



Date:

Theme: Athletic Endorsers

Campaign: Real Mildness...Cooler Smoking...Better Taste

Key Phrase: Champions Both

Brand: Chesterfield

Company: Altria

Comment: Born April 18, 1892, Sonja Henie Was Norwegian actress and champion Olympic figure skater. A six-time European Champion, ten-time world champion, and three-time Olympic champion, she won the most Olympic and World titles of any ladies figure skater. At age eleven she placed in the top eight of the 1924 winter Olympics. The first figure skater to wear a short skirt while skating, she also adopted dance choreography to the sport, securing its position as a legitimate winter Olympic sport. A personal acquaintance of Hitler, controversy arose when she greeted him with a Nazi salute during an exhibition in Berlin prior to the 1936 Berlin Olympics. She died on October 12, 1969 of Leukemia, which tobacco is a known risk factor of.

35

The TAREYTON Twosome



the perfect choice for better smoking

HERBERT TAREYTON
CIGARETTES
Cork Tip
MODERN SIZE

For better smoking, ask for Herbert Tareyton. You'll enjoy the mild, refreshing blend of famous quality tobaccos and you'll like the genuine cork tip that always stays firm and fresh... that adds so much to your smoking pleasure.

FILTER TIP TAREYTON
CIGARETTES

All the pleasure comes thru... the taste is great! Filter Tip Tareyton smokes milder, smokes smoother, draws easier. And Tareyton's filter is pearl-gray because it contains Activated Charcoal for real filtration. It's the best in filtered smoking!

Only **FILTER TIP TAREYTON** gives you Activated Charcoal filtration

PRODUCTS OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES

The **TAREYTON** *Twosome*



the perfect choice for better smoking

HERBERT TAREYTON

For better smoking, ask for Herbert Tareyton. You'll enjoy the mild, rich-tasting blend of famous-quality tobaccos and you'll like the genuine cork tip that always stays firm and fresh... that adds so much to your smoking pleasure.

FILTER TIP TAREYTON

As the pleasure comes thru... the taste is great! Filter Tip Tareyton smokes milder, smokes smoother, draws easier. And Tareyton's filter is pearl-gray because it contains Activated Charcoal for real filtration. It's the best in filtered smoking!

Only **FILTER TIP TAREYTON** gives you Activated Charcoal filtration

PRODUCTS OF The American Tobacco Company AMERICAN LEADING MANUFACTURERS OF CIGARETTES

A Hit on Wheels
...and featured star
RAVEN MALONE
agrees—in roller
skating...and in
cigarettes too—
*EXPERIENCE IS
THE BEST TEACHER*!



SKATING comes naturally to Raven Malone! She takes to a willow-like skating motion and she moved to the early scene. There is a music dance step from her own motion.

ESPECIALLY AT HOME on roller skates or ice skates, Raven started with several years of roller skating... continued in the graceful creature step she used in a roller skating scene.

IT TAKES a high-speed mechanical camera to catch this graceful step! Raven Malone says, "Experience is the best teacher—in skating and in cigarettes too. It's Camels for me!"



I'VE TRIED THEM ALL... CAMELS SUIT ME BEST!

CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME... SO MILD AND COOL!

Your "T-Zone"
T for Taste...
T for Throat...

That's your perfect ground for any cigarette. Try Camels... use it then daily with your "T-Zone" to a "T"!

Let your -Zone tell you why
More people are smoking Camels than ever before!

All over the country... more and more smokers are finding that Camels suit them best! They smoked several brands—compared them... for flavor, mildness, and coolness. And smoker after smoker chose from experience the cigarette made from choice tobacco, properly aged and expertly blended... Camel!

Try Camels yourself. See how that rich, full flavor delights your Taste... how that cool mildness appeals to your Throat.

See if Camels don't suit your "T-Zone" to a "T"!

THE CHOICE OF EXPERIENCE!



According to a
Nationwide survey!
**MORE DOCTORS
SMOKE CAMELS
THAN ANY OTHER
CIGARETTE**

Three leading independent research organizations asked 113,297 doctors what cigarette they smoked. More doctors named Camels than any other brand!

© 1954 American Tobacco Company
Camels, the Camel, and T-Zone are trademarks.





It takes Healthy Nerves

TO BE A CHAMPION SKI JUMPER

ANTON LEKANG—National Ski Jump Champion of the United States, 1932. With over forty titles and trophies behind him, Anton Lekang, a Camel smoker for many years, says "A day's last Camel tastes just as good as the first one. They never interfere with healthy nerves."

