

"THEY DON'T GET YOUR WIND" ATHLETES SAY

So mild, athletes smoke as many as they please—and that's *real* mildness!

Of course you want mildness in a cigarette. And the athletes—to whom "wind," "hobby horses," "condition" are really important—these men and women insist on mildness.

Len Gougeon, baseball star who prefers Camels for steady smoking.

George Becker, former intercollegiate cross-country champion, says: "Camels are so mild, they don't cut my 'wind' in any way." Billy Whitson, Jr., one of the top day lake girls, says: "I've got to have 'wind' in lake racing. For my cigarette I long ago chose Camels."

Tommy Armour, speaking for the golf pros, Bruce Barnes for tennis, and Betty Butler for the aquatic sports—all agree: "Camels don't get your 'wind'."

What this real mildness can mean to you!

It means you can smoke as many Camels as you please. Athletes say Camels' milder tobacco never dulls their nerves—never lets your concentration get your "wind."

SO MILD YOU CAN SMOKE ALL YOU WANT!

Camels COSTLIER TOBACCO!

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

(Copyright © J. R. ROTHMAN TOBACCO COMPANY, Winston-Salem, N. C.)

Endorsements by Famous Athletes ("They will never get your wind")

Endorsements from athlete celebrities date from the second half of the nineteenth century, when cigarette manufacturers started inserting cardboard into cigarette packs to keep their smokes from getting crushed. Tobacco marketers quickly realized that images could be put on such cards—first movie stars, then athletes and military heroes, and eventually hundreds of other themes. Sports figures were sometimes paid for their services, but not everyone went along: Honus Wagner, the baseball star, was much opposed to smoking, and demanded that his image be removed from such cards - which is why his card now sells for 2-3 million dollars.

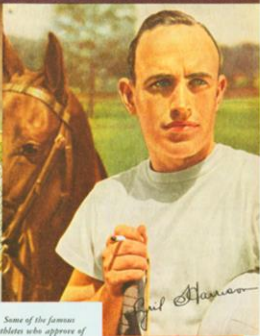
The idea of cigarettes never getting your "wind" was an effort to counter the growing medical realization that smoking could actually make it harder for you to breathe. Emphysema was already a well-known pathology by the middle of the nineteenth century, and by the 1920s smoking was widely blamed not just for "pharyngeal catarrh" (mucus drainage down the throat) but for more general damage to the larynx and bronchial tubes, causing cough, hoarseness, bronchial catarrh and so emphysema of the lungs. Cigarette manufacturers wanted people not to think about such issues, and went out of their way to suggest that

smoking would in no way compromise even an athlete's ability to perform at his (or her) very best. Athletes from all realms of sport were paid to endorse specific brands—this included baseball greats such as Babe Ruth, Lou Gehrig, and Joe DiMaggio, golf legends such as Ben Hogan, plus dozens of other heroes in football, basketball, tennis, swimming, bowling, and other popular sports. As late as 1947 cigarette manufacturers were able to harness experts to claim that smoking brand X, Y or Z did not compromise athletic performance.

Sports-themed advertising continued into more recent decades, and as recently as the 1980s 26 out of 28 major league baseball stadiums had either Marlboro or Winston billboards in their outfields. Ads were barred from television in 1971, following which tobacco sponsorship of sporting events became commonplace: Reynolds established the Winston Cup NASCAR; Philip Morris created the Virginia Slims Women's Tennis Circuit and Marlboro Cup Horse Race; Benson and Hedges promoted Rugby and race car driving, and many other new ways to advertise were created (direct mail, personal gear, viral marketing, etc.).

“Camels don't get your Wind”

FAMOUS ATHLETES AGREE

Meet the words of George Lott, the tennis champion, and the 3-goal polo star, Cecil Harrison: “Camels,” says Mr. Harrison, “are so mild they don't upset the nerves or affect the wind. And when I'm tired I get a ‘lift’ with a Camel.” Lott adds: “Normally the vigorous blundered from more expensive tobacco is going to be easy and gentle on the throat. And Camels never get my wind. I'd walk a mile for a Camel!”

So Mild! YOU CAN SMOKE ALL YOU WANT




JEWELLER—George F. Hawley
BOOKKEEPER—Miss Mace

Some of the famous athletes who approve of Camel's mildness:

BASEBALL:
Duke Davis, Lou Gehrig, Melvin Ott, Jimmy Collins, Harold Shurtleff, Carl Shults.

BOXING:
Ellsworth Voss, Jr., George M. Low, Jr., William T. Tilden, Ted, Bruce Barnes.

