



ACROSS HIS DESK faces the news of the world. Ray Baker of International News Service, 1000 miles of telegraph wires and direct cable loops with foreign correspondents from around the world a day in Baker... to be quickly helped and rid.



PERSONAL EXPERIENCES THAT POINT THE WAY TO INCREASED ENERGY!

Newspaper man—hockey star—business woman—wherever smokers are placed in life, they notice a positive energy-revitalizing effect from smoking Camels when they are tired or “out of sorts.”

As Ray Baker says regarding his own experience: “The man on the INS news desk has a high-pressure job. A big story breaks and I am on the desk for ten hours... twelve hours... working at top speed! The most enjoyable way of easing the strain that I know is smoking Camels. My experience has been that whenever I feel ‘all in’ Camels bring back my pep, and I can tackle the next big story with renewed energy! For over ten years I’ve preferred Camels. They have a rich, distinctive flavor that just suits me. And I can smoke Camels continually without jangled nerves.”

Science confirms the experience of smokers regarding Camels’ “energizing effect.” You can smoke them freely since Camels’ matchless blend of choice tobacco never spurs the nerves!

HOCKEY STAR. “Bill” Cook says: “I guard my nerves and get under all I want because I smoke only Camels. They turn me into the ace! I smoke a lot and I find that Camels never get on my nerves or tire my team.”





BUSINESS GIRL. Eva L. Mill says: “I cannot do much Camels because I appreciate calmness and ability of focus, and Camels give me a lift when my energy is low.”

LEAF TOBACCO EXPERTS AGREE:

“Camels are made from the best, most expensive tobaccos—Turkish and Pennsylvania—than any other popular brand.”



Camel's costlier Tobaccos never get on your Nerves!



TIRED OUT
FROM DIVING—

— AND THEN SHE SMOKED A CAMEL!

TIRED? No matter! Here's a delightful way to restore your flow of energy ...as now revealed by Science

"When I'm tired and feel the need of a 'lift' I smoke a Camel and soon feel like my real self again!"

GEORGIA COLEMAN
OLYMPIC DIVING CHAMPION

After swimming...after a hard day's work...any time when you need new vim and energy —light a Camel. And as you enjoy its cool, rich flavor your flow of natural energy will be restored.

This "energizing effect" in Camels, a discovery confirmed by a famous research laboratory in New York, occurs in a harmless and utterly delightful manner. As your latent energy is made available, your fatigue and irritability become a thing of the past!

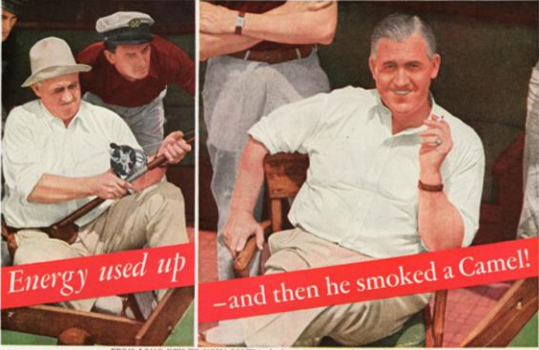
And so we say, whenever you need new energy, "get a lift with a Camel!" You can smoke Camels all you wish without concern over jangled nerves. For the *first*, **MORE EXPENSIVE TOBACCO in Camels never got on your nerves.**

CAMEL'S
Costlier Tobaccos
never get on
your Nerves

Camels are made from **BEST, MORE EXPENSIVE TOBACCO**—Tastier and Daintier—than any other popular brand.

"Get a LIFT with a Camel!"

Copyright 1935, R. J. REYNOLDS TOBACCO COMPANY



Energy used up
-and then he smoked a Camel!

FROM LONG KEY TO NOVA SCOTIA, the famous sportsman and writer, REX BEACH, has matched his skill and vitality against the big game fish of the Atlantic! Below he tells how he lights a Camel after fighting it out with a heavy fish—and how "feels as good as new."

REX BEACH EXPLAINS

how to get back vim and energy when "Played Out"

Rex Beach likes to take a big fish on light tackle. It's thrilling sport—and a severe test of any man's strength and skill.

"Any sportsman who matches his stamina against the fighting strength of a big game fish," he says, "has to put out a tremendous amount of energy before he lands his fish."

"I have taken my share of big sailfish, marlin, and tuna. I know what a rod-and-reel contest with these heavy fighters does to a man's vitality. When I've gotten a big fellow safely landed my next move is to light a Camel, and I feel as good as new. A Camel quickly gives me a sense of well-being and renewed energy. As a steady smoker, I have also learned that Camels do not interfere with healthy nerves."

Thousands of smokers will recognize from their own experience what Mr. Beach means when he says that he lights a Camel when tired and "feels as good as new." And science adds confirmation of this refreshing "energizing effect."

That's why you hear people say so often: "Get a lift with a Camel." Camels are "flat" or "sweetish." Their flavor never disappoints. Smoke Camels steadily—their fine, MORE EXPENSIVE TOBACCOS do not get on the nerves!

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

CAMEL'S
Costlier Tobaccos
never get on
your Nerves

"Get a LIFT
with a Camel!"

Copyright 1938, R. J. REYNOLDS TOBACCO COMPANY

Get a lift with a Camel.

TO WARD OFF
FATIGUE . . .



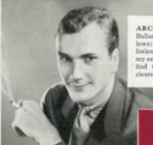
● Rescue Turner flew from London to Australia—11,313 miles—in 51 hours and 7 minutes! When questioned about his smoking, Colonel Turner said:
"A good fixure sets up energy just as his motor runs 'gas'—and smoking a Camel gives one a 'jolt' of energy. The way I notice this especially is that after smoking a Camel I get a new feeling of well-being and vim. Camels never upset my nerves."

GET A LIFT
WITH A CAMEL!





PHYSICAL INSTRUCTOR:
TOM, Charlie Adams:
"Smoking a Camel quick-ly gives me a sense of renewed vim. I enjoy this 'fix' Camels never interfere with healthy nerves."



ARCHITECT: W. E. Boland explains as follows: "Whenever I feel fatigued a Camel restores my energy. And I also find that my mind is clearer . . . more alert."



