SANO's expensive new 'soft smoke' process softens the smoke by removing nicotine and tar from the tobacco leaf itself, before the filter is added. This gives the filter a head start. No other cigarette has this extra. Here is how it works—

New 'Soft Smoke' process

1. The expensive "extra step" first softens the smoke by removing nicotine and tar from the tobacco before the filter is added. No other cigarette does it.

2. Softens the smoke again with new superior filter—multiplies the 'soft smoke' effect—further reducing undesirable elements to which full soft flavor.



UNITED STATES TOBACCO COMPANY ALSO PRODUCES SANO CIGARS AND SANO PIPE MIXTURE

67

Champion Bicycle Sprinter says: **"ME FOR CAMELS!"**

AND WILLIE HONEMAN adds: "I'll say Camels are mild! They don't upset my nerves. And smoking Camels helps keep my digestion ticking along smoothly." When you smoke Camels, you enjoy a sense of well-being.

"AFTER RUSH DAYS, Camels help me pull myself together," says Helen Nolan, newspaper reporter. "I enjoy Camels often for their mildness and their rich, delicate flavor!"

CAMELS COSTLIER TOBACCOS



ONLY MAN TO WIN 3
INDIANAPOLIS AUTO RACES

Steel-nerved Lou Meyer has a special word to say about Camel's mildness

IN THIS RACING GAME, I NEED A MILD CIGARETTE SO I SMOKE CAMELS. I ENJOY CAMELS AS OFTEN AS I WANT—THEY NEVER GET ON MY NERVES. I'LL SAY CAMELS ARE MILD

Louis Meyer

CAMELS
COSTLIER
TOBACCOS

CAMELS NEVER GET ON YOUR NERVES!

IT TAKES HEALTHY NERVES TO BE A SHARPSHOOTER



THREE TIMES HIGH WIN on the U. S. International Dewar .22-calibre rifle team, and former U. S. small bore champion, Virgil Richard is professional shooter for Remington Arms Co., Inc. He always has to be a brilliant marksman—regardless of sun, wind, or rain. There is no question about his knowing the secret of healthy nerves!

A MATCHLESS BLEND

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

Steady Smokers turn to Camels

VIRGIL RICHARD, in discussing smoking and shooting, says: "People often ask me if a professional sharpshooter can smoke as much as he wants. I've been enjoying cigarettes for years, without difficulty in keeping my nerves in shape for making record scores in tournament shooting events. That's because I have long been a Camel smoker. I have experimented with all the popular brands, and I find Camels are better for steady smoking. They're a much milder cigarette, and they never interfere with my nervous control, no matter how much I smoke."

o o o

Switch to Camels. You'll like the remarkable mildness... the fine, rich flavor of Camel's excellent tobaccos. You'll have satisfying proof that Camels do not interfere with healthy nerves.

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE

Copyright, 1935, B. F. Goodrich Tobacco Company

WINS INDIANAPOLIS RACE BEFORE RECORD-BREAKING THROUG; "GIMME A TAREYTON" FIRST REQUEST AT END OF GRIND

**Cameras Click as Ray Keech
Lights Cigarette After Gruelling
Five Hundred Mile Endurance Race**

**"NOT A BIT NERVOUS," HE CHEERFULLY
TELLS CIGARETTE REPORTERS**

INDIANAPOLIS, IND., May 1929—A flying bullet on wheels flashed across the finish line here today as the checkered flag dropped on the year's greatest motor chase.

A smoke-begrimed car rolled to a halt before a pit loaded with joy-wild mechanics. Crews converged about the car. Hands reached out to greet the winner.

Goggles swung back from a grove-lathered face. A white grin spread across his countenance.

"Gimme a Tareyton," he demanded.

This was the scene that today marked the end of a five-hour battle of speed and skill and nerve. This, the winner's first

THEY'RE OFF! These three go... down the track, started on the long, hard grind. Plenty of shells were supplied the spectators here yesterday as these crack drivers roared around the famous track. This picture shows you the pits, where mechanics wait with oil, gas, water and parts to render skill-armed service to drivers. Everybody under constant nerve tension... as naturally, Tareyton smokers seem to be found everywhere. A part of the record-breaking crowd appears in the background.