BOAT:
Glen Swenson, Craig Wood, Tommy Armour, Bruce Sher, Willie Macomber, Mike Hoke.

RACE AND WILD:
Jim Brown, Leo Jackson.

CRICKET:
Helene Muller, Bruce Vine, Jacqueline McKim, Shirley Kruger.

SWIM:
Harold G. Smith, Pat Dwyer, Sam Howard, George Colman.

Costlier Tobaccos!

• Camels are made from four, MORE EXPENSIVE TOBACCOS.
—Turkish and Domestic—than any other popular brand.
(Signed) R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

© 1945, R. J. REYNOLDS TOB. CO.

"CAMELS DON'T GET YOUR WIND"
 FAMOUS ATHLETES AGREE



SLUGGER. Lou Gehrig says: "For steady smoking I pick Camels. They never get my wind or my nerves. Those sturdy tobaccos sure show up in Camel's mildness and flavor."



TENNIS ACE. Bill Tilden: "I must keep in 'condition.' I smoke Camels, the mild cigarette. They don't get my wind or upset my nerves. And I never tire of their smooth, rich taste."



TRACK STAR. James Beuch reports: "Camels are so mild they don't get my wind or cut down my endurance. And Camel is a better-tasting cigarette, always rich and mellow."



STAR WOMAN GOLFER. "There's a certain delivery in the flavor of Camels that appeals to women," says Helen Wicks. "And Camels do not affect my nerves or my wind, either."



DIVER. Handel ("Dandy") Smith says: "After a dive, a Camel restores my energy. And what's equally important to me—Camels never affect my endurance or interfere with my wind."



GOLF CHAMPION. Gene Sarazen says: "Playing as much as I do, I have to keep in 'condition.' I smoke Camels. They are so mild they never get my wind—never upset my nerves."



JANE FRAZETTE, Olympic Swimming and String Star. "Since I started smoking, I have always smoked Camels," says Miss Frazette. "They do not get my wind or jangle my nerves." Other champions agree as to the mildness of Camels... their fragrance and flavor... their good taste. Ah-hem, our Camels don't buy their nerves or get their wind.



SO MILD . . . YOU CAN SMOKE ALL YOU WANT!

Camels are made from **choice, pure, domestic tobaccos**—Turkish and Domestic—than any other popular brand.

Goodrich J. REYNOLDS
TOBACCO COMPANY
Winston-Salem, N.C.

HOMEMAKERS—Mrs. J. B. Foster

COSTLIER TOBACCOS!

REPORTER—Dick Hangerford

Camel Don't Get Your Wind

"CAMELS DON'T GET YOUR WIND"
 FAMOUS SWIMMERS AGREE



*Costlier
Tobacco!*

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

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



Champions swimmers speak with authority when they discuss wind-blasted nerves — and Camels. Buster Crabbe, champion in the 400-meter free-style Olympic event, says: "I have smoked Camels for years. If you go in for sports at all, I'd advise Camels. You'll find, as I did, that Camels are so mild they never get your wind or cut your endurance."

 What Crabbe says is confirmed by Helen Madison, by Jane Francis, the Chicago girl who rose to Olympic fame, and by Shirley Kruger and Josephine McKim. So turn to Camels. Enjoy those cooler tobacco in Camel's matchless blend. Smoker all you wish, Athletes say, "Camels don't disturb your nerves or wind."

SO MILD...YOU CAN SMOKE ALL YOU WANT!



IN RUSH ABOUT BUSINESS, CAMELS ARE THE BEST TOKE SMOKE! I LOVE THE TASTE! GET WITH A CAMEL!

STORE EXECUTIVE — Everett Smart Bill



I SMOKE CAMELS, AND THEY ARE SO MILD, I CAN SMOKE ALL DAY LONG! I LOVE THE TASTE! GET WITH A CAMEL!

OFFICE MANAGER — Malcolm Cameron



I FOLLOW THE CIGARETTE TRAIL, AND WHEN I SMOKE CAMELS, I KNOW I AM GETTING THE BEST! I LOVE THE TASTE! GET WITH A CAMEL!

ILLUSTRATOR — Jane Miller Spence

THE SATURDAY EVENING POST July 29, 1934

ATHLETES SAY:
"THEY DON'T GET YOUR WIND!"

RIP COLLINS, home-run king of the St. Louis Cardinals, "Hate the heat, but I love the Camels are mild." Rip says, "They never get my wind."

JOHN BOWNEY, Jr., American athlete, says, "There's good no wind. It makes a lot to me that Camels bring no wind, do anything my nerves to get my wind."

