



Smoking is Good for your Psyche ("Smoke as many as you want, They never get on your nerves")

In a prime example of marketing wizardry, cigarettes were advertised simultaneously as both sedatives and stimulants, calming you when you are nervous, pepping you up when you are down. A champion sharpshooter endorsed camels because they "steadied his nerves." According to Camel ads: "Remember, you can smoke as many Camels as you want, their costlier tobaccos never jangle your nerves." Aside from keeping you keen and focused, they also relax and give pleasure. According to a relaxed-looking Rock Hudson reclining next to his pet collie, "It is important to smoke the most pleasure giving cigarette - Camel." According to this ad, without Camels "you may yip like a terrier."

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

MAD AS A WET HEN! That's natural when little annoyances ruffle you. But the psychological fact is: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, you're wise to choose the cigarette that gives the most pleasure. And that's Camel!

**For more pure pleasure...
have a **Camel**!**



Gene Nelson screen and stage star, says: "I've tried 'em all, but Camels for me!" Gene knows it's wise to choose a cigarette for the pleasure it gives. Because pleasure helps your disposition. And today, more people smoke Camels than any other cigarette because Camels give them more pure pleasure!

No other cigarette is so rich-tasting, yet so mild!

"It's a psychological fact: Pleasure helps your disposition"

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION



How's your disposition today?

FEEL CROSS AS A BEAR! That's natural when little annoyances pile up. But the psychological fact is: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, you're wise to choose the cigarette that gives you the most pleasure. That means Camel.

For more pure pleasure...
have a
Camel

As LOVELY Maureen O'Hara knows, it's wise to choose a cigarette for the pleasure it gives. Because pleasure helps your disposition. And more smokers get more pleasure from Camels than from any other brand! So — have a Camel. You'll agree — no other cigarette is so rich-tasting, yet so mild as Camel!



*'I like a real cigarette when I relax!'
— Maureen O'Hara*

No other cigarette is so rich-tasting, yet so mild!

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**

How's your disposition today?

EVER FEEL LIKE SQUAWKING when the delivery man forgets the sugar? It's only human when you're irked by little annoyances like this. But -- it's a psychological fact that pleasure helps your disposition! That means everyday pleasures are important. So, if you're a smoker, you should choose the cigarette that gives you the most pleasure. And that means Camels -- America's most popular cigarette.

For more pure pleasure... have a Camel

"I've tried 'em all... once a Camel smoker, always a Camel smoker!"

Tyrone Power

NO OTHER CIGARETTE IS SO RICH-TASTING, YET SO MILD!

TODAY MORE PEOPLE SMOKE CAMELS and get more pure pleasure from Camels than from any other cigarette! Fact is, no other cigarette is as rich-tasting, yet so mild as Camels! If you want the most possible pleasure, remember this psychological fact: pleasure helps your disposition. For more pure pleasure -- have a Camel!

A vintage Camel cigarette advertisement. At the top, a cartoon crow in a red shirt and white apron stands next to a table with a teapot and cups. Below this, a man (Tyrone Power) is reclining in a wicker chair, smoking a cigarette. A pack of Camel cigarettes is visible in the foreground. The background shows a garden with red flowers. The text is arranged around these images, emphasizing the psychological benefits of smoking Camels.

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**

How's your disposition today?

EVER FEEL TOUCHY AS A TIGER? It's only natural, when little annoyances irk you. But here's a psychological fact: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, it's so sensible to choose your cigarette for utmost pleasure. What else but Camel!



For more pure pleasure...have a Camel

'I've tried 'em all...It took a mile for Camel's pleasure!'
Brian Keith

Hollywood's **BRIAN KEITH**, sensational star of TV's dynamic new "Crusader", agrees that pleasure helps one's disposition. And Camels give more pure pleasure—more flavor, reliable mildness, smoke after smoke. Good reasons for you to try Camels. See why today their richer blend agrees with more smokers than any other brand!

No other cigarette is so rich-tasting, yet so mild!

For more pure pleasure...**have a Camel!**



**No other cigarette is so rich-tasting
yet so mild as **CAMEL**!**

Have you noticed that Camel smokers get more pleasure out of smoking? Camel's richer blend of mild, costly tobaccos tastes so right and smokes so smooth. No wonder Camels are America's most popular cigarette, year after year! Why don't you make the famous 30-day Camel Mildness Test? You'll agree: No other cigarette is so rich-tasting, yet so mild as Camel!



A. L. Russell Tobacco Co., Winston-Salem, N.C.

1955



1964



1964

For more pure pleasure...**have a Camel!**



**No other cigarette is so rich-tasting
yet so mild as Camel**

• Why do more people get more pure pleasure from Camels than any other brand? You need only to try Camels to know: no other cigarette has Camel's richer blend of mild, costly tobacco. No other cigarette is so rich-tasting, yet so mild as Camel!

Make your own 30-day Camel Mildness Test.
Smoke only Camels for 30 days. Find out for yourself why Camels are America's most popular cigarette - why Camel flavor and mildness agree with far more smokers...year after year after year!

1955

for more
pure pleasure,
have a
Camel!



No other cigarette is so **rich-tasting**
yet so **mild** as Camel

■ Certainly one of the great comforts and pleasures of a smoker's life is his—or her—Camel cigarette! Day in, day out, no other cigarette is so rich-tasting, yet so mild! For more pure pleasure, Camels agree with more people than any other brand!

Why not test this yourself? Make your own 30-day Camel Mildness Test: Smoke only Camels for 30 days. We think you'll agree—no other cigarette is so rich-tasting, yet so mild as Camel, year after year America's most popular cigarette!

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

FEEL RAGGED SOMETIMES if things don't add up?
That's natural when little annoyances bother you. But
it's a psychological fact: pleasure helps your disposition.
So everyday pleasures are important. If you're a
smoker, choose your cigarette for utmost pleasure.
Choose Camels - America's most popular cigarette!

**For more pure
pleasure...have a
Camel**

BRIAN KEITH, Host of TV's
"Honeydew": "I've tried them
all. I've chosen for me the best.
Camels. They're just what I need
to get back to my disposition."
"I've tried them all. I've chosen
for me the best. Camels. They're
just what I need to get back to
my disposition."

WILL H. BROCKMAN, Your
Cigarette: "I've tried them all.
I've chosen for me the best.
Camels. They're just what I need
to get back to my disposition."

**MARGUERITE
HOGGINS**, Famous Film
Star: "I've tried them all.
I've chosen for me the best.
Camels. They're just what I need
to get back to my disposition."

CLAUDE L. CHENNAULT,
Your Cigarette: "I've tried them
all. I've chosen for me the best.
Camels. They're just what I need
to get back to my disposition."

CLAUDE L. CHENNAULT,
Your Cigarette: "I've tried them
all. I've chosen for me the best.
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No other cigarette is so rich-tasting, yet so mild!

