

"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 BEAT THIS PLEASURE!

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!"

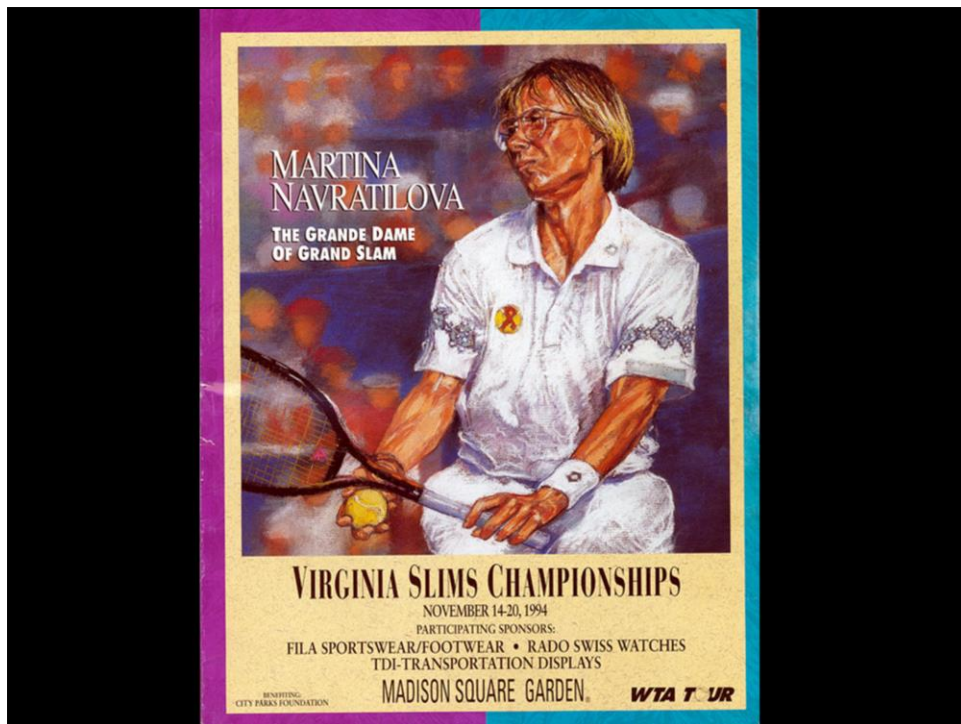
*Costlier
Tobaccos!*

• 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”

FAMOUS ATHLETES AGREE




Mark the words of George Lott, the tennis champion, and the 3-goal polo star, Cecil Hartman: “Camels,” says Mr. Hartman, “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. Huxley
BOOKKEEPER—Mrs. Mace

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

BASEBALL:
Duke Davis — Lou Gehrig
Melvin Ott — Jimmy Collins
Harold Shuler — Carl Hubbell

BOXING:
Elmer Wynn, Jr. — George M. Low, Jr. — William T. Tilden, Fed.
Bruce Barnes

GOLF:
Gene Sarazen — Craig Wood
Tommy Armour — Bruce Sher
White Swallow — Mike Slick

RACE AND FIELD:
Jim Brown — Leo Jackson

CRICKET:
Helene Muller — Bruce Vine
Josephine McKim — Shirley Kruger

SWIM:
Harold “Duck” Smith — Pat Dwyer — Sam Howard
George Calumet

● 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.



**Costlier
Tobaccos!**

© 1940, R. J. REYNOLDS TOB. CO.



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



Viceroy's got the Deep-Weave Filter
for the taste that's right!



Viceroy is scientifically made
to taste the way you'd like a
filter cigarette to taste.
Not too strong...not too light...
Viceroy's got the taste that's right.



SMOKE ALL 7
Smoke all seven filter brands
and you'll agree: some taste
too strong... while others
taste too light. But Viceroy —
with the Deep-Weave Filter —
tastes the way you'd like a filter
cigarette to taste. That's right!

"Experience is the best teacher..."
in playing table tennis or choosing a cigarette,"
says *Mary Reilly*
INTERNATIONAL TABLE TENNIS FED.

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

More people are smoking Camels than ever before

● *Experience?* Yes, that wartime cigarette shortage was a revealing experience to smokers everywhere. You smoked one brand one day... a different brand the next... whatever was available. Naturally, you compared brands. That's how millions learned the meaning of the phrase, "Camels suit me to a 'T'". And, now that you can get any brand of cigarettes you ask for, more people are smoking Camels than ever before. Try Camels yourself. And, when you smoke them, remember this fact: *We don't tamper with Camel quality. Only choice tobacco, properly aged, and blended in the time-honored Camel way, are used in Camels.*

R. B. Standaert, National Cigarette Manufacturers, Winston-Salem, N.C.

According to a recent Nationwide survey:
MORE DOCTORS SMOKE CAMELS
than any other cigarette

Your "T-ZONE" will tell you...
**T FOR TASTE...
T FOR THROAT...**

That's your proving ground for any cigarette, but if Camels don't suit your "T-Zone" to a "T".