MRS. LANGDON FORT, young society hostess: "When tired, I find that smoking a Camel gives me a 'fix'—and I feel better afterwards."

*You Are Invited
to Take In on the All-Star*
CAMEL CARAVAN
with
WALTER O'KEEFE
CASA LOMA ORCHESTRA
ANNETTE HANSHAW
TED HUSING



WALTER O'KEEFE

TUESDAY	8:00 P.M. E.S.T.	8:00 P.M. M.S.T.
THURSDAY	8:00 P.M. C.S.T.	8:00 P.M. P.S.T.
	8:00 P.M. E.S.T.	8:00 P.M. M.S.T.
	8:00 P.M. C.S.T.	8:00 P.M. P.S.T.

OVER COAST-TO-COAST WABC-COLUMBIA NETWORK

LEAF-TOBACCO EXPERTS AGREE:
"Camels are made from finer, more expensive tobaccos—richer and sweeter—than any other popular brand."



CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

Copyright, 1935, Wm. W. Campbell

FATIGUED? GET A LIFT WITH A CAMEL!




◆ Above: Harry Miller, radio engineer, testing equipment of WOR's 50,000 watt radio transmitter. Then you are him smoking a Camel! "A Camel," says Mr. Miller, "helps to relieve fatigue and smooth away irritability. I notice that many other radio engineers have also found me how enjoyable it is to get a lift with a Camel! I never grow tired of Camels." (Signed) HARRY MILLER



"TRANSPORT FLYING takes immense vitality. When I get tired, I smoke a Camel. Camels help to bring the spirit and invigoration back!" (Signed) E. H. PARKER, Chief Pilot, Eastern Air Lines



"CAMELS HAVE A better deal too. They Add a Camel gives me more pep and energy. I like the taste of their Camels." (Signed) ROBERT WALTON, JR., Radio Broadcasters



"A CROWDED STORE is tiring. Smoking a Camel makes me feel like a new man." (Signed) MISS VAN BUREN THOMPSON

LISTEN IN.

To Entertain You!

The Camel Canteen with Walter D. Keith, America's Radio, and Gene Gay's Can-Land Orchestra

WEDNESDAY	THURSDAY
8:00 p.m. - 10:00 p.m.	8:00 p.m. - 10:00 p.m.
10:00 p.m. - 11:00 p.m.	10:00 p.m. - 11:00 p.m.



MORE EXPENSIVE TOBACCOS IN CAMELS..

"Camels are made from fine, more expensive tobaccos - rich and aromatic - than any other popular brand."

Camel's Costlier Tobaccos never get on your Nerves!

Get a lift with a Camel.

**TO RELIEVE
FATIGUE —**



TOBACCO EXPERTS SAY:
"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."



*get a Lift
with a Camel!*



● **Albion Jack Shaw**—champion skater since he was 16. Represents Minnesota at his best when he skates. He says: "Any one who goes in for speed skating needs an abundant supply of stamina and energy. I guess I've been in hundreds of indoor and outdoor races. Naturally, I find going well and up after the last hard sprint to the tape. Camels mean my legs. The 'lift' effect is noticeable in a very few minutes. And they taste so good. For these reasons, there's nothing like a Camel."

Copyright 1941
W. B. Dyer Inc., New York



DRAFTSMAN, Franklin Dyer, New York: "Camels bring back the mental alertness I lose when I work. And Camels give me the very best of rapid nerves."



STONE MASONRY, George F. Bradford, New York: "Camels mean a lot to me. When I'm tired, I smoke a Camel. My energy returns. I feel like a new man."



TRUCK DRIVER, H. L. Vaughn, New York: "Camels relieve the headache that comes with a hard day's work. Draftsmen, and they never judge my nerves."



Ms. WILLIAM F. WETMORE, young New York society leader, says: "Smoking a Camel gives me the very best of rapid nerves."

For Your Pleasure!
THE CAMEL CARAVAN
featuring
WALTER O'KEEFE
ANNETTE HANSHAW
GUEN GRAYS
CASA LOMA ORCHESTRA
TUESDAY 10:00 P.M. - 11:30 P.M.
THURSDAY 10:00 P.M. - 11:30 P.M.
Live! Camel-to-Camel! W.B.D. Columbia Network

CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

Get a lift with a Camel.

TO BANISH TIREDNESS QUICKLY... GET A LIFT WITH A CAMEL!

SPEAKING OF THE EXCITING SPORT with which his name has so long been associated, Ray Stevens says: "When the last heat has been run, it's mighty comforting to light up a Camel. That 'let-down' feeling fades away. I enjoy the pleasure of smoking to the full, knowing that Camels were built for my nerves!" (Signed) **RAYMOND F. STEVENS**, North American Salt-Stall Champion

"I'M A CAMEL SMOKER because it gives me the energy I need to get on. I'm a nervous man, but a Camel gives me the energy I need to get on." (Signed) **JACK SHEA**, Olympic Champion Sprint Horse

"AS A MASTER BUILD-ER, I've learned that my real work that requires special energy. Camels give me new energy when I'm feeling tired and listless." (Signed) **BENJAMIN PETERS**

LISTEN IN... You'll like the Camel Cigarette during Walter O'Keefe, Annen, Hawthorn, Glen Gray's Case Lane Orchestra, every afternoon WABC-Columbia Network.

COLLEGE GIRL: "When I feel a Camel makes me feel better." (Signed) **MARGUERITE CHENIN**

TUESDAY
10:00 pm. F.T.S.
8:00 pm. M.T.S.
7:00 pm. P.T.S.

THURSDAY
8:00 pm. F.T.S.
8:00 pm. M.T.S.
7:00 pm. P.T.S.

MORE EXPENSIVE TOBACCOS IN CAMELS.. Camels are made from four, more expensive tobaccos - Turkish and Sumatra - than any other popular brand.

Camel's Costlier Tobaccos never get on your Nerves!

Camels are made from four, more expensive tobaccos - Turkish and Sumatra - than any other popular brand.

fun?
SURE IT IS
—and mighty strenuous too!