Among them was many Tareyton smokers, cigarette investigators reported.

FLAGGING THE WINNER! There comes the big checkered flag that signals to the speeding driver that his long grind is over. Here you have the official starter "dropping the flag" on the winner of the big classic.

QUICK ACTION HERE! Just look at 'em! While have hardly stopped turning before these specially-trained assistants are swarming around the car with oil, gas, water, new tires... whatever the driver has signalled for. Right, a snap showing a couple of the flying "bugs" as they rounded a curve during this famous race.

Make 7-Day Nerve Test

Pick the winner if you want the utmost in cigarette pleasure. For your health's sake it will pay you to make the famous Tareyton nerve test.

Remember... one cigarette smoked right after another won't tell you a thing. It takes several days... a week at least... really to make honest judgment on a cigarette.

So when you stop in at the nearest tobacco store... buy a carton of Tareytons. Give them a thorough test... smoke Tareytons only for just a week.

now 15¢
for twenty
Cork tip same price

A BIG SUCCESS—FOR THESE 6 REASONS

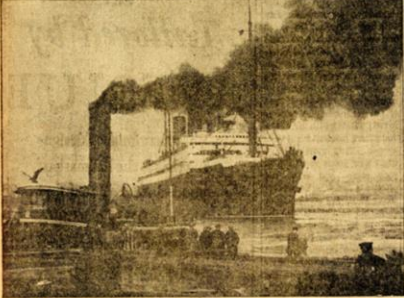
1. "Nicotely" action. 2. Brisker package. 3. Heavy lid. 4. Quality tobacco. 5. Cork tip without extra charge. 6. Speedy delivery. That's why there are drivers... everywhere. The extra inner lid used in Tareyton's famous double picture means you a quick refreshment.

Ray, U.S. Pat. Off.

TAREYTONS

© 1929, The Union Tobacco Co., New York City

SHIP NEWS REPORTER COVERING OCEAN LINERS DISCOVERS DRAMATIC CIGARETTE STORY



Harry Acton, Sea-Going Columnist, Finds Nerve Strain Big Reason For Tareyton's Popularity on Steamships

WELL, folks, here's some more news of the big gaudies that slip back and forth across the Atlantic, but this time with a new flavor.

You see, one of the big tobacco companies wanted some real nautical cigarette facts... and asked this scribbler to get them.

Well, the Aquitania's coming in, so let's go down the harbor to Quarantine and meet her.

And on the bridge, who should we find but my old friend, the Staff Captain.



*Harry Acton
New York Journalist*

big as life, smoking a Tareyton. There's the Quarter-Master at the wheel... Sure enough, he's another Tareyton smoker!

There's the smokestack got... selling Tareytons like hot cakes up near the main cabin. And look at that crew, standing a puff in the companionway as we steam slowly up the harbor.

Pussy, isn't it? Wherever you find tough, exciting jobs, you see Tareytons coming down the harbor... far in the lead.

It must be "steady nerves," folks. That's the new idea, and believe me, the big plus in cigarettes.

Me? Sure I smoke them... only I'm not supposed to make this a testimonial.

Thousands of smokers, all over the country, have discovered Tareytons for Steady Nerves through the now-famous 7-day test.

Why don't you try it, too? Just smoke them exclusively for a week. All you want but only Tareytons. Will you start today?

Here's the Dock Steward, who could tell you a lot about Tareyton popularity. He has more calls for them every day, he says.



HERE SHE COMES! One of those Express Liners turning into her pier after a quick run from Europe. Below, you see the officers up on the bridge during a heavy fog. No place here for jumpy nerves... that's probably why most seafaring men stick to Tareytons.



PRIVATE ENTRANCE. There goes Harry Acton, New York American Ship News Columnist, heading one of the big boats at Quarantine. He knows what sleeping folk think about cigarette. Read what he says.



now 15¢ for twenty—plain or cork



TAREYTONS
© 1929, The Union Tobacco Co., New York City

"YES, TAREYTONS PLEASE"

Here's the Dock Steward answering another call for more Tareyton Cigarettes.