These nationally known independent research organizations asked 115,000 doctors in every branch of medicine to name the cigarette they smoked. More doctors named Camels than any other brand.

Date:

Theme: Athletic Endorsers

Campaign:

Key Phrase:

Brand:

Company:

Comment:



Date:

Theme: Athletic Endorsers

Campaign: Milder and more satisfying

Key Phrase: Make yours the milder cigarette

Brand: Chesterfield

Company: Altria

Comment: Born July 17, 1917, major league baseball player, manager, and announcer Lou Bourdeau almost never went into baseball. Captain of both the baseball and basketball teams at his high school, he was bribed by the Cleveland Indians to play baseball after graduation. His father objected to the Big Ten committee, however and he was deemed unfit for college athletics. Not until spending his junior and senior years on the basketball team did he decide to return to baseball, debuting for the Indians.

Ben Hogan, born August 13, 1912, is believed by many to be one of the greatest golfers of all time. On February 2, 1949, He dove over his wife to protect her during a head-on car crash with a Greyhound bus, saving himself from being impaled by a steering column in the process. He

went on to win sixty-four PGA Tours after his doctor said he would probably never golf again due to his multiple severe injuries. Hogan is perhaps best known for the unique swing that he developed. He died on July 25, 1977 of a stroke.

Jack Kramer, born on August 1, 1921, was a professional tennis player, elected a World No. 1 player for multiple years. He was a major advocate of open tennis, tennis between amateurs and professionals.

"I'm glad I followed the advice of Mary Garden"

Said Ed Wagner to Margery Bailey, as he offered her a Lucky Strike between tennis matches at Forest Hills.



© Forward in Chicago, Chicago, Ill.

Marvelous Mary Garden
writes:

"My teachers, Trubello and Richard Bartelme, all impressed upon me the solemn warning that I must always treat my throat as a delicate instrument. Yet every artist is under constant strain. Sometimes we get real relaxation in smoking a cigarette. I prefer Lucky Strikes—which both protect the throat and gives real enjoyment."

Mary Garden

You, too, will find that LUCKY STRIKES give the greatest pleasure—Mild and Mellow, the finest cigarettes you ever smoked. Made of the choicest tobaccos, properly aged and blended with great skill, and there is an extra process—"IT'S TOASTED"—no harshness, not a bit of bite.



"It's toasted"
No Throat Irritation - No Cough.

Pancho Gonzales, TENNIS CHAMPION, SAYS :

"Viceroy has the smoothest taste of all!"

Smooth!
From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!

Extra Smooth!
Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for extra smoothness!

Super-Smooth!
Only Viceroy smooths each puff through 20,000 filters made from pure cellulose—soft, cream-white, natural!

Pancho Gonzales, and his lovely wife, Henrietta, both agree: "Only Viceroy has that richer, smoother flavor! It's the smoothest smoke of all!" Join them—and all the other champion athletes who have changed to Viceroy for the smoothest taste of all!

©1955, Brown & Williamson Tobacco Corp.



Date:

Theme: Athletic Endorsers

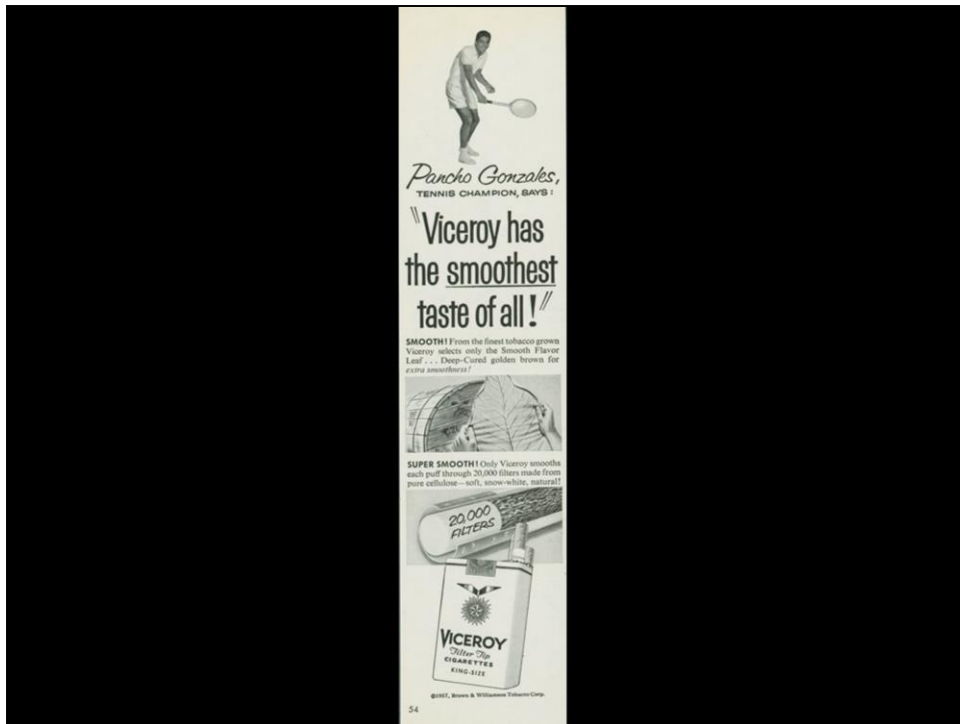
Campaign:

