

**JOE DI MAGGIO'S MIGHTY SWING**  
Now for the first time the amazing stroboscopic camera analyzes the swing that made baseball history

1 Di Maggio waits... sitting up the pitch...  
2 Eyes on ball, he starts that devastating swing...  
3 Squarely... mildly... powerfully... his arms ball.  
4 With his eyes still focused on the batted ball...  
5 Joe follows through in a tremendous release of driving power.  
6 A remarkable series of exposures follows when in 1/100th of a second show you the famous Di Maggio swing and follow through of in this one picture above. Below, at the left, you see Joe in another famous follow-through — squaring a Camel. For with Joe Di Maggio—with so many other baseball "greats"—when the game is over, it's "now for a Camel." Yes, Camel—the mild cigarette with less nicotine in the smoke.

I'VE SMOKED CAMELS FOR 8 YEARS. THEY HAVE THE MILDNESS THAT COUNTS WITH ME.

Right off the bat, Joe Di Maggio shows here at home, will tell you: "I had Camels, every one of the time—mildly in every way. And they've got the flavor that lets me quit every time. You bet I like Camels!"

The smoke of slower-burning Camels contains **28% LESS NICOTINE** than the average of the 4 other leading-selling cigarettes tested less than any of them — according to independent scientific tests at the Smoke Test!

**CAMEL**  
THE CIGARETTE OF COSTLIER TOBACCOS

Date:

Theme: Athletic Endorsers

Campaign: 28% less Nicotine

Key phrase: "Joe Di Maggio's mighty swing"

Brand: Camel

Company: RJ Reynolds

Comment:

Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.



I'VE SMOKED  
CAMELS  
FOR 8 YEARS.  
THEY HAVE THE  
**MILDNESS** THAT  
COUNTS WITH  
ME

Right off the bat,  
Joe Di Maggio, shown  
here at home, will tell  
you: "I find Camels  
easy on the throat—  
milder in every way.  
And they've got the  
flavor that hits the  
spot every time."

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

Date:

Theme: Athletic Endorsers

Campaign: easier on the throat – milder in every way.

Key phrase: I've smoked Camels for 8 years

Brand: Camel

Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.

Date:

Theme: Athletic Endorsers

Campaign: Camels agree with me

Key Phrase: Joe DiMaggio has something to say

Brand: Camel

Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.



Date:

Theme: Athletic Endorsers

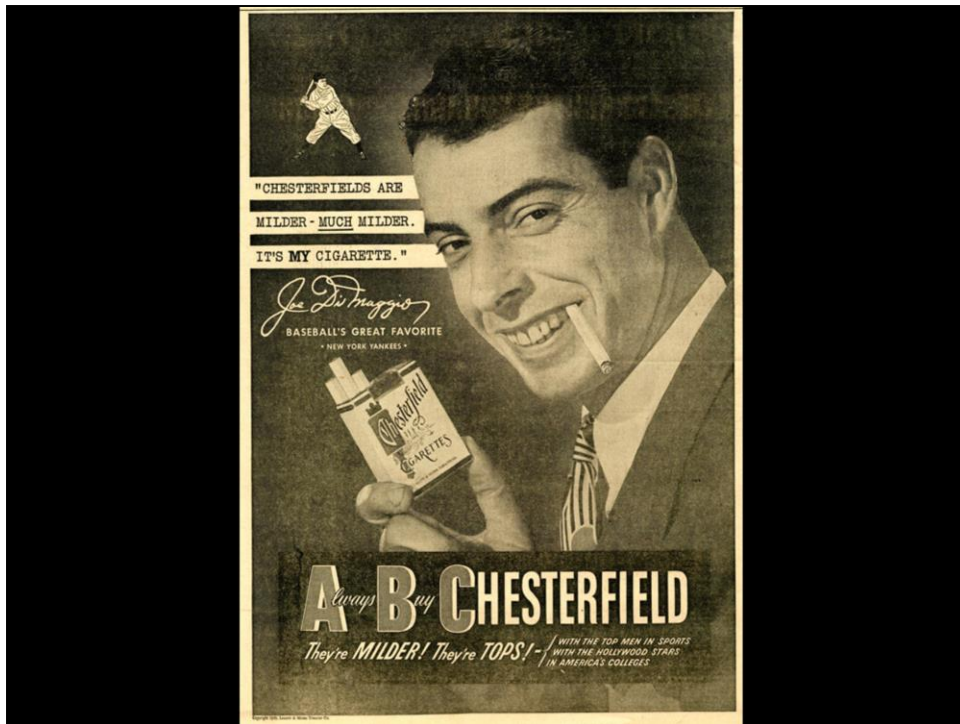
Campaign: It's my cigarette

Key Phrase: The one I'm really glad to put my name on

Brand: Camel

Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.



Date:

Theme: Athletic Endorsers

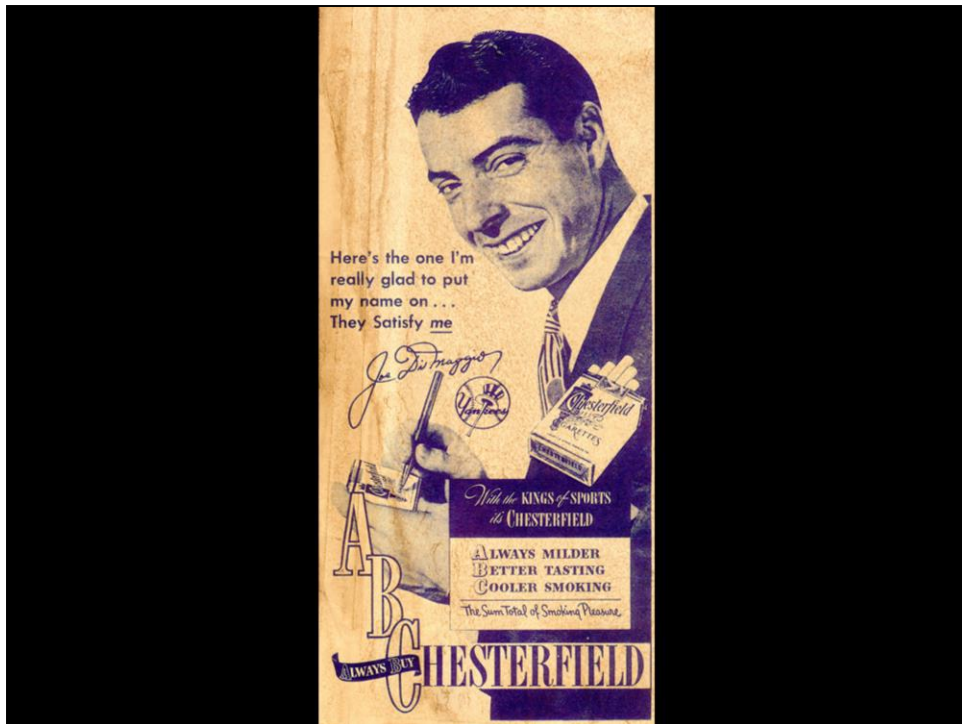
Campaign: It's my cigarette

Key Phrase: The one I'm really glad to put my name on

Brand: Camel

Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.



Why **CAMELS** are first  
with famous sports stars...



**Mickey Mantle** STAR SLUGGER  
"Of the N.Y. Yankees, says: 'So many of the Yanks smoke Camels I decided to try them. I smoked Camels a while and I know - Camels are just what they're mild and sweet tasting!'"

**Zoe Ann Olsen** OLYMPIC DIVER  
"My husband, Jack Jensen, the ball player, is a long-time Camel smoker. To keep peace in the family I tried Camels. I've smoked them ever since. No other cigarette tastes so good!"

**Julius Boros** STAR GOLF PRO  
"What I like so much about Camels is the way they keep on pleasing me. I count on Camels for that wonderful flavor and softness every time I light up. Why don't you try them?"

See for yourself why:  
**Camels agree with more people than any other cigarette**  
for Mildness and Flavor



**Pauline Betz** PRO TENNIS QUEEN  
"Sometimes in tennis you change your grip or forework and suddenly all your shots click. It was like that when I changed to Camels—they clicked. Just the right flavor and softness!"

Make the 30-Day Test. Smoke only Camels...convince yourself!

**CAMELS ARE FIRST WITH AMERICA**  
LARGEST WHOLESALE PURCHASE  
CAMELS ARE MORE POPULAR THAN ANY OTHER BRAND

| CAMEL                             | 1st  | 2nd | 3rd | 4th |
|-----------------------------------|------|-----|-----|-----|
| Camel's lead over 1st Place Brand | 100% |     |     |     |
| Camel's lead over 2nd Place Brand | 85%  |     |     |     |
| Camel's lead over 3rd Place Brand | 75%  |     |     |     |
| Camel's lead over 4th Place Brand | 65%  |     |     |     |

\*From January 1964, 1965

Date:

Theme: Athletic Endorsers

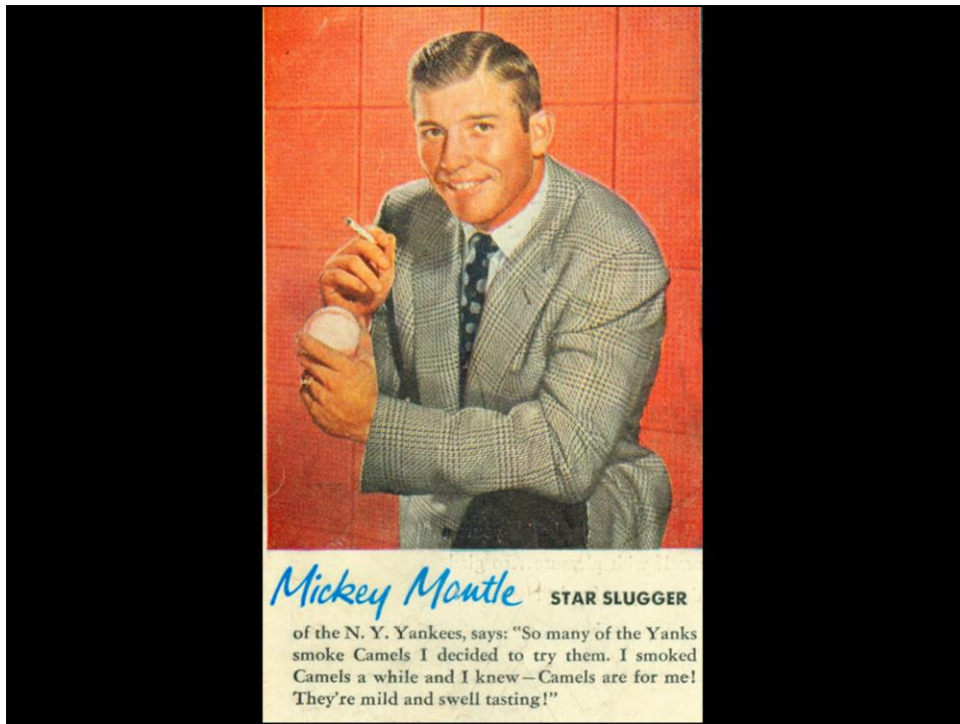
Campaign: Camels agree with more people

Key phrase: Why Camels are first with famous sports stars

Brand: Camel

Company: RJ Reynolds

Comment: Mickey Mantle, a major league baseball player who holds the record at 18 for most world series home runs, died of liver cancer on August 13, 1995. Although this was due primarily to his struggle against alcoholism, certain studies have established smoking as another possible risk factor of liver cancer. Olympic diver and bronze medalist Zoe Ann Olsen died 14-Jul-1982 of heart failure, a condition two to four times more likely in smokers, at the age of fifty-six. Professional golfer Julius Boros, the oldest person ever to win a major golf championship, also died of heart failure on May 28, 1994. Pauline Betz is a professional tennis player in the international tennis hall of fame.



Date:

Theme: Athletic Endorsers

Campaign: Camels are for me

Key Phrase: Star Slugger

Brand: Camels

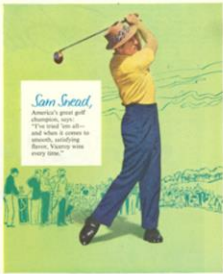
Company: RJ Reynolds

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18.

## Why do America's Champion Athletes Choose Viceroy?



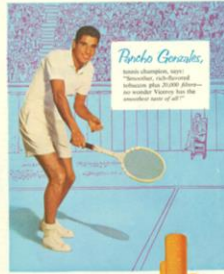
**Mickey Mantle**  
Baseball champion, says: "Viceroy has the smoothest taste of all. I've tried 'em all, and when it comes to smooth, satisfying smoke, Viceroy wins every time."



**Sam Snead**  
America's great and champion golfer says: "I've tried 'em all, and when it comes to smooth, satisfying smoke, Viceroy wins every time."



**Zoe Ann Olsen**  
Olympic champion, says: "I've tried 'em all, and when it comes to smooth, satisfying smoke, Viceroy wins every time."