"Everyone are getting more regular every day," cigarette aficionados replied. "And it's really great that's doing it. No question about that." Why don't you try them yourself?

"STEADY IT IS, MISTER!"

Here's a job for real! Holding this big boat true to her course through stormy seas and intricate harbor passages. No wonder the Quarter-Master is strong for Tareytons. You can understand your nerves getting jumpy.

"Steady Nerves"

That's Reason for Big Tareyton Sales Jump

JUST TAKE A LOOK at these pictures! Can you imagine a set of jumpy nerves on job like these? Suppose you directed a fire stream in the midst of crumbling walls... or sat through long watches at a ship radio... or handled dangerous chemicals all day...

Wouldn't you make sure your nerves were the steadiest set on earth?

People like this watch their smoking. "We stick to Tareytons" they told investigators. "Smoke no other kind... And we find our nerves are always steady, though we smoke a lot!"

You can take a tip from these smokers, too. Even if your work is less strenuous... you'll enjoy your smoking more when you know jangled nerves aren't waiting at the end of a heavy day.

So try the recipe these smokers recommend for steady nerves.

Switch to Tareytons... smoke them exclusively... Smoke all you want... but smoke only this brand... Do that for a week... for just seven days... Then check up on the way you feel. The chaps your nerves are in when evening comes. See if you, too, don't feel better. Isn't that fair?



CHURCH BURNS TO GROUND. Only actor walls were left when fire gutted this Incorporated Riverside Drive cathedral in one of New York's most spectacular fires. Firemen waited for hours on end, and many were brought almost to the point of exhaustion before the flames were finally subdued. "Big fires take a lot of energy," said Fire Lieutenant William A. Walsh, when interviewed. "Day after day, I work under the most difficult conditions... sometimes in ice, snow, dirt and storm, and it requires nerves under steady control to do it. That's why I smoke Tareytons... They don't tax my nerves."



HIGH PRESSURE FOR WOMEN, TOO! Handling delicate mixtures of dangerous chemicals is no job for jangled nerves. "My work in the laboratory," said Miss Minnie Fahn to investigators, "is very exacting. That's why I'm particular about the brand of cigarettes I smoke. Tareytons keep my nerves steady."



RADIO OPERATOR HAS HECTIC JOB! This picture was made of Cecil V. Marshall, Chief Radio Operator on board the palatial trans-Atlantic liner "Aquitania." In this photograph, he's shown smoking his favorite cigarette... a Tareyton. "I smoke them because I must keep my nerves steady," he told reporters. "They help me to carry on in emergencies."



1. Smoother Packings 2. Heavy Foil 3. Quality Tobacco 4. Inside Refillable Foil. That's why there's no dryness... no crusting.

TAREYTONS

now 15¢ for twenty

Reg. U. S. Pat. Off. © 1929, The Union Tobacco Co., New York City

They pick TAREYTONS "for Steady Nerves"



"I ALWAYS SMOKE Tareyton," says Air-Mail Pilot Sam. "You'll find most stevedores do."



"SURE, I SMOKE," says Edward Radrich, "But not Tareyton. I'm not taking any chances with steady nerves on a job like this."



COUNT GEORGE AND HENRI point it this way: "There's not a nerve in the place when we're in, so I stick to Tareyton."



"IN SELECTING cigarettes, I've learned to choose the brand that keeps my nerves in shape," declares Gertrude Flanagan, actress.





"TAREYTONS don't get your nerves," declares Earl Swarth, radio control board operator.



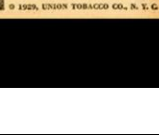
NEW PHOTOGRAPHER can't afford nerves. "That's why I always smoke Tareyton," says Government A. E. Carson, snapped on the job.



"SMOKING ANYBODY else... but 'Tareyton' never makes me nervous," says Mary Knepper, here seen at work on a model plane in repair.