BOBBY BARNES, the tennis champion, says, "Camels are so mild. They never get my wind—and I smoke a lot, too. They don't get my wind, they keep rich and good!"

WILLIE MAYS, home-run king of the St. Louis Cardinals, says, "I love the Camels are so mild. They never get my wind—and I smoke a lot, too. They don't get my wind, they keep rich and good!"

J. A. RHOADS, 75 and 73.42 American League Team, "The matter how many I smoke, Camels never get my wind, they keep rich and good!"

WHEN THE WORDS of the champion, approaching Camels' mildness, finally comes—pleasant, smooth, mild—help to make life more enjoyable for you too. Join those who enjoy Camels' mildness—wouldn't you want for others how good that Camels don't get their wind, or people their nerves.

YOU'LL LIKE THEIR MILDNESS TOO!

SO MILD YOU CAN SMOKE ALL YOU WANT

Camels COSTLIER TOBACCOS!

Camels are made from fine, MORE EXPENSIVE TOBACCO—Turkish and Domestic—than any other popular brand.
(Signs) A. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

They Don't Get Your Wind

ATHLETES SAY:
"THEY DON'T GET YOUR WIND!"

YOU'LL LIKE THEIR MILDNESS TOO!

SO MILD! YOU CAN SMOKE ALL YOU WANT!

CAMELS

COSTLIER TOBACCOS!

Life is more worth while when you feel its "leisuredom". Think of your nerves, your wind...and turn to Camels. Athletes say: "They don't get your wind."

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

© 1935 R. J. REYNOLDS TOBACCO CO.

"THEY DON'T GET YOUR WIND"
ATHLETES SAY!

**You'll find more pleasure in this cigarette
... approved by athletes for its mildness!**

When athletes in all leading sports agree upon one cigarette, its mildness is placed beyond question. For athletes must be sure about mildness! And the cigarette they approve is Camels!

Pete Desjardins, famous Olympic diver, says: "Camels are so mild that I can smoke as many as I like and still keep my wind in perfect condition."

From St. Louis comes this statement of the fast-famous Cardinal, Pepper Martin: "Camels are mild—don't cut down my speed or wind."

Reggie McNamara, "Iron Man" of the 6-day "bike" race, adds: "I've smoked Camels for my post-race heat—showing that Camels don't get the wind." And Reggie is backed up by Les Sorenson, Olympic double-mixed holder; Craig Wood, the golf star; and Susan Vinn, of swimming fame!

More enjoyment for you in this mild cigarette!

You'll find you can smoke all you want! For athletes say that Camels' comfort allows them to do their best—don't upset their nerves or get their "wind."

SO MILD YOU CAN SMOKE ALL YOU WANT!

Camels COSTLIER TOBACCOS!

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

(Approved by R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C. © 1954, R. J. REYNOLDS TOBACCO CO.)



**“THEY DON'T GET YOUR WIND”
ATHLETES SAY**

**The mild cigarette the athletes smoke
is the mild cigarette for YOU!**

A cigarette so mild you can smoke all you want—that's what athletes say about Camels. And when a champion talks about "condition"—"wind"—healthy nerves—real tobacco *mildness*—he knows what he's talking about.

Listen to Gene Bennett, "Traveling and playing as much as I do—I have to keep in condition. I smoke Camels steadily. They're so mild they never get my 'wind' or nerves."

Other athletes back him up: "I smoke all I want and yet keep in top condition. I smoke Camels and only Camels," says Mel Ott, home-run hitter of the New York Giants.

Giants, Georgia Colonel, Olympic champion boxer, says: "Camels don't cut down on my 'wind.'" Bill Miller, outstanding outman, Jim Lauer, N. Y. U's 1934 basketball captain, John Skiffins, squash champion—hundreds of sports men smoke Camels regularly and report that Camels never get their "wind."

What this mildness means to you!

It means you can smoke Camels all you want. Athletes have made this discovery: Camels' comfort becomes so mild, they can smoke them as often as they please, without disturbing their "wind" or nerves.

CONDITION IS IMPORTANT TO YOU—on vacation, in the office, at home. You can keep "in condition," yet smoke all you please. Athletes say: "Camels never get your wind."

**SO MILD
YOU CAN SMOKE
ALL YOU WANT!**

Camels COSTLIER TOBACCOS

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

© 1935 R. J. REYNOLDS TOBACCO CO.

ATHLETES SAY:
"THEY DON'T GET YOUR WIND!"

