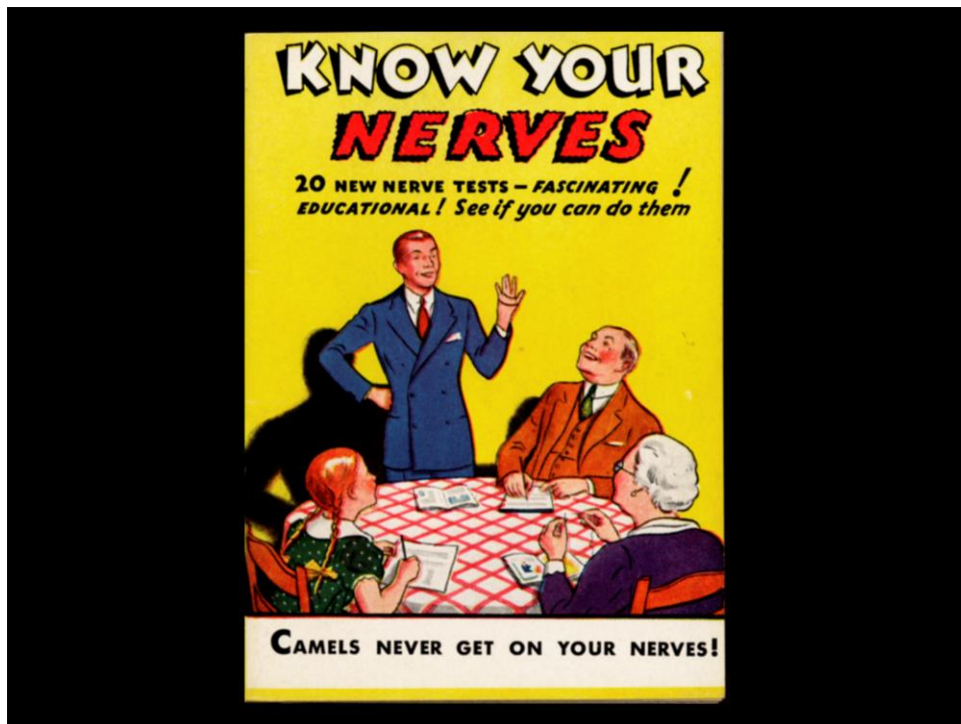




Two-Fisted Movie Star---JOHN WAYNE

A MAN'S IDEA OF A MOVIE HERO...WAYNE SMASHED HIS WAY TO FAME IN HARD-RIDING MOVIES! BUT IN A CIGARETTE, WAYNE PREFERENCES MILDNESS. HE SMOKE'S CAMELS!

AN OUTSTANDING FOOTBALL PLAYER, WAYNE QUIT COLLEGE TO TAKE A JOB AS PROP MAN ON A MOVIE LOT. MOVING FURNITURE ON A STAGE, JOHN'S EASY-GOING MANNER CAUGHT THE EYE OF A PRODUCER WHO IMMEDIATELY CAST WAYNE IN A LEAD ROLE!

JOHN WAYNE'S BUSY MOVIE SCHEDULE DOESN'T KEEP HIM FROM ENJOYING LIFE! HE HONES HIS FIRE-BREATHING AND SMOKEES CAMELS! "THE ROLES PLAY IN MOVIES ARE FAR FROM EASY ON MY VOICE," SAYS JOHN. "I OAFY RISK THROAT IRRITATION... I SMOKE COOL, MILD CAMELS!"

I SMOKE CAMELS FOR 30 DAYS AND MY OWN "T-ZONE" TOLD ME HOW MILD AND GOOD TASTING A CIGARETTE CAN BE!

In a coast-to-coast test of hundreds of men and women who smoked Camels--and only Camels--for 30 days noted throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why **MORE PEOPLE SMOKE CAMELS** than any other cigarette

Make your own 30-Day CAMEL MILDNESS TEST in your "T-Zone" (T for Throat--T for Taste)

R. J. REYNOLDS TOBACCO COMPANY, WASHINGTON, D. C.

IT'S FUN TO BE FOOLED

Sensational Magic Act
NOW PLAYING
The **DISAPPEARING ELEPHANT**

(I SAW A BIG MAGIC ACT! LAST NIGHT A MAGICIAN MADE AN ELEPHANT DISAPPEAR!)

MY GOODNESS!

LADIES AND GENTLEMEN — HERE YOU SEE A REAL LIVE ELEPHANT.

WHAT HE SAW

PRESTO... CHANGO

BY GEORGE... THE ELEPHANT? HAS DISAPPEARED!

ELEPHANT IS GONE!

CAN YOU IMAGINE WHAT BECAME OF THE ELEPHANT, BOB?

(I DON'T HAVE TO GUESS! I KNOW! LISTEN...)

Where oh where is the Elephant?

HIDDEN SCREEN FALLS DOWN

(I WOULD LIKE TO SEE THAT TRICK, MAGICIAN! CHER, MARY AND CAROL, BOB, HAVE A CIGARETTE?)

NO... THAT KIND TASTES WINDY, THAT'S NOT BELIEVABLE! IT'S AN ILLUSION—LIKE THE VANISHED ELEPHANT!

JUNBO IS MARCHED INTO A HUGE BOX, PLACED CROSSWISE AT THE BACK WITH A SCREEN DROPPED BETWEEN HIM AND THE MAIN ROOM. THE PEOPLE THINK THAT THE BOX IS SMALLER THAN IT IS AND THAT THE ELEPHANT IS BIGGER THAN HE IS.

YOU ARE ALWAYS PRISING CAMELS—WILL YOU LET ME TRY ONE?

YOU BET I WILL!

OH, BOB! THIS CAMEL TASTES SIMPLY GRAND.

ALWAYS REMEMBER THAT IT'S THE TOBACCO THAT COUNTS, TUE.

IT'S MORE FUN TO KNOW

If you value mildness, goodness, smoothness, choose your cigarettes by the quality of the tobacco used... Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand.

CAMEL

10 CIGARETTES

NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

IT'S FUN TO BE FOOLED **SPECIAL TODAY**
Live Dog from an Empty Kennel!

I OWN A MAGICIAN BUILT A DOG KENNEL LAST NIGHT AND MADE A REAL DOG JUMP OUT OF IT!

HERE'S WHAT HE SAW THE MAGICIAN ERECTED A KENNEL ON SMALL PLATFORM SHOWING THE AUDIENCE EVERY SECTION OF THE DOG HOUSE AS HE INSTALLED IT. MAGICIAN WHISTLED AND OUT POURED A DOG.

WANT TO KNOW HOW HE DID IT?

YES — IF YOU KNOW

THE DOG WAS INSIDE THE PLATFORM ALL THE TIME. WHEN THE KENNEL IS BUILT THE MAGICIAN PUSHES A CATCH IN THE FLOOR, AND THE DOG JUMPS OUT.

HAVE A CIGARETTE?

NO THANK YOU. MY THROAT DOESN'T LIKE THAT KIND.

WHY I THOUGHT THESE WERE THE BEST KIND FOR THE THROAT.

LISTEN, YOU MAY KNOW DOG KENNEL TRICKS BUT YOU CERTAINLY ARE MISSING YOURSELF ABOUT YOUR CIGARETTES. REAL THROAT-EASE COMES FROM FINE, HOUSE EXPENSIVE TOBACCO. WHY A CAMEL.

THIS IS EASY ON MY THROAT. I GUESS I'VE BEEN FOOLED MYSELF ABOUT CIGARETTES.

IT'S THE TOBACCO THAT COUNTS.

IT'S MORE FUN TO KNOW

Camels are made from fine, more expensive tobaccos than any other popular brand... Try Camels and learn what cooler tobaccos mean in making a vigorous, mild, cool, pleasing.

NO TRICKS... JUST COSTLIER TOBACCOS IN CAMELS

TODAY'S FEATURE
AL and MAY-
 Mind Reading Act

IT'S FUN TO BE FOOLED

I SAW A KID—RELOCUT READING ACT AT THE THEATRE LAST NIGHT...

HERE'S WHAT HAPPENED

A MAGICIAN CAME DOWN FROM THE STAGE AND ASKED HIM MY MIND READING ACT. HE ACTUALLY READ OFF OUR INITIALS AND THE DATE.

WHAT MADE I DO MY MIND?

IT'S A NATURAL! HEADING BRING INITIALS INSTEAD OF THE MIND READING ACT.

IT'S BEHIND!

YOU'RE BOTH WRONG!

HE'S READING TELEVISION!

THE TRICK IS THEY HAVE A CODE THE GIRL GETS THE MESSAGE BY UTTERING ONE OF THE FIRST LETTERS IN EVERY WORD OF THE MAGICIAN'S TALK. SOMETIMES THE GIRL CAN EVEN TELL THE MAGICIAN'S NUMBER ON A DOLLAR BILL.

WANT A CIGARETTE?

YES, BUT NOT THAT KIND.

WE KNOW THESE BECAUSE THEY ARE SUPPOSED TO BE MILD.

THE TRUTH IS THAT CAMELS ARE MILD. TRY ONE MORE EXPENSIVE TOBACCO. TRY ONE CAMEL AND YOU'LL CHANGE YOUR MIND!

THANK YOU, BILL—I'LL TRY ONE AND SEE.

WILL YOU BELIEVE YOU'RE RIGHT ABOUT CAMELS?

WHY DO THEY HAVE SUCH A MILD TASTE?

IT'S THE TOBACCO THAT COUNTS.

IT'S 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 of costlier tobacco.

BE A MAGICIAN

FREE—SEND NO MONEY—FREE

30-PAGE ILLUSTRATED MAGIC BOOK CONTAINING 25 MIND-READING CIGARETTE CARDS AND CON-TRICKS. YOU CAN FOOL THOSE WISE GUYS THAT KNOW IT ALL, WITHOUT SKILL OR PREVIOUS EXPERIENCE. MAIL ORDER BLANKS AT RIGHT WITH FRONTZ FROM FOUR THICKS OF CAMELS.

NO TRICKS IN CAMELS—JUST COSTLIER TOBACCOS

R. J. REYNOLDS TOBACCO COMPANY, Dept. 11-A, WELLSVILLE, N. C.

1 Cigarette (Double) from 2 Camel packs. Good postage in Free Magic Book.

Name: _____
 Street: _____
 City: _____
 State: _____

IT'S FUN TO BE FOOLED

TODAY
Sensational Magic Mystery
THE BURNING LADY

LAST NIGHT I SAW
A BEAUTIFUL GIRL
BURNED UP!

GO AWAY!
WHAT DO YOU WANT?

AND
THIS
IS
WHAT
HE
SAW

WHAT IS HER
FATE TO BE?

AND SHE'S
GONE!

BE QUIET
JACK! IT'S ONLY
A TRICK. HE
WANTS TO
FOOL YOU.

ES, ES, ES!
HE'S
JUST A
FOOL!
HE'S
NOT
REAL!

HOW FRANK EXPLAINED THE MAGIC TRICK TO JACK.

I INTENDED TO REVEAL
THAT I KNEW HOW IT
WAS DONE, BUT I DON'T
KNOW YOU LIKE TO KNOW!

I'VE
GIVEN
UP!

SOFT AND
SWEET
SMOKE
OF ANGEL
COLOR AND
TASTE!

STUNNED CUT
AWAY TO SHOW
LADY BURNING
CIGARETTE THROUGH
TAPES INTO A
RED HEART RED
HEART POWER!

THINKING OF EXPLAINING
THE TRICK, HOW ABOUT
A CIGARETTE, FRANK?

NOT THAT
BLIND!

FRONT LEGS ON
TABLE AND FRONT
CHIN UP! SEE REAL
REFLECTIONS!

AREN'T
THESE
MIDWEST?

YOU'RE FOOL-
ING YOURSELF
TWO TIME.
CAMELS
ARE BETTER
THAN
ANY
OTHER
TOBACCO.

NO PROBLEM...THIS
CAMEL IS PERFECT
AND I LOVE LIKE
ITS TASTE.

THAT'S BECAUSE
THEY USE
THE BEST TOBACCO
IN CAMELS

*It's
fun
to be
fooled*

**IT'S MORE FUN
TO KNOW**

Learn the added
pleasure you get
from Camels, the
viceroy made
from four, MORE
EXTENSIVE
TOBACCO than any
other popular
brand. It's the so-
berest tobacco.

CAMEL

NO TRICKS IN CAMELS—JUST COSTLIER TOBACCO

IT'S FUN TO BE FOOLED

TODAY'S MAGIC FEATURE
Coffee—Hot and Delicious—Out of Thin Air!

LAST NIGHT I SAW A MAGICIAN SERVE 100 CUPS OF COFFEE TO THE AUDIENCE OUT OF A HUGE COFFEE POT THAT HE PRODUCED FROM NOWHERE.

Here's what she saw

HERE'S THE WAY CUP AND STILL SOME LEFT BEHIND ELSE?

I HAD A CUP OF THE COFFEE. MYSELF, TOO. I KNOW IT WASN'T A TRICK.

YOU HAVE BEEN FOOLED AGAIN, ELLIE.

...THE COFFEE POT WAS TELESCOPED INTO THE TOP OF THE TABLE. THE COFFEE WAS IN A TANK UNDER THE STAGE. AN ASSISTANT THUMPED IT UP THROUGH A RUBBER TUBE IN THE LEG OF THE MAGICIAN'S STAND.

POT IS RAISED TO TOP OF TABLE WHEN MAGICIAN LIFTS CLOTH

TUBE TO ROOM BELOW

SO THAT'S TAKE, FRICK TINK, A CIGARETTE?

IN JERSEY, BUT I DON'T ENJOY THAT BRAND. THE TASTE SO FLAT.

DO THEY REALLY TASTE THAT GOOD? THROUGH THEY WERE SUPPOSED TO BE. MILD?

WELL, I TRY A CAMEL AND YOU'LL GET WHOLENESS AND BALANCE TASTE TALKER.

CHANCE—THIS IS WONDERFUL! I WON'T LET IT THOPE, AND SAY IT'S MORE FUN TO KNOW?

WELL, THE TONGUE TALKER DOWN ELLIE.

ELLIE DIDN'T KNOW THAT SHE HAD ILLUSIONS ABOUT CIGARETTES UNTIL JACK PERSUADED HER TO TRY ONE OF HIS CAMELS. NOW SHE'S A CAMEL FAN TOO.