**Pancho Gonzales**  
Tennis champion, says: "I've tried 'em all, and when it comes to smooth, satisfying smoke, Viceroy wins every time."

### "Viceroy has the smoothest taste of all!"

Smart Smokers Everywhere Know—  
Only Viceroy Takes The Three Steps  
That Lead To Smoothest Smoking!



**1. Smooth!**  
From the finest tobacco grows, Viceroy selects only the smoothest leaves. No other will do!



**2. Extra Smooth!**  
Each Viceroy's choice leaf is specially deep-Cured, golden brown through and through, for extra smoothness!



**3. Super-Smooth!**  
Only Viceroy smooths each leaf through 20,000 filters made from pure cellulose—soft, non-irritating, natural!



**VICEROY**  
Filter Tip  
CIGARETTES  
KING-SIZE

Date:

Theme: Athletic endorsers

Campaign: Viceroy has the smoothest taste of all

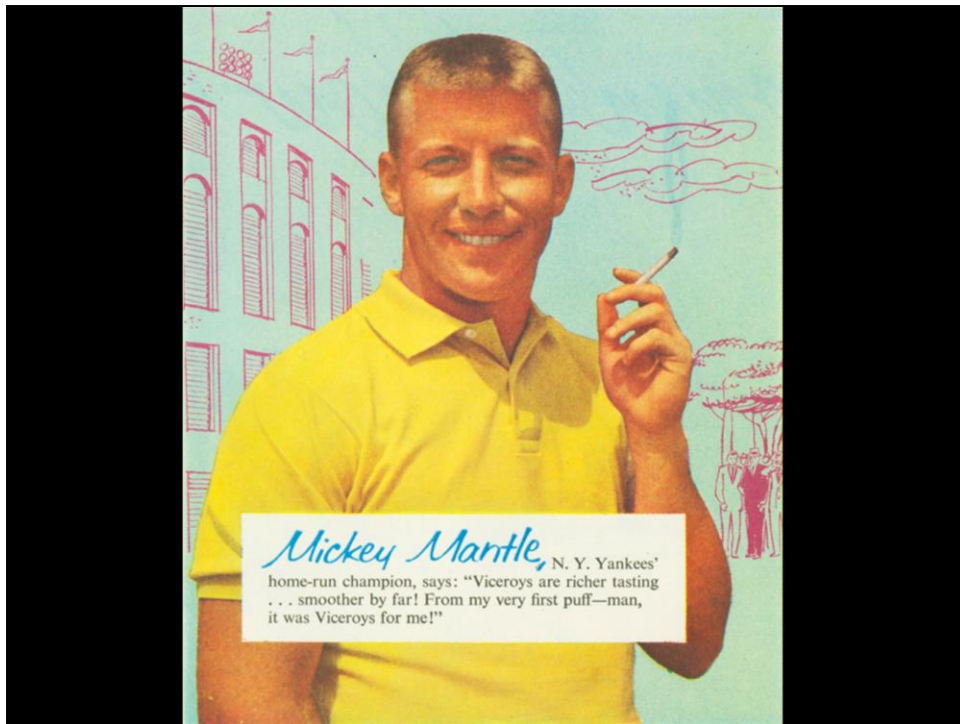
Key phrase: America's champion athletes choose viceroy

Brand: Viceroy

Company: Brown & Williamson

Comment: Mickey Mantle, a major league baseball player who holds the record at 18 for most world series home runs, died of liver cancer on August 13, 1995. Although this was due primarily to his struggle against alcoholism, certain studies have established smoking as another possible risk factor of liver cancer. Samuel Jackson Snead, born May 27, 1912, was a professional golfer who won eighty-two PGA tours, as well as seventy other events world wide. He died May 23 2002, however, not having won a single U.S. Open. Olympic diver and bronze medalist Zoe Ann Olsen died 14-Jul-1982 of heart failure, a condition two to four times more likely in smokers, at the age of fifty-six. Pancho Gonzales, a self-taught professional tennis player born May 9, 1928, is widely recognized as one of the greatest tennis players in history. He

died on July 3, 1995.



Date:

Theme: Athletic endorsers

Campaign: Viceroy has the smoothest taste of all

Key phrase: From my very first puff

Brand: Viceroy

Company: Brown & Williamson

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18. It's interesting that Viceroy advertises "from the first puff" while Camel recommends "The-30 Day Test".

"Great glove, Son!"



PHILLIES CIGARS PRESENTS

## MICKEY MANTLE

### Baseball Special



Full details on backs of Phillies Cigars. Look for this special display at your favorite retail store. Limited offer—hurry!

*Rawlings* "FAST IN THE FIELD"



FULL LEATHER LINED • DEEP WELL POCKET  
LEATHER WEB

\$6.95 RETAIL VALUE

ONLY **\$3.39**

WITH 20 PHILLIES CIGAR BANDS!  
MONEY-BACK GUARANTEE

Now... for less than half price... get your favorite baseball fan this beautiful glove... while you enjoy the good taste of Phillies Cigars in 12 great shops. Make your check or money order payable to Phillies Cigars, Inc., 20 Phillies Cigar Bands, by Mickey Mantle, P. O. Box 6866, Philadelphia, Pa., 19101. Along with name and address, be sure to state whether glove is for a right hand thrower or a left hand thrower.

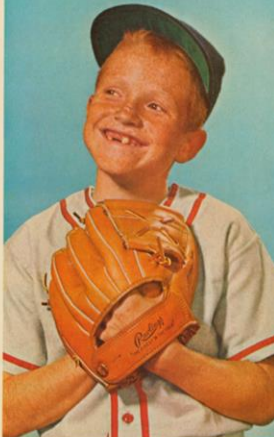
**FREE** with Phillies Baseball Glove Special—autographed color picture of Mickey Mantle.

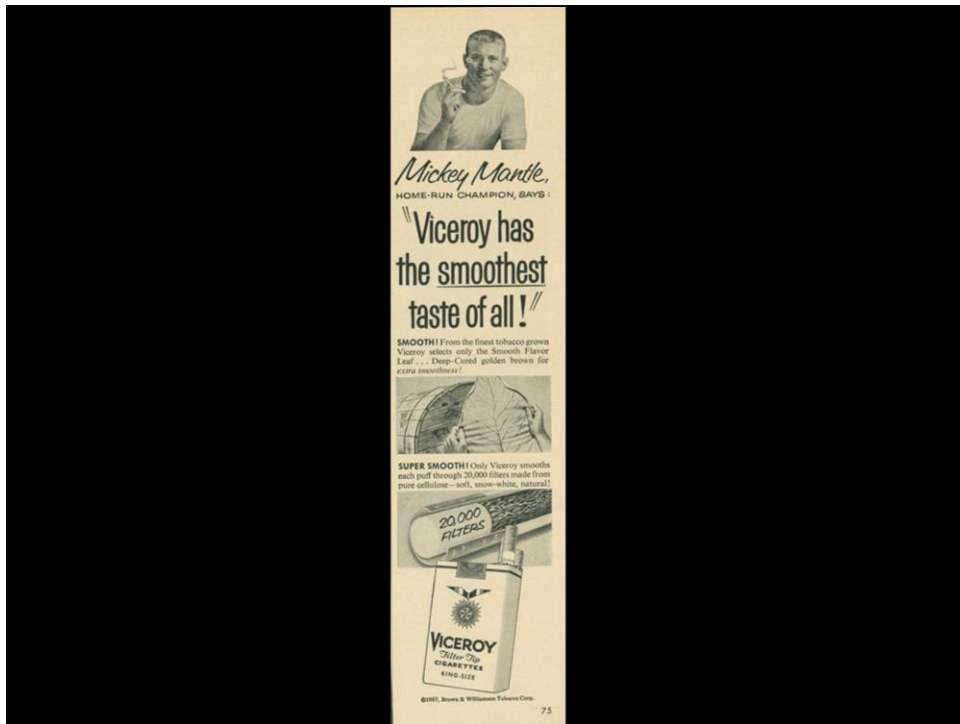
**PHILLIES**

SAVE THIS SPECIAL COUPON WORTH 5 PHILLIES CIGAR BANDS

Use this special coupon with 5 Phillies Cigar bands toward purchase of Rawlings glove in Phillies Mickey Mantle Baseball Special. Limited offer, only one coupon per order. Ask your favorite retailer. Oct. 31, 1964.

"You said it, Dad!"





Date:

Theme: Athletic endorsers

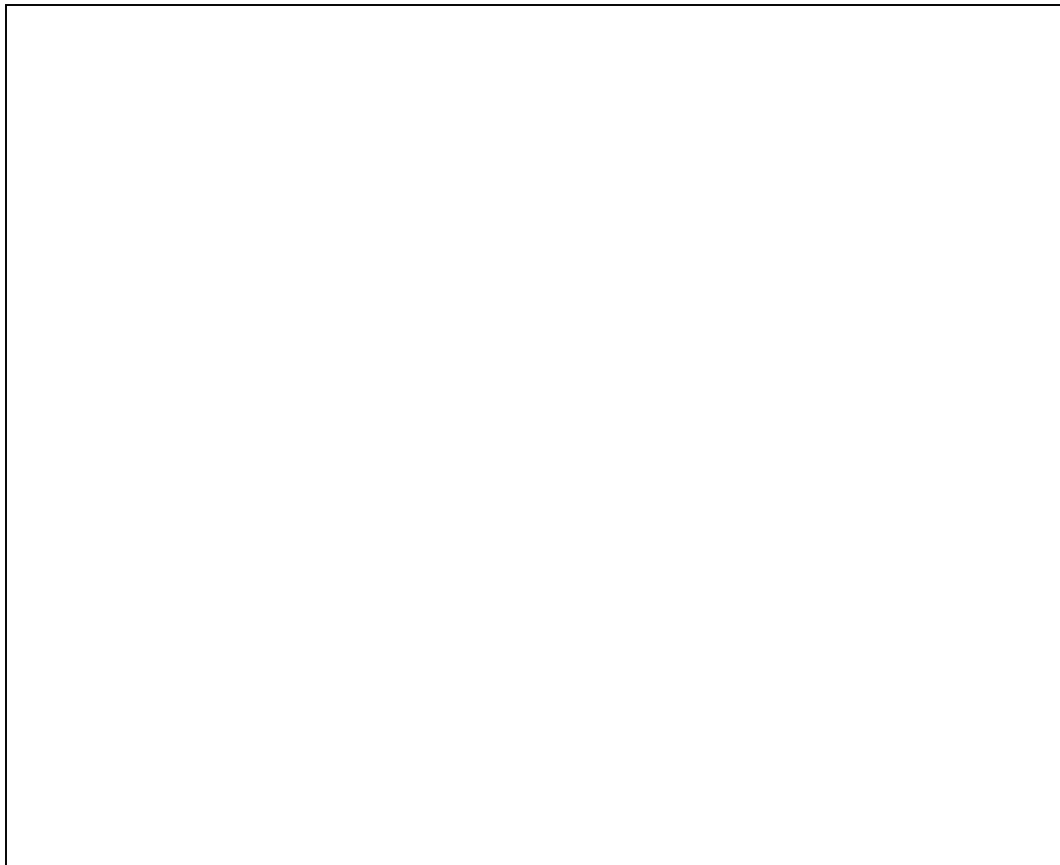
Campaign: Viceroy has the smoothest taste of all

Key phrase: Home-run champion, says

Brand: Viceroy

Company: Brown & Williamson

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18.



**"Tareyton  
sure has  
the taste!"**

—says Willie Mays

Spectacular center fielder of the S.F. Giants, famed Willie Mays, made Dual Filter Tareyton his steady smoke some time ago. "I can tell you," says Willie, "that pack after pack Tareyton give me everything I want. Tareyton sure has the taste!"



**Tareyton delivers the flavor... Dual Filter does it!**

**Here's one filter cigarette that's really different!**

The difference is this: Tareyton's Dual Filter gives you a unique *inner* filter of ACTIVATED CHARCOAL, definitely proved to make the taste of a cigarette mild and smooth. It works together with a pure white *outer* filter—to balance the flavor elements in the smoke. *Tareyton delivers—and you enjoy—the best taste of the best tobaccos.*



**DUAL FILTER Tareyton**

Product of The American Tobacco Company "Tareyton is our middle name" © 1955 T.A.C.



**"HAMMERIN' HANK" AARON...**

two-time National League  
batting champion... is again  
adding to his reputation  
as one of the greatest  
outfielders in baseball.  
Hank has already joined the  
all-time top ten in every  
batting department of  
the Milwaukee Braves!

You just know this young man  
is a Camel smoker.  
"Can't beat 'em for flavor,"  
says Hank. "And Camels sure  
smoke mild!"

**If you're smoking more now  
but enjoying it less...  
CHANGE TO CAMELS**

Quantity will never be a substitute for *quality*. And the Camel  
blend of costly tobaccos has never been equalled. So if you're  
smoking more these days, but enjoying it less - change to  
Camels. Today as always, *the best tobacco makes the best smoke*.

