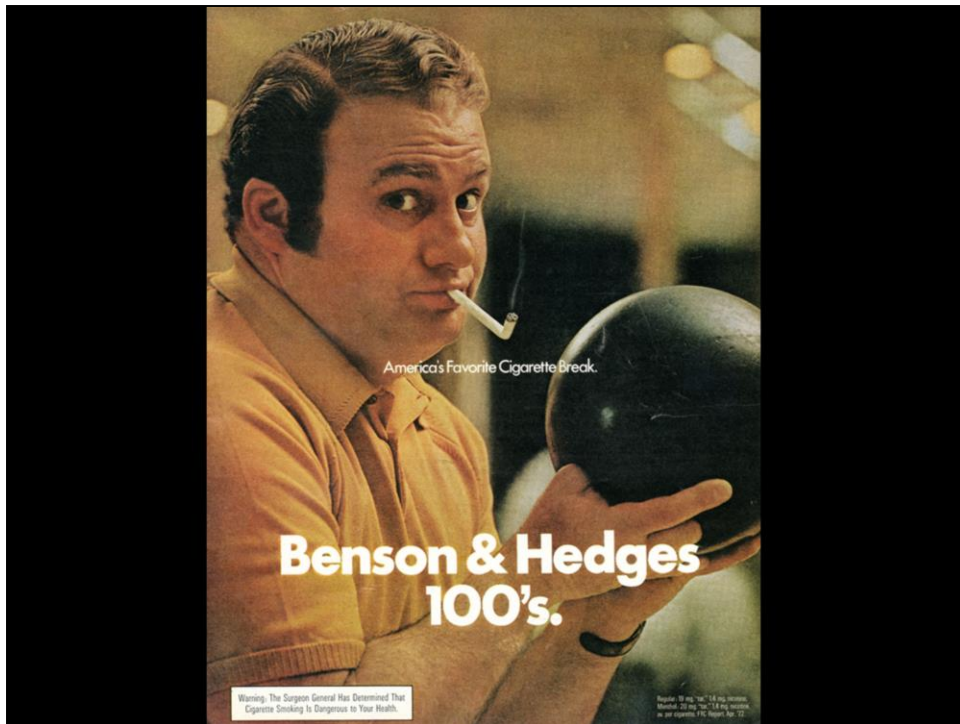




"EXPERIENCE IS THE BEST TEACHER!"

bowling and in choosing a cigarette,

says

Ned Day

3-Time National Bowling Champion

I KNOW FROM **EXPERIENCE** THERE'S NO OTHER CIGARETTE LIKE A **CAMEL!**

More people are smoking CAMELS than ever before

"GREATEST Match Game Bowler of All Time" is the title that bowling authorities have given Ned Day. He's had years of experience as a bowler. His most enlightening experience as a smoker dates back to the wartime cigarette shortage.

"There were the days," says Ned, "when I smoked whatever brand I could get. Naturally, I compared the different brands I smoked. I found by experience that no other cigarette suits my 'T-Zone' like a Camel!"

Millions had that same experience. With smoker after smoker who tried and compared, Camels are the "choice of experience."

Try Camels. Let your own experience... your "T-Zone"... 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 115,000 doctors from coast to coast were asked by their leading organizations exactly what brand to smoke the majority they smoked, more doctors named Camel than any other brand!

YOUR "T-ZONE" WILL TELL YOU...

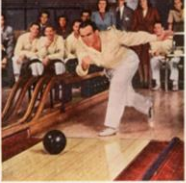
T for Taste...

T for Throat...

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

© 1945 American Tobacco Co., Winston-Salem, N. C.

"SET 'EM UP" —FOR CHAMPION LOWELL JACKSON

AND SET UP THE CAMELS, TOO
Whether you're in there bowling your-
self—or just watching—nothing hits the
spot like a cool, flavorful Camel

TAKE ABOUT your "most genial" number! You're
looking right at him—"Low" Jackson of St. Louis.
1913 All-American, captain of the world's clutch game
champions, and possessor of one of the highest scoring
hands in bowling today. Lightly sip a slower-burning
Camel and watch this champion of champions in action.