HOW ARE YOUR NERVES?
TRY YOUR TEST

A MATCHLESS BLEND

There is a note of the line, exactly the same length. Here measure exactly, one, two, three, four, five, six, seven, eight, nine, ten, eleven, twelve, thirteen, fourteen, fifteen, sixteen, seventeen, eighteen, nineteen, twenty, twenty-one, twenty-two, twenty-three, twenty-four, twenty-five, twenty-six, twenty-seven, twenty-eight, twenty-nine, thirty, thirty-one, thirty-two, thirty-three, thirty-four, thirty-five, thirty-six, thirty-seven, thirty-eight, thirty-nine, forty, forty-one, forty-two, forty-three, forty-four, forty-five, forty-six, forty-seven, forty-eight, forty-nine, fifty, fifty-one, fifty-two, fifty-three, fifty-four, fifty-five, fifty-six, fifty-seven, fifty-eight, fifty-nine, sixty, sixty-one, sixty-two, sixty-three, sixty-four, sixty-five, sixty-six, sixty-seven, sixty-eight, sixty-nine, seventy, seventy-one, seventy-two, seventy-three, seventy-four, seventy-five, seventy-six, seventy-seven, seventy-eight, seventy-nine, eighty, eighty-one, eighty-two, eighty-three, eighty-four, eighty-five, eighty-six, eighty-seven, eighty-eight, eighty-nine, ninety, ninety-one, ninety-two, ninety-three, ninety-four, ninety-five, ninety-six, ninety-seven, ninety-eight, ninety-nine, one hundred.

IT IS MORE FUN TO KNOW
It is a fact that Camels are made from the most expensive tobacco than any other popular brand.

Steady Smokers turn to Camels

ANTON LEKANG, winner of over 40 titles and trophies, smokes Camels steadily—without a sign of jangled nerves. He says: "The most important elements in ski jumping are correct timing and healthy nerves. In fact, they add up to the same thing because you cannot have correct timing without healthy nerves. I have been jumping at championship ski runs for years. And I have smoked Camels steadily for even longer. They are the only cigarette that I don't get tired of. A day's last Camel tastes just as good as the first one. And Camels never interfere with healthy nerves."

Countless thousands are changing to Camels. And they are urging others to join them! Camels are milder. They have a rich, mellow flavor. And they leave your nerves smooth and untroubled.

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE

Date:

Theme: Athletic Endorsers

Campaign: Never Get on Your Nerves..Never Tire Your Taste

Key Phrase: Steady smokers turn to Camels

Brand: Camels

Company: R.J. Reynolds

Comment:

"DON'T LET ANYBODY TELL YOU THAT
RUNNING AN OFFICE DOESN'T TAKE
HEALTHY NERVES, TOO,
MR. JAFFEE"

Living Jaffee, winner of over
1,000 speed skating medals
and medals, including three
Olympic Championships, says:
"It takes healthy nerves and
plenty of what to be an Olympic
skating champion. I find that
Camels, because of their smooth
tobacco, are mild and healthy in
taste. And, that makes them im-
portant to a champion skater.
They never upset the nerves."

John W. Gross, Office Manager,
who hails from Detroit, Mich., says:
"I can see how an Olympic champion
speed skater needs healthy nerves, but
just let me say something here that is also
true—a man can't handle a tough office
job without healthy nerves, either. Many
hours of nagging details and the pressure
of a heavy load of work all tell on the
nerves, if they are inclined to be 'jumpy.'
I smoke Camels steadily... all the long...
and I never even have to think of nerves.
As for taste—Camels have the finest fla-
vor I have ever known."

How are
Your Nerves?

If nerves are a problem with you, now
is the time to check up on all your habits
that may affect them—your eating, your
sleeping, your recreation. And get a
fresh slant on your smoking by try-
ing Camels. Much is heard about

tobacco quality, so always remember this:
Camels are made from finer,
MORE EXPENSIVE TOBACCOS
than any other popular brand.

Note the way "edgy" nerves become a
thing of the past. You can smoke more
than ever, without a sign of "cigarette"
aftertaste. You'll be delighted to find that
Camel's costlier tobaccos do make a dif-
ference—to your taste and to your nerves!

**Camel's
Costlier Tobaccos**

NEVER GET ON YOUR NERVES... NEVER TIRE YOUR TASTE



IT TAKES HEALTHY NERVES

FOR JAFFEE TO BE THE WORLD'S CHAMPION SKATER



IRVING JAFFEE
Winner of 1,000 medals and trophies, including 3 Olympic Skating Championships, Jaffee has brought the highest skating honors to the U. S. A. Asked recently if he was a steady smoker, Jaffee said, "Yes, but that goes for Camels only. I have to keep my mind, you know, and healthy nerves."