**Have a real cigarette - have a **CAMEL****



Date:

Theme: Athletic endorsers

Campaign: Smoother and better

Key phrase: The blindfold cigarette test

Brand: Old Gold

Company: Lorillard

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.

**OLD GOLD** hits a homer  
for **BABE RUTH**  
in *Blindfold cigarette test*



"Yes, I am well over 21... so I could see no reason why I shouldn't make the blindfold test. As I tried the four leading cigarettes I kept this 'box score' on the results:

No. 1 . . . . . out at first  
No. 2 . . . . . this one 'fanned'  
No. 3 . . . . . out on a pop fly  
No. 4 (OLD GOLD) . . . a home run hit!

"OLD GOLD's mildness and smoothness marked it 'right off the bat' as the best."

*Babe Ruth*



*On a new-ang fight in the blackness!*

**Why do they choose OLD GOLD . . . even in the dark?**

What is this superiority that wins so many famous people? It's simply finger-like smoothness . . . the new and delightful quality that Old Gold has added to cigarettes. And it comes from the heart-ness of the tobacco plant . . . the finest tobacco that grows. That's why you can pick an Old Gold with your eyes closed. And that's why Old Gold is the fastest growing cigarette in America.



4 1/2 Cigarettes, for 10¢  
Made from the heart-ness of the tobacco plant

**SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"**

Date:

Theme: Athletic endorsers

Campaign: Blindfold Test

Key phrase: Old Gold hits a homer

Brand: Old Gold

Company: Lorillard

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.

Company: RJ Reynolds

Comment: Lou Gehrig “The Iron Horse” was an baseball player known both for his hitting prowess and his record of 2,130 consecutive games played. He died tragically at the age of thirty-seven on June 2, 1941 from amyotrophic lateral sclerosis, or Lou Gehrig’s disease.

**"OLD GOLD** *has the most on the ball"*... says Lou Gehrig in Blindfold cigarette test



Lou Gehrig... Baller, four times of the New York Yankees... for last year to his manager, Eddie Kelly, as champion closer of batting line.



While both the "King of Hitters" and Lou of the Big South in Camp House of Baseball.

What cigarette's got the most on the ball? ... Well, you can tell that with your eyes closed. For when Old Gold stepped into the box in the third inning of the Blindfold Test, I said without a moment's hesitation that it was smoother... milder... than any of the other three brands.

*Lou Gehrig*



You can stand to smoke any of the four cigarettes, and you can stand to smoke any of the four cigarettes, and you can stand to smoke any of the four cigarettes, and you can stand to smoke any of the four cigarettes.



It's smoked the best. Made from the heart-leaf of the tobacco plant.

**Why you can pick them**

Three types of leaves grow on the tobacco plant... coarse top-leaves, irritating to the throat... withered ground-leaves, without taste or aroma... and the heart-leaves rich in cool and fragrant smoking qualities. Only the heart-leaves are used in Old Golds. That's the reason for their superiority.

**SMOOTHER AND BETTER**

**"not a cough in a carload"**

Date:

Theme: Athletic endorsers

Campaign: Blindfold cigarette test

Key phrase: Old Gold has the most on the ball

Brand: Old Gold

Company: Lorillard

Comment: Lou Gehrig "The Iron Horse" was an baseball player known both for his hitting prowess and his record of 2,130 consecutive games played. He died tragically at the age of thirty-seven on June 2, 1941 from amyotrophic lateral sclerosis, or Lou Gehrig's disease.

**21 OUT OF 23 ST. LOUIS CARDINALS SMOKE CAMELS!**

by FRANK FRISCH

They sure made it hot for us this year, but the Cardinals came through in great style clear to the end when we needed every ounce of energy to win. We needed it—and we had it. There's the story in a nutshell. It seems as though the team line up just as well on their smoking habits as they do on the ball field. Here's our lineup on smoking: 21 out of 23 of the Cardinals prefer Camels.

**PLAYER-MANAGER**—Frankie Frisch of the World Champion Cardinals

The World Series is over. The Cardinals are on the top. Their astounding achievement will go down in history—a sensational change from 7 games behind to win the pennant...and then the series!

They are champions—and popular champions. Frankie Frisch, Carleton Feltner, Charlie Lea, Dierker, Bill Walker, Melvin Hall. America knows them.

**"DUCKY" MEDWICK (Left)**  
"A Camel takes away the tired feeling as soon as I have the field, here on my try again."

**"RIP" COLLINS (Right)**  
"A Camel has a way of 'setting me' up energy. And when I'm tired I know that help me to keep back quickly."

**"PEPPER" MARTIN (Right)**  
"I like Camels because when I have one I can actually feel all tension slip away."

**A TIP TO THE FANS...**

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

**THE DEANS!**

**PI. J. DEAN** says: "Smoking a Camel gives me the feeling of having more energy. Camels never give me jumpy nerves or have a 'lighter' aftertaste."

**"DIZZY" DEAN:** "A Camel sure brings back more energy after a hard game or any time when you're tired, and Camels never bother the nerves."

**LEAF TOBACCO EXPERTS AGREE:**  
"Camels are made from finer, more expensive tobaccos—Turkish and Domestic—than any other popular brand."

**CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!**

Date:

Theme: Athletic endorsers

Campaign: Get a lift with Camel

Key phrase: 21 out of 23 St. Louis Cardinals smoke Camels

Brand: Camels

Company: RJ Reynolds

Comment: Founded in 1882, the St. Louis Cardinals have won a National League record of 10 world series. Joseph Michael "Ducky" Medwick was pulled from the 1934 world series against the Detroit Tigers and pelted with garbage after injuring Marv Owen on a hard slide into third base. Nicknamed for his waddle, no one called him "Ducky" to his face. He died on March 21, 1975 from a heart attack. Johnny "pepper" Martin "The Wild Horse of Osage" was an outfielder and third baseman known for his speed. In the 1931 world series he batted .500 and stole 5 bases. He suffered a heart attack and died on March 5, 1965. A major league starting pitcher, Harry Warren "Rip" Collins starred at four sports in Texas A&M University and was known for his punting skills. Paul "Daffy" Dean was nicknamed contrary to his quiet and

serious nature. He pitched along with his more distinguished brother, Jay, "Dizzy" Dean, the reason for his matching nickname. Jay Died of a heart attack on July 17, 1974, four years before his brother.

# "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 Edden), **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.



serious nature. He pitched along with his more distinguished brother, Jay, "Dizzy" Dean, the reason for his matching nickname. Jay Died of a heart attack on July 17, 1974, four years before his brother.



Date:

Theme: Athletic endorsers

Campaign: A smooth, rich tasting smoke

Key phrase: Have a real cigarette

Brand: Camel

Company: RJ Reynolds

Comment: An often despised figure, Roger Maris caused a commotion in 1961 when he topped Babe Ruth's record for sixty home runs in a single season with sixty-one home runs. An asterisk in the records marks that he made the record breaking sixty-one runs in a 162 game season, whereas Babe Ruth's sixty runs were made in a 154 game season. Perhaps contributing to his unpopularity is his serious and self-contained personality in comparison with Babe Ruth's outgoing, charismatic persona. He died on December 14, 1985, twenty-four years later at the age of fifty-one, from lymphoma.

What makes a Lucky taste better?

**"IT'S TOASTED"**  
to taste better!

Baseball's fabulous Ted Williams is an expert fisherman and an enthusiastic Lucky smoker. "Indoors and outdoors, Luckies are really a great smoke," says Ted. "They give me what I'm looking for in a cigarette. That's better taste." Luckies taste better because Lucky Strike means fine tobacco. Then, that tobacco is *toasted* to taste better. "It's Toasted"—the famous Lucky Strike process—brings Luckies' fine tobacco to its peak of flavor... tones up the light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That's our story: a Lucky tastes better because it's the cigarette of fine tobacco... and "It's Toasted" to taste better. So, to get better taste, get Lucky Strike.

**LUCKIES TASTE BETTER, Cleaner, Fresher, Smoother!**

© 1966, PROPERTY OF THE AMERICAN TOBACCO COMPANY, SMOKING TOBACCO MANUFACTURERS OF CIGARETTES.

Off the Florida Keys, Ted Williams hooks a bonefish—a terrific fighter. Ted's own company makes the glass rod he uses—the Ted Williams "B" fighter.

It's big game—a real beauty! Better, right after you've dug up his catch, Ted relaxes and enjoys a Lucky. "I like Luckies best," he says. "They taste better."

**LUCKY STRIKE**  
CIGARETTES

Date:

Theme: Athletic endorsers

Campaign: "It's toasted"

Key phrase: Luckies Taste Better, Cleaner, Fresher, Smoother

Brand: Lucky Strike

Company: American Tobacco Company

Comment: Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also has the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

**Lucky day  
for  
Ted Williams**



Ted hooks a battling bonefish. His company made the glass rod, the Ted Williams 9-footer.



It's a big one... a real beauty. Ted caught this handsome heavy-weight off the Florida Keys.

Every day he goes fishing is a Lucky day for Ted Williams. Tucked in his shirt pocket is a pack of Lucky Strike cigarettes. Baseball's fabulous Thumper smokes Luckies for a good reason. "Outdoors and indoors," he says, "they always taste better." Luckies taste better, first of all, because Lucky Strike means fine tobacco. Then, that tobacco is toasted to taste better. "It's Toasted"—the famous Lucky Strike process—tones up Luckies' light, mild, good-tasting tobacco to make it taste even better... cleaner, fresher, smoother. So, enjoy the better-tasting cigarette, Lucky Strike.

After weighing up his catch, Ted enjoys a Lucky. "I like Luckies," he says. "They taste better."



It's TOASTED to taste better!  
Better taste Luckies...  
LUCKY STRIKE  
L.S./M.F.T.

**LUCKIES TASTE BETTER**—Cleaner, Fresher, Smoother!

©A.T.C. PRODUCT OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Date:

Theme: Athletic endorsers

Campaign: "It's toasted"

Key phrase: Luckies Taste Better, Cleaner, Fresher, Smoother

Brand: Lucky Strike

Company: American Tobacco Company

Comment: Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also has the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

N. Y. YANKEE STAR **ELSTON HOWARD** FLASHES THE SIGN:

"YOUR CIGARETTE'S NOT TASTING COOL ENOUGH  
TILL YOU *Come Up to KOOL*"



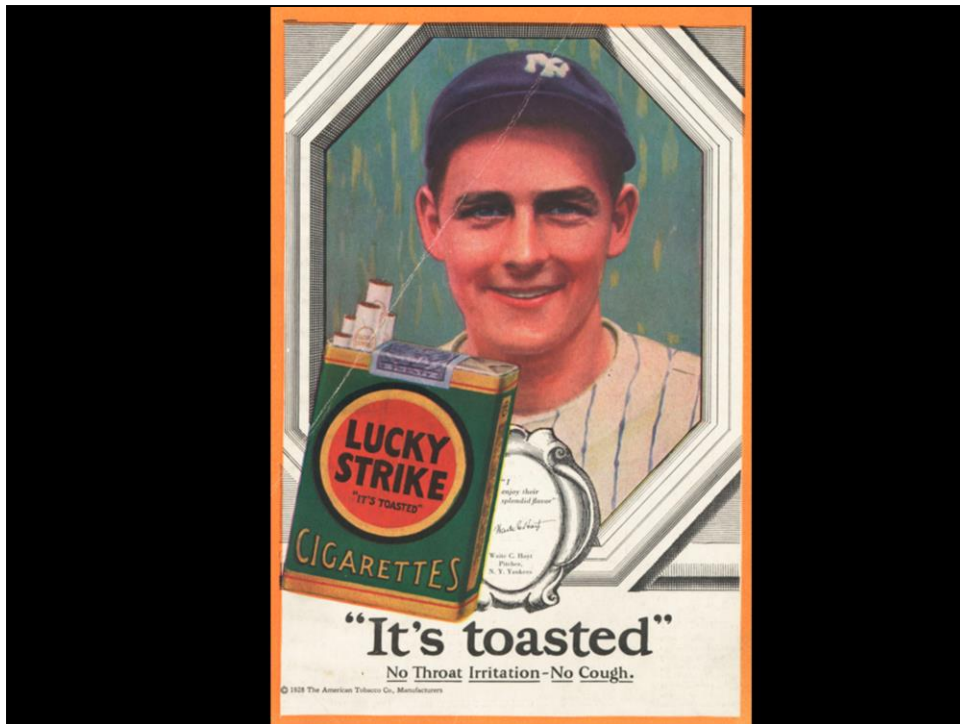
"Feel extra coolness in your throat..."  
says *Elston Howard*

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day... KOOL after KOOL after KOOL. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one carton of KOOL. You'll never go back to those hot and dry-tasting cigarettes again."