IT'S 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 of costlier tobaccos.

NO TRICKS IN CAMEL...JUST COSTLIER TOBACCO'S



IT'S FUN TO BE FOOLED

Siberian Prisoner Escapes from ICE CAKE

— THIS IS WHAT HE SAW! —

AND THIS IS HOW IT WAS DONE!

BE A MAGICIAN **FREE — FOR LIMITED TIME ONLY!**

36-PAGE ILLUSTRATED MAGIC BOOK OF CIGARETTE GAMES AND GUN TRICKS. EVERY TRICK A WINNER! NO TIREDSOME PRACTICE NEEDED. SEND COUPON-BLANK AT RIGHT AND FRONTS FROM 5 CAMEL PACKS.

NO TRICKS IN CAMELS... JUST COSTLIER TOBACCOS

Camels are made from finer, more expensive tobacco than any other popular brand... Try Camels, and learn to know the flavor of tobacco that are more pleasing... milder... choicer in quality. It's the tobacco that count.

CAMEL **MADE IN U.S.A.**

A. REGULAR CIGARETTE CONTAINS 100% PURE TOBACCO. NO GUM.

Send this coupon for the magic of Camels. You are guaranteed five Magic Books.

Name _____

Address _____

City _____ State _____ Zip _____

ADVERTISEMENT

IT'S MIGHTY CLOSE TO THE REAL THING WHEN **JOHNNY DOUGHBOY CAPTURES HITLERHAVEN!**

WHERE IS THIS MOCK GERMAN VILLAGE, SARGE? WE MUST HAVE WALKED TEN MILES ALREADY!

DON'T WORRY, JOHNNY. HITLERHAVEN IS JUST AHEAD—AND THIS IS ONLY THE BEGINNING!

CRAWL THROUGH ON YOUR BACK—AND STAY DOWN!

SO THIS IS WHAT THEY CALL INTENSIVE TRAINING!

SEE?—IN A FOXHOLE THE TANKS ROLL RIGHT OVER YA!

NOW TO TAG HIM WITH MY STICKY GRENADE!

*STICKY GRENADE IS COVERED WITH A STICKY SUBSTANCE SO GRENADE WILL CLING TO TANK INSTEAD OF BOUNCING OFF.

GUYS BLAZING, JOHNNY'S COMPANY CHARGES INTO HITLERHAVEN!—AND TNT CAREFULLY PLANTED BY ARMY ENGINEERS EXPLODES ALL AROUND THEM!

MACHINE-GUN NEST ON THE SECOND FLOOR! CLEAN IT OUT!

LATER! THAT WAS A SWEET JOB, JOHNNY! BOY, THIS CAMEL IS SURE GOING TO TASTE GOOD!

YOU SAID IT, SARGE! I'LL BET WE COASLED MORE THAN A MILE FOR THIS CAMEL!

WITH MEN IN THE ARMY, NAVY, MARINE CORPS, AND COAST GUARD, THE FAVORITE CIGARETTE IS CAMEL. (BASED ON ACTUAL SALES RECORDS)

I CAN SURE UNDERSTAND WHY CAMELS ARE FIRST IN THE SERVICE—THEY SUIT ME TO A "T"!

CAMELS GIVE ME A FRESH-TASTING SMOKE THAT'S MILDER ALL WAYS.

THAT CAMEL FLAVOR ALWAYS HAS A FRESH APPEAL FOR ME—AND CAMELS ARE SO EASY ON MY THROAT!

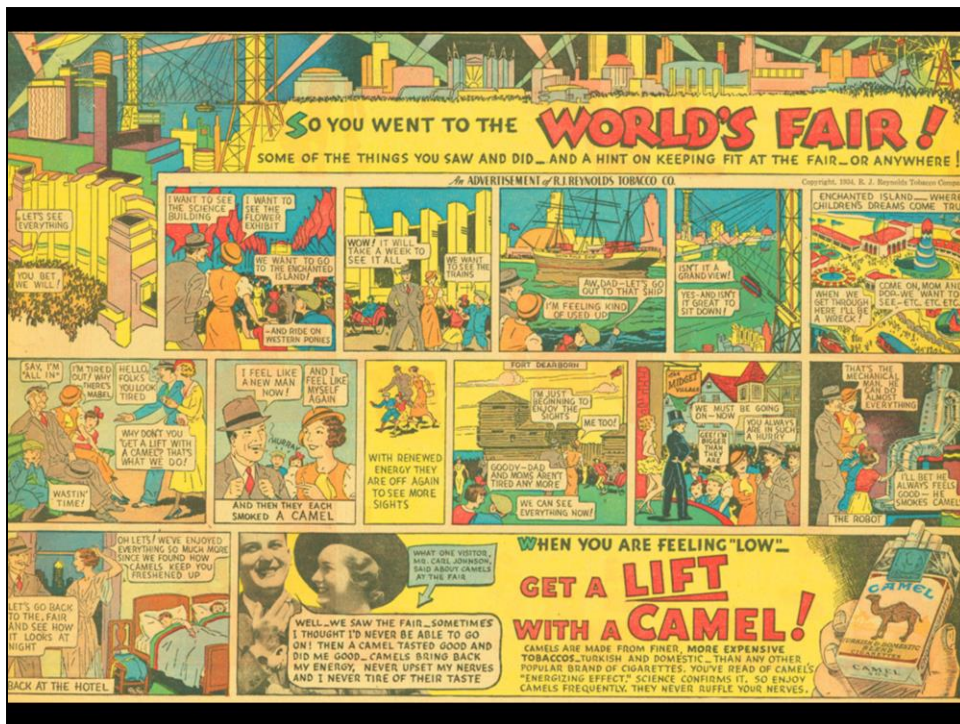
Betty Bookinger, who works as M-4 tank for Army engineers at Aberdeen, MD.

★ FIRST IN THE SERVICE ★

CAMEL

THE "T-ZONE" WHERE CIGARETTES ARE JUDGED

The "T-ZONE"—Taste and Throat—is the proving 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 individual to you. Based on the experience of millions of smokers, we believe Camels will soon prove "T-ZONE" is a "T"!



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 TO OVER— (GOOD-NIGHT!)

HERE WE GO INTO ZIGZAG—STEADY!!

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

THROUGH THE DANGEROUS ZIGZAG CURVE—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."

ALL I CAN SAY NOW IS "I'M TOLD, GIVE ME A CHANCE, BOY! TO GET BACK MY EVEN MORE—GIVE YOU SAY A FEW WORDS!"

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

TUESDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.
WEDNESDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.
THURSDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.
FRIDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.
SATURDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.
SUNDAY 10:30 A.M. 12:30 P.M. 8 P.M. 10 P.M.

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!



Johnny MAKES A THRILLING RESCUE!

SNIFF! SNIFF! - THAT SMELLS LIKE GAS AND THAT'S A CHILD CRYING...

GAS IS ESCAPING IN THERE... AND THE DOOR IS LOCKED! WE CAN'T WASTE A MINUTE TRYING TO BREAK IT DOWN. COME ON, GIVE ME A BOOST! I CAN CLIMB THROUGH THE TRANSOM!

I CAN TAKE IT FROM HERE. HURRY - GET A DOCTOR!

WAAH-WAAH-WAAH

Few minutes later...

NOW, MRS. WILLIAMS, DON'T WORRY! YOU'LL BE ALL RIGHT, AND SO WILL THE BABY...

I WAS OVERCOME BY THE GAS, I-I DON'T KNOW WHAT HAPPENED!

JOHNNY WAS REALLY JOHNNY - ON-THE-SPOT! YOU HAD A CLOSE CALL...

YES, INDEED... THAT WAS A CLOSE CALL... AND IT CALLS FOR A PHILIP MORRIS! THEY'VE BEEN MY FAVORITE CIGARETTE FOR YEARS! THEY'RE DEFINITELY LESS IRRITATING AND I OUGHT TO KNOW!

THAT'S RIGHT, DOCTOR, AND ANYONE KNOWS LESS IRRITATION MEANS MORE SMOKING ENJOYMENT!

FOLKS, THAT'S WHY I KEEP SAYING... IF EVERY SMOCKER KNEW WHAT PHILIP MORRIS SMOCKERS KNOW, THEY'D ALL CHOOSE TO PHILIP MORRIS -

JUST READ THESE FACTS:

Now, from section after section, eminent nose and throat specialists report that the cigarette they suggest in cases of irritation due to smoking, is... PHILIP MORRIS. They know that Philip Morris is scientifically proved less irritating. You know less irritation means more smoking enjoyment. So...

CALL FOR PHILIP MORRIS
Enjoy a pack - today!

...take 5"

WHEN TOMMY LEEDS HAS PULLED THE WEEDS

THEN REVELATION FILLS HIS NEEDS

IN TIME HIS FLOWERS WILL ARRIVE

"BUT NOW HE'LL JUST RELAX... TAKE FIVE!"

...take Revelation!

Take five minutes to relax with the superb smoking enjoyment of the fine tobacco in this Revelation Pipe Tobacco. From burning and oil-burning tobacco, Revelation gives you a new pleasure in Revelation.

1. BURLEY
2. CAROLINA
3. VIRGINIA
4. LATAKIA
5. PERIQUE

REVELATION
THE PERFECT PIPE TOBACCO
"10 Mild and Mellow"

MADE BY THE EXCLUSIVE PHILIP MORRIS PROCESS

"-take 5" glorious tobaccos in one great



THE TOUGHEST HOUR IN MY LIFE!
BY COMMANDER IRVING FLEMING
THE FAMOUS DEEP-SEA, AIR-BAID
EXPERT WHO HAS THE
CONSUMMATE SKILL TO
LOOK FOR THE LOST DEPTHS

SO FATHOMS,
SIR, AND
A MUDDY
BOTTOM

STAND BY THE
DIVING GEAR! I'M
GOING DOWN

TIME: A BITTER
WINTER DAY.
PLACE: THE SAU-
LAGHED ATLANTIC
COMMANDER
FLEMING IN
CHARGE OF
OPERATIONS

LANDING ON THE STEEPLY-CANTED HULL
OF THE WRECK, I STRUGGLE APT

SUDDENLY
THE TENDER
YAWNS WILDLY!
MY LINES JERK
TAUT—
I PLUNGE
DOWN!

R-R-I-P

SMALL I BEGINS
TO BE HAULLED UP?
NO—THAT'S TOO
PRECIOUS. LEAVE
SUITS ON SAS
LEAVE GEAR UP
I MUST FIND IT
THIS EXPEDITION

BUT THERE IS NO BOTTOM—ONLY
SOFT, GLUE-LIKE MUD CLUTCHING
AT ME. I SINK DEEP INTO IT AND
EVERYTHING TURNS BLACK!

THE TORN HULL IS IN
FRONT OF MY FACE-PLATE. IT
EXTENDS BELOW MY LINE OF
VISION. NOTHING TO DO BUT DRIP
DOWN TO THE OCEAN BOTTOM

BOY—THAT'S WHAT
I CALL HAVING
IRON NERVES!
THEN—FOR THE FIRST
TIME—TELEPHONE
THE TENDER

OF SHIP—HULL IN MY LIFE—LINE
IT'S HAULING TIGHT NOW, SIR
IT MUST BE TOWED ON THE WRECKAGE
SHALL I SEND ANOTHER LINE
NO—STUCK OFF IN THE LIFE AND MUD
FOR NOTHING BRINGS

RY NOW I'VE BEEN DOWN
AN HOUR—MY SUIT IS
HALF FILLED WITH WATER
—I'M BURIED ALIVE IN
MUD—IT'S A TOUGH SPOT!

MY CONTROL VALVE!
I'LL LET IN MORE AIR—
INFLATE MY SUIT CARE-
FULLY—AND POP OUT OF
THIS MUD

IT WORKS! PEEPS MY LIFE-
LINE! TOO! LATER, WHEN
I'M SAFE ON DECK—

SOMETHING
HOT TO DRINK
COMMANDER?

I WANT TO
SMOKE A CAMEL
FIRST, OK?

IT'S AT TIMES LIKE
THIS THAT I'M GLAD
I'M A CAMEL-SMOKER.
I'M LOOKING FORWARD
RIGHT NOW TO THAT
LEFT WITH A CAMEL
AFTER A TOUGH DIVE
LIKE THAT ONLY
CAMELS REALLY HIT
THE SPOT

CAMELS
MADE FROM
COSTLIER
TOBACCOS
LARGEST-
SELLING
CIGARETTE IN
AMERICA

YOUR TOUGH
DAYS—HARD
FIGHTS—AND
A CAMEL IS
A TOUGH, SURE-
FIRE, MORE EXPENSIVE
TOBACCO, TASTE AND ZEST!

FOR THE TOUGH
COMMANDER FLEMING, THAT
CAMEL SUIT—BUT
I CAN'T SURELY
HOLD THERE'S NO SMOKING
TILL THE COURSE CHANGES





A HOLLYWOOD STUNT GIRL deserves REAL SMOKING PLEASURE!

ALENE GOODWIN, OF THE MOVIES, WORKS HARDER THAN MOST MEN. SHE PUTS A REST AND A CAMEL FOR FULL SMOKING ENJOYMENT.

ALENE GOODWIN, ON LOCATION FOR A THRILLING ARIZONA "WESTERN" IS WAITING FOR HER BIG SCENE — A SPLIT-SECOND RESCUE FROM THE PATH OF 1000 FEAR-CRAZED HORSES.

"WE'RE ALL READY FOR THE BIG SCENE, ALENE!"

"I FEEL RESTED AND READY!"

"SHE'LL NEED PLENTY OF STUFF FOR THIS STUNT!"

"DON'T WORRY... ALENE'S STEADY AS A ROCK."

DYNAMITE IS EXPLODED IN THE CANYON TO STAMPEDE THE HUGE HERD OF HORSES OUT INTO THE PLAIN.

IT TAKES REAL NERVE TO FALL IN FRONT OF THAT BAND!

"DAMN! PERFECT! NOW FOR THE RESCUE!"

THE RESCUE FAILS!

"SHE'S GOTT TO MAKE THE SAFETY PIT... OR ELSE!"

"GOOD GRIEF! SHE WENT RIGHT OVER THE OTHER SIDE!"

"GLAD YOU'RE ALL RIGHT, ALENE. SORRY, BUT WE HAD TO TAKE THE SCENE OVER RIGHT AWAY!"

"WHY? GOT A CAMEL?"