Carl Hubbard, of the N. Y. Giants, likes Camel's mildness.

TRACK
 Donnie Byrd

BASEBALL
 Don Williams

TEXAS
 George M. Lott, Jr.

DIVING
 Sam Howard

GOLF
 Bill McGraw

SWIMMING
 Sam Vinn

YOU'LL LIKE THEIR MILDNESS TOO!

KEEPING IN "CONDITION" means much to every one in enjoying life more. Smoke Camels, the cigarette athletes say never sours the nerves or disturbs the wind.

Read what athletes say about Camels

The fact that athletes smoke Camels finally shows how mild Camels are. For athletes put mildness first. As Carl Hubbard says: "Camels are so mild that no matter how many I smoke they never get my wind or rattle my nerves."

Here's Bill McGraw, the veteran golfer: "From years of experience, I know that Camels will never get my wind."

And George M. Lott, Jr., dynamic tennis star: "Camels never take the edge off my condition or get my wind, because they are mild."

Sam Howard and Sam Vinn, among the diving and swimming champions, and George Byrd, the track star—all agree that Camels do not disturb their nerves or wind.

Why this mildness, approved by athletes, is important to you?

Because Camels are so mild... made from more costly tobacco than any other popular brand... you can smoke all you please. Athletes are agreed that Camels do not jangle the nerves or get the wind. And you'll find that your taste never tires of their appealing flavor.

SO MILD YOU CAN SMOKE ALL YOU WANT

Camels

• Camels are made from first, HILL TOP GROWN TOBACCO
 —Turkish and Domestic—than any other popular brand.

(C) 1944 R. J. REYNOLDS TOBACCO COMPANY, WIREN-SALEN, N. C.

COSTLIER TOBACCO!



"Camels don't get your Wind"
FAMOUS BASEBALL PLAYERS SAY

CARL HUBBELL, star pitcher of the New York Giants, says: "I've found that Camels never going wind or make any nerves. They have been plus addition, a rare combination."

LOU GERRIG, New York Yankees' famous slugger: "For steady smoking, I pick Camels." Lou says: "They are as mild, they never interfere with my wind or 'lighting' me."

JAMES "BIPPY" COLE, 19th, the powerful Cardinal batter, comments: "Here's proof that Camels are mild. I smoke them steadily, and they never affect my wind or my nerves."

Some of the famous athletes who approve of Camel's mildness

BASEBALL
Darryl Davis, Lou Gehrig, Melvin Ott, Jimmy Collins, Harold Schumacher, Carl Hubbell

TENNIS
Ellsworth Vines, Jr., George M. Low, Jr., William T. Tilden, 2nd, Bruce Barnes

GOLF
Tommy Armour, Craig Wood, Gene Sarazen, Henry Shore, Willie Macfarlane, Helen Hicks

TRACK AND FIELD
Jim Brown, Len Scurry

SWIMMING
Helene Madison, Susan Ylvis, Josephine McKim, Bobby Knepper

DIVING
Harold G. Donahy, J. Smith, Pats Donahy, Ben Howard, Georgia Coleman

"Let's have a Camel," says Mel Ott (right), overpowering Giant outfielder, to his team mate, Harold Schumacher, ace pitcher. Mel says: "I smoke all I want, yet keep in good condition. Camels are so mild, they never get my wind or bother my nerves." And Hal adds: "To my mind that settles it! Camel is the cigarette with real mildness." In baseball, and in all other strenuous sports, leading athletes cite the fact that Camels are mild. They say you can smoke Camels freely and keep fit.

So Mild! YOU CAN SMOKE ALL YOU WANT

I PICKED CAMELS LONG AGO. THEY ARE MILD. WITH A FLAVOR THAT GETS THEM AWAY. NO MATTER HOW HARD I SMOKE, THEY NEVER DISTURB MY THOUGHTS.

Camels are made from fine, HIGH EXPENSIVE TOBACCO—Tobacco & Domestic—than any other popular brand.

Camels
B. J. Reynolds
Virginia Company
Winston-Salem
North Carolina

IT'S NICE WHEN TIRED TO LIGHT A CAMEL AND FEEL HOW QUICKLY EXHAUSTION SLIPS AWAY. I GET A LIFT WITH A CAMEL.

KEEPING FIT IS JUST AS IMPORTANT TO ME AS TO SOME ATHLETES. CAMELS ARE MILD—NEVER JANGLE MY NERVES!

COSTLIER TOBACCOS!