©1960, BROWN & WILKINSON TOBACCO CORPORATION  The Mark of Quality in Tobacco Products

Also Available Without Filter



Date:

Theme: Athletic endorsers

Campaign: "It's Toasted. No Throat Irritation - No Cough."

Key phrase:

Brand: Lucky Strike

Company: American Tobacco Company

Comment: A dominant major league pitcher, Waite Hoyt "The Schoolboy Wonder" was signed to the New York Giants at the age of fifteen. Also known as "The Merry Mortician", Hoyt worked both as a funeral director and in vaudeville. He has performed with George Burns, Jack Benny, and Jimmy Durante. He died on August 25, 1984, following a heart attack.



Date:

Theme: Athletic endorsers

Campaign: They're Milder

Key phrase: Always Buy Chesterfield

Brand: Chesterfield

Company: Altria

Comment: Frank Ellerbe played between 1919 and 1924 as a third baseman for the Senators, the Browns, and the Indians. He was born on December 25, 1895, He died on July 8, 1988.



Date:

Theme: Athletic endorsers

Campaign: They're Milder

Key phrase: Always Buy Chesterfield

Brand: Chesterfield

Company: Altria

Comment: Norman McMillan played third base from 1922 to 1929 for the New York Yankees, Chicago Cubs, St. Louis Browns, and Boston Red Sox. Born on October 5, 1895, he died on September 28, 1969.



Date:

Theme: Athletic endorsers

Campaign: Milder

Key phrase: The Babe Ruth Story

Brand: Chesterfields

Company: Altria

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.

## THEY'VE GOT THOSE EXTRAS THAT WIN BALL GAMES

Yes, it's the extras that carried Joe DiMaggio, "Bucky" Walters, and George Case to the top. The extras of slower burning won them to Camel cigarettes.

**HE STEPS UP** to the plate, and he looks like "none" any other ball player. But when that bat of his comes crashing through—*crack!*—and he's out to the ball game. Experts call him one of the greatest natural hitters in the game. Where... how he gets all that extra power into his bat, even Joe DiMaggio himself can't say. But you can really see below how he gets the extra in his cigarette. "I smoke Camels for extra mildness and extra flavor," says Joe.




JOE DI MAMAGGIO—the greatest natural hitter in the game.

**NO!** "Bucky" Walters has no magic pick. The magic is in his extra pitching arm—the extra degree of control in that famous right arm. It shows in every pitch... in a change of pace that comes up the change of being extra... "Buckles" the night of his. These are the extras in his pitching. In his cigarette, "Bucky" will tell you. "Extra mildness and extra control was with me. So I smoke the slower burning brand... Camels." Yes, Camels' control and extra way of burning mean extra pleasure—and extra smoking per pack (see below, left).




"BUCKY" WALTERS—the extra way of burning means extra pleasure—and extra smoking per pack (see below, left).

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

In recent laboratory tests, CAMELS burned 25% slower than the average of the 12 other of the largest-selling brands measured than any of them. This means, in the average, a smoking time equal to

**5 EXTRA SMOKES PER PACK!**





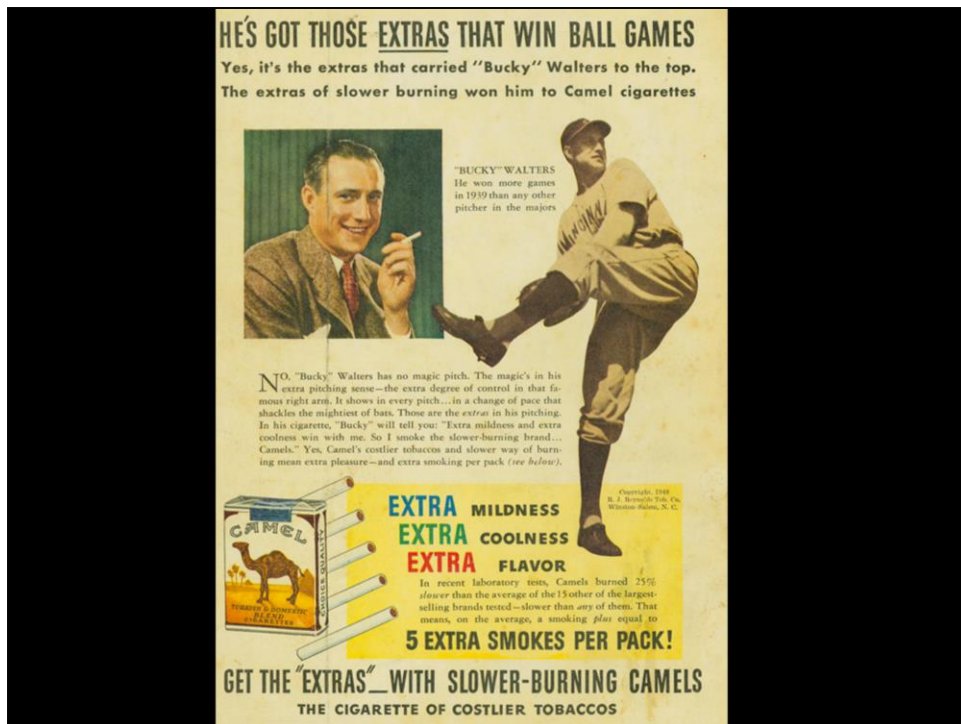
**YES, it's the Case of the stolen base—George Case, Extra sometimes in getting the jump on the pitcher... extra speed in getting there ahead of the ball—these two big extras have won George Case another as the "stolen base" runner in the game today. Extra do make a difference even in cigarettes.**

With George Case—with millions of others—the extra of slower burning means extra pleasure in his life. So sure to slower burning Camels. Extra mildness, control, and flavor—with an extra measure of extra... and extra smoking per cigarette per pack (see left).



GEORGE CASE—the extra way of burning means extra pleasure—and extra smoking per pack (see left).

**GET THE 'EXTRAS' WITH SLOWER-BURNING CAMELS**  
**THE CIGARETTE OF COSTLIER TOBACCOS**



Date:

Theme: Athletic endorsers

Campaign: Extra Mildness Extra Coolness Extra Flavor

Key phrase: He's got those Extras that win ball games

Brand: Camel

Company: RJ Reynolds

Comment: William Henry "Bucky" Walters, born April 19, 1909, was an American Major League pitcher. A six time All-Star, he was the national league MVP in 1939, leading the league in strikeouts. He died on April 20, 1991.

THE SMOKE'S THE THING!

**"YES, SIR, CAMEL IS THE CIGARETTE FOR ME... EXTRA MILD!"**

THERE'S THE WIND-UP. And here's the pitch—an inside story from baseball's master mountaineer, Cincinnati's famous "Bucky" Walters:

"My cigarette has to be mild, naturally. Camels give me extra mildness—and they're full of flavor."

Extra mildness—less nicotine in the smoke... 28% less than the average of the 4 other largest-selling brands tested. Whether you smoke much or little, you'll welcome Camel's extra mildness and extra freedom from nicotine in the smoke. Switch to Camels now. Smoke out the facts for yourself. The smoke's the thing!

—and here's the scientific slant, "BUCKY" WALTERS:

The smoke of slower-burning Camels gives you

**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!

I LIKE THOSE EXTRAS IN CAMELS... ESPECIALLY THE EXTRA SMOKING PER PACK



A SLOWER-BURNING, COOLER SMOKE WITH EXTRA FLAVOR. CAMELS ALWAYS TASTE GOOD

BLEACHERS TO BOXES you'll find Camels tick with more smokers than any other cigarette. They're the heavy smoke with a watchful blend of cooler tobacco that has never been equalled. And they're the chilly smoke, too, as fat George Sifers explains (above)... even more economical when you buy the convenient Camel carton your dealer is flaming right now.

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!**



YOU'VE GOT the right pitch. "Bucky" Camel's cooler tobacco are slower-burning. That means freedom from the irritating qualities of excess heat... more comfort, more flavor. Yes, and no matter how much you smoke, flavorful Camels always taste good... never wear out their welcome.

**Camel**

THE CIGARETTE OF COSTLIER TOBACCOS

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



Date:

Theme: Athletic Endorsers

Campaign: With the Kings of Sports, it's Chesterfield

Key Phrase: The sum total of smoking pleasure

Brand: Chesterfield

Company: Altria

Comment:

Pro tennis player Bobby Riggs, Born February 25, 1918, was also reputed to be a gambler and hustler. He won 105,000 dollars (from an initial 500) in 1939 by betting on himself at Wimbledon. In his later years he won numerous golf and tennis bets, often defeating opponents with a frying pan instead of a tennis racquet or with only one golf club. He died on October 25, 1995.

Sid Luckman, November 21, 1916, was the American quarterback first to use the T-formation. One of the few Jewish professional football players, he died on July 5, 1998.

Born August 1, 1914, professional golfer Lloyd Mangrum was known for his relaxed demeanor on the course. When drafted into World War

II, he declined a position at the army's Fort Golf Course, instead going on to win two purple hearts and survive an injury at the Battle of the Bulge. He died on November 17, 1973 of his twelfth heart attack.

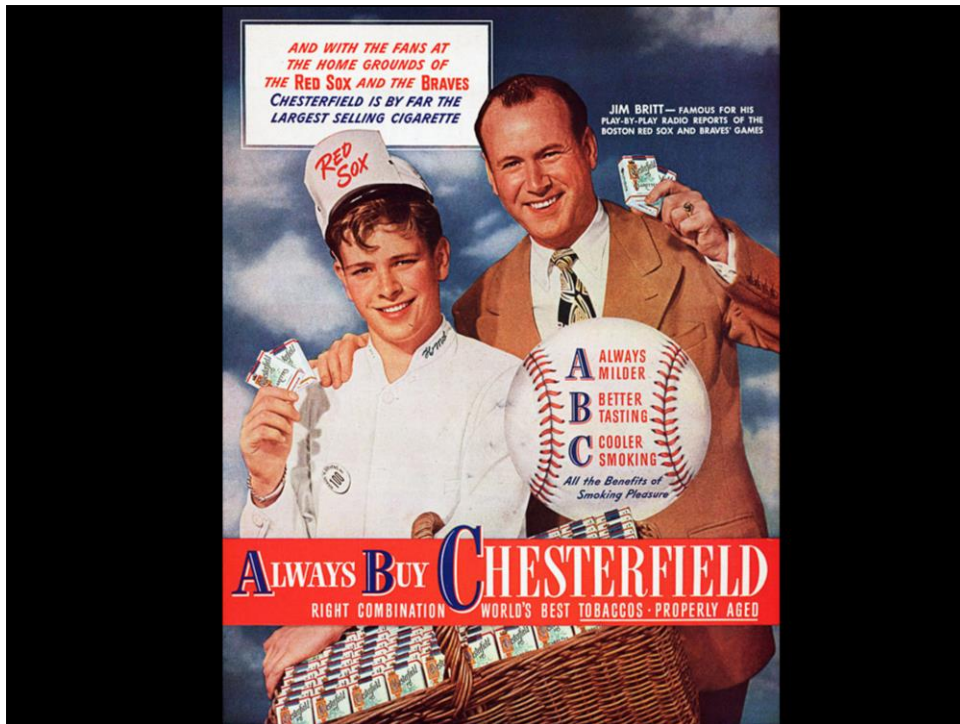
Stanley "Stan the Man" Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.

Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also had the best batting average of any player to hit over 500 home runs.

Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

American Swimmer Adolph "Sunny Boy" Kiefer was the first man in the world to swim 100 yards backstroke in less than one minute. After he won a gold medal in the 1936 Summer Olympics, Kiefer traveled the world, challenging swimming champions to 2000 races. He won all but two.

Nat Holman, Born October 19, 1896, played professional basketball for New York University and the Original Celtics. One of the major early innovators of the game, he was a large influence to later playmakers. In 1920 he gained the top coaching position at City College of New York. He died on February 12, 1995.



Date:

Theme: Athletic Endorsers

Campaign: Largest selling with the fans of the Red Sox and the Braves

Key Phrase: All the Benefits of Smoking Pleasure.

Brand: Chesterfield

Company: Altria

Comment: Born April 11, 1910, Jim Britt was a major league baseball announcer who announced loyally for the Atlanta Braves and Boston Red Sox from 1940 through 1950 (except for his time serving in the Navy during World War II). He died on December 31, 1980.



Date: 1947

Theme: Athletic Endorsers

Campaign: The Baseball Man's Cigarette

Key Phrase: The First Thing You Will Notice Is Their Mildness

Brand: Chesterfield

Company: Altria

Comment:

Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also has the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

Bob Elliott, born November 26, 1916, was a major league right fielder and third baseman. In 1947 He won the National League Most Valuable Player award. He had the highest slugging average of any National League third baseman, .440. He died on May 4, 1966.

Stanley Raymond “Bucky” Harris, born November 8, 1896, was a player and manager for the Washington Senators by the time he was twenty-eight. He later became manager of the Tigers, Red Sox, Phillies, and Yankees. He died on November 8, 1977.