Key Phrase:

Brand:

Company:

Comment:



Date:

Theme: Athletic Endorsers

Campaign:

Key Phrase:

Brand:

Company:

Comment:

Why did you change to **Camels**, FARLEY GRANGER?



I wanted a cigarette that was cool and mild and had rich flavor, pack after pack...



I tried Camels as my steady smoke for 30 days... they beat any other cigarette I've smoked!

FARLEY GRANGER
Starring in
SAMUEL GOLDWYN'S
"HANS CHRISTIAN ANDERSEN"
Came by Tele-Rama

More People smoke Camels than any other cigarette!

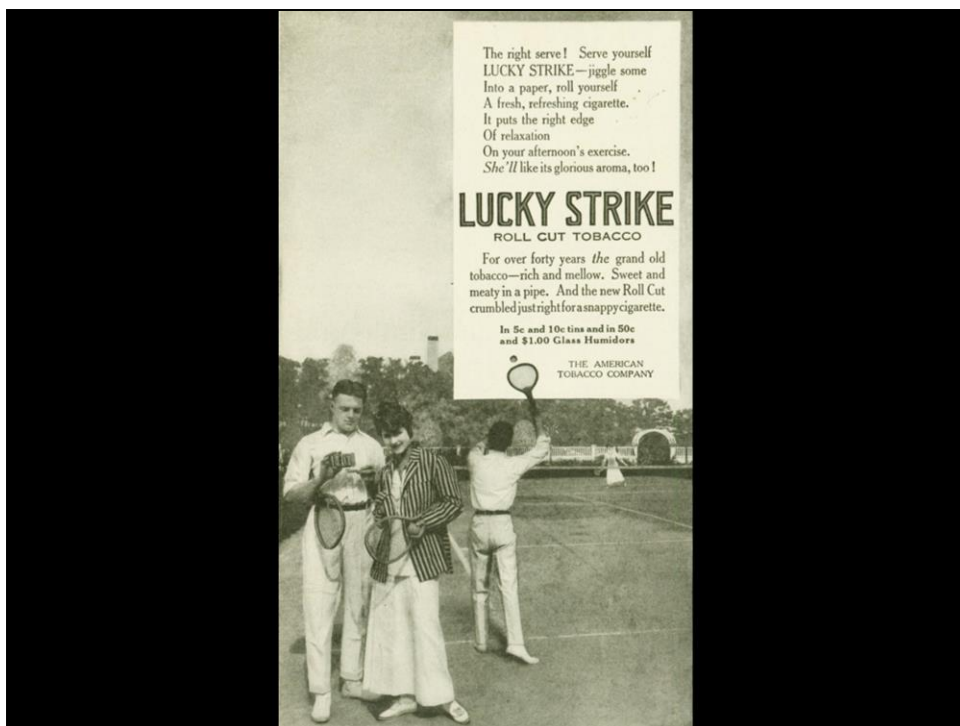
THERE are sound reasons for Camel's overwhelming popularity. You can find these reasons in a sensible, logical way. Just do what Farley Granger did. Smoke only Camels for 30 days. You'll see how Camel's rich, full flavor and cool, cool mildness continue to bring you pleasure - pack after pack, week after week. Camels have a flavor no other cigarette has - a flavor that doesn't tire your taste.

Through steady smoking you'll see why Camel is enjoyed by more people than any other cigarette!



Start your own 30-day Camel wilderness test today!