"I GET A LOT OF PLEASURE OUT OF SMOKING CAMELS. THEY'RE SO MILD AND TASTE SO GOOD! I LET UP AND LIGHT UP A CAMEL FREQUENTLY. AND CAMELS NEVER JANGLE ANY NERVES!"

"AFTER I ENJOYED MY SIXTH PACKAGE of Camels," says Frederick Wolf, master engineer, "I took them on for life. Camels taste better. They are so mild and smooth. They're perfect to my throat—which proves Camels are extra mild! My work requires intense concentration. So, through the day, I take time to let up—light up a Camel. Camels taste grand, smooth, and mild. I don't wonder so many smokers say: 'It's such a mile for a Camel.' I would too!"

COSTLIER TOBACCOS

CAMELS ARE MADE FROM FINE, MORE EXPENSIVE TOBACCOS... TURKISH AND DOMESTIC

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

LET UP... LIGHT UP A CAMEL!

SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES

COLORS OF THE DAY

Thanks to the Chemical Warfare Service, G. I. Joe now talks a new battle language—in color.

AN ADVANCE PATROL, OUT OF CONTACT WITH MAIN FORCES, SPOTS HIDDEN JAP BULLDOZERS...

...NEARLY CONCEALED TOO FROM CHARLIE, IF OUR BOMBERS LOFTBOMB...

CHARLIE: I'LL GIVE YOU THE POSITION, CHARLIE—JUST ONE THING PRETTY GREENS AND START TALKING...

USING COLORED SMOKE GRENADES IN LONG CONVERSATION, CHARLIE, SPOONING SMOKE, TALKS TO HIS ASSOCIATE IN THE LINE.

TWO VIOLET...ONE YELLOW...

NO JOB FOR A COLOR-BLIND GUY, MEV? THERE COMES THAT DE CHUCK AND GET A CIGAR FOR A LADY?

CHECK YOUR COLORS ON THE DAY, TOM? MORE JAP BULLDOZERS...NO, I SEE IT? NO, I DON'T...NORTH IS...OKAY, BOYS, WE'LL DO...

PERFECT! A CONWAY WON'T HAVE ANY TROUBLE GETTING THROUGH THERE. NOW LET'S GET OUTA HERE.

WICE DOWN! CHARLIE, YOU CALLED THOSE BOMBERS RIGHT ON THE NOSE.

THE SMOKE SIGNAL, FOR ME RIGHT NOW, CHARLIE, IS A PACK OF CAMELS. MAN, CAMELS REALLY HIT THE SPOT.

YOU AND ME—AND PLenty of OTHERS, JOE? CAMELS ARE TOP IN THE ARMY!

CAMELS SUIT ME TO A 'T'. PLENTY MILD AND PLENTY OF FLAVOR.

The Service First
Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on CAMELS.

YOUR "T-ZONE" AND YOUR CIGARETTE

The "T-Zone"—T for taste and T for throat—is the fatal proving ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to you...how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will run your "T-Zone" to a "T".

CAMELS

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!

© 1939, R. J. REYNOLDS TOB. CO.

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! HAVE A CAMEL!

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

A SPLENDID 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!

ACE OF THE STRATOSPHERE

NICE THEORY, TOMLINSON, BUT IS OVER-WEATHER FLYING PRACTICAL?

WE DON'T KNOW ANYTHING ABOUT FLYING CONDITIONS IN THE STRATOSPHERE

30,000 FEET
SUBSTRATOSPHERE
30,000 FEET
30,000 FEET
30,000 FEET

1935

HE GOT THE EXTRA...
HE HAS SMOKE WITH SLOWER-BURNING CAMELS...

HE'S AN EXPERIMENTAL SHIP
AND I'LL SHOW YOU HIGH-ALTITUDE FLYING IS SAFER AND SAFER

IN SNOW, RAIN, HAIL, SLEET... TOMLINSON "ASKED FOR TROUBLE" TO GET HIS PRECIOUS PRIZE

DOESN'T HE KNOW THAT IT'S NOT IN THE GUNSET?

SO THAT'S THE FLYING TEST THIS

YEAH, THAT'S TOMLINSON, IN THE PURSUIT

WE'VE LOST HIM, HE REPORTED HE WAS OVER PITTSBURGH AN HOUR AGO

KEEP CALLING, DID HE HAVE PLENTY OF CIGARETTES?

1940

THAT'S OKAY, I'LL GET BACK, I'VE GOT THE ANSWERS NOW

PITTSBURGH, BY THE WAY, HE'S IN THE OCEAN

IF IT HADN'T BEEN FOR YOUR EXTRA PERSEVERANCE, TOMMY THIS STRAFTERNOON WOULDN'T BE FLYING TOMMY

NO SPOONER, I WANT TO ENJOY THIS CAMEL

I PREFER THE SLOWER-BURNING CIGARETTES, FOR EXTRA MILDNESS. CAMEL'S SLOWER WAY OF BURNING MEANS SEVERAL OTHER SMALL EXTRAS TOO... INCLUDING EXTRA SMOOKING. BELIEVE ME, THERE'S A GRAND TASTE IN CAMEL'S EXTRA FLAVOR.

D. W. Jackman
VICE-PRESIDENT AND CHIEF ENGINEER OF TWA

EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

5 EXTRA SMOKES PER PACK!

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS

THE CIGARETTE OF COSTLIER TOBACCOS

IN RECENT LABORATORY TESTS, CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE 10 OTHER, OF THE LARGEST-SELLING BRANDS TESTED — SLOWER THAN ANY OF THESE, THAT MEANS, ON THE AVERAGE, A SMOOKING FEEL EQUAL TO

FAST BURNING... CREATES HOT FLAT TASTE IN MOUTH... BURNS SLOWLY, FLAVOR, MILDNESS, SMOOTHNESS, TASTE, BRAGGANCE...

SLOW BURNING... PROTECTS NATURAL QUALITIES THAT MAKE CAMEL'S SMOOKING TASTE, BRAGGANCE...



IT TAKES THE EXTRAS TO BE A FLIGHT SUPERINTENDENT

THE EXTRAS

EXTRA MILDNESS

EXTRA COOLNESS

EXTRA FLAVOR

5 EXTRA SMOKES PER PACK!

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS

THE CIGARETTE OF COSTLIER TOBACCOS

FAST BURNING — CREATES HOT FLAT TASTE IN MOUTH — PUFFS DELICIOUS FLAVOR, FRAGRANCE...

SLOW BURNING — PUFFS NATURAL, SMOOTH TASTE THAT NEARS DELICIOUS FLAVOR, FRAGRANCE...

TESTING NEW WINGS FOR AMERICA

TEST DRIVING AMERICA'S FASTEST BURNING REMAINS EXTRA MILD AND EXTRA STRAINING TO HANDLE SUPER SPEEDS

BOB FAUSEL, AGE COURTESY TEST PILOT, HAS THE EXTRA IT TAKES TO HE BURNS SLOW BURNING CAMELS FOR EXTRA MILDNESS, EXTRA COOLNESS, AND EXTRA FLAVOR.

EVERYTHING DEPENDS ON YOU BOB. TAKE CARE OF YOURSELF.

OH, CHIEF! KEEP YOUR CHAIRS.

SMOKE TEST! BOB, BE CAREFUL TO NOT SHOOT ANYTHING IN THE AIR.

THE MEASURED BURN TEST—35 FEET ABOVE THE GROUND AT FULL THROTTLE

BOB'S FEET—GURF! NOW FOR THE DIVE.

HE HADN'T GOT THE BURN OF A CAMEL YET. HE WASN'T SURE IF ANYTHING WAS HAPPENING.

HE HADN'T GOT THE BURN OF A CAMEL YET. HE WASN'T SURE IF ANYTHING WAS HAPPENING.

THE TEST OF IT IS—THE POWER OF IT.

AS PRETTY A TEST HE'S EVER SEEN. WHAT A BURN!

YOU SAID IT! IT TAKES THE EXTRA TO HANDLE EXTRA BURNING LINE THAT.

A SLOW BURNING CAMEL. THAT'S CALLED FOR A CAMEL.

YOU SEE? CAMELS BURN SLOW. THEY DON'T BURN DOWN TO THE BURNING. THEY BURN UP TO THE BURNING.

FAST BURNING... CREATES HOT FLAT RATE IN SMOKE... BURNS BECAUSE OF FLAVOR, AROMA...

SLOW BURNING... PROTECTS NATURAL FLAVOR THAT MEANS MILDNESS, SMOOTH TASTE, FRAGRANCE...

IN RECENT LABORATORY TESTS, CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE 15 OTHER OF THE LARGEST-SELLING BRANDS TESTED—SLOWER THAN ANY OF THEM. THAT MEANS, ON THE AVERAGE, A SMOKE PLUS EQUAL TO

5 EXTRA SMOKES PER PACK!

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS

THE CIGARETTE OF COSTLIER TOBACCOS

EXTRA MILDNESS

EXTRA COOLNESS

EXTRA FLAVOR



WORLD'S ROUGHEST RIDE!

Motorcycle Champion GLEN MURDAUGH says:
"Experience is the Best Teacher—in navigating—and in choosing a cigarette, too!"

LOOKS LIKE YOU'LL HAVE TO MAKE ANOTHER RUN, GLEN! I'M SURE THAT GUY'S BEATIN' YOUR TIME!

NOW—ON HIS SECOND—AND LAST—RUN—CHAMPION GLEN MURDAUGH!

WHEEL HER OUT! I'LL SHOW THEM SOME FANCY SLANT SHOOTING THIS TIME!

THE TERRIFIC JOLTING OF MURDAUGH'S FIRST UPHILL RUN HAS LOOSENED THE HANDLE—BAG STEER BOLT HE MUST CALL ON ALL HIS EXPERIENCE—STEER WITH "BODY ENGLISH!"

MURDAUGH'S GIVING HER THE GUN... HE'S IN TROUBLE! HE CAN'T STEER!

EXPERIENCE IS THE BEST TEACHER—IF MOTORCYCLING—YES, AND IN CHOOSING A CIGARETTE, TOO. GLEN MURDAUGH SAYS: "THROUGHOUT THE YEARS, I'VE TRIED ALL BRANDS. CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME!"

GREAT GOING, GLEN! WHEN I SAW YOU COULDN'T HANDLE THE STEER, I NEVER THOUGHT YOU COULD MAKE IT!

DON'T FORGET—HE'S GOT PLENTY OF EXPERIENCE. I'VE A CAMEL, MR. MURDAUGH!

THANKS! CHOOSING CAMELS IS THE RESULT OF EXPERIENCE TOO!

YOUR "T-ZONE" WILL TELL YOU WHY!
I see...
That's your smoking zone! For my size, see if Camels don't suit your "T-Zone" in a "T.C."

Motorcycle Champion GLEN MURDAUGH says:
CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME! THEY'RE FULL FLAVORED, MILD, COOL SMOKING

More people are smoking CAMELS than ever before!

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE
Three nationally known independent research organizations asked 113,000 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.





SIDELINE SLANTS ON "TOUCHDOWN TOM" HARMON



TOM HARMON IS NOW ONE OF RADIO'S TOP SPORTS ANNOUNCERS ON THE WEST COAST. KNOW THAT ANY VOICE IS MY LIVING! SAYS HARMON. I HAVE TO THINK OF MY THROAT EVEN MORE SO WHEN I BROADCAST A BIG GAME. I SURE WELCOME COOL, MILD CAMELS!



ONE OF FOOTBALL'S ALL-TIME GREATS, SPEED-KING TOM HARMON WAS UNANIMOUS ALL-AMERICAN HALFBACK IN 1939 AND '40... CAPTAIN OF THE ALL-AMERICAN TEAM IN 1940... ELECTED THE OUTSTANDING PLAYER OF THAT YEAR!



Tom Harmon

SMOKING CAMELS REGULARLY PROVED TO ME JUST HOW MILD A CIGARETTE CAN BE. CAMELS AGREE WITH MY THROAT—AND TASTE GREAT, TOO!



TOM MADE THE NUMBER '08' SO FAMOUS TWO SCHOOLS AND ONE PROFESSIONAL FOOTBALL TEAM RETIRED THE NUMBER IN HIS HONOR. '08 MEANS SO MUCH TO HARMON HE NEVER FAILS TO LOOK AT HAT CHECKS TO SEE IF THE NUMBER IS STILL FOLLOWING HIM!



In a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 days, noted throat specialists, making weekly examinations, reported—

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why

MORE PEOPLE SMOKE CAMELS

than any other cigarette

Make your own 30-Day CAMEL MILDNESS TEST in your "T-Zone"

(T for Throat—T for Taste)



© 1941 Tobacco Companies. "Whispering" "Touchdown" "T-Zone"

DANGER.. Aunt Nellie's UPSTAIRS!

THEY'RE DISPERSED FOR THIS WAR IN CHINA, CHARLIE. JAP INTELLIGENCE MUST KNOW IT TOO... THE JAPS... AUNT, OHMY... DRAWLING WITH ZEROS

DO OUR... ZEROS! A FLOCK OF JAP. ONE TRACER BULLET EXPLODE THIS GARD FROM HERE TO CHINA!

The Zero did it, "transporter" Sharkey and him. Victory's unfolded to him in. He could not be so close to the Nip, because the transport carrier was gone to the factory. No, Sharkey was still for doing.

I NEVER THOUGHT YOU'D MAKE IT, CHARLIE, THANKS!

TERRIFIC ENOUGH TO RESCUE ME I WANT A CIGARETTE NOW. BOY GIVE ME A CAMEL, QUICK!

What's that on the horizon? A lone B-17—and Sharkey says it. A soldier means to take it... but leaving them too, had place to fly with a cargo of 100 smoke machines.

PILOT BLAND FOR JAP FLIERS
Into the Inferno. Flying blind! Fire all around him. Sharkey waits on each side. The Japs close—with little trigger-fingers.

Camels First in the Service
The favorite cigarette with men in the Army, Navy, Marines, and Coast Guard is Camels. (Based on actual sales records.)

Try Camels on Your Own "T-ZONE"
—that's T for Tense and T for Thrill. Try Camels' softness, smoothness, and kindness on your throat. And the full rich flavor of an wonderful blend of similar tobacco in your taste. Who knows? Camels are not just "T-Zone" as a T. You'll soon know—tell you my dear! Now!





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"

CRASHING A PLANE
right: 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 food. MORE EXPENSIVE TOBACCO - Turkish and Domestic.