1938/1939—Bill C. E. Ryder
1939/1940—J. Young
1940/1941—J. W. Wain

"They don't get your Wind"
ATHLETES SAY

YOU'LL LIKE THEIR MILDNESS TOO!

FAMOUS ATHLETES
APPROVE CAMELS
SO THEY MUST HAVE
REAL MILDNESS.
THEY ARE GENTLE
ON MY THROAT AND
WHEN I'M TIRED
I GET A LIFT
WITH A CAMEL!

HUSBANDMAN—Mrs. J. B. Forley

CAMELS DO NOT FRAZZLE MY
NERVES OR upset my COMPOSITION
AND THAT CAMEL TASTE IS JUST
WHAT I WANT... MILDNESS
COULDN'T BE MORE PLEASANT!

ACCOUNTANT—L. A. Phipps

LIFE'S MORE FUN
WHEN YOU KEEP AWAY
SO YOU SEE WHY I TOO
SMOKE CAMELS... I'VE
SMOKED THEM FOR AGES
AND NO MATTER HOW
MANY I SMOKE THEY
DON'T AFFECT MY WRITING

WRITER—Eden Tigher

I FOLLOW TILDEN,
SARAZEN, GERRILL
AND THE OTHER
SPORTS STARS IN
SMOKING CAMELS.
I THINK CAMELS
STEADILY THEY
NEVER GET
MY WIND

REPORTER—Dick Hangerford

What Bill Tilden has to say about Camels is worth
any smoker's attention. "Playing competitive tennis
day after day, I've got to keep in top physical
condition," says the 42-year-old "Iron Man of Tennis."
"I smoke Camels, the mild cigarette. They don't get
my wind or upset my nerves. I've smoked Camels
for years, and I never tire of their smooth, rich
taste! Camels must be made from choicer tobacco
to be so mild and taste so good!"

*Costlier
Tobaccos!*

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

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"Camels don't get your Wind"

©1935, R. J. REYNOLDS TOBACCO CO.

MICKY COCHRANE
(below): "The boys say Camels are milder."

**SAY THE DETROIT TIGERS
1935 WORLD CHAMPIONS**

Here's the line-up on the smoking preference of the new world champions:

**19 OUT OF 22 OF THE
TIGERS SMOKE CAMELS**

Today Detroit glories in its first World Championship! These 1935 Tigers have punched out a story of courage and energy that stands among the masterpieces. They could "take it"! What do the Tigers say about smoking? Here's Micky Cochrane, dynamic Tiger manager: "One thing the team agree on is their choice of cigarettes — Camels. 19 of the 22 regulars smoke Camels. The Tigers say they can smoke all they want because Camels are so mild that they don't get their wind or upset their nerves." How about taste? Jo-Jo White says: "Camels always taste better." You'll like Camels' mildness too. Camels never upset your nerves or tire your taste.

PETE FOX (below): "Camels don't get my wind. That proves how mild Camels are."

BILL ROGELL
(right): "Camels never jangle my nerves, and I smoke all I want. Camels taste better too."

THE TIGERS "BIG FOUR" PITCHERS

ELDEN AUKEER (left), **SCHOOLBOY ROWE** (next to Elden), **ALVIN CROWDER** (next to Schoolboy) agree with **TOMMY BRIDGES** (right), who says: "I smoke Camels because I can smoke as many as I like. Camels don't affect my wind or give me jumpy nerves."

DETROIT WALKS OFF WITH BASEBALL'S BEST GIRL

And OWEN! "I light up a Camel to refresh my energy," says Marvin (left).

GERALD WALKER
(right) comments: "Camels make such a mild, tasty smoke."

Here's GOSLIN
(above). Says "the Goose": "I switched to Camels long ago. Camels are milder."

COSTLIER TOBACCOS

I ALSO THINK THAT CAMELS ARE MILD... BETTER FOR STEADY SMOKING

Camels are made from fine, MORE EXTENSIVE TOBACCOES... Turkish and Domestic... than any other popular brand.
(Signed) R. J. REYNOLDS TOBACCO CO. Winston-Salem, N. C.

©1935, R. J. REYNOLDS TOB. CO.

"THEY DON'T GET YOUR WIND"
ATHLETES SAY

LOU GEHRIG has played in more than 1500 consecutive big league games. Such an athletic achievement takes "wind"—healthy nerves—"condition." Lou says: "For steady smoking I pick Camels. They're so mild they never get my 'wind' or my nerves."

So mild, athletes smoke as many as they please—and that's real mildness!