"SPORT, even for the fun of it, can be tiring and tiring," says Miss Charlie Wheland, the charming and recently selected as Miss Southern Florida, who always has a lot of surprising done, and at the 10th. "Like most of the folks who go to the water sports, I pride myself on my fine physical condition. Yes, I admit. When I feel a bit tired, I light up a Camel and get an invigorating lift in energy."

Miss Wheland's enjoyment of a "lift" from Camels is shared by famous champions in many lines of sports, and by millions of other men and women in all walks of life.

A Practical Suggestion
When an active day drains physical and nervous energy, Camels help you renew your flow of vim. And being mild, they never get on your nerves.

"WANT A LIFT?" I've smoked a Camel to give a "lift" in energy," says Harry Burman, prizefighter, fifty-three working on the high-speed, four-color press. And he follows up with these words: "With my Camels handy, I feel I can take the toughest sport right in my stride. Camels never tire my taste as fatigues my throat—even smoking as much as I do. Camel's mildness suits me in perfection."

1000 PARACHUTE JUMPS—one mile high! That's the amazing record of Floyd Simmons, official parachute contest judge. "Camels are so mild that I can hardly notice the greatest," says Floyd, who started smoking Camels 10 years ago—on the first time he took his parachute jump. "I've found just what I need in Camels. Mildness—tastiness—a big helping hand to my digestion—a lasting 'lift' in energy when I'm tired. My order's 'Camels' every time."

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

Get a Lift with a Camel!

"GET A LIFT WITH A CAMEL"



THE TOWERS OF MANHATTAN from a new angle—New York's new Tishborough Bridge, which is rapidly being completed. In the foreground, Howard Houghland, McGraw-Hill engineer, wearing the picturesque engineer's "hard hat," a necessary protection on big jobs. "An engineer's life is packed with action," he says, "it calls for physical fitness and energy to stand the strain. When my pay is at low ebb, there's nothing like a Camel, for smoking a Camel chases away all signs of tiredness. I always get a 'lift' with a Camel. I also prefer Camel's good taste."



"I AM A STEEL WORKER on the Tishborough Bridge," says Ben Parsons (above). "When tired, I get a 'lift' with a Camel. Camels have all the full flavor anybody could want."

TUNE IN! Camel Cigarettes, with Walter O'Keefe, Glenn Davis, Ted Fleming, Allen Gray and the Gene Louis Orchestra. Tuesday and Wednesday—8 p.m. S. T., 8 p.m. C. S. T., 9:30 p.m. M. S. T., 8:30 p.m. P. S. T.—over WABC—Columbia Network.



WINTER SPORTS TAKE ENERGY
TONS. But to enjoy the fun you have to be fit. "That has a lot to do with why I prefer Camels," says Margaret Lyman (left). "I know that athletes approve of Camels, as they do not affect their wind or nerves. That goes for me too. And Camels renew my flow of energy."

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, N. C.

© 1938, R. J. REYNOLDS TOB. CO.

TIRED FROM SHOPPING?..



• Every woman knows what one shopper must when she said recently: "I don't know any task as exhausting as shopping. I often slip away for a Camel when I'm getting tired. A Camel restores my energy. And I enjoy Camel's mild flavor so much that I smoke a lot. I can smoke as many Camels as I like, though, without bothering my nerves."

get a Lift with a Camel!



BLUNDELL MANN, Irving J. Pritchard says: "Camels give me a lift by giving me more the wits of the business day, and drive away fatigue. After smoking a Camel, I'm able to work, without losing nerve."



EDUARD CHAMPION, John A. Sweeney, Secretary-Treasurer, says: "After a cigarette, I smoke a Camel. In no time at all my energy is returning again. And Camels, I find, never bother my nerves."



AVIATOR, Colonel Bruce Turner: "A good flight is an exciting job, and I need some 'gas'—and smoking a Camel gives me a 'lift' as energy. After smoking a Camel, I get a feeling of well-being and 'zip'."



For Your Enjoyment!
THE CAMEL CARAVAN
Featuring
ANNETTE HANSHAW
WALTER O'KEEFE
GLEN GRAY'S
CASA LOMA ORCHESTRA

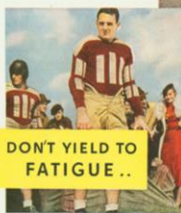
TUESDAY	THURSDAY
8:00 P. M. E. S. T.	8:00 P. M. E. S. T.
9:00 P. M. C. S. T.	9:00 P. M. C. S. T.
10:00 P. M. M. S. T.	10:00 P. M. M. S. T.
11:00 P. M. P. S. T.	11:00 P. M. P. S. T.

Over Coast on Coast WABC-Columbia Network

All Tobacco Men Know:
"Camels are made from Egyptian, Mores, Egyptian, Turkish and Domestic—than any other popular brand."



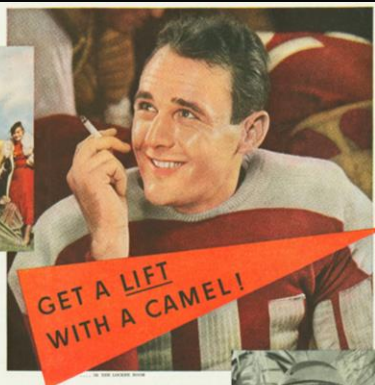
Camel's Costlier Tobaccos never get on your Nerves!



DON'T YIELD TO FATIGUE..

"Cliff" Montgomery

Famous quarterback! Led the East to victory over the West last season in the national Rose Bowl game. Now starting in professional football with the Brooklyn Dodgers, "Cliff" says: "Football is tough—tough—tough—enough to exhaust anybody's energy. After a game, the first thing I do is the locker room is to light up a Camel—get a real 'lift'—and in a short time I feel 100% again. Like so many athletes, I find that Camels don't interfere with healthy nerves."



GET A LIFT WITH A CAMEL!

FOR YOUR OWN DAILY LIFE YOU NEED ENERGY, TOO.

Turn to Camels and see what others mean when they say that they "Get A Lift With A Camel." Camels help to dispel tiredness, ward off "blue" moments—actually increase your supply of available energy. Camel's well-known "energizing effect" has been confirmed by science—a comfort in times of stress and strain. Smoker Camels all you want. Enjoy them often. For Camels never jangle your nerves.