Stanley “Stan the Man” Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.

Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.

Ewell “The Whip” Blackwell, born October 23, 1922, was a major league pitcher nicknamed for his fast sidearm pitch. With 839 strikeouts and a 3.30 ERA, he is considered to be one of the greatest pitchers of his time. He died of cancer on October 29, 1996.

Americas top baseball player smoke Camels.

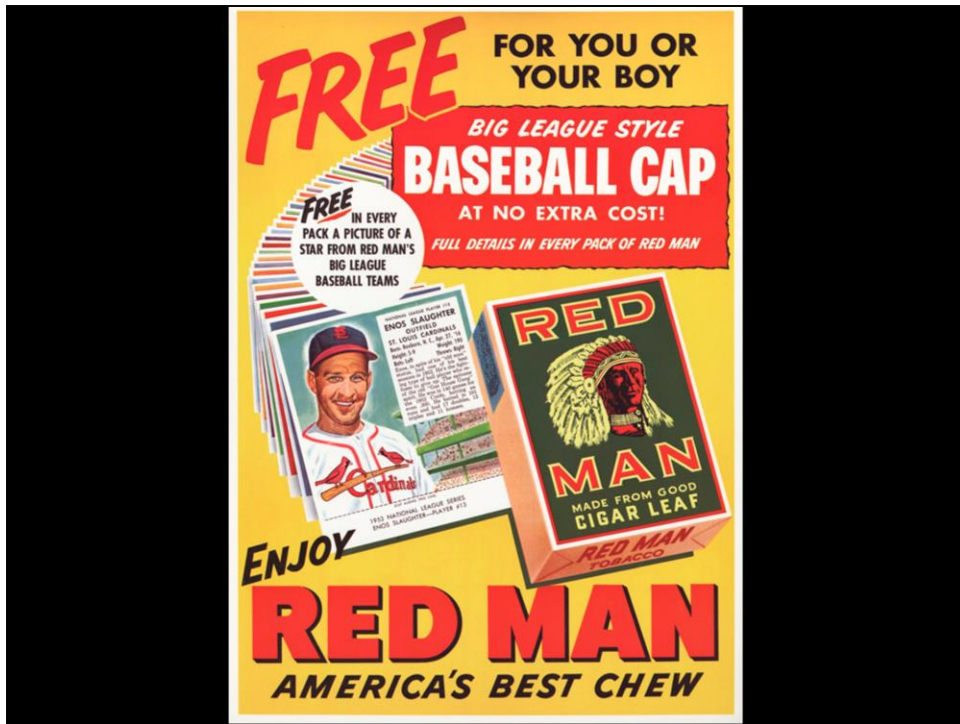
Americas top baseball player smoke Camels.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

**We love tobacco.  
We don't smoke.**

**Walt Garrison**  
"For tobacco pleasure without smoking, I go for Skoal with the wintergreen taste. It's the fastest growing smokeless tobacco in the world."

**Shep Messing**  
"Just a pinch of mild Happy Days always gives me the great taste I want. It's also a great way for you to start going smokeless."

**Carlton Fisk**  
"Copenhagen gives me all the rich tobacco taste I'm looking for without the trouble of lighting up."

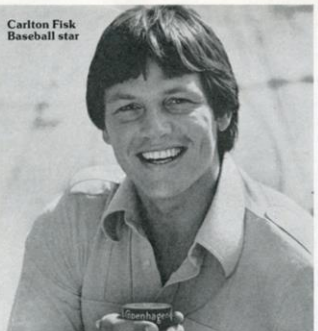
If you've never tried smokeless tobacco before, we'd like to send you a few free pinches of Happy Days. Write to:  
"Smokeless Tobacco," U.S. Tobacco Company,  
Dept. PM118, Greenwich, Conn.  
06830.

**Smokeless tobacco.  
A pinch is all it takes.**

©1979 U.S. Tobacco Co. Other trademarks are shown.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

Carlton Fisk  
Baseball star



## How you can enjoy tobacco without smoking.

**Free.** Just fill out the coupon below, send it in and we'll send you a can of mild Happy Days, one of America's favorite "smokeless tobaccos." My brand is Copenhagen. But, if you're just starting out, I'd suggest easygoing Happy Days. It's so easy to enjoy. Just a pinch of mint flavored Happy Days between your cheek and gum gives you real tobacco pleasure without lighting up. And each can is dated for freshness.

Yes, send me my free can of Happy Days.  
I'll cut and send to: "Smokeless Tobacco"  
100 W. Putnam Ave., Dept. SI 001,  
Greenwich, Conn. 06030

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

 **Smokeless tobacco. A pinch is all it takes!**

© 1980 U.S. Tobacco Company. Offer not available to minors. Limited to one sampling per family.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

## IT'S ALL A MATTER OF TASTE

*Baseball's Immortal*  
**TY COBB**  
**SPEAKS HIS MIND**

Some way, don't ask me how, the people who make Lucky Strike found out I've smoked Luckies quite a spell.

First thing I know, they asked me if I'd tell people why I smoke Luckies. As a rule, I don't give testimonials, but I said I would in this case, if they'd do a couple of things.

First, give me a check to send to a charity of my choosing. Second, say it the way I want it said.

They said okay, so here goes. I smoke Luckies because I like them. That's the only reason I can think of. I suppose some folks would call it a matter of opinion, and, no doubt, that's what it is. Take another example, I think that the ball players of years back had it all over most of 'em today. That's my opinion, and I'll stick to it. The same goes for Luckies. It's all a matter of taste.

You see a lot these days about why people smoke certain cigarettes. Maybe they do smoke them for the reasons they give. All I can say is I smoke Luckies because I like them.

I guess this sort of rambles along a bit, but they asked for it.

*Lucky Strike speaks for itself*

We're not surprised, of course, that Mr. Cobb likes Luckies. The fact of the matter is—*Luckies taste better.*

Luckies taste better for two reasons. Practically everyone in America knows: L.S.M.F.T.—Lucky Strike Means Fine Tobacco. And more and more people are finding that Luckies are actually made better, too.

So, Be Happy—Go Lucky. Remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.



COBB, THE AMERICAN TOBACCO COMPANY

## LUCKIES TASTE BETTER

**CLEANER.  
FRESHER.  
SMOOTHER!**



Date:

Theme: Athletic Endorsers

Campaign: Have a real cigarette

Key Phrase: The best tobacco gives you the best smoke

Brand: Camel

Company: RJ Reynolds

Comment: Born November 22, 1926, Lew Burdette was starting pitcher for the Boston and Milwaukee Braves and the 1957 World Series MVP. An excellent control pitcher with a 1.84 walk average, in 1959 he threw a 1-0 shutout, winning a game in the 13<sup>th</sup> inning against the Pittsburgh Pirates, who had pitched a perfect game the first 12. he was rumored to have thrown balls illegally altered by application of saliva or other liquid, "spitballs". He died of lung cancer on February 6, 2007.



1939 May 20

# "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**, 1936, 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**  
 Dixie Dean, Lou Gehrig, Melvin Ott, Jimmy Collins, Harold Schumacher, Carl Hubbell

**TENNIS**  
 Ellsworth Vines, J. C. George, M. Lee, J. William T. Tilden, Ted, Bruce Barnes

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

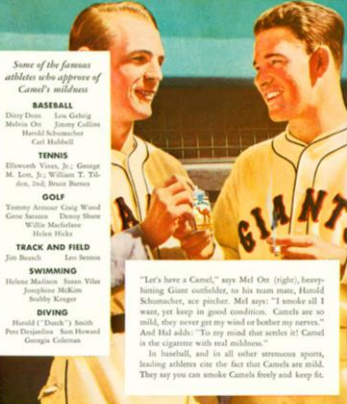
**TRACK AND FIELD**  
 Jim Brown, Len Sorensen

**SWIMMING**  
 Helene Madison, Susan Ygles, Josephine McKim, Bobby Knepper

**DIVING**  
 Harold G. Donahy, J. Smith, Pats Donahue, 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 IRRITATE MY THROAT.



Camels are made from fine, HIGH EXPENSIVE TOBACCO. —Tobacco & Domestic—there are no other people based.

Grade A-1. Retains Original Flavor. No Water. No Sugar. No Additives.



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!**

1936/1937—Bill C. E. Ryder      1938/1939—J. Young      1940/1941—J. W. Wain

**"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 Bailor 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' gentle tobacco never dulls your nerves—never lets your non-smoking 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 marketeers 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.).



Date:

Theme: Athletic Endorsers

Campaign: Largest selling cigarette with the fans

Key Phrase: All the benefits of smoking pleasure

Brand: Chesterfield

Company: Altria

Comment:

In addition to managing, Bill Dickey, born June 5, 1907, played as a catcher for the New York Yankees for his entire career. He was an aggressive man who once broke another player's jaw after a collision, earning him a 1,000 dollar fine and a 30-day suspension. His mentor, Albert Edwin Dickey, is rumored to have lost a finger while breaking up a fight between Bill and another player. It was supposedly bitten off at the knuckle by Ty Cobb. He died on November 12, 1993.

Unusually small in size for a power hitter, Mel Ott, Born March 12, 1909, became a manager in 1942. He managed the New York Giants until 1948. His lenient, easy-going way of management, coupled with the Giants failure to place any higher than third during that time, provoked

the comment from Dodgers Manager Leo Durocher, "Nice guys finish last!". Ott died on November 21, 1958.



Date:

Theme: Athletic Endorsers

Campaign: in the Big Leagues, Chesterfield is Favorite

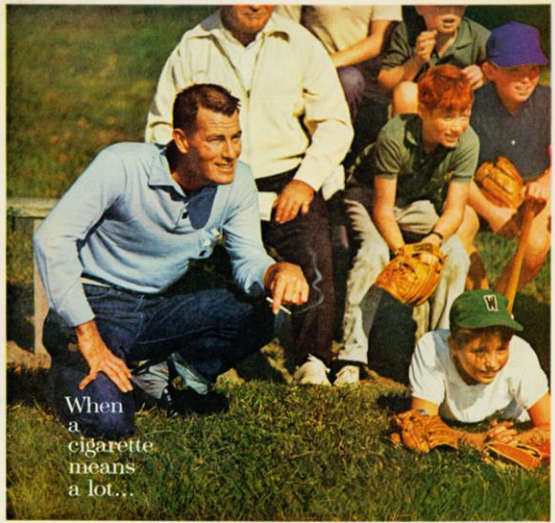
Key Phrase: Most valuable players in the American and National Leagues

Brand: Chesterfield

Company: Altria

Comment: Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also has the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

Stanley "Stan the Man" Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.



When  
a  
cigarette  
means  
a lot...

you get **Lots More** from **L&M**

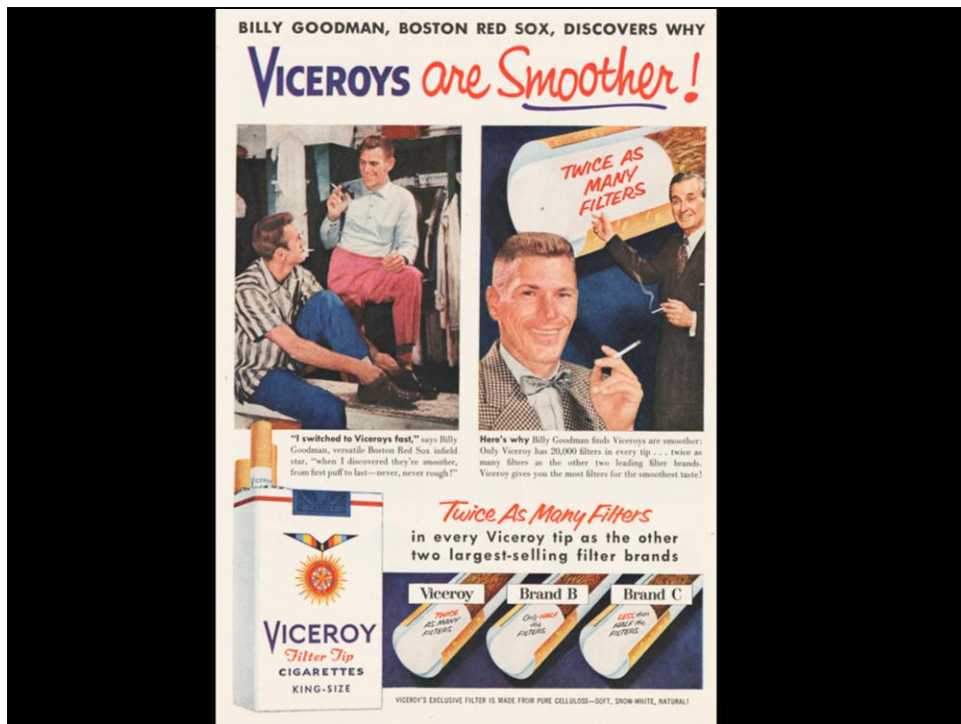
 more body in the blend  
more flavor in the smoke  
more taste through the filter



There's more rich-flavor leaf among L&M's choice tobaccos - actually more of this longer-aged, extra-cured leaf than even in some unfiltered cigarettes. And with L&M's modern filter - the Miracle Tip - only pure white touches your lips. Get lots more from L&M - the filter cigarette for people who really like to smoke.