Of course you want mildness in a cigarette. And the athletes—to whom "wind," healthy nerves, "condition" are vitally important—insist on mildness. Lou Gehrig, baseball's "Iron Man," says: "Camels are so mild they never get my 'wind.'"

George Barker, intercollegiate cross-country champion, says: "Camels are so mild, they don't cut my 'wind' in any way." Bobby Walthour, Jr., star of the six-day bike grinds, says: "I've got to have 'wind' in bike racing. For my cigarette I long ago chose Camels."

Tommy Armour, speaking for golf, Bruce Barnes for tennis, and Betty Bailey for the aquatic sports—all agree: "Camels don't get your 'wind.'"

What this mildness means to you!...It means you can smoke as many Camels as you please. Athletes say Camel's costlier tobaccos never disturb your nerves—never tire your taste—never get your "wind."

GOOD NEWS!
Most of the pleasant things in life are doubly pleasant when you're "in condition." That's why it's such good news to hear that Camel's costlier tobaccos are so mild you can smoke all you please. Athletes say Camels never get your "wind."

SO MILD YOU CAN SMOKE ALL YOU WANT!

Camels 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.

TENNIS
BRUCE BARNES
1935 Tennis Champion

TRACK
GEORGE BARKER
Former Intercollegiate Cross-Country Champion

DIVING
BETTY BAILEY
Former Diving Champion

GOLF
TOMMY ARMOUR
Winner, the British Open, U.S. Open, and P.G.A.

SIX-DAY BIKE RACING
BOBBY WALTHOUR, JR.
Winner of 6 Six-Day Races

BASEBALL
LOU GEHRIG
"Iron Man" of Baseball



BOBBY WALTHOUR JR. WINS 6-DAY BIKE RACE!

An advertisement of R. J. REYNOLDS TOBACCO CO. © 1935, R. J. REYNOLDS TOB. CO.

BOBBY—YOU'VE GOT TO WIN! I CAN'T LOSE WITH YOU HERE!

AT 12 O'CLOCK, MIDNIGHT, THE STARTING GUN BOOMS AND THE TROOPS ARE OFF ON THE LONG GRIND AROUND THE SAUCER.

FOR 4 DAYS AND NIGHTS, WITH OCCASIONAL SPRINTS, BOBBY AND HIS DAD'S KEEP UP WITH THE LEADERS. THEN—

EARLY ONE EVENING, BOBBY CATCHES THE FIELD ASLEEP! HE'S OFF LIKE A FLASH!

LAPPING THE FIELD, HE RIDES LIKE MAD—HIS WIND AND ENDURANCE KEEP HIM IN THE LEAD!

BOBBY ARE YOU BADLY HURT?

BOBBY IS UNKNOCKED, OUT COLD—BUT HE'S GAINED TWO LAPS ON THE ENTIRE FIELD.

YOU'D BETTER QUIT, BOBBY!

CERTAINLY NOT—ALL I NEED IS A CAMEL!

WITH HEAD BANDAIDED, BOBBY SUDDENLY COMES 'TOP!

—A BOSS FROM THE CROWD GREETED THE PLUCKY RIDER AS HE "TAKES OVER!"

WHAT A NERVEY RIDE!

JAM UP! AS THE RIVALRY TRY TO WIN BACK A LAP FROM WALTHOUR, BUT BOBBY HAS THE HARDEST WIND AND STAYING POWER.

GO IT, BOBBY!

—CIRCLING "SUICIDE" CORNER AT TOP SPEED HE HITS A PIECE OF BOARD—CRASH!

BOBBY IS SO PROUD!

I TOLD YOU I COULDN'T LOSE, DAD! NOW WHERE ARE OUR CAMELS?

EXTRA!
AMERICAN PAIR RIDES DARING RACE TO WIN 6-DAY GRIND LEADS BY 6 LAPS! DISTANCE: 1200 MILES AND 8 LAPS TIME: 144 HOURS

BOBBY WINS!

THE LONG GRIND ENDS

YOU'VE GOT TO HAVE "WIND" IN THE BIKE-RACING GAME, SO I SMOKE CAMELS. THEY DO NOT AFFECT MY "WIND"—OR INTERFERE WITH HEALTHY NERVES. AND CAMELS RESTORE MY ENERGY WHEN I'M TIRED! I LIKE 'EM!

"THEY DON'T GET YOUR WIND," ATHLETES SAY. CHAMPIONS IN ALL STRENUOUS SPORTS PREFER CAMELS BECAUSE THEY ARE SO MILD AND DO NOT GET THEIR WIND. TURN TO CAMELS! THE MILD CIGARETTE THE ATHLETES SMOKE IS THE MILD CIGARETTE FOR YOU!

