

Experience is the best teacher!

HOCKEY STAR **CAL GARDNER** SAYS—

I'VE SMOKED MANY DIFFERENT BRANDS... AND COMPARED. **CAMELS** ARE THE **CHOICE** OF **EXPERIENCE** WITH ME!

Let your "T-Zone" tell you why...
More people are smoking CAMELS than ever before!

● You'll read about it... hear about it... you'll see it for your- self—in sports, in business, in homes all over America, smoker after smoker who has tried and compared different brands during the wartime cigarette shortage has found Camels the "choice of experience!"

Why? Hockey Star Cal Gardner says, "Of all the brands I tried, Camels suit my 'T-Zone' best!"

And that's where you'll find the answer—in your "T-Zone" (T for Taste and T for Throat). Try Camels' soft flavor and cool nicotine and let your own experience tell you why more people are smoking Camels than ever before!

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

When 121,007 doctors were asked for their information research organizations to name the cigarette they smoked more doctors named Camels than any other brand.

ONE *will always stand out!*



Straight to the goal...

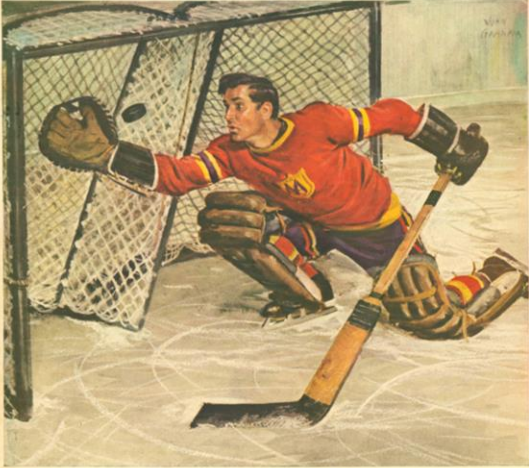
Streaking over a mirror of ice, the hockey star seems everywhere at once... but he never forgets that the winning shot must go straight for the net.

Chesterfield, too, takes the sure, undeviating course to the one goal that counts in a cigarette—the fragrant mildness and richer aroma of fully ripened tobaccos—entirely free from harshness or irritation, in short—

MILDER and BETTER TASTE

They Satisfy
—that's Why!

Chesterfield



Extra protection . . . that makes good sense!



Two things have made Fleetwood the most popular new standard-price cigarette in over 20 years. Flavor goodness, of course. And extra protection holds! Fleetwood promises you a cleaner, finer smoke. And Fleetwood keeps that promise. It's a long-g cigarette. Just made as more of it than of an old-style shorter kind, and you get less nicotine, less irritants, less tar that stain fingers and teeth. The longer unsmoked end gives extra filtration, extra cleansing, to every puff. Try Fleetwood yourself. You'll find it's got something you like!

FLEETWOOD
A CLEANER, FINER SMOKE

A 10-PENNY CIGARETTE AT THE STANDARD PRICE • THE AMERICAN TOBACCO COMPANY, INC. • "HOUSE OF TRADITION" • LOUISVILLE, KY.



"DODGING TRAFFIC TAKES HEALTHY NERVES, TOO, MR. HOCKEY PLAYER."

Miss Ruth Dodd
of New York, says:

"There is no one here to walk along city streets who knows real nerve strain. I collapse — make mistakes — tremble and have beating down on me — it's enough to make nerves jump. I enjoy a smoke any time and smoke Camel. My cigarette! Camels. They're milder — and they don't interfere with healthy nerves."

Captain "Bill" Cook of the New York Rangers, 1933 Champion Hockey Team, says:

"A hockey player can't afford to have nerves. I smoke only Camels. They have a taste that goes into the soul. I find that Camels never get on my nerves or tire my head."

HOW ARE YOUR NERVES?

Few are those today who have not been face to face with the "jagged nerves" that our modern, high-speed life is blamed for!

You know the signs — tension, irritability. Feelings that are hard to control. Fussy little habits like key-squinting, hair-moaning, pencil-tapping. All are signs of nerves that flash.

Check up now on your habits that may cause jump nerves. The way you eat and sleep. Your work and play. And get a fresh start on smoking by making Camels your smoke.