Steady Smokers turn to Camels

You've often seen his name and picture in the papers—Jaffee, the city-lodged boy from the U. S. A., who beat the best Olympic skaters that Europe had to offer, and became the skating champion of the world! Speaking of speed skating and cigarettes, Jaffee says: "It takes healthy nerves and plenty of wind to be an Olympic skating champion. I find that Camels, because of their costlier tobacco, are mild and likable in taste. And, what is even more important to a champion athlete, they never upset the nerves."

Change to Camels and note the difference in your nerves...in the pleasure you get from smoking! Camels are milder...have a better taste. They never upset your nerves. Begin today!

IT IS MORE FUN TO KNOW
Camels are made from finer, MORE EXPENSIVE tobacco than any other popular brand.

HOW ARE YOUR NERVES?
TRY THIS TEST



Draw a line 20 inches long on the edge of a newspaper. Place a forefinger on either side of the line. Close your eyes...try to measure off quickly the distance by moving both hands at the same time. Have a watch stop you when you reach the edge. See if both your hands have moved the same distance. Next, smoke 177 1/2 Camels and repeat the test. Your hands will come out evenly.



CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

WHIRLWIND on ICE...

Presenting
DONNA ATWOOD
—the lovely young skating star
of the 1943 "ICE CAPADES"—

**105
REVOLUTIONS
PER MINUTE!**

The motto of don'ts enough, but, since Donna Atwood comes up on the ice of the full show and shows herself even her fastest and finest, it takes the form of a camera to "stop" her (said). This is her favorite (smile) her favorite smoking routine. "A and, beautiful Camels," she says.

RIGHT, DONNA ATWOOD! Camels are the favorite, with smokers in the Army, Navy, Marines, and Coast Guard, according to actual radio records.

**CAMELS
ARE FIRST WITH
MILK! THE
FLAVOR IS PERFECT,
AND THEY SUIT
MY THROAT
TO A "T"**

FROM RAIL TO BROADWAY! This former student of the ballet made the big jump—on her—right up to the top and spins that leave you breathless.

"THE HOTTEST fact on ice!" Donna Atwood can really make those flames talk. When Donna herself talks... about cigarettes, for example... it's to say, "Camels for me. I can't always get them as easily as I did, but when I do get them it's a real treat. For Camels are still Camels—I appreciate them more than ever."

Yes, your dealer may be temporarily short of Camels, but when you do get them you're still getting Camels... smoother, tastier, properly aged, and expertly blended to a high standard of quality. That's why Camels are worth asking for again—and again!

THE "T-ZONE"—T for taste and T for throat—is the proving ground for any cigarette. Only your nose can decide which cigarette comes best to you... how it affects your throat. When you get Camels, smile them critically, but if they don't suit your "T-Zone" to a "T,"

Camels

© J. B. Borden/Photo-Copying Company, Warren, Boston, New York



SLALOM AT GSTAAD

After exhilarating moments such as this, men of action the world over find relaxation and pleasure in Gold Label, the internationally acclaimed cigar of magnificent aroma and masculine mildness.



CEDAROMA Seven streamlined inches of superb smoking enjoyment 35¢

CELEBRATE WITH A GOLD LABEL

CALABOBA 10¢ CUBANA DE VILLAS 10¢ BONGANO 10¢ PALMA CANDIDA 20¢ JAGUAR 10¢ FANSTELA GRANDE 1/10¢ SWAGGER 1/10¢



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

**Tell someone you like
about Lark's Gas-Trap[®] filter.**

**She may say
"Didn't we meet in Grenoble?"**

Get the conversation off the ground.
Tell her that almost 90% of cigarette smoke is gas.
Now say that Lark has the patented Gas-Trap Filter.
It reduces "tar", nicotine, and certain harsh gases, too.
Then mention that the National Consumer Testing
Institute reported that Lark's Gas-Trap Filter reduces
certain harsh gases by more than twice as much as any
of the thirteen ordinary popular filter brands tested.
So, tell someone you'd like to like about Lark's
easy-taste and Gas-Trap Filter.
It'll be down hill from then on.



THE SATURDAY EVENING POST

**Smoke a *LUCKY*
To feel your *LEVEL* best!**

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



Luckies' fine tobacco puts you on the
right level—the Lucky level—to feel your
level best, do your level best.