It's the rich-flavor leaf that does it!

Yes Sir! Here's Your Baby!



Date:

Theme: Athletic Endorsers

Campaign: Twice as many filters

Key Phrase: Viceroy's are Smoother

Brand: Viceroy

Company: Brown & Williamson

Comment: Billy Goodman, a major League baseball player born March 22, 1926, was an infielder who batted left-handed. Extremely versatile as a player, he could play almost any position. He died of cancer on October 1, 1948.

**BACK FROM HAVANA**

By Garry Paul you look great! You must have had a fine vacation in Havana.  
**DERRINGER:** Sure did! It's all the more fun, like I do, we ought to win the pennant again.

By Garry Everybody in Havana knows you're a great pitcher. Paul, did you try any of those Havana cigars in Cuba?  
**DERRINGER:** You bet—smoked 'em all the time!

By Garry Then you can speak with an authority. Try this new White Owl and tell me if it has the real Havana flavor.

**PAUL DERRINGER finds real Havana flavor in NEW WHITE OWL**

**DERRINGER:** (after several puffs) Boy, this is great! It's milder than all the Havana Cuban cigars, but it's the real Havana taste, all right!

**PAUL DERRINGER,** star pitcher of the National League, looked in fine condition when we interviewed him shortly after the 1949 season got under way. He had recently returned from a vacation in Havana and seemed all set to break his last year's record of pitching 25 winning games. Paul had sampled many kinds of Havana cigars in Cuba, and we asked his opinion of the new Blended-with-Havana White Owl. He gave it a thorough test ... and there was no doubt about its authentic Havana flavor. You'll enjoy its rich, mellow Havana taste, too. And the fact that you now can get this preferred cigar taste in a good 14-cigar assortment for the amazing popularity of the new White Owl. *Are you missing out on this cigar "find" of the year?*

**NOW BLENDED WITH HAVANA!**

**Try a NEW WHITE OWL -Today 5¢**

New White Owls are made in America from leaf of New York World's Best, 1949.

Date:

Theme: Athletic Endorsers

Campaign: Real Havana Flavor

Key Phrase: Back from Havana

Brand: White Owl

Company: General Cigar Company

Comment: Born on October 17, 1897, Paul Derringer was a major league pitcher who played mainly for the Cincinnati Reds between 1931 and 1945. On May 24, 1935, he beat the Philadelphia Phillies in the first major league night game in history, in which President Franklin D. Roosevelt lit the stadium lights from the white house. He died on November 17, 1987.

**"Viceroy's got the taste that's right!"**  
*says Frank Robinson*  
STAR RIGHT FIELDER, CINCINNATI REDS



Millions of smokers agree with Frank Robinson. And for good reason. They find unfiltered cigarettes taste too strong. And even some filter cigarettes taste as strong as the unfiltered kind. Others taste too light, so it's just like smoking hot air. But Viceroy tastes the way you'd like a filter cigarette to taste. Not too strong. Not too light.

**Viceroy's got the taste that's right!**



©1961 BROWN & WELLSMANN TOBACCO CORPORATION **B&W** The Mark of Quality in Tobacco Products

**"IN 1972 A LEGEND LIT MY GRENADE."**

If I was nervous it was understandable. After all, this was my first all-star game. And there I was in the National League locker room sitting up with half of baseball's superstars, too nervous to even light my cigar.

But the excitement really started out on the field. 53,000 Atlanta fans let out a roar of welcome that made my ears ring. You see, it was their first all-star game, too.

Then as each all-star was introduced, the crowd's cheers grew louder.

I didn't think a crowd could make any more noise. Not until the legends on our team were introduced. For our center fielder, one of baseball's all-time greats, the fans shouted and cheered until I was sure the place was going to fall down. For our right fielder, who played for Atlanta, and at that time was getting close to breaking the all-time home run record, the roar was twice as loud and twice as long. And he got the same tumultuous ovation in the sixth inning when he hit a two-run homer.

I went to the mound in the eighth with the score tied three-all. I allowed no runs, one hit, and struck out four. In the tenth inning our small, but mighty, second baseman singled home the winning run, making me the winning pitcher in my first all-star game. You know, I was thrilled to be an all-star. And more thrilled to be the winning pitcher. But the biggest thrill was when one of the legends patted me on the shoulder and said, "Nice game, Tug, and it's a match for me to light my Grenadier."

What a beautiful feeling. What a beautiful smoke.

**A&C... ONE BEAUTIFUL SMOKING EXPERIENCE.**

Tug McGraw  
Pitcher  
Philadelphia  
Phillies

Date:

Theme: Athletic Endorsers

Campaign: One Beautiful Smoking Experience.

Key Phrase: "In 1972 A Legend Lit My Grenadier"

Brand: Grenadiers

Company: AyC

Comment: Frank Edwin "Tug" McGraw, born on August 30, 1944, was a major league pitcher and father of country singer Tim McGraw. In 1965 he joined the marine corps and became, in his words, "a trained killer". This taught gave him confidence and discipline that positively affected his pitching career. Nonetheless, he was a cheerful character with a colorful personality, his motto "Ya gotta believe". Of his salary, he once said "Ninety percent I'll spend on good times, women, and Irish Whiskey. The other ten percent I'll probably waste.", failing to mention the "Beautiful Smoking Experience" of Grenadier cigars that he promotes here. He died on January 5, 2004.

**"Camels agree with my throat"**  
say these famous **20-GAME WINNERS OF BASEBALL**



**MEL PARNELL**  
BOTTOM RED SOX (WINNERS)  
Top winner in the major leagues last season, left-hander Mel Parnell made the Camel 10-day nicotine test, and reports: "I'm certainly glad I made the test. Camels agree with my throat. And they're a cool, mild, great-tasting smoke. It will always be Camels for me—the keeper!"

**HOWARD POLLET**  
ST. LOUIS CARDINALS (WINNERS)  
"The throat specialist's findings in the 10-day test don't surprise me," says this veteran outfielder. "I've smoked Camels for many years. I know they're mild, and they're always right for my throat. No matter how much I smoke, Camels don't give me any trouble—they have the rich, full flavor I like."

**VIC RASCHI**  
NEW YORK YANKEES (WINNERS)  
The "Big Wheel" of the World Champions, Vic Raschi, smokes Camels—because "Camel nicotine agrees with my throat. There's nothing so soothing as a Camel—the Camel flavor fits the spot with me."

**BOB LEMON**  
CLEVELAND INDIANS (WINNERS)  
"The 10-day test really opened my eyes," says Bob, who smokes league leaders in wins 20 or more games in each of the past two seasons. "Camels have a nicotine all their own and they're welcome in my throat."

**NOTED THROAT SPECIALIST'S REPORT ON 10-DAY TEST OF CAMEL SMOKERS...**

**Not one single case of throat irritation due to smoking CAMELS**

Yes, these were the findings of noted throat specialists after a total of 8,475 smoking examinations of the throats of hundreds of men and women who smoked exclusively only Camels—the 10 consecutive days.

**"Camels agree with my throat"**  
say these famous **20-GAME WINNERS OF BASEBALL**



**MEL PARNELL**  
ASTORIA RED SOX (WIN 31)  
Top winner in the major leagues last season, left-hander Mel Parnell made the Camel 30-day challenge test, and reports: "I'm naturally glad I made the test. Camels agree with my throat. And they're a cool, mild, guaranteeing smoke. It will always be Camels for me-for keeps!"

**HOWARD POLLET**  
ST. LOUIS CARDINALS (WIN 31)  
"The throat specialists' findings in the 30-day test don't surprise me," says this veteran outfielder. "I've smoked Camels for many years. I know they're mild, and they're always right for my throat. No matter how much I smoke, Camels don't give me any trouble—they have the rich, full flavor I like."

**VIC RASCHI**  
NEW YORK YANKEES (WIN 31)  
The "Big Whizzer" of the World Champions, Vic Raschi, smokes Camels—because, "Camel 30-day agrees with my throat. There's nothing so cheering as a Camel—that Camel flavor hits the spot with me."

**BOB LEMON**  
CLEVELAND INDIANS (WIN 31)  
"The 30-day test really opened my eyes," says Bob, only major league hurler to win 30 or more games in each of the past two seasons. "Camels have a mildness all their own and they're welcome to my throat."

**NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...**

**Not one single case of throat irritation due to smoking CAMELS**

Yes, these were the findings of noted throat specialists after a total of 1474 smoking examinations of the throats of hundreds of men and women who smoked Camels—only Camels—for 30 consecutive days.



# Camels

## FOR MILDNESS!

**Gene Bearden**

Voted the "Rookie of the Year" in the American League with an earned run average of 2.45, Gene was the pitching hero of the '49 World Series . . . stepping out on the mound to win up two big climax games for the Cleveland Indians.

**Johnny Vander Meer**

He has more strikeouts in his mound than any other pitcher in the Cincinnati Reds. Vander Meer is the only big leaguer to ever pitch two "no-hit" games — in a row.



I'VE SMOKED CAMELS FOR 10 YEARS, GENE! THEY'RE MILD AND THEY SURE TASTE GREAT!

RIGHT, VAN! IT'S CAMELS FOR ME, TOO—EVER SINCE I MADE THE 30-DAY MILDNESS TEST!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported



● Have YOU made the Camel 30-Day Test? The doctors' findings in the recent coast-to-coast test of Camel mildness speak for themselves. But why not make your own personal 30-day test of Camel Mildness? Yes, smoke Camels and test them in your "T-Zone". Let your taste tell you about the rich flavor of Camel's choice tobaccos. Let your throat report on Camel mildness.

### NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS

*Money-Back Guarantee!*

Try Camels and see them as you smoke them. If, at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund in full purchase price, plus postage. (Signed R. J. Reinecke) Tob. Co., Winston-Salem, N. C.

With Baseball's Big Winners...  
it's COOL, MILD **CAMELS!**

**ED SAWYER**  
Voted "MANAGER OF THE YEAR" in 1950, Manager Eddie Sawyer introduced the Phils into the present. Says Ed: "Take most of the best on my team, I smoke Camels. My new 30-Day Camel Mildness Test proved to me how mild a cigarette can be!"

**JIM KONSTANTY**  
MOST VALUABLE PLAYER of 1950 in National League, the Phil's amazing Jim Konstanty is perhaps the greatest relief pitcher in baseball history. "Camels give me the kind of force and endurance I find in no other brand," says Big Jim.

**VIC RASCHI**  
TOP PITCHER OF THE YEAR CHAMPION. Vic Raschi, big right-hander of the New York Yankees, smokes Camels, too. "Camels are my choice for millions, every day!" And Camel's rich, full flavor never wins my team," says the "Big Wheel" - opening game winner in the World Series.

**BOB LEMON**  
LEADING RIGHT HAND PITCHER of 1950, the Cleveland Indians' Bob Lemon is the only major league hurler to win 30 games or more in each of the past 3 years. "I'm certainly glad I made my new 30-Day Test," says Bob. "Every puff was a pleasure and that Camel flavor hit the spot."

Make the sensible cigarette test. Change to mild, flavorful Camels for 30 days. You'll know why...

**MORE PEOPLE SMOKE CAMELS than any other cigarette!**

Make your own 30-Day Camel MILDNESS Test in your 7 days!  
(If you haven't, I can help!)

© 1951 American Tobacco Company, Winston-Salem, N. C.

**DON LARSEN** relives the day he made baseball history. Here in Yankee Stadium, last October, the big Yankee righthander pitched the first perfect no-hit game in World Series play. Don's smoke is Camel. As he puts it: "This is all cigarette, all the way. You can taste a Camel. They've really got it!"