"MY JOB IS SURELY a nerve one," says Radio Operator C. V. HANCOCK, shown at his post on shipboard. "A Tareyton helps me to carry on."



DISCOVER CHARLES LENAIRE finds Tareyton makes handling transportation plans easy.

"THEY GUARD MY NERVES," says Eugene Keweenaw, above. (Below) Thomas Men, headmaster, chooses them for the same reason.

"CANTHONING DEMANDS" sometimes and excited, "explains H. W. Hargrave, "Tareyton are my best... I smoke them all the time."

"THEY KEEP ME in fit condition," Pilot William Librich tells his many friends, explaining why he always chooses Tareyton.

"I CAN'T TAKE CHANCES," says Alex Johnson, above. "So I stick to Tareyton." Watchmaker Bentley, below, agrees with him.

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THE JURY . . . *Busy People*

THE VERDICT . . . *Steady Nerves*

**No wonder TAREYTON sales
have trebled in three months!**



LANDS ON ONE WHEEL. Here's Phil Storm Archer, telling how he landed safely with a broken landing gear. "Archer chose Tareyton," he says.



TWO MINUTES TO PRESS TIME! Editorial room of a big newspaper. The steady eye nerves in Tareyton . . . and so you find Tareyton smokers everywhere.



GROOMING THE IRON HORSE. To outdistance, steady nerves are vital. As Tareyton men the formula.



LOOKS CALM, DOESN'T HE? Virginia King, expert Wren-Ed baker, who keeps up with the pace through nerves protected by Tareyton.



FERRY CAPTAIN SPEAKS. Captain Nichols says, "I've found Tareyton keep my nerves fit."



HERBERT TAREYTON
CIGARETTES
Import and Export
Herbert Tareyton
15¢ for 20



NO "NIKE FEVER" HERE! Miss Comstock Florence says, "Tareyton keeps my nerves steady."



GIRL FLYER ENTHUSIASTIC. Marie McLaughlin says, "Tareyton keeps me cool after races."



MILLIONS AT STAKE! Everybody connected with Wall Street is under constant nerve tension. With millions of dollars at stake, naturally all keep constant watch on their nerves. That's why you find Tareyton smokers everywhere in the financial section.



LINOTYPERS STATE VIEWS. Ben George Johnson, "I find I am under an awful Tareyton as I work every day. My nerves don't suffer."



UNDER SEA SAILOR LIGHTS UP. "We've got to have steady nerves," says James Wilson.

© 1929, UNION TOBACCO CO., NEW YORK CITY

THE MAN-EATING TIGER OF GOURANG-YA!

IT TOOK HEALTHY NERVES FOR HENRY CLAY FOSTER TO FACE THIS FEROCIOUS TIGER! HE, FOSTER, SMOKES CAMELS - and THEY NEVER JANGLE MY NERVE!

© 1935 R. J. REYNOLDS TOBACCO CO.

HENRY CLAY FOSTER, A YOUNG AMERICAN SCIENTIST, IS IN INDU-CHINA, HAS A THRILLING ADVENTURE WITH A GIANTIC MAN-EATING TIGER!

LOOKS LIKE A PEACEFUL VILLAGE

YES-LET'S CAMP HERE

WHEE! THE THUNDER!

KLOU! KLOU!

HERE'S WHERE HE GOT TWO NATIVES LAST WEEK

AND HERE'S WHERE I'M GOING TO GET HIM!

THIS WILL AT LEAST HIDE ME

IT'S KINDA FLIMSY!

THEY BUILT A BUNKER OF BOMBA-LEAVES AND PLACED THE BAIT IN THE RAVE

FOSTER CRAWLS IN TO WATCH AND WAIT-HOURS PASS-THE TROPICAL HEAT MAKES HIM DROWSY. THEN-

GOSH!

HE AWAKES SUDDENLY-YES, THE MAN-EATER-NOT 10 FEET AWAY!!

CAUTIOUSLY HE REACHES FOR HIS GUN, THE BIG CAT IS RUG-PODUS-WILL HE SPRING?