That's why it's important for you to remem-
ber that Lucky Means Means Fine Tobacco
—mild, ripe, light tobacco that makes a thor-
oughly enjoyable smoke. No wonder more
independent tobacco experts—auctioneers,
buyers and warehousemen—smoke Lucky
Strike regularly than smoke the next two
leading brands combined.

Light up a Lucky! Luckies' fine tobacco
picks you up when you're low, calms you
down when you're tense. So get on the Lucky
level where it's fun to be alive. Get a carton
of Luckies and get started today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

Smoke a Lucky To Feel Your Level Best

Picks you up when you're low, calms you down when you're tense.

*Smoke a **LUCKY**
to feel your **LEVEL** best!*

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



**LUCKY
STRIKE**
TO SMOKE!
CIGARETTES
L.S./M.F.T.

Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.
That's why it's important to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—smokers, buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.
Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton and get started today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco





A Whirl of Charm!



Take a whirl
At Old Gold!
And your taste will
Tell you what a world
Of charm they hold!
The charm of
Your freshness . . .
Guarded by their
Double Cellophane
Package! The charm
Of pure crisp
Tobacco aged extra
Long to give that
Famous Double-Mellow
Flavor! Give Old Gold a
Whirl! And they'll glide
Right into your favor.



Every pack wrapped in 2 jackets
of Cellophane; the **OUTER**
jacket opens from the **BOTTOM**.

For Finer, **FRESHER** Flavor, Smoke Double-Mellow Old Gold.

NOTE ON THE GOLD "Whirl and Mellow" with REMOTE INDICATOR and OTHER NEW FEATURES
every Double Mellow Cigarette Machine, Cigarette Case.

A Whirl of Charm!

Take a whirl
At Old Gold!
And your taste will
Tell you what a world
Of charm they hold!
The charm of
Ultra freshness...
Guaranteed by their
Double Cellophane
Package! The charm
Of prime crisp
Tobacco aged extra
Long to give that
Famous Double-Mellow
Flavor! Give Old Gold a
Whirl! And they'll glide
Right into your taste.
Wrapped in 2 jackets of Cellophane!
SEE THE jacket upon them BOTTOM.

TUNE IN on Old Gold's "Mellow and Mellow" with BUBBEE BENDISLEY
and ARTHUR WEINER's Orchestra every Tuesday night, Columbia Network, Eastern Coast.

For Finer, *FRESHER* Flavor . . . Smoke Double-Mellow **Old Gold**



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Now say that Lark has the patented Gas-Trap filter.
It reduces "tar," nicotine, and certain harsh gases, too.
Then mention that the National Consumer Testing
Institute reported that Lark's Gas-Trap filter reduces
certain harsh gases by more than twice as much as any
of the thirteen ordinary popular filter brands tested.
So, tell someone you'd like to like about Lark's
easy-taste and Gas-Trap filter.
It'll be down hill from then on.



WE ASKED LEADERS IN WINTER SPORTS:

"Is this fact important to you?"

"Camels are made from finer, more expensive tobaccos - Turkish and Domestic - than any other popular brand."

(Signed) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, North Carolina



VALUE! "I'm just an interested winter sports fan," says Edward Kane. "But I'm with Jack Shea and Ray Stevens when it comes to smoking Camels! I am a fan with a Camel" when I'm low and need something up, or when I'm tired. And the fact that tobaccos of a choice quality are used in Camels goes far to explain why Camels are so mild and pleasing, and never jangle my nerves. It means a lot to me that millions more are spent for the tobaccos used in Camels."

HEALTHY NERVES! Ray Stevens, North American Polo-Hat Champion: "When the best has been run, I light a Camel and enjoy it to the full, knowing that Camels never bother my nerves!"

FLAVOR! Jack Shea, Olympic Speed Skater: "Camels taste as good as any I've ever smoked, and every time I smoke a Camel, I know I'm a Camel smoker."

MILDNESS! Ray Shea, expert skater, says: "Camels are so mild and satisfying! And smoking Camels really never jangle my nerves. To me, it's a very important fact that Camels use finer tobaccos."

ENERGY! "Camel's 'energizing effect' is a great thing for me who is active," says Paul Thompson, of the world-champion Chicago Black Hawks hockey team. "When I feel, there's one thing I want - a Camel!"

Date:

Theme: Athletic Endorsers

Campaign: Finer, More Expensive Tobaccos

Key Phrase: Is this fact important to you?