MAN THROWS LION! Sketch (left) shows Mel Koonin, noted lion tamer, meeting the charge 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 tammers stick pretty well to Camels!"



THREE TIMES LON
More was the Indianapolis race-track champion. He says: "My nerves must be every bit as cool 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 soldiers!"



THRILLING STUNTS
for the movies! Gene Reed (left) made "Thrilling Stunts" "My nerves, 'thru' me, must be right - and no wonder! So I stick to Camels. Even smoking Camels, usually 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 TOBACCO'S** 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. Here...the "bottle" story 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. Camels pay more to get my finest tobacco - many's the year Camels are the big favorite with planters down here."

LION ON THE LOOSE!

Zoo Curator Clyde Gordon finds EXPERIENCE is the BEST TEACHER...in handling big cats...and in choosing a cigarette, too!

EXPERIENCE ON HER WAY... BUT IT LINGS LIKE... DANGEROUS WITH SULTANA!

RE CAREFUL! I'VE LEARNED FROM EXPERIENCE—LONG BASKED IN CAPTIVITY CAN BE MORE DANGEROUS THAN JUNGLE BORN!

WITH A SUDDEN ROAR...

STEEP, GIRL, STEADY... NOW BACK INTO THE BARNYARD... AND TRY YOUR NEW CAGE!

LOOKS LIKE SHE'S TRYING TO URGE!

EXPERIENCE IS THE BEST TEACHER* LONG EXPERIENCE HAS TAUGHT CLYDE GORDON NEVER TO SHOW FEAR TO AN ANIMAL... HE STANDS HIS GROUND... SPEAKING SPOKE, INSTINCTS... WHILE DIVERTING HER ATTENTION WITH SMOON VEHICLE.

*TRUE, TOO, IN CHOOSING A CIGARETTE! WITH SMOON AFTER SMOON INSTINCTS AND COMPOUND—CAMELS ARE THE CHOICE OF EXPERIENCE!

THAT WAS CLUE, CHIEF, BUT YOU GUSS HANDLE THINGS RIGHT?... HAVE A CAMEL!

THANKS... EXPERIENCE COMES IN HANDY WHEN YOU'RE HANDLING ANIMALS OR CHOOSING A CIGARETTE! THAT'S WHY I CHOOSE CAMELS!

Let your "I-Zone" tell you why!

I see Gordon... I see Gordon... That's what I mean! Great! For me, also, Camels. Sure, I know! Great! For me!

I've LEARNED FROM EXPERIENCE THAT MILD, FULL-FLAVORED CAMELS SUIT ME TO A T!

CAMELS—the Choice of Experience!

According to a Mathematician's survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

When 11,111,111 doctors were asked to select the cigarette they preferred, Camels were chosen more often than any other brand.

KING OF THE HIGH WIRE

Daring **HAROLD ALZANA** proves "Experience" is the best teacher when you're on a tightrope 50 feet in the air with no net!

NOW — THE GREAT ALZANA, IN THE HUMAN WHEEL BARROW!

WHAT IF THEY FALL?

THEY DID — LAST YEAR WHEN A GUY ROPE BROKE THE LAST NIGHT OF THE SEASON — YET THEY'RE BACK ON THE HIGH WIRE AGAIN!

UNIQUE IN HIGHWIRE HISTORY — HAROLD ALZANA SKIPS ROPE ON THE HIGH WIRE ... THEN —

CHIMPS BACKWARD OVER THE SHORTENED WIRE — WHILE THE AUDIENCE GAWPS!

"EXPERIENCE IS THE BEST TEACHER"

IT'S TRUE IN TIGHT ROPE WALKING... AND IN CHOOSING A CIGARETTE, TOO! WITH COUNTLESS SMOKERS WHO HAVE TRIED AND COMMENTED... **CAMELS ARE THE CHOICE OF EXPERIENCE!**

DOESN'T TELL ME HE'S GOING TO FALL DOWN THAT WIRE... IT'S A 45° ANGLE!

YET ALZANA DOES IT! — EVERY SHOW THEY SAY IT'S THE HARDEST STUNT OF ALL!

THAT APPLAUSE IS LIKE THUNDER... SURE WILL AND YOU CERTAINLY DESERVE IT. HAVE A CAMEL FOR ME... MILD AND COOL!

LET YOUR "I-ZONE" TELL YOU WHY!
I for Taste...
I for Thrill...
That's your smoking ground for any cigarette. See if Camels don't tell you "I-Zone" to a "T!"

FAMOUS HIGHWIRE ARTIST HAROLD ALZANA SAYS:

I'VE LEARNED FROM EXPERIENCE THAT THERE'S NO OTHER CIGARETTE LIKE A **CAMEL** — SO RICH AND FLAVORFUL

Harold Alzana

Read Harold Alzana at Reading Room, Museum and Public Library

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

When 123,000 doctors were asked by Time Magazine, independent research organization to name the cigarette they smoked more doctors named Camel than any other brand!

CAMELS — the Choice of Experience!

© 1954 Camel Cigarette Co., Winston-Salem, N.C.

Carrier Quarterback

He seldom leaves the deck—but he's the unseen co-pilot in every flat-top landing. He's the LANDING SIGNAL OFFICER of an aircraft carrier — A PILOT PLUS!

BRIDGE REPORTS! HELLO! FOUR BADLY SHOT UP—COMING IN ON THE FUMES!

THAT'S YOUNG JOEY — HE FLEW WIND-ON ME AT MIDWAY. GOTTA GET HIM IN!

ONE MORE COUGH OUT OF YOU BABY AND IT'S THE DINK FOR US. AARP HOW DO? GET OUT?

"CARRIER BLANK FOR 'NEARLY OUT OF GAS"

HIS CANOPY IS JAMMED—HE'S DROWN BEFORE THEY COULD GET HIM OUT.

WHEELS ARE STUCK TOO 'VADDOLES' IS GONNA TRY TO SWERT HIM IN. WHEN!

BUTTER BE FLYING IT BLANDSIST THAN THIS! OK—STEADY NOW. JOEP—LITTLE ANGLE GUN—EACH—JETA NOW NOW GUFF!

HE MADE IT—WHAT A LANDING

HE'S DOWN—HE'S SWINNING

HONEST, I'M OKAY. NEVER BE ABLE TO THANK YOU FOR BRINGING ME IN, 'VADDOLES'

SAUP THE THANKS, JOEY HERE—WINE YOURSELF A CAMEL

BROTHER, NOTHING EVER HIT THE SPOT LIKE THIS CAMEL

CAMELS ARE FIRST WITH ME EVERY TIME. PLENTY OF FLAVOR AND MILD

THE "T-ZONE"
—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you—and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

The Service First
Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on Camels.

Camels
COSTLER TOBACCO

FOUR-LEGGED FURY!

Rodeo champion **KEN ROBERTS** agrees that in rodeo—and in cigarettes too—*Experience is the Best Teacher*

YOU KNOW, TEX—
EXPERIENCE IS THE
BEST TEACHER—AND
I'VE HAD MORE EXPERIENCE
RIDING BUCKING HORNS AND
HARD THROWING CONCHOS!

YOU KNOW, TEX—
EXPERIENCE IS THE
BEST TEACHER—AND
I'VE HAD MORE EXPERIENCE
RIDING BUCKING HORNS AND
HARD THROWING CONCHOS!

I NEVER SAW A
HORSE RUCK
LIKE THAT!

THAT'S A SPINNING
BUCK—IT'S HARD
MAKES THEM! DREAMING
NO TALKING TO HIM!

THE MOST DANGEROUS
PART OF THE RIDE IS WHEN
IT'S OVER! THE HORSE MUST
JUMP FREE—GET OUT OF
THE WAY FAST! IT
TAKES ABILITY—AND
LONG EXPERIENCE!

THANKS, BOYS! THAT
WAS A CLOSE ONE!

EXPERIENCE COUNTS IN
CHOOSING A CIGARETTE,
TOO! WITH WILLIAMS WHO
HAVE COMBINED DIFFERENT
BRANDS, CAMELS ARE
THE "CHOICE OF
EXPERIENCE."

FEARLESS
POWER RANGERS
SHOOT THE BULLS
ABOUT THE BULLS
ATTENTION!

GREAT GUN! KEN, THE JUDGES
GAVE YOU 330 POINTS FOR
THAT RIDE. THAT SHOULD
MAKE YOU CHAMPION!

CONGRATULATIONS!
HAVE A CAMEL!

YOU BET I WILL.
CAMEL'S THE CIGARETTE
FOR ME!

Rodeo champ **Ken Roberts** says:

COOL, MILD
CAMELS ARE THE
'CHOICE OF EXPERIENCE'
WITH ME! THEY SUIT
MY 'T-ZONE'
TO A 'T'!

LET YOUR
'T-ZONE'
TELL YOU WHY!
It's for Taste...
It's for Throat...
That's your smoking
ground to any other
cigar, too. It's Camel.
don't quit! quit!
"T-Zone" is a "T"!

According to a nationwide survey:
**MORE DOCTORS SMOKE
CAMELS THAN ANY OTHER
CIGARETTE**

When 113,387 doctors were asked by these
leading organizations: "Do you prefer Camels
to make the cigarette they prefer, they don't
smoke any other brand?"

**MORE PEOPLE ARE SMOKING
CAMELS THAN EVER BEFORE**



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 without indestructible steady nerves, it's Camels for the wildest that count. As a Camello, Jato Concello might say: "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 'IN A
MOMENT

THROWING HERSELF
FORWARD AND UPWARD
FROM PARACHUTE AND
WING SUIT, SHE WAS
A COMPLETE BOMBARD
CORPS AND AIRBORNE
OUTSTANDING WARRIOR OF
BATTLE OF ANOTHER TEMPER

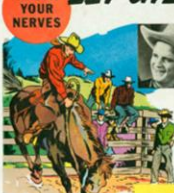
IT WAS THRILLING
AND DANGEROUS
AND THERE WAS
NO DOUBT ABOUT IT

YOU BET I'LL
CAMEL AND FIRST
WITH AGAIN AND

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!

WATCH YOUR NERVES



BARRECK RIDING
TITLES fall to riders like Carl Denner (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 Gresh, 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. (Jock) 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!"



GORDSON SETTIN is a handsome dog to be proud of. It's a thrill to watch his flaking 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.



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

Two Falls to Fame!

That's the amazing story of pretty acrobat Ernestine Clarke and her new famous "double-back somersault."
It happened in New York's Madison Square Garden—opening night—her first try at the "big time" with the Ringling Bros. and Barnum & Bailey Circus.

ERNESTINE CLARKE...
GENUINELY
BOLDLY-TAKING
DOUBLE-BACK
SOMERSAULTS...

IT'S DIFFICULT... IT'S DANGEROUS...
IT'S DEMANDING... BUT IT'S THE ONLY WAY
TO BE A STAR...

COME LIGHTLY
AND BRIGADIER!

FIVE SPOTLIGHT
BURNING AHEAD...
THE MARETT...
AND THEY WOULD TO
BE HER FIRST
RIGHT! TO JUMP!

INTO THE SMOKY MIST BUT IT'S
ANYTHING BUT DARK... UNLESS YOU
LAND JUST RIGHT... THEN BACK
UNTIL YOU SEE AGAIN... AGAIN
THE MARETT... BUT THEY'VE FOUND THEM!

CAMELS
SUIT MY "T-ZONE"
TO A "T," THEY
TASTE SO GOOD...
AND THEY'RE
SO MILD

Ernestine Clarke

Featured acrobat of Ringling Bros. and Barnum & Bailey Circus

YOUR "T-ZONE" AND YOUR CIGARETTE

The "T-Zone"—T for taste and T for throat—is the final proving ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to you... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will suit your "T-Zone"—a "T."

Camels

DANGER UNLIMITED! ACE STEEPLE-JACK GEORGE JOYCE PROVES EXPERIENCE IS THE BEST TEACHER!

ATOP A 30-STORY SKYSCRAPER—GEORGE JOYCE IS REPAIRING A FLAGPOLE TO REPLACE WORN-OUT ARMS AND RIGGERS.

JOYCE IS THE ONLY MAN WHO'D TRY THIS JOB!

LOOK! THE POLE'S GIVING WAY!

TRouble!

IT'S BENDING—BUT MAYBE IT WILL HOLD!

HANGING IN MID-AIR, SO STORIES UP, JOYCE CALLED ON ALL HIS NEURONS AND EXPERIENCE. FIRST HE QUICKLY REMOVED HIS FOOT FROM THE POLE! THEN DROPPED THE LINE TO HIS ASSISTANTS.

"EXPERIENCE IS THE BEST TEACHER—IN STEEPLE-JACKING AND IN CHARACTER! TOOLS WITH BALLONS WHO HAVE TOSSED AND COMPALED, CAMELS ARE THE "CHANGE UP" EXPERIENCE."

IF HE MOVES A MUSCLE—THE POLE WILL SNAP OFF!

A LITTLE STRAIGHTER, BOYS, AND I CAN SLIDE DOWN!

ANYBODY ELSE WOULD HAVE GOTTEN RATTLED—AND CRASHED!

OK!—ATTACH THE BLOCK AND TACKLE TO THE LINE I DROPPED—THEN FASTEN IT TO THE ROOF!

ONLY A MAN WITH YOUR EXPERIENCE COULD GET OUT OF A JAM LIKE THAT!

BET YOU'D LIKE A CAMEL!

STEEL-JACK GEORGE JOYCE SAYS—

I'VE LEARNED FROM EXPERIENCE IN SMOKING SEVERAL DIFFERENT BRANDS—THERE'S NO CIGARETTE LIKE A CAMEL!

George Joyce

YOUR "T-ZONE" WILL TELL YOU WHY!

T for Taste...
T for Thrust...
That's your "groove" channel for best taste, health, and "T-Zone" don't get "T-Zone" to a "T-Zone"!

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

These nationally known independent research organizations asked 153,397 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE

© 1954 Camel Cigarette Co., Winston-Salem, N.C.

WORLD'S ROUGHEST RIDE!

Motorcycle Champion **CLEM MURDAUGH** says:
"Experience is the Best Teacher in motorcycling—and in choosing a cigarette, too!"

LOOKS LIKE YOU'LL HAVE TO MAKE ANOTHER RUN, CLEM! I'M SURE THAT GUYS BEATIN' YOUR TIME!

NOW—ON HIS SECOND—AND LAST—RUN—CHAMPION CLEM MURDAUGH!