BACK AT HIS PEERPHOLE, THIS IS WHAT FOSTER SAW!

BOMB!

NOT A SECOND TOO SOON, FOSTER PULLS THE TRIGGER.

GREAT WORK, FOSTER, HAVE A CAMEL

THANKS! JUST WHAT I WANT

THE TIGER, ONE OF THE LARGEST EVER KILLED, WEIGHED OVER 200 LBS. THERE WAS GREAT REJOICING AMONG THE TRIBE

HENRY CLAY FOSTER KNOWS THE IMPORTANCE OF HEALTHY NERVES

I'VE BEEN IN SOME TIGHT SPOTS, BUT CAMELS HAVE NEVER THROWN MY NERVES OFF KEY, ALTHOUGH I'M A STEADY CAMEL SMOKER AND HAVE BEEN FOR YEARS. THEY'VE GOT THE MILDNESS THAT I WANT, I LIKE THEIR TASTE BETTER, AND CAMELS DON'T JANGLE MY NERVES

ARABIAN MEN LIKE FRANK BUCK AND HENRY CLAY FOSTER SMOKE CAMELS WITHOUT JANGLING THEIR NERVES. FAMOUS ATHLETES LIKE BILL TILDEN AND LOU DEVULF SAY CAMELS DON'T GET YOUR NERVE! THE MILDNESS OF CAMELS WILL APPEAL TO YOU TOO!

CAMELS ARE PURE TOBACCO, MORE SENSITIVE TOBACCOES OF THIS OR ANY OTHER TOBACCO BRAND

SMOKE CAMELS ALL YOU WANT! CAMELS NEVER GET ON YOUR NERVES!



THE FLYING NEWS- PHOTOGRAPHER

HERBERT MICOBY "SCORES MANY A PICTURE" SCOOP THRU HIS DARING - HEALTHY NERVES - AND TIRELESS ENERGY. HE LIKES CAMELS FOR THEIR FLAVOR - "I CAN SMOKE CAMELS ALL I WANT WITHOUT UPSETTING MY NERVES," MAC SAYS.

AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO. © 1938, R. J. REYNOLDS TOB. CO.

EARLY BIRD MAN - "WOW BACK IN 1909, MAC FLEW OVER PAIDMONT PARK IN KANSAS CITY IN AN OLD CORTISS BOM-BODY-FUSHER-TRUCK. WHAT ARE BELIEVED TO BE THE FIRST AERIAL PHOTOS."

GET WHAT A TOUGH ONE. LET'S HAVE A CAMEL.

WHERE'S HERBERT MICOBY-ON THE JOB? HE FLIES OVER WHEN THE U.S. MAIL PLANE ARE GROUND-ED-HAS BEEN IN A FLAMING LAND PLANE 50 MILES OUT OVER THE ATLANTIC OCEAN-FLIES EVERY DAY- ALWAYS GETS HIS PICTURE-NEVER SEEMS TO BE TIRED. HE GETS A "LIFT" IN ENERGY WHEN HE SMOOKS A CAMEL.

GET, IT'S QUIET TODAY.

YEAH-BUT MAYBE THIS IS SOME-THING.

OH TANK EXPLOSION! BIG FIRE - SAVONNE!

OH, BOSS.

LET'S GO.

ALL SET, MAC!

DEE, MAC - CAN I GO?

WOW! THIS IS A BLAZE?

OH BOY WHAT A PICTURE!

HERE WE GO - RIGHT INTO IT!

WHO'S THAT CRAZY LOOK DIVING INTO THE FIRE?

THAT MUST BE MICOBY. COULDN'T BE ANYBODY ELSE.

GET IN CLOSE - WHAT A CHANCE FOR A PICTURE!

BOOM!

THE WINDS ON - AND NO CHANCE TO DUCK.

SUDDENLY, OH TANKS BEGAN TO EXPLODE! FIFTEEN DRUMS SHOT A THOUSAND FEET IN THE AIR.

RUSH THESE PICTURES TO THE OFFICE!

WE'RE ON OUR WAY.