EXPLORER

Capt. R. Bruce Murray, U.S.A., says: "It's great to be back. I was in England—the Burgess Expedition—10 months. Fortunately I had plenty of Camels. They always gave me a 'pick-up' in energy. I prefer Camel's flavor, too, never get lousy after my nerves."





AIR HOSTESS

Miss Marjorie McMichael, C.A., who travels with the American Airlines, "When the run is over," she says, "my first move is to light a Camel. A Camel quickly relieves any feeling of tiredness—and how good it tastes! Camels are so delightful!"



SPORTS WRITER

For Robinson of 1911—always on the jump. His sparkling athletic-national sporting events are followed by thousands of fans. Of course he gets tired! But—"I find Camels restore my pep." For says, "I smoke at least two packs a day, and they never interfere with my nerves."



ALL TOBACCO MEN KNOW...

"Camels are made from finer, More Expensive Tobaccos—Turkish and Domestic—than any other popular brand."

*Camels Costlier
Tobaccos never get
on your Nerves!*

Copyright, 1935, W. J. Rorertson Tobacco Company

ELLSWORTH VINES, JR. —and then he Smoked a Camel!

ELLSWORTH VINES, JR., the spectacular young Pasadena athletic star who holds the U.S. National Championships for 1931 and 1932, and has now swept through the 1934 professional ranks as well!

**YOU'LL enjoy this pleasing
"Energizing Effect"**

When you've used up your energy—smoke a Camel and notice how you feel your flow of natural energy snap back.

This experience, long known to Camel smokers, has now been confirmed by a famous New York research laboratory. Camel smokers enjoy a positive "energizing effect"—a healthful and delightful release

of natural, vibrant energy. A typical Camel experience is this, Ellsworth Vines, Jr. speaking—

"Championship tennis is one of the fastest of modern sports. After four or five sets, you sometimes feel that you just can't take another set. That's when a Camel tastes like a million dollars. Not only does the rich, mellow fragrance appeal to my taste, but

Camels have a refreshing way of bringing my energy up to a higher level. And I can smoke all the Camels I want, for they don't interfere with my nerves."

So, whenever you want a "lift," just smoke a Camel. You can smoke them steadily. For the finer, **MORE EXPENSIVE TOBACCOS** in Camels never get on your nerves.

Camels are made from **Finest, MORE EXPENSIVE TOBACCOS**—Tunish and Domestic—than any other popular brand.

CAMEL'S
Costlier Tobaccos
never get on
your Nerves

**"Get a LIFT
with a Camel!"**

Copyright, 1935, B. & T. Barnhill-Watson Company



YOU'LL ENJOY
this thrilling response in your flow of energy!

Miss Georgia Engelhard, champion woman mountain climber, knows what it is to need energy... quickly. In light of the recent scientific confirmation of the "energizing effect" in Camels, note what Miss Engelhard says:

"Mountain climbing is great sport, but it taxes your stamina to the limit. Plenty of times up there above the timber line, within a short climb of the goal, I have thought, 'I can't go another step.' Then I call a halt and smoke a Camel.

"It has been proved true over and over that a Camel picks me up in just a few minutes and gives me the energy to push on."

There is a thrilling sense of well-being in smoking a Camel and feeling a quick, delightful increase in your flow of energy. You'll like Camel's matchless blend of costlier tobaccos. Mild—but never flat or "sweetish"—never tiresome in taste. You'll feel like smoking more. And with Camels, you will find that steady smoking does not jangle the nerves.

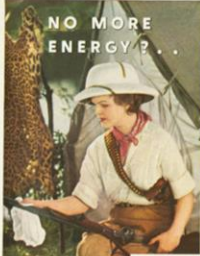
CAMEL'S
Costlier Tobaccos
never get on
your Nerves

Camels are made from fine, MILD EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

**"Get a LIFT
with a Camel!"**

Copyright, 1935, R. J. REYNOLDS Tobacco Company

NO MORE ENERGY? . .



GET A LIFT WITH A CAMEL!



• Whenever the job is strenuous and, Camel smokers agree on the delightful "Z" in energy they get from smoking a Camel. Mrs. William LeVern, famous explorer who knows the necessity of keeping up her energy reserve, says: "We took 30,000 Camels with us on our last expedition. Any time I'm tired, I just stop and smoke a Camel. It wakes up my energy in no time. Smoking Camels usually, I find, does not effect one's nerves."

DEEP-SEA DIVER: "I smoke Camels and I have smoked them for years," says Frank O'Brien. "They're smooth. They taste better. . . . But more important, they never upset my nervous system."



PRO FOOTBALL STAR: "Camel's 'refreshing' effect. I like Camel's 'refreshing' effect. After a game I light up a Camel — get a new 'Z' — and in a short time I feel 100% again."



LEAF TOBACCO EXPERTS AGREE:

"Camels are made from finer, more expensive tobacco — Turkish and domestic — than any other popular brand."



Share This Refreshing Effect That has Meant so Much to Others!

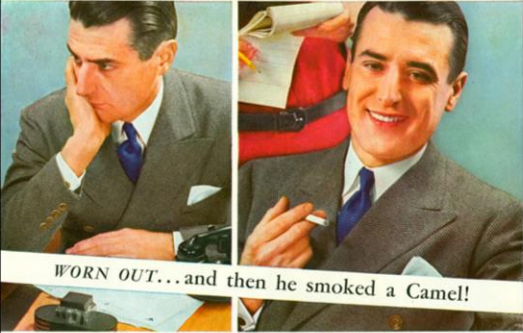
The key to physical stamina, mental alertness, and a cheery outlook is energy! Hence the importance of the recent scientific discovery that smoking a Camel actually "turns on your system." Camel smokers in many walks of life agree upon the benefits and enjoyment they find in Camel's "refreshing effect." Read what they say and turn to Camels yourself! Camels are delightfully mild — a truly pleasing cigarette. They never jangle your nerves, no matter how many you smoke!