WHEEL HER OUT? I'LL SHOW THEM SOME FANCY SLANT SHOOTING THIS TIME!

SLANT SHOOTING—MOTORCYCLE SLANT FOR HILL CLIMBING

MURDAUGH'S GIVING HER THE GUN... HE'S IN TROUBLE! HE CAN'T STEER!

THE TERRIFIC JOLTING OF MURDAUGH'S FIRST UPHILL RUN HAS LOOSENED THE HANDLE—BAA STEER BOU! HE MUST CALL ON ALL HIS EXPERIENCE—STEER WITH "BODY ENGLISH!"

MURDAUGH'S MAKING IT—AND IT LOOKS LIKE RECORD TIME. WHAT A CHAMPION!

EXPERIENCE IS THE BEST TEACHER—IN MOTORCYCLING—YES AND IN CHOOSING A CIGARETTE, TOO. CLEM MURDAUGH SAYS: THROUGH THE YEARS, HE'S TRIED ALL BRANDS. CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME!

GREAT GOING, CLEM! WHEN I SAW YOU COULDN'T STEER, I NEVER THOUGHT YOU COULD MAKE IT!

DON'T FORGET—HE'S HAD PLENTY OF EXPERIENCE. HAVE A CAMEL, MR. MURDAUGH!

YOUR "T-ZONE" WILL TELL YOU WHY!
It's the T-zone... T for Tense...
That's your smoking ground for any cigarette but if you don't get over "T-Zone" to a "C-Zone"...

THANKS! CHOOSING CAMELS IS THE RESULT OF EXPERIENCE TOO!

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Three nationally known independent research organizations asked 213,087 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

Motorcycle Champion **CLEM MURDAUGH** says:
CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME! THEY'RE FULL FLAVORED, MILD, COOL SMOKING

More people are smoking CAMELS than ever before!

© 1965 Camel Cigarette Co. Winston-Salem, N.C.

"I TORTURE TANKS"

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

CHARLIE DEWEY,
THE OFFICIAL
TEST DRIVER,
WATCH—NOW
TAKE THAT
HOLE
JUMP!

POW! IN THE
HOT SEAT!

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

I FEEL BLACK
AND BLUE—JUST
WATCHING

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

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

CRASH

SOME DRIVING
MISTERS—
HOW DO YOU
FEEL?

RIGHT NOW
I FEEL FOR A
CAMEL

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

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

THE SMOKE OF SLOWER-BURNING CAMELS
CONTAINS

28% LESS NICOTINE

Even the average of the 4 other largest
selling brands tested—more than 100
of them—amounting to 10 cigarettes
of smoke—equals the nicotine
amount in one of the smaller ones.

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

CAMEL

THE CIGARETTE
OF COURSE.
TOBACCOS

5 EXTRA
SMOKES
PER PACK!

■ No smoking 225 places
Show the average of the 4
other largest-selling brands
tested—more than 100 of
them—equals the nicotine
amount in one of the smaller
ones.

[illegible]

[illegible]

RALPH FLANAGAN - HUMAN TORPEDO
SWIMS WORLD'S FASTEST MILE!
ALL-AMERICAN AQUATIC ACE... CHAMPION RALPH FLANAGAN

YOU'VE PLANNED A PERFECT STOP-WATCH MILE, RALPH... NOW GET IN THERE AND SWIM!

BETTER THAN THAT, COACH... FOR SHOOTING THE RECORD!

CRACK! THAT'S FLANAGAN! HERE THE MAN TO WATCH!

ANY WATCH MUST BE HANDED IN... NOBODY CAN SWIM THAT FAST!

HE CAN'T LAST AT THAT PACE!

FLANAGAN'S LEADING BY 4 POOL LENGTHS!

THE SWIMMER CALLED THAT STROKE A CRAWL!

FLANAGAN WINS!
GREATEST MILE EVER SWIM! PERFECT AND FINISH!

ATTABOY, RALPH! A RECORD MILE LIKE THAT CALLS FOR... A CAMEL!

IT'S ALWAYS CAMELS FOR ANY KIND OF SWIMMING... THEY'RE EXTRA MILD!

RIGHT! CAMELS ARE CALMER BRAND EVERY TIME... FINISH TOO!

WHAT'S WHAT IT'S MADE TO SWIM RECORDS!

LESS NICOTINE IN THE SMOKE!
WE'VE USED scientific tests to measure the nicotine content of Camel cigarettes. They're 28% lower than any of the other leading brands. That's why they're the most popular choice for smokers who want to enjoy a cigarette with less nicotine.

NATURALLY MILDNESS IS INHERENT TO THE SLOW-BURNING CAMEL. THEY'RE EXTRA MILD WITH LESS NICOTINE IN THE SMOKE... AND PLENTY OF FLAVOR!

FLANAGAN'S TIME: 30:42.6 SEC. BETTERED ALL MILE RECORDS

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

28% Less Nicotine

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

THE CIGARETTE OF OUTLICKER TOBACCO

5 EXTRA SMOKES PER PACK!

BY BURNING 25% SLOWER than the average of the 4 other leading brands, Camel cigarettes burn slower than any of them—Camel also gives you a smoking pleasure, on the average, to 5 EXTRA SMOKES PER PACK!

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

THE THOUSANDS OF HOURS YOU SPENT FIGHTING THE SHARK HAVE PAID OFF. NOW YOU CAN ENJOY THE TASTE OF THE SHARK'S MEAT. IT'S A TASTE YOU'VE NEVER BEFORE AND A SURE SIGN OF THE SHARK'S MEAT. IT'S A TASTE YOU'VE NEVER BEFORE AND A SURE SIGN OF THE SHARK'S MEAT.

GAFF HIM—NOW! AND WATCH THAT TAIL!

I GOT HIM! TAIL!

A LARK OF THE SHARK'S TAIL, SENDS MAIL AND GAFF HIMSELF SWIMMING, BUT BAGNARD STAYS IN CONTROL.

WORK HIM ON! LYLE—IT'S UP TO YOU! HEAVY GAFF!

I'M ON!—LASH THAT TAIL!

VICTORY! IN 2 HOURS—22 MINUTES!

WHAT A BATTLE! EVERYBODY CHIRP!

FORGET IT—LET'S HAVE A CAMEL NOW!

222 POUNDS! CONGRATULATIONS! YOU'VE SET A NEW RECORD!

I SEE YOU'VE WON YOUR OWN CIGARETTES WITH YOUR BAGNARD!

EVERY TIME I SMOKE A CAMEL, I REMEMBER MY RECORD!

SLOWER BURNING FOR EXTRA MILDNESS.

LEAVE NO OTHERS IN THE SHADOWS OF SLOWER-BURNING CAMELS! CONGRATULATIONS! YOU'VE SET A NEW RECORD!

222 POUNDS! CONGRATULATIONS! YOU'VE SET A NEW RECORD!

LEAVE NO OTHERS IN THE SHADOWS OF SLOWER-BURNING CAMELS! CONGRATULATIONS! YOU'VE SET A NEW RECORD!

CAMELS CERTAINLY ARE A BRAND! EXTRA COOLNESS! EXTRA FLAVOR! EXTRA MILDNESS! EXTRA BURNING! EXTRA BAGNARD!

NOTHING TOPS OFF A MEAL LIKE A CAMEL! EXTRA COOLNESS! EXTRA FLAVOR! EXTRA MILDNESS! EXTRA BURNING! EXTRA BAGNARD!

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

AND 28% LESS NICOTINE

THE SMOKE'S THE THING!

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



GET THAT PICTURE!
NEWGIRL AGE BOB DONAHUE

"GETTING EXCLUSIVE PICTURES isn't half as easy as getting exclusive 'extra's' in a cigarette," says Bob. "The slower-burning Camel gives you extra pleasure and extra freedom from nicotine... in the smoke."

SO HEARS WITH PATHE... YOU'VE COVERED PLINY OF BRADSHAW...
...AND SOME PRETTY HOT SPOTS...
NOT SPOTS... AND COOL SPOTS, TOO! THE COLDEST SPOTS...
WITH BRIDGE NORTH POLE EXPEDITION...
YOU'VE GOT BUSTERS ON THAT PULP... BOB!

A GREAT TRY FOR THE U.S.A.

TRAPPED 3 HOURS IN A "CLOUD" CAR! 800 FEET BELOW AN ARMY SWAMP!

THEY'RE SHOOTING AT ME! WHY YOU?

THE CAMELS STILL HARRIED FOR YOU THE HOLE OUT!

IN OHAY... AND IVE GOT AN EXTRA PACK OF CAMELS

THE HOTTEST IT IN A FIRE PIT A SWAMP SWAMP HANNAH

THE ARMY MAN... TAKE THIS MAN... MY CAMELS BACK THERE

REVENUTION IN CENTRAL AMERICA

DONAHUE... THE CAMERA... AND THE PICTURES!

IT TOOK PLENTY OF STUFF TO EAT IT OUT IN THAT SWAMP... HAVE A CAMEL

YOU BELONG IN THE ARMY, DONAHUE... YOU EVEN SMOKE THE ARMY MAN'S FAVORITE CIGARETTE

TOOK... AND FOR HADRE THAN 20 YEARS... REPORTS FROM ARMY POST ENHANCES SHOW THAT CAMELS OUTSELL EVERY OTHER BRAND OF CIGARETTES

YOU'VE GOT WHAT IT TAKES TO GET THE NEWS... THAT'S GOOD NEWS ABOUT CAMELS LESS NICOTINE IN THIS GROUP

YOU BETT ALL THOSE SLOW-BURNING ARE GOOD NEWS... ESPECIALLY THE EXTRA MILDNESS... THAT'S A BUILT WITH ME, CAMELS SLOWER BURNING MEANS EXTRA ENJOYMENT PER PACK, TOO

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU

EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

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

5 EXTRA SMOKES PER PACK!

AND 28% LESS NICOTINE

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

[illegible]























HAPPY-JOE-LUCKY *beats the rush with Gisele Mackenzie!*

OH, GISELE, YOU LUCKY LOVELY! NOT EVERY GIRL GOES CHRISTMAS SHOPPING WITH HAPPY-JOE-LUCKY!

WE'RE OFF! WHERE TO FIRST?

WELL, JACK BENNY WANTS A PIGGY BANK FOR THE TELEPHONE TABLE IN HIS GUEST ROOM!

OH, JOE, THERE'S THE SHOPPING CENTER... AND JUST LOOK AT THE CROWDS!

YIKES! THEY'RE GREEN LIGHT NOW! I SUPPOSE I'LL HAVE TO SIGN AUTOGRAPHS FOR AN HOUR!

HEY! HAPPY-JOE-LUCKY!

SEE? WHAT DID I TELL YOU?

OUT OF OUR WAY! WE WANT GISELE'S AUTOGRAPH!

HEY, GISELE, WILL YA SIGN MY BOOK?

COME ON, JOE, DON'T BEAN OLD CROSS-FRCH! HERE, LIGHT UP A LUCKY!

HEY! THAT'S MY LINE! GREAT IDEA, TOO! GAY! WHERE ARE YOU GOING?

BE RIGHT BACK! I JUST HAD THE MOST TERRIFIC IDEA!

THERE! ALL MY SHOPPING IS DONE... AND THIS IS ONE TIME I KNOW EVERYONE WILL BE PLEASED!

YOU SAID IT! EVERYBODY GOES FOR LUCKIES! BETTER TASTE! BUT WHAT ABOUT JACK BENNY'S PIGGY BANK?

POOH TO PIGGY BANKS! I'LL GET JACK A LUCKY STRIKE VENDING MACHINE FOR HIS LIVING ROOM!

LADIES AND GENTS MAY WE SUGGEST—WHEN YOU GIVE THESE YOU GIVE THE BEST!

LUCKIES TASTE BETTER - Cleaner, Fresher, Smoother!

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Ain't It a Grand and Glorious Feelin'? : : : By BRIGGS

WHEN THE BOSS OFFERS TO DROP YOU AT YOUR HOME ON HIS WAY TO THE COUNTRY CLUB

AND WHEN HE GETS TO YOUR HUMBLE SHACK ASKS TO USE YOUR TELEPHONE

-AND HE FINDS HIS CIGARETTE CASE IS EMPTY WHILE WAITING ON A BUSY LINE

AND YOU OFFER HIM ONE OF YOUR CIGARETTES WITH SOME HESITANCY, KNOWING THAT HE SMOKES AN IMPORTED BRAND

-AND THEN HE PRAISES YOUR TASTE IN CIGARETTES TO THE SKIES

OH-H BOY AIN'T IT A GR-R-AND AND GLOR-R-IOUS FEELIN'?

THIS IS A GREAT CIGARETTE ED! YOU MUST BE A CARLOAD! -WHAT BRAND IS IT?

OLD GOLD MR. SLAKER

TA - TA

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload



Today's Cross Word Puzzle

1	2	3	4		
5		6			7
8	9			10	
11					
12					13
		14		15	
	16				

ACROSS

1—One good thing you can get out of an Old Gold cigarette.
 6—What an old fox is.
 8—In this manner or degree.
 10—Indefinite article.

DOWN

2—A written contribution (abbr.).
 3—This is always a treasure.
 4—A southern state (abbr.).
 5—Stupid fellows.
 7—To implant; insert.
 9—There's nothing new about this.
 11—What are "not a cough in a carload" and "the treasure of them all?"
 12—A masculine nickname.
 13—Definite article in Old England.
 14—To work at or use steadily.
 16—What a Swiss mountaineer might do if he was out of Old Golds.

Now You Tell One : : : : : By BRIGGS

OLD GOLD
The Smoother and Better Cigarette
 ... not a cough in a carload



There's at Least One at Every Bridge Party : : : By BRIGGS

IF COUGHS COUNTED FOR GRAND SLAMS, NOBODY ELSE WOULD TAKE A SINGLE TRICK

HE ALMOST COUGHS THE DECK OUT OF THE DEALER'S HAND

HE COUGHS AGAIN WHEN YOU MAKE YOUR OPENING BID

AND TAKES HIS PARTNER OUT OF A DOUBLED NO-TRUMP WITH A COUGH

-AND FINALLY BLOWS THE DUMMY HAND RIGHT OFF THE TABLE

YOU SIT OUT THE REST OF THE NIGHT-OUTSIDE!