NEXT AM - FRONT PAGE NEWS

I'VE SMOOKED CAMELS FOR 20 YEARS - THEY NEVER UPSET MY NERVES AND WHEN I'M TIRED A CAMEL QUICKLY RESTORES MY ENERGY AND I'M READY TO GO PLACES AGAIN.

CAMELS ARE BETTER FOR STEADY SMOKING - THEY NEVER GET ON THE NERVES!

OTIS BARTON
INVENTOR OF THE
BATHYSAPHERE
DIVES OVER 5000 FT.
DOWN INTO THE OCEAN

HE HAS TO KEEP IN FIRST-CLASS CONDITION AND
HARASS CAMELS FOR STEADY SMOKING BECAUSE:
"ATHLETES SMOKE CAMELS FREELY AND I KNOW
FROM MY OWN EXPERIENCE THAT CAMELS ARE
WILDER. THEY NEVER GET MY WIND, NEVER
BOTHER MY THROAT OR NERVES"

WELL, HERE WE GO,
JEAN—ARE THE TELE-
PHONE CONNECTIONS
OKAY?

YES, OTIS, BUT I CAN'T HELP
BEING A BIT NERVOUS ABOUT
THE PRESSURE ON THE
BATHYSAPHERE AT THE
DEPTH YOU
HERE TO REACH.

WHAT WORRIES ME IS
THE OVER-ALL WEIGHT IN
THE WATER—ALMOST 5
TONS IF YOU GO TO THE
MAXIMUM DEPTH.

WHILE THE BATHYSAPHERE
IS LOWERED INTO THE DEPTH,
JEAN IS ALL SET ON DECK
TO TAKE NOTES FROM THE
TYPENOID OBSERVATION
TANKS OF THE OCCURREN-
CES OF THE SPHERE.

WE'VE JUST SIGHTED
A LARGE NUMBER OF
BEAUTIFULLY COLORED
STRANGE FISH. TELL
THE CAMMIE TO KEEP
ON LOWERING.

A FEW
MINUTES
LATER . . .
THE
SPHERE
IS NOW
AT THE
DEPTH
OF
5035 FT.
ONLY A
FEW FT.
LEFT—

THEY WANT YOU TO
KEEP ON LOWERING
HOW ARE
THEY NOW?

5,035 FT. AND IM WORRIED
THIS IS ONLY A SLIGHT WINCH
AND THE SPOLE ARE WAY
OVER THEIR RATES
RESISTING
RIGHT NOW.

WE
JUST SAW A MONSTER
FISH 20 FT LONG WITH
LIGHTS ALL ALONG ITS
BODY— LOWER US
FASTER.

CAN YOU LOWER
ANY FASTER?

WE WON'T BE ABLE
TO PULL EM UP
IF WE PAY OUT
ANY MORE
CABLE—

JEAN SAYS THE
CABLE IS NEARLY
ALL PAID OUT.
SHALL I SIGNAL
TO GO UP?

GOOD-NIGHT! SHE WON'T
WON'T LOOK AT THAT
TICKLE, SHANKE!

GREAT HEAVENS!
WHAT CAN WE
DO?

OH BOY! AM I GLAD TO
SEE YOU SAFELY
BACK!

AM I GLAD TO BE
BACK! WAITTLL I
LIGHT A CAMEL
AND I'LL TELL
YOU ABOUT
IT.

I SMOKE AS MANY
CAMELS AS I LIKE.
THEY DON'T GIVE ME
WIND, AND YET WITH
A SWELL SMITH-
ROCK MELLOW
FLAVOR.

MADE FROM COASTAL TOBACCOS
CAMELS ARE MADE FROM THESE MORE EXPENSIVE
TOBACCOS—PURE AND CHOICE—THAN ANY
OTHER CIGARETTES BEING
(OWNED BY J. REYNOLDS TOBACCO COMPANY
WASHINGTON, D.C. NEW YORK, N.Y.)