CIVIL ENGINEER: "Camels. I like Camels. I've smoked them for years. . . . They're smooth. They taste better. . . . But more important, they never upset my nervous system."



CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

Collier's, The National Weekly



WORN OUT...and then he smoked a Camel!

WHO HASN'T FELT "dragged" after work...with a long evening ahead...and dinner time still an hour away? That's just one of the many, many times during the day when you will want to light up a Camel—for restoring your flow of beautiful energy. You'll like Camels—a marvelous blend of quality tobacco!

FOUND

Important Facts for Smokers Discovered by Science!

Let CAMELS increase your flow of ENERGY

energy...made easily and harmlessly available, so when you're feeling "tired in," smoke a Camel. That tired feeling slips away. Camels have helped your own body to help itself. You can smoke just as many of these delightful Camels as you want. And you need never worry about your nerves. For Camel's costlier tobacco never got on your nerves.

Experience of Camel smokers is now Explained

From a famous research laboratory in New York comes a basic discovery that throws new light on our past knowledge about cigarettes. It explains an "energizing effect"—a harmless restoration of the flow of natural body energy—a delightful relief from fatigue and irritability. When you smoke a Camel you enjoy an increase in your flow of energy. And this benefit you get from smoking Camels can be enjoyed over and over again...without spoiling your nerves.

CAMELS Costlier Tobaccos never get on your Nerves

Camels are made from the most EXPENSIVE TOBACCOES—Tasteful and smooth—than any other paper-smoked brand.

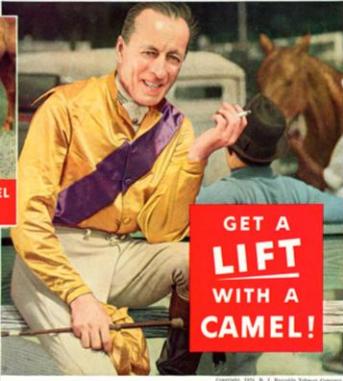
"Get a LIFT with a Camel!"

November 3, 1934
The Literary Digest



**WHEN YOU FEEL
"ALL IN"...**

CRAWFORD BURTON,
gentleman rider, twice winner of the Maryland Hunt Cup, dean of the strenuous sports of metropolitan riding...a Camel smoker. Everyone is subject to stress. Hence the importance to people in every walk of life of what Mr. Burton says below about Camels.



**GET A
LIFT
WITH A
CAMEL!**

Copyright, 1934, R. J. REYNOLDS TOBACCO COMPANY



MRS. CHARLES DALY, *homemaker,*
says: "Camels pick up my energy...and have a mild, delicate flavor that a woman likes."

**HAVE YOU TRIED THIS ENJOYABLE
WAY OF HEIGHTENING ENERGY?**

As this magazine goes to press, reports pour in from all parts of the country...showing that thousands of smokers are turning to Camels...and that they do "get a lift with a Camel."

Here's a typical experience. Mr. Crawford Burton, the famous American metropolitan rider, is speaking:

"Whether I'm tired from riding a hard race or from the pressure and tension of a crowded business day, I feel refreshed and restored just as soon as I get a chance to smoke a Camel. So I'm a pretty incessant smoker, not only because Camels give me a 'lift' in energy, but because they *last so good!* And never yet have Camels upset my nerves."

You have heard the experience of others. Science tells us that Camel's "energizing effect" has been fully confirmed.

So try Camels yourself. You can smoke as many as you like. For Camels are made from finer, **MORE EXPENSIVE TOBACCOS.** They never taste flat...never get on your nerves.

ALL TOBACCO MEN KNOW:
"Camels are made from finer, **MORE EXPENSIVE TOBACCO**...Tasteful and Delicious...that any other popular brand!"



BIX BEATCH, famous sportsman,
says: "When I've gotten a big game fish landed I light a Camel, and feel so good as never!"

**Camel's costlier Tobaccos
never get on your Nerves**



COUNTRY GENTLEMAN 33

WHEN YOU'RE TIRED— GET A LIFT WITH A CAMEL!

AN ENJOYMENT that quickly restores
Energy and Vigor!

Winter is just the same as other seasons to a farmer—crowded with plenty of hard jobs every day that tire a man out. Jobs that use up a man's energy. Make him feel "out of whack"—a prey to irritability and fatigue. In this connection, many farmers have found that smoking Camels after any hard work quickly revives exhausted energy and brings it back to where it should be. This is because of Camel's "energizing effect" producing a wholesome release of natural energy. This experience, which Camel smokers have noticed for years, has been studied and confirmed by a famous New York research laboratory. So turn to Camels, and you'll find as you enjoy them, that Camels refresh your energy when you feel weary or "tired." That tired feeling slips away. And you'll enjoy the distinctive, "different" flavor of Camel's costlier tobaccos! And remember this—you can "get a lift with a Camel" as often as you like. For the finer, MORE EXPENSIVE TOBACCOS used in Camels never interfere with healthy nerves.

CAMELS
Costlier Tobaccos
never get on
your Nerves

TOBACCO EXPERTS SAY:
"Camels are made from finer,
More Expensive Tobaccos—Turkish
and Domestic—than any other
popular brand."

Illustrated, 1935, by E. Bernheim Tobacco Company

Chick Meehan's INSIDE TIPS ON WATCHING FOOTBALL

AT THE GAME, CAMELS EASE THE STRAIN—AND AFTER IT'S OVER, WHEN YOU FEEL ALL IN, GET A LIFT WITH A CAMEL!

MR. MEEHAN, MY SISTER BETTY WANTS SOME INSIDE TIPS ON FOOTBALL.

IT TOOK ELEVEN MEN TO MAKE THAT PASS PERFECT!

WHAT A PERFECT PASS THOSE TWO MEN MADE!

NOW—WATCH THIS PUNT FROM THE SAME FORMATION!

I DIDN'T KNOW EACH MAN HAD SUCH A DEFINITE JOB.

WELL, BETS, DID YOU LEARN SOMETHING?

DID I? I CAN'T WAIT TO SEE THE BIG GAME!

BETTY LEARNS THESE PLAYS—AND MANY OTHERS.

THAT GAME WAS A THRILLER! I HAVE A CAMEL!