AND YOU DON'T OUST AGAIN TILL YOU SMITH TO OLD GOLD- THERE'S ONLY A COUGH IN A CARLOAD

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Ain't It a Grand and Glorious Feelin'? : : : By BRIGGS

WHEN THE BOSS OFFERS TO DROP YOU AT YOUR HOME ON HIS WAY TO THE COUNTRY CLUB

AND WHEN HE GETS TO YOUR HUMBLE SHACK ASKS TO USE YOUR TELEPHONE

-AND HE FINDS HIS CIGARETTE CASE IS EMPTY WHILE WAITING ON A BUSY LINE

AND YOU OFFER HIM ONE OF YOUR CIGARETTES WITH SOME HESITANCY KNOWING THAT HE SMOKES AN IMPORTED BRAND

-AND THEN HE PRAISES YOUR TASTE IN CIGARETTES TO THE SKIES

OH-H BOY AIN'T IT A GRAND AND GLORIOUS FEELIN'?

BUT IS A GREAT CIGARETTE BOY YOU IN A CARLOAD? WHAT BRAND IS IT?

OLD GOLD MR. KLANER

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Frank and Ernest : : : : : By BRIGGS

BACK FOR A RETURN ENGAGEMENT! THE WORLD'S WORST COMEDY TEAM! THEY WORK WHILE YOU SLEEP!

WHERE WERE YOU BORN FRANK?

IN PULLMAN - I'LL NOIS CAN'T YOU SEE MY BERTHMAHA?

TELL ME WHICH DO YOU LIKE BEST - YOUR TROUSERS

WELL, I CAN GO LOTS OF PLACES WITH- OUT MY WIFE

DO YOU KNOW THAT THAT ARTIST WHO PAINTED OUR PICTURE LAST YEAR, HARRIED THE GIRL WHO USED TO ROSE FOR HIM

WELL - THAT MAKES HIM A MODEL HUSBAND!

YOU SAY YOU WENT BY MY HOUSE LAST NIGHT? WELL WHY DIDN'T YOU COME IN?

I COULDN'T THE COP WAS RIGHT BEHIND ME

WONDER WHY ALL THE JEWELERS ARE BUYING SO MANY OLD GOLDS

MAYBE THEY'RE GOING TO MAKE SNIPS OUT OF 'EM

PERHAPS YOU CAN TELL ME THE DIFFERENCE BETWEEN A SWEDS AND AN AMERICAN

THAT'S EASY THE SWEDS SMOKE HEREEND AND THE AMERICANS SMOKE OLD GOLDS

It Happens in the Best Regulated Families : : By BRIGGS

YOU HIT THE HAY EARLY IN HOPES OF GETTING A GOOD NIGHT'S SLEEP

- BUT ABOUT 10 O'CLOCK LITTLE OSWALD WAKES UP AND STARTS CRYING

- AND YOU WALK THE FLOOR WITH HIM FOR AN HOUR BEFORE YOU GET HIM QUIETED

- AND THEN JUST AS YOU LAY HIM DOWN, YOU HAVE A FIT OF COUGHING THAT WOULD WAKEN THE DEAD

- AND SO THE MIDNIGHT MARATHON IS ON AGAIN

YOU START ALL RIGHT! I'M SMOOKING OLD GOLD IN THE MORNING OR I'M GOING HOME TO MOTHER

WELL - NOT A COUGH IN A CAR LOAD - BUT FOR THE LOVE MINE, LET ME GO TO SLEEP

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Mr. and Mrs. : : : : : By BRIGGS

JOE - THE RANDALLS ARE COMING FOR DINNER TONIGHT. WILL YOU GET SOME FLOWERS ON YOUR WAY HOME?

SURE VI -! AND YOU BETTER ORDER A CARTON OF OLD GOLDS - TOM IS STRONG FOR THEM

LATER -

WHERE ARE THE FLOWERS?

GEE VI! I FORGOT ALL ABOUT 'EM. I JUST HAD TIME TO MAKE THE S II

STILL LATER -

WATTA YOU SAY TO A CIGARETTE TOM? VI GOT SOME OLD GOLDS SPECIALLY FOR YOU

HEAVENS! I FORGOT TO ORDER THEM

OH WELL - THERE'S SOME KIND OF CIGARETTES ROUND THE HOUSE TOM - I'LL GO AND GET 'EM

DON'T TROUBLE JOE - I ONLY SMOKE OLD GOLDS. ALL THE OTHERS MAKE ME COUGH

I NEVER WAS SO MORTIFIED IN ALL MY LIFE. THE TABLE LOOKED GHASTLY TOM'S OLD WITHOUT FLOWERS

WELL YOU CERTAINLY MADE ME FEEL CHEAP

I KNOW NOW WHY YOU NEVER GET AHEAD - YOU HAVEN'T A MEMORY AN INCH LONG

SAY LISTEN! DON'T TALK ABOUT MY MEMORY! YOU'LL NEVER TAKE ANY PRIZES WITH YOURS. I WOULDN'T SAY ANYTHING 'I WERE YOU -

AND SO - FWA INTO THE NIGHT

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Mr. and Mrs. : : : : : By BRIGGS

JOE YOU'RE COUGHING TERRIBLE! IT'S THOSE CIGARETTES YOU'RE SMOOKING

THAT'S ENOUGH VI. YOU CAN PICK OUT MY NECK TIES, BUT I DRAW THE LINE AT YOU TELLING ME WHAT I OUGHTA SMOKE

LILL RANDALL SAYS TOM HAS SWITCHED TO OLD GOLDS AND THEY'VE STOPPED HIS COUGHING ENTIRELY

I DON'T CARE WHAT TOM SMOOKES! NOBODY'S GOING TO TELL ME WHAT TO SMOKE

THAT EVENING AT THE RANDALLS

JOE HAD ONE OF TOM'S OLD GOLDS - HE SAYS THERE ISN'T A COUGH IN A CARLOAD

THANKS, LILL

AND THEN TWO DAYS ELAPSED

SO YOU'RE SMOOKING OLD GOLDS NOW?!

YES I AM, VI, AND I'LL ADMIT THEY'RE GREAT

YOU'LL BELIEVE ANYTHING LILL RANDALL TELLS YOU, BUT YOU'LL NEVER TAKE MY ADVICE

NOW VI, LISTEN

PAPA LOVE MAMA?

ROSCOE, YOUR MOTHER IS A REMARKABLE WOMAN

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload



Something Is Always Taking the Joy Out of Life : By BRIGGS

YOU WOULDN'T SELL YOUR STEAMER TICKET FOR A MILLION DOLLARS, WHEN YOU SAUNTER JOGGGLY-ALONG, UP THE SAND PLANK.

AND THE OLD SEA BREEZE BLOWS TWENTY CASE-LOADS YEARS RIGHT OUT OF YOUR LIFE.

AND IN PARIS YOU SIP THE NECTAR OF THE GODS.

AND THEN YOU DISCOVER THAT YOUR STIMBY OF OLD GOLDS IS EXHAUSTED!

AND THAT YOU CAN'T GET A PACKAGE OF O.G. ANY MORE.

SEE OLD GOLD, HE SAYS! (WHERE CAN I GET SOME OLD GOLD?)

ONLY SIX WEEKS OF COLOURING AHEAD OF ME! WONDER WHEN THE NEXT BOAT SAILS FOR NEW YORK?

OLD GOLD
The Smoother and Better Cigarette
.... not a cough in a carload

Today's Cross Word Puzzle

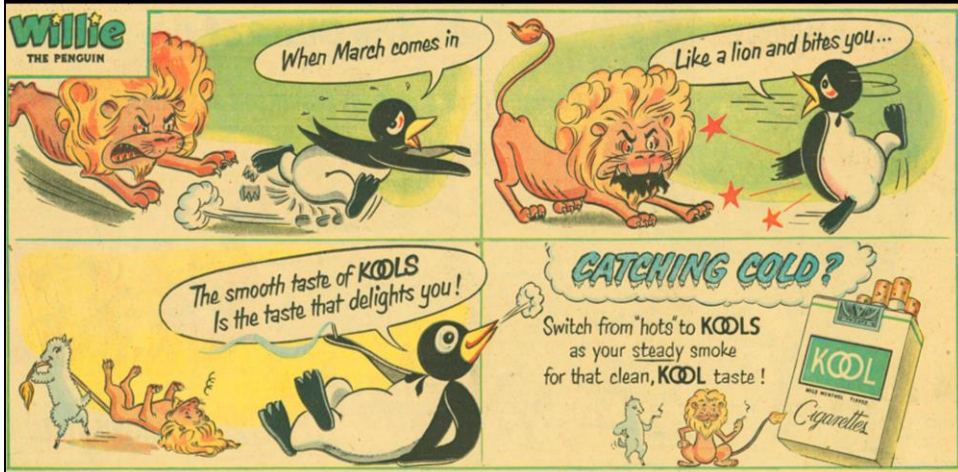
1	2		3	4
5			6	7
	8	9		
10	11			12
13		14	15	
16				

ACROSS

- 1—These always know the scent of Old Gold Cigarettes.
- 5—What you lose when you stand up.
- 6—What actors should learn to do.
- 8—What to do at a filling station.
- 10—This is an afterthought.
- 12—A strenuous President (init.).
- 13—This has a lot of teeth.

DOWN

- 15—An ancient excursion boat in a very wet country.
- 16—This multiplied by fifteen will buy a package of Old Gold Cigarettes.
- 1.—An art society (init.).
- 2—The poet's way of writing "open."
- 3—If you solved horizontal 8 this will be easy.
- 4—A south Atlantic State (init.).
- 5—These are often seen around Old Gold Cigarettes.
- 7—This wears a turban over the week-end.
- 9—When to buy Old Gold Cigarettes if you want one before noon (init.).
- 11—The kind of person who doesn't believe there isn't a cough in a carload.
- 12—To attempt.
- 14—A pronoun—plural.
- 15—Indefinite article.







IM GETTING "COLD FEET" ABOUT THESE HOT DOGS!

IM HAVING A BARBECUE THIS AFTERNOON FOR THE BOSS, AND SOME OF THE MEN FROM THE OFFICE I WISH I COULD DO SOMETHING DIFFERENT WITH THESE FRANKS

YOU CAN! I'LL SHOW YOU A LITTLE IDEA THAT WILL GLORIFY ANY HOT DOG

TRY THIS AT YOUR BARBECUE. I CALL IT "BACON 'N CHEEZ FRANKS"

1. Slice frank lengthwise the careful cut to slit completely through frank.
2. Spread inside of frank with mustard, then with meat sauce of American cheese.
3. Wrap bacon around frank. Fasten with toothpicks. Broil until bacon is well done. Serve on freshbaked roll.

DO YOU INHALE?
Then you certainly should be smoking **PHILIP MORRIS!**

THAT LITTLE IDEA OF YOURS SURE MAKES A FRANK A LOT MORE ENJOYABLE!

IM GLAD I COULD HELP! WELL NOW I'LL SHOW YOU AN IDEA THAT WILL MAKE SMOKING A LOT MORE ENJOYABLE TOO. REMEMBER THIS—

THE NOSE TEST PROVED TO ME THAT **PHILIP MORRIS** IS LESS IRRITATING THAN MY OLD BRAND. THAT'S IMPORTANT TO ME—BECAUSE I INHALE!

YES! EVERYONE WHO SMOKES SHOULD HAVE THE "NOSE TEST" THEY'LL DISCOVER NO CIGARETTE HANGOVER MEANS MORE SMOKING PLEASURE

CALL FOR PHILIP MORRIS

I'D RATHER BE ROASTED MYSELF-- THAN HAVE TO CARVE A TURKEY!

OH, IT ISN'T AS BAD AS ALL THAT! I KNOW A FEW TIPS ON CARVING THAT MAKES IT REALLY FUN! LET ME SHOW YOU...

YES, CARVING CAN BE FUN--WHEN YOU KNOW HOW. I'LL REMEMBER THOSE TIPS, JOHNNY!

AND REMEMBER AN AVERAGE SMOKER INHALES 200 TIMES A DAY. PUFF AFTER PUFF, YOU'RE BETTER OFF SMOKING PHILIP MORRIS. ASK YOURSELF THIS...

THAT TURKEY SWEET? AND SAY PHILIP MORRIS ARE SWEET, TOO! I'VE CHANGED TO EM FOR GOOD--AND I KNOW THAT NO CIGARETTE HANGOVER NEARS MORE SMOKING PLEASURE.

RIGHT! EVERYBODY GETS MORE SMOKING ENJOYMENT FROM MILDER-LESS IRRITATING PHILIP MORRIS! IT'S AMERICA'S FINEST CIGARETTE.

NO PHILIP MORRIS!

CALL FOR PHILIP MORRIS

HERE'S HOW TO CARVE YOUR THANKSGIVING TURKEY

SOMETIME LATER, THANKSGIVING DAY

THAT TURKEY SWEET? AND SAY PHILIP MORRIS ARE SWEET, TOO! I'VE CHANGED TO EM FOR GOOD--AND I KNOW THAT NO CIGARETTE HANGOVER NEARS MORE SMOKING PLEASURE.

RIGHT! EVERYBODY GETS MORE SMOKING ENJOYMENT FROM MILDER-LESS IRRITATING PHILIP MORRIS! IT'S AMERICA'S FINEST CIGARETTE.

NO PHILIP MORRIS!

DO YOU INHALE?

Then you're better off smoking PHILIP MORRIS

... because PHILIP MORRIS is the ONE cigarette PROVED definitely milder ... PROVED definitely less irritating than any other leading brand ... PROVED conclusively by eminent medical authorities, outstanding nose and throat specialists.

Yes, you'll be glad tomorrow ... you smoked PHILIP MORRIS today!







IT TAKES BOTH ENDS TO WORK THIS FORMATION TOUCHDOWN SPECIAL!

THE START OF TWO COUGARS' PRO FOOTBALL SEASON: TOM AND TED, FIRST-STRING OFFENSE ENDS, COME UP WITH A STARTLING PROPOSITION...

COACH, THE TWO OF US HAVE BEEN PRACTICING PASS-RECEIVING ALL SUMMER...

BROTHER, HELPING AND PASSING TO EACH OTHER... WE GOT TO BE DAMN GOOD PASSERS...

IT'S RAZZLE-DAZZLE, BUT IT MAY WORK... IF YOU TELLING CAN REALLY PASS, I'M GOING TO HOLD IT BACK UNTIL THE RIGHT TIME... MEANWHILE, DON'T TELL ANYONE OUTSIDE THIS FIELD THAT THE COUGARS HAVE TWO NEW PASSING STRATEGIES!