TURN UP! CAMELS
WITH WATER CIGARETTES—BREAD CRUMBS—
THEY'RE ALL THE SAME AND THE
CASH WITH COLLECTOR'S TUBES—
AND TUBES—BUT NOT ALL THE SAME
BUT IN N.Y. AND BOSTON, N.Y.—
HARVARD—COLUMBIA—HARVARD.

CAMELS
SUPER GIFT ON YOUR MINDS



FLYING BLIND
in a **STORM-LASHED ANDES CANYON!**
AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

JOHNNY WAGNER,
FAMOUS
TEST PILOT

THEY KNOW REAL SMOKING PLEASURE
SEE GORDON, TEST PILOT
HARRY McMAHON, PARACHUTE JUMPER
JOHN STUNT MAN

THEY LET UP... LIGHT UP A CAMEL

LIFE AS A
CHIEF TEST PILOT
MUST BE FLUENT
EXCITING.
JOHNNY

SEE AND NO. FLYING THESE NEW
PLANES IS SAFE AND EASY
COMPARED TO THE OLD
DAYS... I REMEMBER
YEARS AGO...

SOUNDS LIKE
A STORY COMING
NOW ABOUT
LIGHTING UP
A CAMEL!

"IN 1918 I HAD A ROUTE FROM SANTIAGO, CHILE TO
AFRICA, ARGENTINA... PASSENGERS WERE FROWN
IN UNCERTAIN WEATHER, SO ONE DAY I HAD JUST
FLYING OVER THE ANDES... IN 10,000 FEET UP..."

LET'S SEE NOW... ONLY
30 HOURS... OAK... DIFFERING
ONCE... A STORM!

30,000 FEET, YET I CAN'T
CLIMB OVER THIS GALE.
I'LL HAVE TO DIVE DOWN
TO THE CANYON!

BUT THE STORM DROPPED TOO... THE 400-YARD-HIGH CANYON
GOT DARK... AND CURRENTS SNAPPED ME UP AND DOWN...

IT'S NO JOKE
I'VE GOT TO
TURN HER
BACK ON
A CAMEL!

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"BUT I WON'T LIGHT DOWN IN AMERICA WITH HARDLY A DROP OF GAS LEFT!"

JOHNNY WAGNER!
YET ABOUT
GIVEN YOU
UP?

NEARLY GAVE MYSELF UP
NOW ABOUT ONE OF YOUR
CAMELS FOR ME?

THIS IS LIKE
FLYING A
STOVEPIPE!

"BUT TO MY HORROR, I SAW MY GAS WAS TOO LOW
TO FLY BACK TO SANTIAGO... MY ONLY CHANCE WAS
TO FLY BLIND THROUGH THE STORM TO AMERICA..."

I HEART IN MOUTH... I BEANED VERTICALLY TURNED SHARP
... MISSED THE CLIFF BY A SKY-SCRAPER-LENGTH...

I THINK I'LL
LET UP AND LIGHT UP
A CAMEL MYSELF.
WOULDN'T YOU WALK
ANOTHER ONE, TOO?

THANK YOU!
YES...

CAMELS HAVE A RICH,
RIPE TASTE THAT I LIKE
— AND REAL MILDNESS
TOO... AND CAMELS
NEVER JANGLE ANY
NERVES... THAT'S WHY,
FOR MY SMOKING,
I LET UP... LIGHT UP
A CAMEL!

I WANT ALL THE
PLEASURE THERE IS IN
SMOKING — SO IT'S
CAMELS FOR ME!

True smoking enjoyment! That's just another
way of saying "Camel's Gentle Tobacco." Both
mean native mildness — extra rich, ripe flavor!

LET UP... LIGHT UP A CAMEL
SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES

SMOKE 6 PACKS OF CAMELS
AND FIND OUT WHY THEY ARE
THE LARGEST-SELLING
CIGARETTE IN AMERICA

CAMELS ARE A MATCHLESS BLEND
OF FINER, MORE EXPENSIVE
TOBACCOS — TURKISH AND DOMESTIC
— BY R. J. REYNOLDS TOBACCO COMPANY
WINSTON-SALEM, N.C.