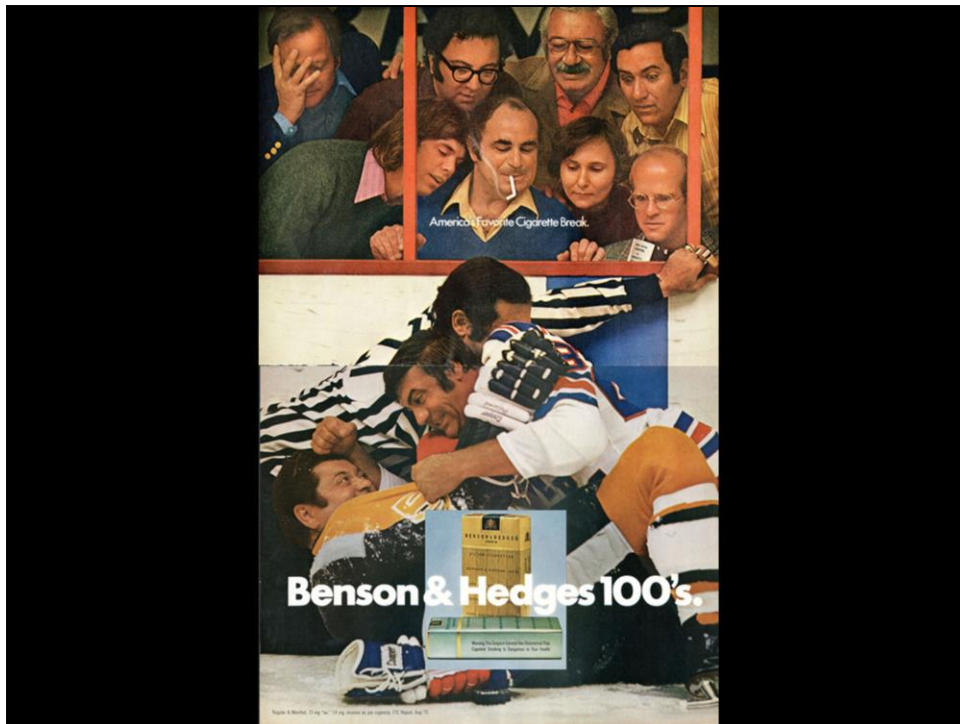
Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand.

You'll find Camels rich in flavor — yet mild and delicate. Smoking will have a new zest. And each Camel renews the enjoyment... the full, satisfying taste... the pleasure of smoking at its best!

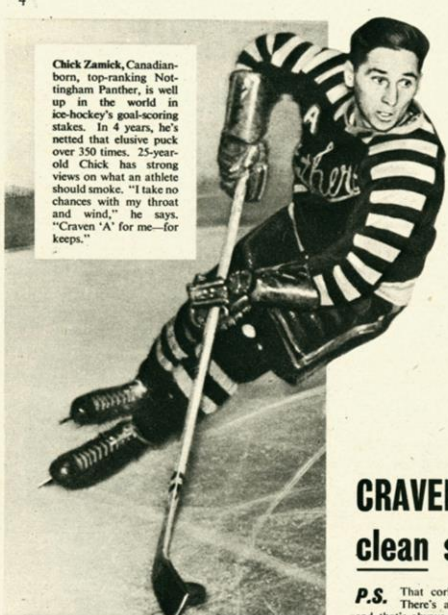
CAMEL'S COSTLIER TOBACCOS

Never get on your Nerves
Never tire your Taste

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ILLUSTRATED—May 3, 1952
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Chick Zamick, Canadian-born, top-ranking Nottingham Panther, is well up in the world in ice-hockey's goal-scoring stakes. In 4 years, he's netted that elusive puck over 350 times. 25-year-old Chick has strong views on what an athlete should smoke. "I take no chances with my throat and wind," he says. "Craven 'A' for me—for keeps."

**"Let's just say
they suit me better"**

SAYS ICE-HOCKEY KING, TEARAWAY

CHICK ZAMICK

THERE'S ACTION PLUS in ice hockey. If you're out of training, you're out. "That's my reason," says top goal-scorer Chick Zamick, "for being particular what I smoke. I'll take Craven 'A' every time—and enjoy my tobacco the clean, comfortable way."

**GRAVEN 'A' for smooth,
clean smoking**



P.S. That cork tip really makes a difference, you know. There's a lot more pleasure in a cigarette with an end that's always clean, and dry, and firm between your lips.