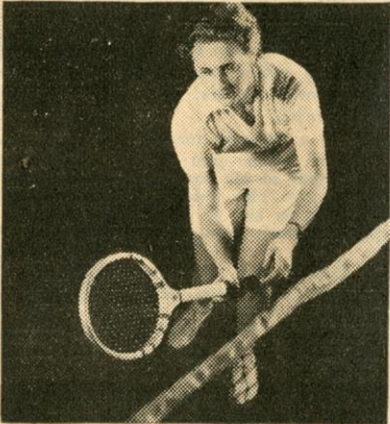
CAMEL leads all other brands by billions of cigarettes per year!



FOR DIGESTION'S SAKE—SMOKE CAMELS



TENNIS STAR. Miss Jane Sharp (*below*) says: "Smoking Camels helps my digestion—makes my food taste better." Enjoy Camels—for their flavor, "lift," and aid to digestion!



KELLY PETILLO, winner of the 1935 Indianapolis Race, says: "I've found that smoking Camels stimulates my digestion." Camels encourage the flow of digestive fluids ...alkaline digestive fluids...necessary for good digestion.

CAMELS **COSTLIER TOBACCOS**

ALL USED UP!

**AND THEN SHE SMOKED
A CAMEL —**

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

"Get a LIFT with a Camel!"

The AMAZING CAREER of AMERICA'S 42-YEAR-OLD ATHLETIC MARVEL!

WHAT IS THE SECRET OF HIS STAYING POWER? 'CONDITION,' HE STATES. WHAT ABOUT SMOKING? 'I SMOKE CAMELS.' HE SAYS. 'THEY ARE SO MILD THEY DON'T GET MY WIND OR AFFECT MY NERVES.'

AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO. © 1935, R. J. Reynolds Tob. Co.

WHO IS HIS NAME? THAT'S TILDEN!

WHAT? TILDEN? THE OLD MASTER!

ISN'T A YOUNG MAN DESTINED TO MAKE TENNIS HISTORY FIRST STEPPED OUT ON THE COURT AT FOREST HILLS—HIS NAME WAS BILL TILDEN!

IT TOOK BILL ONLY THREE YEARS TO BECOME THE WORLD CHAMPION! FROM THEN ON HIS CAREER HAS BEEN A CONTINUOUS RACING PATH OF GLORY—SPORTS AUTHORITIES THE WORLD OVER HAIL HIS SPEED AND STAMINA

AS AN AMATEUR

HIS GREATEST SHOT OCCURRED IN THE LAST SET OF THE FINALS FOR THE 1924 U.S. CHAMPIONSHIP

BILL THROWS A STORM COMING UP

I GUESS ILL HAVE TO WIN QUICKLY

SMACK!

WITH THE STORM COMING UP FAST, BILL'S OPPONENT SENDS OVER A WICKED SERVE

BILL RETURNS IT DEEP TO HIS OPPONENT'S FOREHAND— HIS OPPONENT SENDS BACK A BEAUTIFUL CROSS-COURT DRIVE TO THE SIDE-LINE—A PERFECT ACE! NOW WATCH BILL!

TILDEN SPRINTS ACROSS THE COURT LIKE A COMET—

THE BALL'S COURSE (IT PASSED THE NET AT THE SIDE)

THROWS HIMSELF FORWARD AND SMASHES THE BALL WITH THE CORNER WITHOUT BOUNCING OVER THE NET— WINNING THE POINT AND VIRTUALLY THE MATCH!

AND NOW— HOW IS BILL'S WIND AND ENDURANCE TODAY? LET'S SEE

HERE'S A MATCH THAT'S GOT TO BE A BIT ALL-OUT

WHAT YOU NEED IS A CAMEL, NOW! AND SO DO I!

TILDEN WORLD-FAVORITE ATHLETE

CAMELS NEVER UPSET MY NERVES OR GET MY WIND. CAMELS GIVE ME A LIFT, FRESH ENERGY, AND PEPS. I NEVER TIRE OF THEIR TASTE

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

CHAMPIONS LIKE BILL TILDEN, LOU GEBRIG, BUSTER CRABBE AND GENE SARAGIN HAVE TO BE SURE THEIR CIGARETTE IS MILD. THEY AGREE THAT CAMELS DON'T GET THEIR WIND OR UPSET THEIR NERVES. YOU'LL LIKE CAMELS TOO! CAMELS ARE MADE FROM PURE, MORE EXPENSIVE TOBACCO— TURKISH AND DOMESTIC— THAN ANY OTHER POPULAR BRAND

CAMELS ARE SO MILD YOU CAN SMOKE ALL YOU WANT!!

I SMOKE THE KIND TILDEN DOES— CAMELS

ME TOO. THEY DON'T INTERFERE WITH MY 'CONDITION.' IT'S WALK A MILE FOR A CAMEL!