SIX YARDS LEFT... THE BLUES ARE HOLDING A 4-POINT LEAD IN THE FIRST QUARTER, WHEN THE COUGARS GET THE BALL ON THE 35-YARD LINE AND THE OFFENSE TEAM GOES IN...

HOW ABOUT NOW, COACH?

QUE'Y? OFFICIAL?

RIGHT! PLAY IT TO THEIR PEAK SIDE!

WE FIGURED OUT A SPECIAL TWO-END PLAY USING THE "V" FORMATION LOOK!

THE PLAY STARTS...

1. Quarterback takes a hand-off to the right half going through the line...
2. Quarterback then pivots and hands off ball to Right-End Tom, who has pulled out of position and started an end-around run...
3. Blockback blocks defense right corner backer...
4. And Left-End Ted cuts down the sideline to get behind the Blues' safety line...

AS THE SCREENAGE LINE, TOM SUDDENLY THROWS A PASS 30 YARDS... INTO LEFT-END TED'S ARMS A FEET FROM THE END ZONE!

WHERE DID THAT GUY LEARN TO PASS?

HE'S QUITE LEARNED GOOD!

MADE SINCE BOTH TOM AND TED CAN PASS AS WELL AS RUN, THIS PLAY CAN BE WORKED FROM EITHER SIDE. IT IS A RUN-PASS OPTION PLAY—POWER CAN RUN IF NECESSARY, POWER CAN PASS IF NECESSARY. GET THAT!

ENTER THE GAME... DON'T FORGET IT! LOOK BOTH ENDS TO DO IT! A PERFECT PLAY... PERFECTLY THOUGHT OUT! THAT KIND OF THINKING IS GOING TO WIN US THE TITLE!

WHICH TEAM'S GOING TO HAVE A VICEROY COACH?

WHY WHO THINK FOR THEMSELVES KNOW...

FOR THE RIGHT TASTE, VICEROYS GOT IT... AT BOTH ENDS!

GOT THE FILTER! GOT THE BLEND!

DEEP-WEAVE FILTER GOT THE FILTER! For smooth taste, Viceroy's fine filter strands are formed into a Deep-Weave (see above sketch) that weaves the smoke deep through the Viceroy filter.

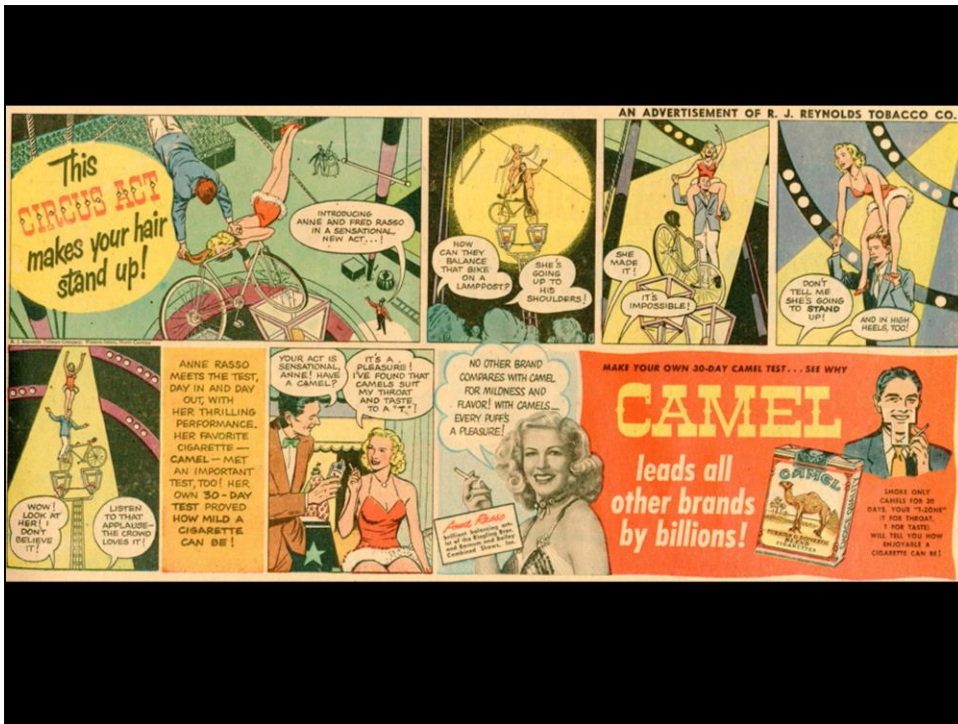
DEEP-CURED BLEND GOT THE BLEND! The rich Viceroy tobaccos are Deep-Cured through and through. The right taste because Viceroy's got it... at both ends. Got the filter, got the blend!

The right taste depends on filter and blend. VICEROY'S GOT IT... AT BOTH ENDS.

GOT THE FILTER! **GOT THE BLEND!**

VICEROY Filter-Tip CIGARETTE

©1961 BROWN & WILLIAMSON TOBACCO CORPORATION THE MARK OF QUALITY IN TOBACCO PRODUCTS



PATRICIA ENGLISH — JUST A SLIP OF A GIRL WHO "HAD NO CHANCE," BECAME AN EXPERT LION-TRAINER

ONCE AN UNKNOWN GIRL, NOW FAMOUS, BOUGHT AFTER FLATTERING OFFERS HOW THE REWARD OF HER SPEED AND COURAGE IN ENFORCING HER WILL UPON THE FERCE JUNGLE KING

I WANT TO BE A LION-TRAINER

I DOUBT IF YOU COULD DO IT, BUT I LIKE YOUR ATTITUDE... I'LL GIVE YOU A TRY

KEEP YOUR CHAIR UP... DON'T LET RAJAH KNOW YOU'RE AFRAID OF HIM

ALONE IN THE CAGE... SOMETHING WENT WRONG

CRACK YOUR WHIP... CUE HIM TO HIS SEAT!

UP RAJAH! UP!

HAVE A CAMEL?

YOU SURE DESERVE ONE AFTER THAT PERFORMANCE

THAT'S MY BRAND

SHE LIKES S-L-O-W BURNING CIGARETTES

A LION-TRAINER HAS TO HAVE QUICK REACTIONS. FAST ACTION — BUT I LIKE MY SMOCKING ON THE S-L-O-W BURNING SIDE. I SMOKE CAMELS. THAT SLOWER BURNING MEANS CAMELS GIVE EXTRA COOLNESS, EXTRA MILDNESS, AND EXTRA FLAVOR

LATER... KEN I GET YOUR AUTOGRAPH?

JUST A FEW MORE SHOTS, MISS (ENGLISH)

THEN I WANT TO SEE YOU ABOUT A MOVIE CONTRACT

Slower-Burning Camels give you

EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

FAST BURNING — CREATES HOT FLAT TASTE IN SMOKE... RUINS DELICATE FLAVOR, AROMA...

SLOW BURNING — PROTECTS NATURAL QUALITIES THAT MEAN MILDNESS, THRILLING TASTE, FRAGRANCE...

CAMEL
TRAINING & DOMESTIC
CIGARETTES

THE CIGARETTE OF COSTLIER TOBACCOES

IN RECENT LABORATORY TESTS, CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE 15 OTHER OF THE LARGEST SELLING BRANDS TESTED — SLOWER THAN JAY'S OF THEM, THAT MEANS ON THE AVERAGE A SMOKING FEEL EQUAL TO **5 EXTRA SMOKES PER PACK!**

Copyright, 1941, E. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

TORTURING AUTOS and MEN! ...ONE DAY IN THE LIFE OF JIMMIE LYNCH, DAREDEVIL TEST DRIVER

1898 1908 1928 1938

THE AUTO PROVIDING GROUNDS WHERE THE DURABILITY OF MACHINES AND MEN... IS PROVED THROUGH GRUELING TESTS...

WE'RE HERE TO GET SOME IDEAS OF A TYPICAL DAY AT THE PROVING GROUNDS, MR. LYNCH...

HELLO, ROCKE! AND HERE IS JIM LYNCH... MAYBE SHE CAN EXPLAIN THINGS TO YOU AS WE GO ALONG...

LOOK AT HIM BUCKING OVER THOSE SLEAZEBAGS! TEST HOW CAN HE STAND IT?

HIS TAKING MORE PUNISHMENT! BUT NOW THAT HE WOULD IN A MILLION MILES OF DRIVING!

NEXT COMES THIS!

THAT'S THE HELL-POINER! ROLL—OUT! SOMETHING'S WRONG!

NOW TERRIBLE!

I PASSED A BELL POINT—BUT AM I GOING TO GET IT?

JIMMIE IS TRODDING CLEAR! HE LANDS HARD!

I DON'T SEE HOW ANYONE COULD COME OUT OF THAT ALIVE!

ARE YOU OKAY, OLD MAN?

MY SAFETY BELT BROKE! WELL—IT'S ALL IN THE GAME. HE'LL BE READY TO GO AGAIN... GADDS FINISH THIS CAMEL.

I SHOULD THINK SHAKES WOULD BE HARD ON YOUR NECKS, MR. LYNCH.

IT IS...AND SO I'M DRIVING THE SAME HELD-COURTESY HIS DOGS—CAMEL!

I'D BETTER THREE OUT! BE MUCH OF A ONE LEFT AFTER THAT!

ON THEY MADE THE BUMP! DON'T WAKE A DEADEND!

YOU'VE CERTAINLY GOTTEN US NOW! CHASE AND SHEN OWN THE SET!

AND I THOUGHT MY JOB WAS TIGHT!

WELL, IT'S ALL IN THE DAYS WORK... JIMMIE FOR SUPPER, VAGABOND?

GOOD GRIEF! NOW OUR TOL THINK OF FOOD AFTER THE BEATING YOU'VE JUST TAKEN!

ON JIMMIE... KISSING JIMMIE... TO DO PRETTY WELL FOR HIMSELF AT THE TOLL!

ALL SHY! I'M ESPECIALLY NERVOUS WITH A FEW CAMELS!

OF COURSE, TRYING TO SHAKE ALPHABETICALS ABOUT SORT OF SHAKES UP YOUR DIGESTIVE APPETITE TOO. BUT GIVE ME CAMELS TO EAT! I THINK OF EATING CAMELS AND GOOD DISSECTION AS BEING A SWEET SET-UP FOR WHEATIME HAPPINESS!

WHY IS CAMEL WILLING TO SPEND MILLIONS OF DOLLARS MORE FOR COSTLIER TOBACCOS?

PEOPLE APPRECIATE THE DIFFERENCE—CAMELS ARE THE LARGEST-SELLING CIGARETTE IN AMERICA!

CAMELS COSTLIER TOBACCOS

CAMELS ARE A MATCHLESS BLEND OF FINE, MORE EXPENSIVE TOBACCOS—TURKISH AND DOMESTIC.



HEADFIRST INTO SPACE!

IT'S ROSE GOULD, SENSATIONAL AERIALIST OF RINGLING BROS., BARNUM & BAILEY CIRCUS

SHE'S 75 FEET UP—WITH NO NET BELOW! IT'S THE MOST DARING AERIAL ACT I'VE SEEN YET!

ROSS GOULD HANGS BY HER HEELS—WITH NO OTHER SUPPORT AND NO NET—IN A STUNT THAT MAKES EVEN VETERAN CIRCUS HANDS BLINK!

YES, SHE FELL ONCE—CABLE BROKE—THIS IS HER FIRST APPEARANCE SINCE

SHE'S GETTING READY FOR THE DIVE NOW

FROM 75 FEET UP—WITH NO NET...

... SHE DIVES INTO SPACE!

—STOPPED BY THE ROPES AROUND HER ANKLES—ONLY THREE FEET FROM THE GROUND!

I'VE SEEN THRILLING PERFORMANCES, MISS GOULD—BUT NOTHING TO MATCH YOURS

HAVE A CAMEL—AND TELL US HOW YOU DEVELOPED THOSE STUNTS

I LEARNED FROM EXPERIENCE... JUST AS I LEARNED FROM EXPERIENCE THAT CAMEL IS THE CIGARETTE FOR ME

"EXPERIENCE IS THE BEST TEACHER... IN AERIAL ACROBATICS... IN CHOOSING A CIGARETTE TOO! CAMELS SUIT ME BEST!"
Rose Gould

MORE PEOPLE ARE SMOKING CAMELS THAN EVER BEFORE

CAMEL

YOUR "T-ZONE" WILL TELL YOU...
T for Taste...
T for Throat...
that's your pleasing ground for any cigarette. See if Camels don't suit your "T-zone" in a "T."

© J. Seagram Tobacco Company, Winston-Salem, North Carolina







HE IS THE MASTER LOCKSMITH

KNOWN AS THE WORLD'S GREATEST EXPERT ON LOCKS, CHARLES COURTNEY CAN OPEN ANY LOCK WITH REMARKABLE ABILITY — HIS UNTHINKING ENERGY IS PROVERBIAL AMONG HIS FRIENDS — HE HAS BEEN A CAMEL SMOKER FOR 13 YEARS

AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

CHARLES COURTNEY AND HIS UNDER-SEA ADVENTURE ABOARD THE WRECK OF THE IL-FATED M.A.S. HANOVER

BANG! 17 YEARS LATER THE LEANING TOWER OF PISA WAS SWAYING

THESE FAMOUS CAMEL SMOKERS KNOW THAT CAMELS GIVE THEM A LIFT IN THEIR ENERGY WHEN THEY ARE TIRED — OR LOW

YOU, TOO, CAN GET A LIFT WITH A CAMEL!

LEAF-TABACCO EXPERTS AGREE!

PRINCE ALBERT — THE TOBACCO THAT MAKES YOUR PIPE TASTE BETTER!



AN ADVERTISEMENT OF E. J. REYNOLDS TOBACCO CO.

POLO TODAY EAST-WEST

HE'S THE GREATEST POLO SERIES EVER PLAYED, FEATURING A DASHING YOUNG TEAM AND HIS HARD-RIDING TEAM OF WESTERNERS!

MOUNTED ON AMERICAN-BRED PONIES THEY AMAZED THE EXPERTS BY HANDING THE CRACK EASTERN TEAM A STUNNING DEFEAT. THE EASTERN FAVORITES HAD A HIGH-RANKING STARS AND A STRING OF STYLISH ARGENTINE AND ENGLISH PONIES — THE WEST HAD DARING — DASH — AND CECIL SMITH.