YOU'RE AN EXPERT NOW, THANKS TO CHICK MEEHAN!

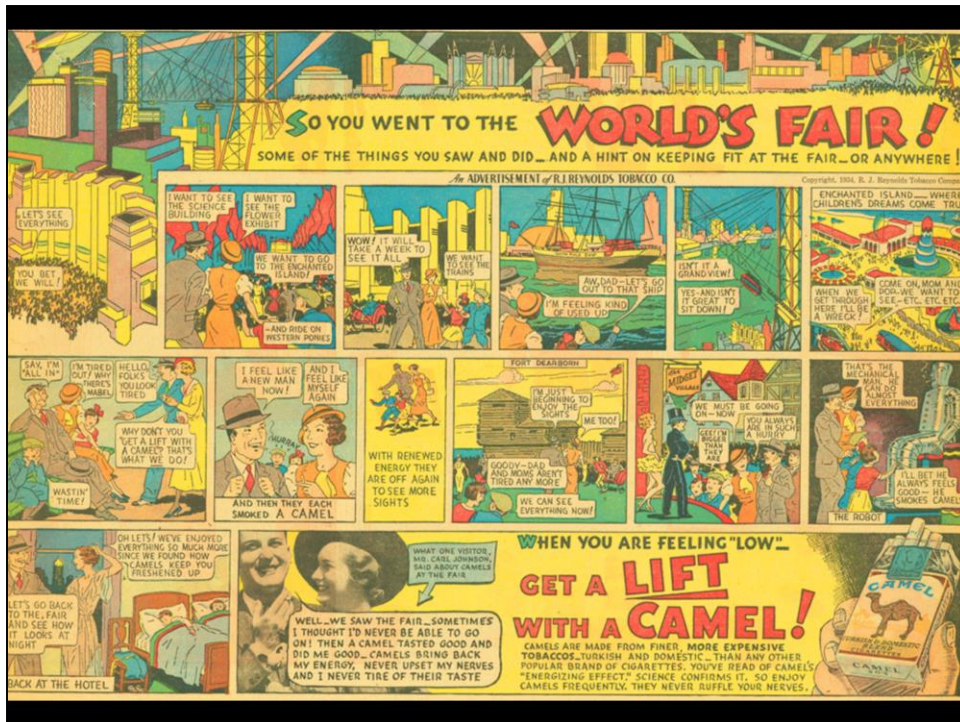
A SLENDIG RUN—BUT GOOD BLOCKING MADE IT POSSIBLE.

I NEED ONE! SO MANY THRILLS USE UP A LOT OF ENERGY!

A CAMEL ALWAYS RENEWS MY FLOW OF ENERGY WHEN I NEED IT!—AND THEY NEVER GET ON MY NERVES.

YES, THEY CERTAINLY ARE MILD!

GET A LIFT WITH A CAMEL!



A MILE A MINUTE.

RAY STEVENS
WINNER OF THE 1934 NORTH AMERICAN BOB-SLED CHAMPIONSHIP SHOWS HOW HE PILOTS A SPEEDY 'BOB' TO VICTORY DOWN MT. VAN HOEVENBERG—THE WORLD'S FASTEST, MOST FAMOUS, AND MOST DANGEROUS RUN — AND HE ALSO SHOWS —

ON A BOB-SLED!
WITH RAY STEVENS
HOW CAMELS GIVE HIM A LIFT WHEN HIS ENERGY LAGS—

AN ADVERTISEMENT OF R.J. REYNOLDS TOBACCO CO. Copyright, 1935, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

LOOK AT THEM TRAVEL! WE'LL SHOW TO GO SOME TO BEAT THEM!

REMEMBER! NO BRAGGERS! NO HOT AIR! NO TIME TO WASTE!

IF WE DON'T WIN THIS HEAT WE'RE LOST!

LIKE A STREAK OF LIGHTNING, STEVENS GUIDES HIS SLED DOWN THE ICY RUN TO START THE LAST HEAT!

HE TAKES THE FIRST HAZARDOUS CURVE AT FULL SPEED—ONE MISTAKE MEANS A BAD SPELL!

GAUNTER SPEED EVERY SECOND, THEY APPROACH THE NEXT TURN—

LOOK AT STEVENS GO!

WHOW! IF THEY SHOULD GO OVER—GOOD-NIGHT!!

AT SLIGHT ANGLES, THEY SWOOSH AROUND THE SLIPPERY ICE BARRIERS AT TOP SPEED—

HERE WE GO INTO ZIGZAGS—STEADY!!

THROUGH THE DANGEROUS ZIGZAG CURVES—SAFELY!—AND NOW FOR THE GRAND-GRAND FINISH!

STEVENS WHIPS!

IT'S A RECORD!

RAY STEVENS says: "WHEN THE LAST HEAT IS OVER, I LIGHT UP A CAMEL AND MY ENERGY IS RENEWED IN SHORT ORDER! I ENJOY MY SMOKING TO THE FULL, AS CAMELS NEVER BOTHER MY NERVES."

CAMEL'S RADIO TREAT—THE ALL-STAR CAMEL CARAVAN!

TUESDAY 10:30 P.M. EST. 11:30 P.M. EST. 12:30 P.M. EST.
THURSDAY 10:30 P.M. EST. 11:30 P.M. EST. 12:30 P.M. EST.
FRIDAY 10:30 P.M. EST. 11:30 P.M. EST. 12:30 P.M. EST.

OVER 50 ARTISTS—CAST, MUSIC, COLUMBIA, NETWORK.

Featuring: WALTER O'KEEFE • ANNETTE HANSHAW • GLEN GRAY'S CASA LOMA ORCHESTRA

FOR YOUR ENJOYMENT—CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS—TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

GET A **LIFT** WITH A **CAMEL!**









PLUCKY DAVE IRWIN
AND HIS AMAZING TREK ALONE
ACROSS 3500 MILES OF FROZEN ARCTIC
(WHAT? A TAG-OF-THE-NORTH-EQUALING IN ENDURANCE AND COURAGE THE EXPLOITS OF MEN LIKE PEARLY, SCOTT, AND AMUNDSEN)

MAP OF DAVE IRWIN'S ARCTIC JOURNEY

CAN I PUNT TOOT?
AW-RUN ALONG AN' PLAY YOUR HIDDLE.