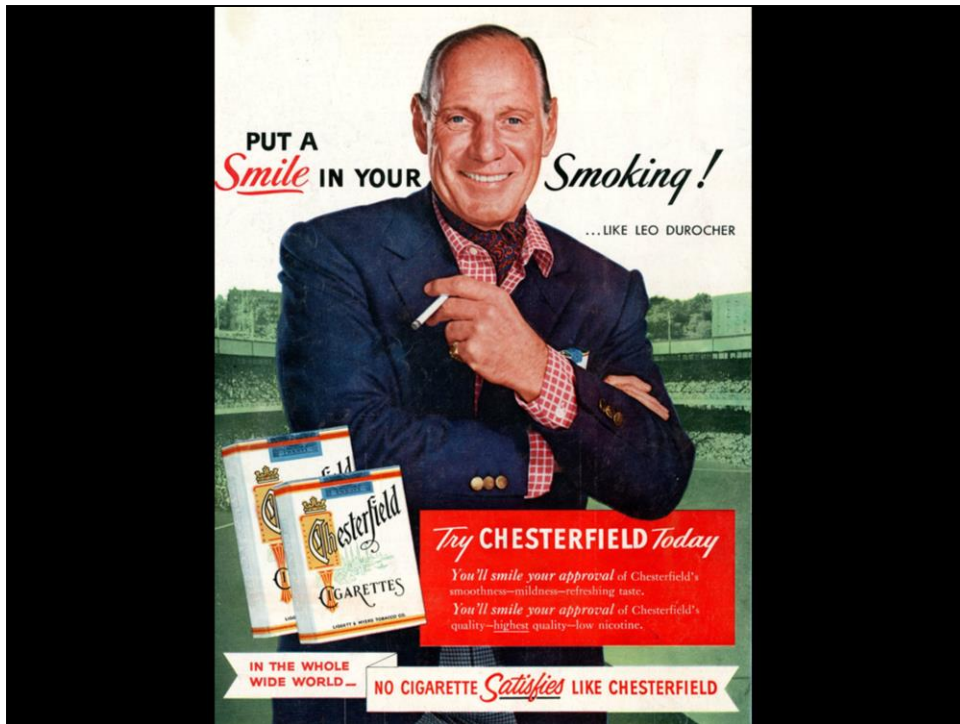
**HAVE A REAL CIGARETTE—  
HAVE A Camel**

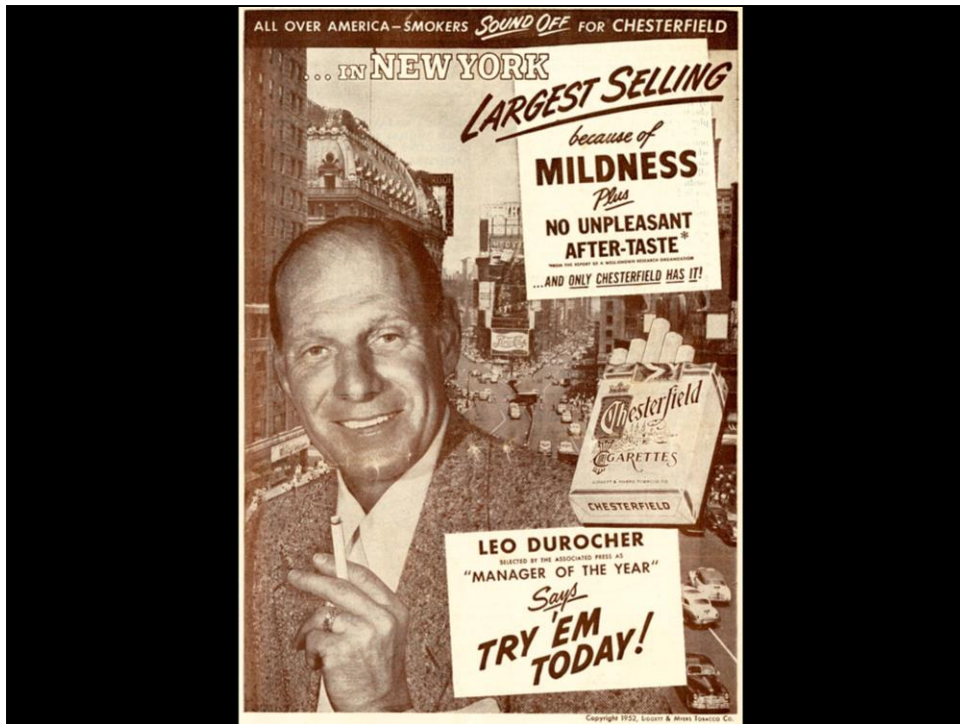
Discover the difference between "just smoking" ...and Camels!

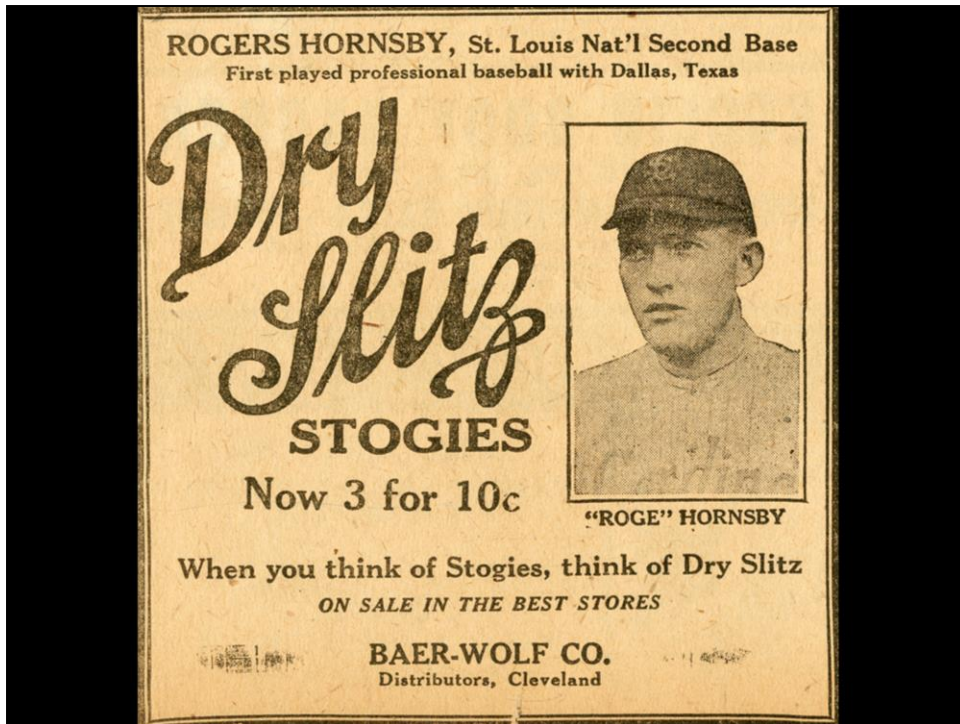
**Taste the difference!** You'll find Camel taste rich, full-flavored, and deeply satisfying. No fake or fancy stuff—simply the finest taste in smoking.

**Feel the difference!** The exclusive Camel blend of quality tobacco has not been equalled for smooth smoking. Camels are easy to get along with.

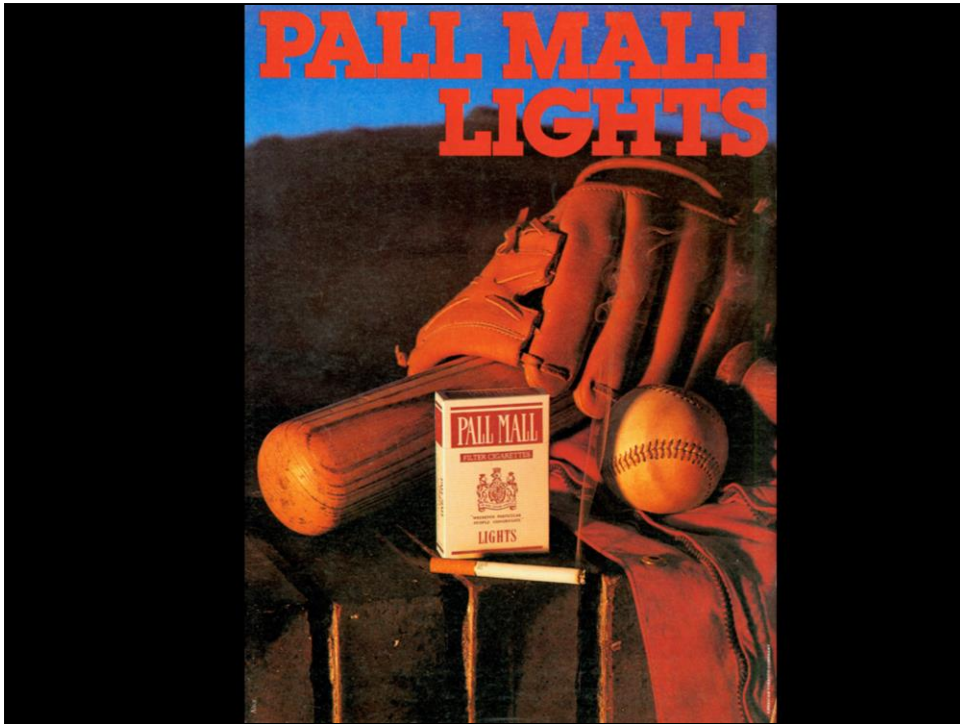
**Enjoy the difference!** This cigarette never lets you down. More people today smoke Camels than any other brand. Try 'em—they've really got it!















The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



**BIG LEAGUE**

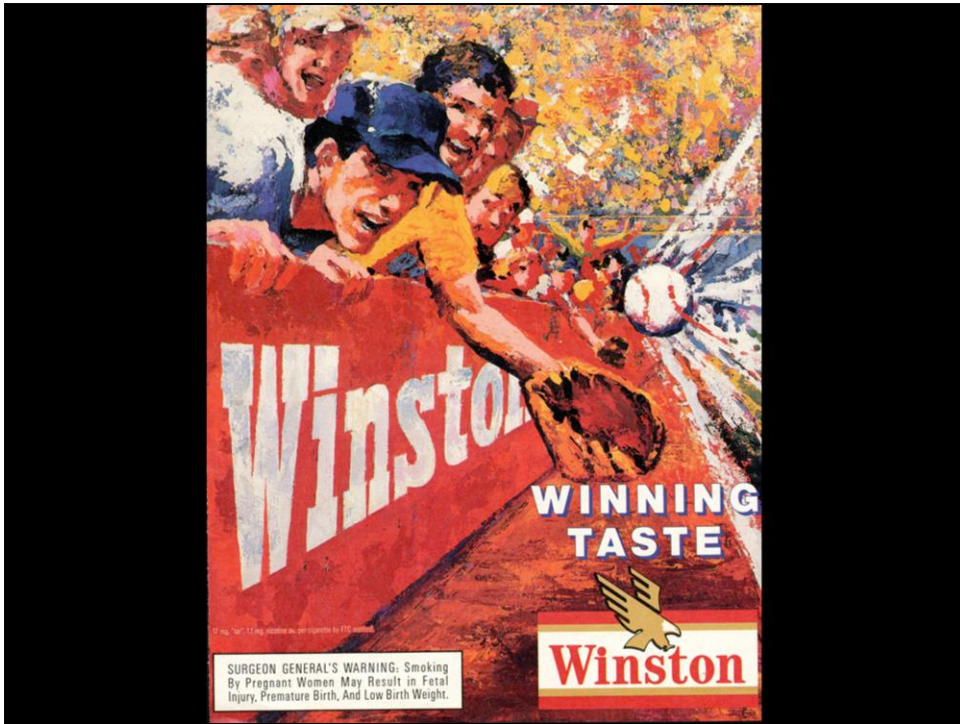
Full flavor plus a pure white, modern filter  
put Winston in a league by itself. For the best taste  
in filter smoking, try Winston!

©1961 W. J. Research Tobacco Company, Winston-Salem, N. C.

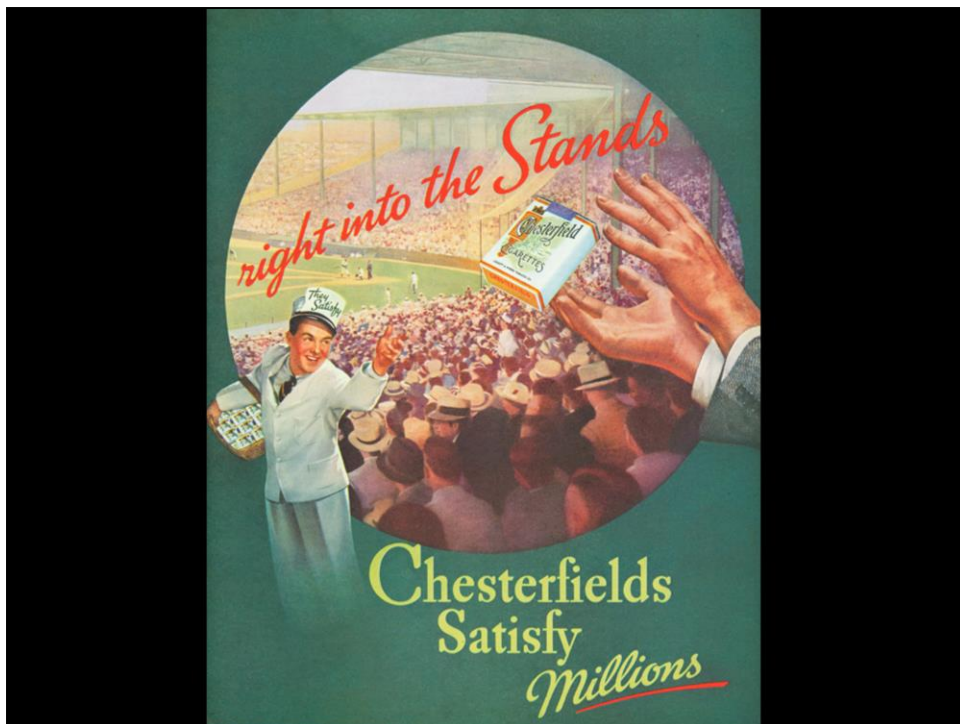
PURE WHITE  
MODERN FILTER

PLUS: FILTER - BLEND UP FRONT

**Winston tastes good  
like a cigarette should!**



1989



1937



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

**LUCKY STRIKE**  
TOBACCO

*In The Big Moments of The Game*

THE SMOKER of Lucky Strike is *prepared*—no matter what happens.  
Winning—it's an *added joy*. Losing—it's a *consolation*.  
Count the number of Lucky Strike pocketboxes you see in the grand stand—on the bleachers—everywhere. Your loyal fan is a royal judge of tobacco quality.  
Lucky Strike Sliced Plug has won the popularity pennant every year for decades.  
And now there's a new Lucky Strike—new in *form* only, but the same genuine quality. It's Lucky Strike Roll Cut. All you have to do is to *tap it* in your pipe, light up and smoke.  
Lucky Strike Tobacco is made of choicest Burley tobacco, aged for years. Its final exquisite flavor is developed by the secret Patterson Process—originated by Dr. R. A. Patterson—the founder of this business.  
Always pure, mild, fine and fragrant. Cool, dry-smoking, even-burning—and Lucky Strike *can't die*.  
Lucky Strike Sliced Plug is a bigger seller than ever before—and Lucky Strike Roll Cut is fast overtaking it.