WHAT ARE THE CHANCES FOR THE WEST?

WELL, WE MIGHT SURPRISE 'EM!

ISN'T IT THRILLING?

YEA, SMITH!

I THINK I'LL SHOW THE EAST!

THE STANDS WERE PACKED WITH EXCITEMENT AS THE GAME BEGAN.

IN THE END GAME

NOW FOR THE FINAL GAME!

WEST CHARGES LINEUP AND WITH BRIGHT NUMBER 12 — 8 — 1

SCORE, ONE GAME EACH

FROM HERE ON WEST SQUARES ALL-OVER EAST

WEST WINS FINAL 12-6

AND TAKES THE EPIC SERIES 2 GAMES TO 1

HE'S GOT WHAT IT TAKES — **HEALTHY NERVES!**

CECIL SMITH FACES THE STRAIN OF COMPETITION LIKE TILDEN — HE HAS THE DARING COURAGE OF WILEY POST — HE HAS THE IRON NERVES OF CARL HUBBELL. LIKE ALL OF THESE CHAMPIONS, HE KNOWS THE SECRET OF SMOKING ALL HIS NERVES.

LISTEN TO WHAT HE SAYS

"CAMELS SEEM MILD — I LIKE THEIR FLAVOR AND THEY NEVER UPSET MY NERVES"

CAMEL'S

COSTLIER TOBACCOS! SMOKE THEM ALL YOU WANT — THEY NEVER GET ON YOUR NERVES.

CAMELS ARE MADE FROM PURE — MORE EXPENSIVE TOBACCOS THAN ANY OTHER POPULAR BRAND.

TRIAL THIS TEST!

WADS OF FUN FOR ALL

GET THIS GAME BOOK! CONTAINS 20 AMUSING NERVE TESTS, WITH RECORDS MADE BY FAMOUS CHAMPIONS — SEE IF YOU CAN BEAT THEM. TEST YOUR CROWD FOR HEALTHY NERVES — GRAND ENTERTAINMENT FOR AN EVENING PARTY.

FREE

LAST CHANCE! OFFER WILL NOT BE MADE IN THIS AREA. AGAIN — MAIL ORDER — BLANK BELOW WITH FRONTS FROM THIS CAMEL PACKAGES FOR YOUR FREE GAME BOOK.

MAIL YOUR FREE GAME BOOK

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DORAL MEETS A SMART COOKIE!

MY FORTUNE SAYS:
TASTE OF LOW "TAR" AND
NICOTINE CIGARETTE IS LIKE
DRAGON WITH LOCKJAW!
NO SNAP!

TASTE ME
TASTE ME

MARGO, I THINK OUR
TEAPOT IS SINGING!

OH, NO, THAT
IS DORAL—
LOW "TAR"—
AND NICOTINE
CIGARETTE!

LOW "TAR" AND NICOTINE?
THEN HOW CAN IT
SING ABOUT TASTE?

TRY
IT!

TASTE
ME

MARVELOUS
TASTE!

CONFUCIUS SAY:
DON'T KNOCK IT TILL
YOU'VE TRIED IT!

TASTE
ME

The filter
system you'd
need a scientist
to explain...
but Doral says it
in two words,
"Taste me"

menthol

15 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method. 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method. 15 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method. 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.



DORAL AUDITIONS ON BROADWAY

THANKS, MISS LAVERNE. DON'T CALL US, WE'LL CALL YOU.

TASTE ME
TASTE ME

HEY! THIS SCRIPT DOESN'T CALL FOR A SINGING CIGARETTE.

BUT, C.B., THIS IS DORAL, THE LOW "TAR" AND NICOTINE CIGARETTE.

WITH LOW "TAR" AND NICOTINE HOW COME IT'S SINGING ABOUT TASTE?

TRY IT!
C'MON AND TASTE ME

TASTES TERRIFIC! DORAL, HOW'D YOU LIKE TO SEE YOUR NAME UP IN LIGHTS?

TASTE ME

The filter system you'd need a scientist to explain... but Doral says it in two words, "Taste me"

filter menthol

© 1987 B&W T Co. All rights reserved. DORAL is a registered trademark of B&W T Co. FILTER, 16 mg. "tar," 1.1 mg. nicotine av. per cigarette. MENTHOL, 16 mg. "tar," 1.1 mg. nicotine av. per cigarette. FTC Report NOV. 79.







THE CASE OF THE SINGING CIGARETTE!

THIS IS IT, WATSON! THE VERY PLACE THAT LADY MONTMARCH HEARD THE STRANGE SINGING!

TASTE ME! TASTE ME!

CAN'T FATHOM IT! WHAT COULD IT BE, HOLMES?

FROM THE CLUES, I DEDUCE IT IS A CIGARETTE... NAMED DORAL... LOW IN "TAR" AND NICOTINE CONTENT... WITH A UNIQUE FILTER SYSTEM AND REMARKABLY GOOD TASTE!

COME OFF IT, HOLMES! TASTE IN A LOW "TAR" AND NICOTINE CIGARETTE? ABSURD! ABSURD!

EXAMINE THE EVIDENCE, WATSON. TRY ONE!

ASTOUNDING, HOLMES! BUT HOW DID YOU KNOW?

WITH DORAL, GOOD TASTE IS ELEMENTARY, MY DEAR WATSON!

TASTE ME

The filter system you'd need a scientist to explain... but Doral says it in two words, "Taste me!"

DORAL

© 1988 R.J.R. Inc. All rights reserved. 100% TOBACCO. 10 mg "tar," 0.8 mg nicotine av. per cigarette. FTC Report: MAR 78.

Sgt. BILKO and Doberman meet Aunt Mary!

WATCH PAUL REVERES AS SET SAVED ON "THE PAUL REVERES SHOW" ON TV

PULL IN YOUR JOURNAL DOBERMAN... SHE'S YOUR CHIEF A CHANCE I LOVE HER!

WHAT FOR? VA QOT USE A DIRT ENTERTAINING GUY? ALSO: THIS ANY DOBNA BE NO BEAUTY CONTEST!

LOOK, THEY'RE GONNA GIVE US CAMELS. VA WHAT BERTY TOOT!

FOOD TASTES BETTER WHEN YOU GOT SOMETHING TO LOOK AT!

HELLO! ON JOCO: CAMELS! BLAT YOU COULD COME, PRIVATE DOBERMAN. I'VE IN AND MEET MY MUMMY!

WELL, BOW. NOW NICE OF YOU REGALANT BLAD TO BRING SUCH A CHARMING FRIEND! WE'LL GET ALONG BEAUTIFULLY!

SURE, WELL, OH--LET'S ALL GET ACQUAINTED!

PRIVATE DOBERMAN, YOU SIT RIGHT HERE WITH AUNT MARY. ERNE, YOU COME, HELP ME IN THE KITCHEN. I NEED YOU FOR A.R.T.

ON PRIVATE DOBERMAN, YOU'RE SO MUCH FUN! AND YOU BAWNE CAMELS-- MY FAVORITE CIGARETTE!

THIS IS A CLEVER!

You'll get more pure pleasure out of Camels!
Try Camels, the best-tasted cigarette of all. You'll see why Camels give more pleasure—to more smokers today—than any other brand.

Only CAMELS taste so rich... yet smoke so mild!

CAMEL
CHOICE QUALITY
CAMEL

1956

Sgt. BILKO
serves
his men!

WATCH PINK SILVER
AS HE SERVES ON
"THE PINK SILVER SHOW"
CAMP

CORPORAL, YOU ARE LOVING
ON, IF ONLY I HAD THE
TIME COURAGE...

WHAT DO
YOU MEAN,
SERVING
BLIND?

I DON'T ASK FOR MYSELF...
JUST FOR MY MEN. WOULD
YOU BE THEIR GUEST
HOURS AT THE DANCE?

THAT NIGHT...

CAMEL HENDRICK
THE LARGEST MOUTH
OFFERED HER
A CIGARETTE!

HE TOLD US YOU
WOULDN'T HATE
HOLD A
MONTRESSE!

MAY I HAVE
THIS DANCE,
CORPORAL?

IT UP TO COLONEL
HALL, BUT SERGEANT
HALL ORDERED ME
TO STAY HERE AND
SERVE THE PUNCH!

HE DID DO AS **BILKO**!!!
YOU SERVE
THE PUNCH!

AWRIGHT, AWRIGHT, YOU DON'T
GIMME TIME FOR A LITTLE
PLEASURE, WILL YA? WHEN IS HE
GONNA LOVE THAT **CAMEL**!

You'll get more pure pleasure from a Camel!
For good, rich taste and smooth mildness, Camel is by far
the best-tasted cigarette today. You'll really enjoy Camels.

Only CAMELS
taste so rich...
yet smoke so mild!

CAMEL
CHOICE-QUALITY
CAMEL

DON'T LOOK DOWN

SOFT, ABOVE THE HUDSON, VETERAN BRIDGE WALKER, ADAM TOMHEY, BREAKS IN A NEW MAN ATOP NEW WORKS GEORGE WASHINGTON BRIGGS.

WELL GO TO THE TOP OF THE TOWER AND CHECK THE BEACON LIGHTS.

NOW KEEP YOUR EYES ON ME—AND DON'T LOOK DOWN?

HE'S FREEZING! I'VE GOT A CASE OF HEIGHT FRIGHT ON MY HANDS!

WHAT TO DO? YOU HAVE TO CALL ON EXPERIENCE TO GET A MAN DOWN SAFELY AFTER HE'S "FROZEN" WITH FEAR.

KEEP YOUR EYES GLUED ON THE BEAM AHEAD—AND DON'T WORRY! WE'LL GET BOTH OF US THE FIRST TIME UP.

EXPERIENCE IS THE BEST TEACHER. IN CHOOSING A CIGARETTE, TOMHEY TOOK WITH ADAM TOMHEY—AND MILLIONS OF OTHERS—MILD, FULL-FLAVORED CAMELS ARE THE "CHOICE OF EXPERIENCE."

I SURE OWE YOU A LOT, ADAM! THANKS FOR THE CAMEL.

YOU CAN'T BEAT A CAMEL FOR A MILD, COOL SMOKE.

SURE! I'VE SMOCKED CAMELS FOR 15 YEARS—I KNOW THEY'RE MILD.

CAMELS TASTE SO RICH... AND SMOKE SO MILD... THEY SUIT ME TO A "T"

YOUR "T-ZONE" WILL TELL YOU WHY!
T for Taste...
T for Thrill...
T for T-Zone...
That's your prime ground for any cigarette. See if Camels don't suit your "T-Zone" too.

CAMELS ARE THE CHOICE OF EXPERIENCE!

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE.

When 11,000 doctors were asked by the Gallup Organization, independent research organization, to name the cigarette they smoked most often, 34% named Camel. How many other brands?

© 1964 American Tobacco Company, Winston-Salem, N.C.

"Experience is the Best Teacher!"

in aerial acrobatics...
and in smoking too,
sings **ROSE GOULD**,
aerial sensation of
the Big Top

ROSE GOULD CANNOT BE SEEN WHERE... WITH NO
OTHER SUPPORT... AND NO ONE TO HOLD HER AS A
STUNT... SHE AVAILS HERSELF...
CAMELS... (SHE SINGS)

SHE'S IN THE
ACT WITH HER
ACTING... THE MOST
DARING... ACT I'VE SEEN YET!

YES, SHE'LL SING...
BUT SHE'LL SING...
TO HER...
SHE'S
GETTING
HER...
AND
THE
BOW!

PI... SHE DIVES INTO SPACE!

STUNNED BY THE SCENE
AROUND HER...
SHE'LL FEEL
FROM THE SENSATION?

I'VE BEEN THROUGH
PERFORMANCES...
ROSE GOULD...
TO WATCH YOURS

HAVE A CAMEL...
AND TELL US HOW
YOU DEVELOPED
THOSE TONICUS

LEARNED FROM
BANDAGES...
JUST AS
LEARNED FROM CIGARETTES
THAT YOUR TONICUS
CAMEL... IS YOUR
CIGARETTE... IS A T

You "T-ZONE"
will tell you...
T FOR TASTE...
T FOR THROAT...
That's your prime ground
for any cigarette. See
if Camels don't
suit your "T-ZONE"
to a T

I SMOKED
MANY BRANDS DURING
THE WARTIME CIGARETTE
SHORTAGE... CAMELS
SUIT ME BEST!

Rose
Gould

Featured artist of Ringling Bros. and Barnum & Bailey Circus

Camels
MORE PEOPLE ARE SMOKING
THAN EVER BEFORE

Jack's Brainwave
He found a way to make her dreams come true

SCREAM, YOU LITTLE WORMS! YOU KNOW I WON'T HAVE YOU IN HERE ON SUNDAYS

YOU KNOW, BETTY, MAYBE YOU WERE A BIT HARD ON THE NIPPER

IT'S ALL VERY WELL FOR YOU TO TALK... YOU HAVEN'T THE WASHING TO DO

NOW, IF ONLY I HAD A WASHING MACHINE...

BETTY'S ON ME TO GET HER A WASHING MACHINE. ON MY WAGES SHE MIGHT AS WELL ASK FOR THE MOON

BUT WHAT YOU SAYING CAN'T MAKE ALL THAT DIFFERENCE

CHAP HEE TELLING ME TODAY WE COULD SAVE A LOT OF MONEY BY SWITCHING TO BAR ONE. NOW, ABOUT THAT WASHING MACHINE...

JACK... THAT'S A BRAINWAVE!

I BET YOU COULD AFFORD ONE, JACK, IF YOU SPENT WISELY ON YOUR SMOOKERS

ONLY IF I HAD THE WIFE AND I CHANGED TO BAR ONE WERE I SO-A HAPPY, BETTYE ONE THEY'RE REALLY FINE SMOOKERS

MY WORD! YOU'RE EARLY TODAY, MRS. BODWIN

YES, THANKS TO OUR NEW WASHING MACHINE

COME TO THINK OF IT, IT'S REALLY THANKS TO BAR ONE

Bar One
the new favourite at ten for 1/4d

ALL over the country, people who used to smoke standard size cigarettes are saving money by changing to Bar One. Thanks to their thinking and shared common sense, Bar One has been their smoking quality. Bar One has it all. People say it's not the right kind of cigarette, is it, right now?

Manufactured by J.W. & Sons Ltd.