DEAT IT, ISSUE.

YEARS PASS
AND HIS RESOLVE TO BECOME STONG LEADS HIM AROUND THE WORLD AS STOKER, MINER, AND LABORER. FINALLY, HIS ADVENTUROUS SPIRIT LEADS HIM TO ALASKA, WHERE HE CONCEIVES A DARING PROJECT.

I'M HEADING FOR HUDSON BAY.

WHAT? ALONE? YOU'LL NEVER MAKE IT.

MUSH!

CRASH!

SUDDENLY—WHILE HE WAS CROSSING THE ARCTIC SEA—50 MILES FROM SHORE THE ICE DAVE WENT, DAVE LOST MOST OF HIS AMMUNITION AND HIS AXE, AND FACED STARVATION.

HE STARTS HIS LONG TREK TO HUDSON BAY (SEE MAP ABOVE)

TIME OUT FOR A CAMEL WHILE I DECIDE WHAT TO DO.

WELL-OLD MAN—THIS LOOKS LIKE THE END FOR US.

FIGHTING DEATH AT EVERY TURN, HE FINDS HIMSELF WITH BUT ONE DOG, WET, COLD AND HUNGRY, AND BARELY ABLE TO STAND, HE BUILDS A CRUDE SNOW SHELTER.

OOSLA! OOSLA!

DAYS LATER, AN ESKIMO HUNTING PARTY COMES ACROSS STRANGE TRACKS IN THE SNOW.

JUST IN THE NICK OF TIME DAVE IS RESCUED BY THE ESKIMOS, WHO NURSE HIM BACK TO LIFE.

WITH A FRESH FOOD TEAM, FOOD, AND AMMUNITION, DAVE STARTS ON THE LAST LEG OF HIS JOURNEY—800 MILES TO SAKER LAND AND CIVILIZATION.

IT TAKES PLUNTY OF NERVE TO DO WHAT HE DID.

YES—LIFE IS THE GREATEST THING EVER. SOME BY ONE, SOME BY FIVE, SOME BY FIVE.

BACK TO CIVILIZATION AT LAST AND WORLD-FAMOUS FOR HIS AMAZING EXPLOIT.

DAVE IRWIN, who conquered the ARCTIC SINGLE-HANDED.
SAYS: I'VE HAD SOME CLOSE CALLS IN THE FROZEN NORTH, TOUGH SPOTS WHERE I HAD TO USE EVERY OUNCE OF ENERGY AND STAMINA I COULD PUT FORTH. I GOT A LIFT IN ENERGY WITH A CAMEL. AND AS A CAMEL SMOKER OF LONG STANDING, I FIND THAT CAMELS DON'T AFFECT MY WIND OR JANGLE MY NERVES.

CAMELS ARE MADE FROM PURE, MORE EXPANSIVE TOBACCOES—TENDER AND SWEET-TASTING AND OTHER PRINCIPLES. CAMELS ARE SO MILD—YOU CAN SMOKE ALL YOU WANT!

GET A LIFT WITH A CAMEL!

© 1961, R. J. REYNOLDS TOB. CO.

WILLIAM LAVARRE - BATTLES GIANT CONDOR!

A LIFE OF ADVENTURE DEMANDS QUICK THINKING—QUICK ACTION—PERFECT PHYSICAL CONDITION. MR. LAVARRE IS A STEADY CAMEL SMOKER. HE SAYS: "I GET A LIFT WITH A CAMEL—THEY NEVER JAROLE MY NERVES!"

THAT IS "THE MOUNTAIN THAT CAN'T BE CLIMBED," THE HOME OF THE GIANT CONDOR, WHO CARRIES OFF NATIVE CHILDREN. NO ONE HAS EVER CLIMBED THAT MOUNTAIN. I'M GOING TO TRY IT!

IT'S STRAIGHT UP AND DOWN. I'LL GO UP FIRST AND HAVE A LOOK.

NO ONE CAN CLIMB THAT, CAUSE!

EARLY NEXT MORNING, SUPPLIED WITH LUNCH AND PLUNTY OF CAMELS, I LED MY BAND OF INDIANS TO THE BASE OF THE MIGHTY CLIFF.

LOOK OUT—THE DEVIL BIRD!

I WAS KNOCKED DOWN, BUT MANAGED TO HIT THE GIANT CONDOR. JUST IN TIME. IT WAS THE BIGGEST BIRD I EVER SAW. NEIGHING AND SCREECHING, THE BATTLE WERE HEAVENLY AND HIS WING SOON READY TO EXPLORE THE CAVE!

MASTER, I SEE LIGHT.

MURKIN—THE TOP LIGHT A FIRE TO SIGNAL THE CAMP THAT WE'VE CLIMBED THE MOUNTAIN THAT CAN'T BE CLIMBED.

LOST! THESE PASSAGES ALL LOOK ALIKE.

WE WILL FOLLOW YOUR TRACKS!

THE CAVE MUST LEAD TO THE TOP—WHAT A BREAK.

YES, LARRE, BUT HOW HOW WE GET DOWN?

WE START BACK.

YOU MADE IT! THE NATIVES ARE AMAZED! HE SAW YOUR SIGNAL FIRE.

YES, I THOUGHT WE'D NEVER GET BACK—GOOD. IN TIMES A CAMEL IS JUST WHAT I NEED!

MR. AND MRS. LAVARRE AGREE:

I ALWAYS TAKE A BIG SUPPLY OF CAMELS ALONG WHEN EXPLORING. I GET A LIFT—FRESH VIGOR—SMOKING A CAMEL CAMELS TASTE BETTER. THEY PUT THE AGENT ON MURKIN.

IT'S EASY TO AGREE WITH BILL ABOUT CAMELS. CAMELS RENEW MY ENERGY AND THEY HAVE THE MILDNESS THAT APPEALS TO A WOMAN'S TASTE.