SO MILD YOU CAN SMOKE ALL YOU WANT

CAMELS!

9 CAMELS ARE MADE FROM FINEST, MOST EXPENSIVE TOBACCO—TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND. PREPARED BY R. J. REYNOLDS TOBACCO CO., WASHINGTON, D. C.



JIM BAUSCH
OF THE U.S.A. — **World's Greatest All-Around Athlete** —
SETS A NEW WORLD'S RECORD TO WIN THE OLYMPIC DECATHLON
AGAINST THE CHAMPIONS OF ALL NATIONS!

An advertisement for R.J. REYNOLDS TOBACCO CO.

MEET THIS HUSKY KANSAS GIANT—HE'S A ONE-MAN TRACK TEAM—HE SPRINTS—HE HURDLES—HE VAULTS—HE HIGH JUMPS—HE BROAD JUMPS—HE HURLS THE DISCUS AND THE JAVELIN—HE PUTS THE SHOT—BURNS THE 400 AND 1500 METER DISTANCES—AND HE SMOKE CAMELS. HE SAYS: "I'VE SMOKE CAMELS FOR YEARS. THEY'RE SO MILD, THEY DON'T GET MY WIND!"

BAUSCH IS OUR BEST HE HADN'T A CHANCE—HILLMAN HAS THE WORLD'S RECORDS HOLDER

10,000 PEOPLE JAM THE OLYMPIC STADIUM AS THE DECATHLON BEGINS. BAUSCH MUST COMPLETE IN FIVE EVENTS TODAY AND FIVE TOMORROW. POINTS ARE SCORED FOR TIME AND DISTANCE.

10 A.M. FIRST COMES THE 100-METER SPRINT—A SUPERMAN TEST OF SPEED AND WIND—BAUSCH'S TIME, 17.13 SEC.

11 A.M. IN THE BRICK JUMP HE MAKES THE HIGHEST LEAP OF HIS CAREER—22 FT. 9 1/4 IN.

2:30 P.M. IN THE NEXT EVENT HE HEAVES THE 16-LB. JAVELIN—SOFT, 33 1/2 IN.—A STUNNING VICTORY!

3:30 P.M. HE MUST NOW TACKLE THE HIGH JUMP—OVER HE GOES—5 FT. 7 IN.

4:00 P.M. JIM AMAZES ALL BY OUTJUMPING THE JAVELIN THROW AT 103 FT. 1 1/4 IN.

4:30 P.M. HE GAINS 103 POINTS AND IS NOW IN FIRST PLACE

5:30 P.M. IN THE LAST EVENT, THE GAUVELLING 1500-METER RACE, HE GAINS ENOUGH POINTS TO WIN THE DECATHLON WORLD'S RECORD, 8462.13 POINTS

SECOND DAY 10 A.M. JIM DOES AMAZINGLY WELL IN THE 100-METER HURDLES / TIME, 16.2 SEC.

11 A.M. HE WINS THE DISCUS THROW AND MOVES UP TO THIRD PLACE—WITH HIS THROW OF 146 FT. 3 1/4 IN.

12:30 P.M. WITH ALL HIS STRENGTH HE LIFTS HIS 200-POUND BAR TO WIN THE POLE VAULT AT 13 FT. 1 1/4 IN. HE GAINS 103 POINTS IN THIS EVENT