HERE'S
ROY CONACHER
(No. 9)
HIGH-SCORING
FORWARD OF THE
BOSTON BRUINS
WORLD
CHAMPIONS
of '39...

IN THIS ACTION SHOT he's come in like a bullet from an express rifle... he shoots a puck. But the opponent's defense stops him—this time.

HEY AWAY! He turns up the fire—a spectacular side dash... skilfully he dodges the defense... scores over the goalie and scores.

AGAIN a furious dash of speed... a split-second of such magic... and the puck shoots home for the goal that wins the match.

His hockey's fast and hot!

BUT HE SMOKES A SLOW-BURNING
CIGARETTE FOR MORE MILDNESS, COOLNESS,
AND FLAVOR

If there's ever a time when your mouth and hands make better as a hockey match, you'll find Roy Conacher of the Bruins enjoying a mild, cool, and flavorful cigarette... Camels, of course.

SPEED'S fine in hockey but not in cigarettes... How right you are!

Research men use fancy language—but they are exactly the same thing about cigarettes.

Research shows that nothing destroys a cigarette's delicate elements of fragrance and flavor so mercilessly as *excess heat*. And cigarettes that burn fast also burn hot. Your own nose tells you that.

Slow-burning cigarettes don't burn away these

precious natural elements of flavor and fragrance. They're milder, mellower, and—naturally—cooler!

And the slow-burning cigarettes of the 10 long-smelling brands tested was Camel! They burned 10% slower than the average of the 15 other of the long-smelling brands tested (see panel at right.)

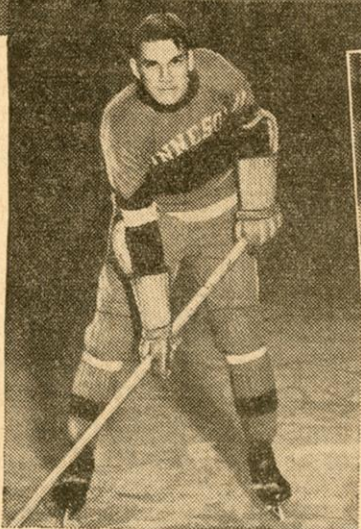
So... why not enjoy Camel's extra mildness, coolness, fragrance, and flavor? ... And more smoking enjoyment hours under your pack. ... Again, one might!

FOR MILDNESS, COOLNESS, AND FLAVOR

CAMELS SLOW-BURNING COSTLIER TOBACCOS

"Good digestion is a 'must' in this game"
—PHIL LABATTE

"AFTER A SLASHING SET-TO on the ice, I head straight for Camels," says Phil LaBatte, hockey star. "I smoke Camels as much as I want—with meals and afterward—for digestion's sake—for that cheery 'lift.' Camels don't affect my condition. And they never get on my nerves." Enjoy Camels yourself. Camels encourage a sense of well-being. They set you right!



MRS. C. SICKLES, a busy mother, says: "Hard work seems easier—life looks rosier—as I get a 'lift' with a Camel. And what a pleasant help they are to good digestion!" Make Camels a part of your dining. For digestion's sake—smoke Camels.

CAMELS COSTLIER TOBACCOS

KOOŁ

**MILDLY MENTHOLATED
CIGARETTES**

CORN-TIPPED



THE BEST THROAT GUARD...

A cool smoke is better for you. A KOOL smoke is still better! Light one; draw deep. Refreshing—eh? They're mildly mentholated so that your tongue enjoys the full Turkish Domestic blend while your throat stays cool and relaxed. In each pack a coupon good for hardware merchandise. (Offer good in U. S. A. only.)

SPECIAL OFFER

**ROCHESTER THERMOMETER
AND TWO PACKS OF KOOL**

Thermometer	\$6 ⁰⁰
Two 15 ⁰⁰ pkts. of KOOLs	30 ⁰⁰
Value	80⁰⁰



ALL FOR... 50⁰⁰

Rochester Dial Thermometer. Guaranteed accurate indoors; outdoors. Three inches high. Useful in homes, shops, or on water tank. Limited supply. Good value.

Brown & Williamson Tobacco Corp.
1000 West Hill Street, Louisville, Ky.
1 million 50¢ coupons sent, money order, check, or special Rochester Thermometer and 2 150 packs of KOOLs.

NAME (print plainly) _____

ADDRESS _____

CITY _____ STATE _____

(Offer good in U. S. A. only.)