MADE FROM BEST LUNG TOBACCO!
CAMELS ARE MADE FROM PURE, MILD, EXPENSIVE TOBACCO—TASTE IT, AND YOU'LL KNOW IT'S BETTER THAN ANY OTHER POPULAR BRAND.

WATER OFFICE

TUNE IN!
WALTER CREECH, DEAN JAMES, TED HUNTER, BOB GRAY AND THE CALIFORNIA ORCHESTRA
On the **CAMEL CARAVAN**
SUNDAY AND MONDAY, 8:30 P.M. EST.
SAT. 9:30 P.M. EST. SUNDAY 10:00 P.M. EST.
AND MUSIC—COLUMBIA NETWORK.

GET A LIFT WITH A CAMEL!



FAMOUS FLIERS SAY

"get a Lift with a Camel!"

COL. ROSCOE TURNER,
holder of the transcontinental records west-to-east and east-to-west. "A good flier uses no energy just as his motor uses gas. A Camel gives me a lift on energy. I smoke all I want. Camels never spend my nerves."



SIR CHARLES KINGSFORD, SMITH, famous flier who holds the record from Australia to California—700 miles in 11 hours—says: "There's no real chance to appreciate any other type of smoke except to smoke the real, smooth flavor of Camels. I always want a Camel, especially when I'm fatigued. And Camels are my 'supercharger'—they lift up my vim—give me new energy and go."



CAMEL PAYS MILLIONS MORE..

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

(Copyright)
J. J. REYNOLDS TOBACCO COMPANY
Hickory, N.C., U.S.A.



From Newark Airport to Miami and return in 15 hours and 16 minutes! That's the record held by Chief Pilot E. H. Parker, of the Eastern Air Lines. But let him tell you about transport flying and how Camels help him through the strain. In his own words: "The steady grind of transport flying takes stamina—vitality—nerves that never waver. Passengers...mail...express must arrive on time, and it's the pilot's duty to see that they do! There are plenty of times when I get tired. Then I smoke a Camel. For I have noticed that Camels help in easing the strain. I can go on with more alertness and vigor. I smoke Camels a lot. They never affect my nerves."



TUNE IN

Enter the Camel Contest... featuring Walter O'Keefe, James H. Harkness and Glen Gray's Casa Loma Orchestra over eastern coast WABC-Columbia-New York.

TUESDAY	THURSDAY
10:00 p.m. E.S.T.	9:00 p.m. E.S.T.
9:00 p.m. C.S.T.	8:00 p.m. C.S.T.
8:00 p.m. M.S.T.	7:00 p.m. M.S.T.
7:00 p.m. P.S.T.	6:00 p.m. P.S.T.

SPORTSWOMAN PILOT, Mrs. T. W. Burton, champion air woman: "After a strenuous flight, a Camel restores my energy. And each Camel renews the enjoyment of the last!"



WILEY POST, famous flier who holds the "round-the-world" record, says: "Camels are made from more expensive tobacco. You can certainly tell that in their mildness and good taste."



CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

fun?

SURE IT IS

...and mighty strenuous too!

SPORT, even for the fun of it, can be tiring," says Min Gloria Wheeden, who here shows her skill at aquaplaning. "Yes, I smoke," she says. "When I feel a bit let-down, I light up a Camel and get a 'lift' in energy." A suggestion: When an active day drains physical and nervous energy, you can get a delightful "lift" from a Camel. They never get on your nerves.

20 MILES AN HOUR on a slippery board is thrill enough! But Gloria Wheeden is a daring miss who likes it up to 40 (upper left picture). Executes a hand-stand (above), blows around a fast turn with two aboard (right). There's no doubt about her nerves being healthy. "Camels are head and shoulders on top for mildness," she says. "Much as I smoke, they don't bother my nerves a bit."

1060 PARACHUTE JUMPS. That's the record of Floyd Samsen, who started smoking Camels 10 years ago! "I've found just what I want in Camels. Mildness—just what I need when I'm tired," he says.

BENNY GOODMAN SWINGS IT EVERY TUESDAY NITE!

Tune in! Hear the trio—the quartette—and all of Benny's boys swing the popular favorites. Tuesdays —8:30 pm E.S.T. 10:30 pm E.D.S.T., 7:30 pm C.S.T., 6:30 pm M.S.T. 5:30 pm P.S.T., over WABC-CBS.

AND NOW FOR A PICNIC LUNCH.
"I always think of smoking Camels and eating as going together," adds Min Wheeden, on the motor boat. "I smoke Camels—and enjoy the sense of well-being that good digestion brings me."

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

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

Get a Lift with a Camel!



ALL USED UP!

**AND THEN SHE SMOKED
A CAMEL —**

AFTER A TIRING GAME, enjoy a Camel. Thanks to the "energizing effect" in Camels your "pep" soon returns! You can smoke as many Camels as you want. They never jangle the nerves.

"Get a LIFT with a Camel!"



**LISTEN
TONIGHT!**

**BENNY
GOODMAN**

**EMPEROR
OF SWING**

**BENNY GOODMAN'S
"SWING SCHOOL"**

Every Tuesday night at 8:30 pm
E. S. T. (9:30 pm E. D. S. T.),
7:30 pm C. S. T., 6:30 pm M. S. T.,
5:30 pm P. S. T., over WABC-
Columbia Network.

**GET A LIFT
WITH A CAMEL**

**COLUMBIA
COAST-TO-COAST**

Copyright, 1937, R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

**Ever smoke to
keep from dozing?**

Do you smoke like sixty when you're working, writing, or driving into the dawn? Does it make you wonder how anyone can keep up such a pace as a regular thing? ... You ought to see the letters we receive from heavy smokers! "You can smoke one Spud right after the other," they write. "Spud is *always* cool and enjoyable."



SPUD FANS ARE MADE, NOT BORN . . . First, Spud fans tell us, they try them out on some non-stop smoking bout. Find, to their surprise, that they can smoke all they want. Then they get to like the moist-cool, clean taste of Spud's fragrant tobacco flavor. And that settles it! They're with Spud for keeps. *Mouth-happy!*
THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.



SPUD

MENTHOL-COOLED CIGARETTES • 20 FOR 15¢
(20¢ IN CANADA)