THERE'S A SWEET FLASH of the arm. The snap of
a wrist. The ball whirly down the alley. Take a good
long look at the way "Low" Jackson smokes that one
—that's an All-American look. Close to the game.
Three-quarters of the way down, the smoke is brack-
enright for the die. Watch it now—*it's*—




IT'S
STRICTLY CAMELS
WITH ME.
EXTRA MILD
WITH A FLAVOR
THAT ALWAYS
HITS THE SPOT

C.R.A.S.H! A perfect hit! The very sound of "set fall-
ing" sets you tingling all over. Like a boxer with the
lowest lead—like a ball in one—like the full, rich flavor
of a certain cigarette, it never fails to thrill. No matter
how much you smoke, there's always a fresh, welcome
note to a Camel—the Camel's fine from across the
middle with low nicotine in the smoke.

THE SCOREBOARD tells the story. More smokers
prefer Camels than any other cigarette... smokers like
Lowell Jackson to whom mildness is so important...
smokers who want a flavor that doesn't tire the taste...
smokers who want more out of a cigarette than some
thing to merely be held in their mouths. You'll never know
what you've been missing until you smoke Camels.

TWENTY TIMES "Low" Jackson (above) has called
the perfect name (1913). Every time he lights up a
Camel he smokes with the innocence of modest lab-
oratory science that in the smoke of mildness, slower-
burning Camels there is low nicotine (see below, left).
Get a package of slower-burning Camels today, and
smoke out the facts for yourself.

The smoke of slower-burning
Camels contains
**28% LESS
NICOTINE**
than the average of the 4 other
largest-selling brands tested—less than
any of them—according to independent
scientific tests of the smoke itself!

By burning 25% 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!**



Camel
—the Cigarette of
Costlier
Tobaccos

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

Don Carter BOWLING 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, snow-white, natural!

MR. AND MRS. DON CARTER are both champion bowlers—and they both agree: "That smoother Viceroy taste just can't be beat!" Join them—and the many other champion athletes who have changed to Viceroy for the smoothest taste of all!

20,000 FILTERS

VICEROY
Filter-Tip
CIGARETTES
KING-SIZE

© 1955, American Tobacco Company

Viceroy's
got

the taste
that's right!

SMOKE ALL 7

Smoke all 7 filter brands and you'll agree: some taste as if they had no filter at all... others filter the fun and flavor out of smoking. 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!

VICEROY
Filter Tip
CIGARETTES

© 1953, Brown & Williamson Tobacco Corporation

WIN
A LIFETIME OF BOWLING!
OR \$10,000 CASH
IN THE
WINSTON & SALEM
BOWLING BONANZA

PLUS! 175 More Swinging Prizes! Gift Certificates for Free Games or Bowling Equipment (redeemable at your local participating bowling center).

25 1st Prizes	\$75 Certificate
50 2nd Prizes	\$50 Certificate
100 3rd Prizes	\$10 Certificate

2,500 "Thank You" Prizes: Winston & Salem Bowling Classic Lighters by Scripto.
Join the Winston-Salem Bowling Bonanza! Now! Visit your favorite bowling center for an afternoon of fun...and maybe a lifetime of bowling free!
No purchase necessary!

Winston King: 18 mg. "tar", 1.1 mg. nicotine. Salem King: 18 mg. "tar", 1.1 mg. nicotine, av. per cigarette, FTC Report AUG 78.

Pick up an entry blank at your favorite bowling center today!

© 1978 R.J. REYNOLDS TOBACCO CO., Winston-Salem, NC

Bowling: The Sportman Game Has Returned! Now Cigarettes Bring You Luck! Luckier Than Your Friends!