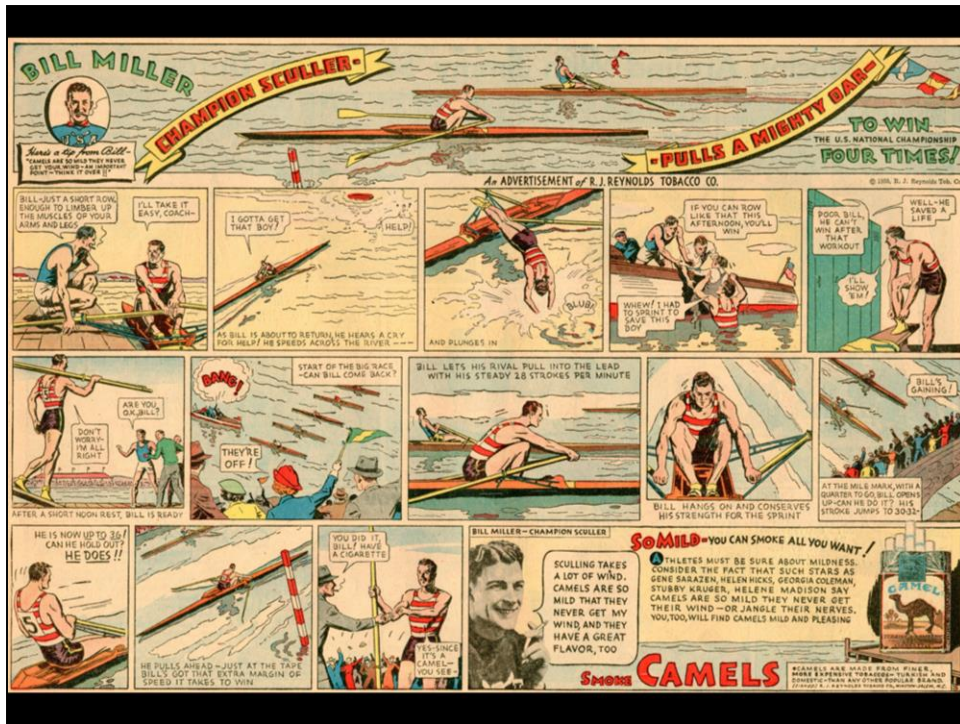
HE CAME THROUGH FOR THE U.S.A.!

JIM BAUSCH, WORLD'S GREATEST ALL-AROUND ATHLETE, SAYS: "I GET A LIFT IN ENERGY WITH A CAMEL. AND CAMELS ARE SO MILD THEY DON'T GET MY WIND! THEY MUST BE MADE FROM MORE EXPENSIVE TOBACCOS."

CAMELS ARE MADE FROM PURE TOBACCO. EXPENSIVE TOBACCOES ARE USED IN CIGARETTES, PIPES AND OTHER POPULAR SIZES. R.J. REYNOLDS TOBACCO CO., WELLS RICHMOND, N.C.

CAMELS COSTLIER TOBACCOS!
SO MILD YOU CAN SMOKE ALL YOU WANT

"They don't get your wind!" KIMELTES SAY







Camels don't get your Wind

I'VE SMOKED CAMELS FOR ALMOST 19 YEARS. THEY ARE SO MILD, THEY DON'T GET MY WIND

I CAN CERTAINLY BACK THAT UP. I SMOKE CAMELS AS FREQUENTLY AS I LIKE. THEY NEVER GET MY WIND. I LIKE THAT RICH CAMEL FLAVOR TOO

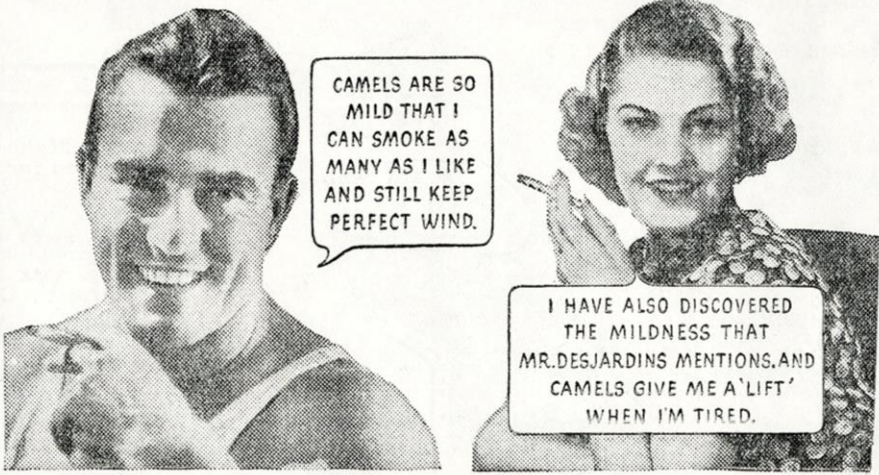
SO MILD!
YOU CAN
SMOKE ALL YOU
WANT

FRANK HAWKS—Famous Aviator

ARCHITECT—E. M. Johnson

CAMELS COSTLIER TOBACCOS

"CAMELS DON'T GET YOUR WIND" ATHLETES SAY



CAMELS ARE SO MILD THAT I CAN SMOKE AS MANY AS I LIKE AND STILL KEEP PERFECT WIND.

I HAVE ALSO DISCOVERED THE MILDNESS THAT MR. DESJARDINS MENTIONS, AND CAMELS GIVE ME A 'LIFT' WHEN I'M TIRED.

PETE DESJARDINS, Olympic diving champion

So Mild...you can smoke all you want!
COSTLIER TOBACCOS!