**R. A. Patterson Tobacco Company**  
Richmond, Virginia

**10c At All Dealers**

GENUINE PATTERSON TOBACCO LUCKY STRIKE RICHMOND VA ROLL CUT PREPARED FOR THE PIPE

Whenever You See a Pipe You'll Think of LUCKY STRIKE

1911

*Oh, Yeah?* well don't let it happen again, Son!"

Say, how come, guy,  
You dropped that fly  
And spoiled the no-hit game I'm pitchin'?  
What put you off?  
Oh, yeah . . . a cough?  
Yuh couldn't stop yer throat from twitchin'?

Them fags yuh smoke  
*Would* make you choke.  
Well, listen to what I'm remarkin'—  
You just arrange  
To make a change  
And smoke OLD GOLDS and stop that barkin'!

Us Old Boys learn  
OLD GOLDS don't burn  
Or scratch yer throat, or ever fag it,  
Rich, mild and pure  
You'll like 'em—sure,  
And—when the *next* fly comes, you'll bag it!

**URE TOBACCO . . . NO ARTIFICIAL FLAVORS**  
It's why O. Gs. do not scratch the throat or taint the breath . . . [Cellophane-wrapped, of course]









©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

**FACTS.. FIGURES.. FITNESS.. ARE HER BUSINESS!**

**BUSINESS GIRL—1938 MODEL**—Office manager Olive Tucker keeps disarmingly calm despite nerve-racking phone calls, interviews. "If anyone needs healthy nerves, I do," Miss Tucker smiles, adding: "That's one reason why I smoke Camels regularly. They never get my nerves upset." Later—much later—Miss Tucker skips to the rooftop gym for a quick work-out. A shower—a rub—a Camel—and she's off again! Tired? Miss Tucker's answer: "Camels give my energy a refreshing 'lift.'"

**CIGARETTES MAY LOOK ALIKE—BUT WHAT AN APPEALING DIFFERENCE THERE IS IN CAMELS!**

As a smoker, you'll be interested to read what Miss Tucker, successful young office manager, said to Miss MacGregor about the difference between Camels and other cigarettes (below).

**WELKER COCHRAN**, who has won many important championships at billiards, voices his choice among cigarettes: "Camels give me real smoking pleasure. Under the strain of a championship match, Camels never make me feel jittery or unsure. 'I'd walk a mile for a Camel!'"

**JOE DI MAGGIO**, idol of baseball fans, speaks for millions of smokers when he comments on his favorite cigarette: "I'm a steady smoker, and Camels don't irritate my throat. That shows Camels have real mildness all right. Watch the ball players pull out Camels!"

**OLD MAN BUSINESS** liked for another day, Miss Tucker maintains dinner guests—thoughtfully! There are lots of Camel cigarettes around her living room. Miss Tucker observes: "Camels are the favorite with my guests and are delightful for sipping off a meal. During and after dining, I smoke Camels 'for digestion's sake.' Camels set me right!"

**On the Air Monday Nights**  
**EDDIE CANTOR**  
America's great fun-maker and personality brought us you his Camel cigarettes. Over Columbia Network, see your local newspaper for time.

**On the Air Tuesday Nights**  
**BENNY GOODMAN**  
"THE KING OF SWING"  
Hear the great Goodman Swing Band. Every Tuesday at 8:30 pm E.S.T. (7:30 pm D.S.T.), 7:30 pm C.S.T., 8:30 pm M.S.T., 9:30 pm P.S.T.—over Columbia Network.

**ONE SMOKER TELLS ANOTHER "CAMELS AGREE WITH ME!"**

Date:

Theme: Athletic Endorsers

Campaign: What an appealing difference there is in Camels.

Key Phrase: Facts Figures Fitness are Her Business

Brand: Camels

Company: R.J. Reynolds

Comment: Welker Cochran, Born October 7, 1897, was a professional Billiards player by the age of 17, winning titles in three-cushion and balkline billiards. He died on July 26, 1960.

Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called "lazy" and "good for nothing", Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin' Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio's mighty swing was curtailed along with his American

dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.

**"Why I Choose CAMELS"**

**"I'M A SECRETARY,"** says Judyne Libby. "and I often eat in a hurry. When I enjoy Camels with my food I feel on top of the world."

**"I WANT A CIGARETTE** that doesn't jangle my nerves," says master welder Dan Rafferty. "And Camels don't. Camels are mild!"

**JIMMIE FOXX** slugging first baseman of the Boston Red Sox says:  
**"I STICK** by Camels and Camels stick by me. Camels set me right. I smoke Camels for their refreshing 'lift,' and for the aid they give my digestion. Camels help me feed my food agrees with me."

**At mealtimes** Camels are an aid to digestion—speeding up the flow of digestive fluids—increasing alkalinity—bringing a sense of well-being. Steady smokers prefer Camels. They are so mild!

**THE CHAMPION GIRL**, bronco-buster and rodeo star, Red Davis, says: "The Camels I smoke with my meals and after are most enjoyable."

**"MARK ME DOWN** as a man who appreciates how mild and tangy Camels are," says all-events bowling champion, Johnny Murphy.

**GOING DOWN** the compression locks. Sidney S. Fritzel, naval engineer says: "My work involves danger. But Camels don't fuddle my nerves."

**THE LIGHTNING SWORD** PLAY of Bela de Tasson, fencing instructor, is faster than the eye. He says: "I welcome the 'lift' in energy I get with a Camel."

**CHIEF ENGINEER** George J. Bushington stoves up with Camels before clearing port. He says: "It's a strain keeping machinery under control. Camels help ease the tension."

**WILL OUTBOARD MOTOR-BOAT CHAMPION**, Fred Jacobs, Jr. "My condition is important! That's why Camels in my cigarette," says Fred.

**"CAMELS** help keep me pepped up," TWA hostess, Betty Stefan, says. "I see many famous people. And most of them smoke Camels."

**TUNE IN** every Tuesday night. Hear "Just Shady's today!"—a full-time show! Better Goodness's "Friday" Band! Hollywood's "College" show! 9:30 p.m. E.S.T., 8:30 p.m. C.S.T., 7:30 a.m. M.S.T., 6:30 p.m. P.S.T., WABC, CBS Network.

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

*—for Digestion's sake— smoke Camels!*

Date:

Theme: Athletic Endorsers

Campaign:

Key Phrase:

Brand:

Company:

Comment:

**FOR DIGESTION'S SAKE ...  
SMOKE CAMELS**



**"GOOSE" GOSLIN** (*left*), of the Detroit Tigers, says: "Camels help me to enjoy my meals more." Science confirms the fact that smoking Camels increases the flow of digestive fluids—alkaline digestive fluids.



**DARE-DEVIL.** Uva Kimmey (*above*) has made over 48 jumps. "Camels don't jangle my nerves," says Uva, "and they encourage good digestion in a pleasant way." Enjoy Camels for their rich flavor—their cheery "lift."

**CAMELS COSTLIER TOBACCOS**

**RIGHT OFF THE BAT!**

When tempted to over-indulge

"Coming events  
cast their  
shadows before"

"Reach for a  
**Lucky**  
instead"

Be moderate—the smokers in all  
things, even in smoking. Avoid the  
temptation to over-indulge. You  
will find that the moderate smoker  
enjoys his cigarettes more.  
"Reach for a Lucky instead!"

Lucky Strike, the finest  
Cigarette you ever  
smoked, made of the  
finest tobacco—The  
Cream of the Crop—"IT'S  
TOASTED." Lucky Strike  
has an extra, secret  
heating process. Every-  
one knows that heat  
purifies and so 30,679  
physicians say that  
Luckies are less irri-  
tating to your throat.



**"It's toasted"**

Your Throat Protection—against irritation—against cough

\*An investigation conducted by the Association of Life Insurance Medical Directors and the Actuarial Society of America revealed the fact that the death rate increases practically 1% for every pound of excess weight carried between the ages of 40 and 44 years. In other words, a man 40 pounds overweight at this age has only 50% of the expectancy of life of a man of normal weight. We do not recommend that smoking Lucky Strike Cigarettes will bring smokers nearer to the rubicon of life. We do declare that when "It's toasted" in the throat too well, if you will "Reach for a Lucky instead," you will thus avoid over-indulgence in things that cause excess weight and, by smoking over-indulgence, hasten a sudden, painful loss.

... at the plate it's **SWAT!**



... in a cigarette it's **TASTE!**

ACTIONS SPEAK LOUDER than words;  
what you want to know about a cigarette is  
how it *tastes*.  
And words can't tell you much about  
Chesterfield's taste. Tobacco quality, mild fra-  
grance, character—these are only words, until  
you've tried Chesterfield; after that, three  
words say it all.

"TASTE above everything"



MILD...and yet  
THEY SATISFY

# Chesterfield

FINE TURKISH and DOMESTIC tobaccos, not only BLENDED but CROSS-BLENDED

© 1935, Lorraine & Mervin Tobacco Co.



*Nail it Gabby*  
..refreshing mildness  
..better taste  
..pleasing aroma

*Chesterfield Time  
on Your Radio*  
PAUL WHITEMAN  
Every Wednesday Evening  
All C. B. S. Stations  
PAUL DOUGLAS  
Daily Sports Program  
11 London N. B. C.  
Stations

**Chesterfields**  
..will double your smoking pleasure  
..they're Milder and BETTER TASTING

... and when the cigarette  
boy comes around ask him to  
toss you a pack of Chesterfields  
...there's PLEASURE for you!

Smokers everywhere put  
Chesterfield at the head of the  
lineup. They like Chesterfield's  
ingredients . . .

Mild ripe tobaccos, home-  
grown and aromatic Turkish,  
and pure cigarette paper.

Chesterfields will give you  
MORE PLEASURE than any  
cigarette you ever smoked.

Copyright 1918, Lorrey & Myers Tobacco Co.

SPEED'S OKAY IN BASEBALL, BUT I LIKE MY CIGARETTE SLOW-BURNING. CAMELS BURN SLOWER AND GIVE ME THE **EXTRA MILDNESS** I WANT—**EXTRA SMOKING**, TOO

**GEORGE CASE**—leading base-stealer of the major leagues

**G**EORGE CASE, Joe DiMaggio, "Bucky" Walters, Johnny Mize... so many of the top-flight players in America's favorite sport prefer America's favorite cigarette—Camel.

They have found—and *you* will find—that Camel's matchless blend of costlier tobaccos and Camel's slower way of burning mean several important "extras" in steady smoking pleasure and in actual amount of smoking per pack (*see below, left*).

● 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 smoking *plus* equal to

**5 EXTRA SMOKES PER PACK!**



FOR EXTRA MILDNESS,  
EXTRA COOLNESS EXTRA FLAVOR—

**CAMELS**

SLOW-BURNING COSTLIER TOBACCOS

*"Why I changed to Camels..."*

**GENE  
BEARDEN**  
Ace Pitcher of the  
Cleveland Indians

I MADE  
THE 30-DAY TEST.  
**CAMELS** ARE THE  
**MILDEST, BEST-  
TASTING** CIGARETTE  
I EVER  
SMOKED!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

**NOT ONE SINGLE CASE OF THROAT  
IRRITATION** due to smoking **CAMELS!**