Brand: Camel

Company: R.J. Reynolds

Comment: Born on September 7, 1910, two-time gold medalist Olympic speed skater Jack Shea died January 22, 2002. His son was an Olympic competitor in Nordic skiing. His grandson was an gold medalist in Olympic skeleton.

Paul Thompson, born November 2, 1906, was a professional hockey player and three time Stanley cup winner. After his career as a player became a coach for the Chicago Black Hawks. He died on September 13, 1991.

A MILE A MINUTE.

RAY STEVENS
WINNER OF THE 1934 NORTH AMERICAN BOB-SLED CHAMPIONSHIP SHOWS HOW HE PILOTS A SPEEDY 'BOB' TO VICTORY DOWN MT. VAN HOVENBERG—THE WORLD'S FASTEST, MOST FAMOUS, AND MOST DANGEROUS RUN — AND HE ALSO SHOWS —

ON A BOB-SLED!
WITH RAY STEVENS
HOW CAMELS GIVE HIM A LIFT WHEN HIS ENERGY LAGS—

AN ADVERTISEMENT OF R.J. REYNOLDS TOBACCO CO. Copyright, 1935, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

LOOK AT THEM TRAVEL! WE'LL SHOW TO GO SOME TO BEAT THEM!

REMEMBER! NO BRAGGERS! NO HOT AIR! NO HOT AIR! NO HOT AIR!

IF WE DON'T WIN THIS HEAT WE'RE LOST!

LIKE A STREAK OF LIGHTNING, STEVENS GUIDES HIS SLED DOWN THE ICY RUN TO START THE LAST HEAT!

HE TAKES THE FIRST HAZARD CURVE AT FULL SPEED—ONE MISTAKE MEANS A BAD SPELL!

GAUNTER SPEED EVERY SECOND, THEY APPROACH THE NEXT TURN—

LOOK AT STEVENS GO!

WHOW! IF THEY SHOULD TO OVER— (GOOD-NIGHT!)

HERE WE GO INTO ZIGZAG—STEADY!!

AT SLIGHT ANGLES, THEY SWOOSH AROUND THE SLIPPERY ICE BARRIERS AT TOP SPEED—

THROUGH THE DANGEROUS ZIGZAG CURVE—SAFELY!—AND NOW FOR THE GRAND-GRAND FINISH!

STEVENS WHIPS!

IT'S A RECORD!

RAY STEVENS says: "WHEN THE LAST HEAT IS OVER, I LIGHT UP A CAMEL AND MY ENERGY IS RENEWED IN SHORT ORDER! I ENJOY MY SMOKING TO THE FULL, AS CAMELS NEVER BOTHER MY NERVES."

CAMEL'S RADIO TREAT—THE ALL-STAR CAMEL CARAVAN!

TUESDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.
WEDNESDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.
THURSDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.
FRIDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.
SATURDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.
SUNDAY: 10:00 A.M. 12:00 P.M. 8:00 P.M.

Featuring: WALTER O'KEEFE • ANNETTE HANSHAW • GLEN GRAY'S CASA LOMA ORCHESTRA

FOR YOUR ENJOYMENT—CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS—TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND

GET A **LIFT** WITH A **CAMEL!**

BURNING UP THE ICE!

IT'S AMERICA'S NO.1 BOB-SLEDDER FRANCIS TYLER

THAT'S TYLER IN THE DRIVER'S SEAT! HIS A-MAN SLED WON THE '48 OLYMPICS!

HE HAD 'GIB' MANLEY ON THE BRAKE. HE'S A GREAT NO.4 MAN!

I MUST BE HITTING 120 MILES PER HOUR! AND HERE WE COME INTO ZIG ZAG!

WOW! LOOK AT TYLER TAKE THAT WALL!

BRAKE IT, GIB!

ANOTHER RECORD RUN FOR TYLER!

GREAT WORK, GIB! HAVE A CAMEL. BEEN MY BRAND FOR YEARS. CAMELS HAVE THE FLAVOR AND THEY'RE MILD!

COMING FROM YOU, FRANCIS TYLER, THAT'S REAL PRAISE, AND 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:

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

With bob-sledding ace, Francis Tyler and "Gib" Manley...it's

CAMELS for MILDNESS

Money-Back Guarantee!

Smoke Camels and test them in your own "E-Zone." If for 30 days, 1 for throat. If, at any time, you are not convinced that Camels are the mildest cigarettes you ever smoked, return the package with the unsmoked Camels and we will refund in full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina.



HOW IT FEELS TO GO
80 MILES AN HOUR ON A RACING BOB-SLED

"BUCKY" WELLS, THE MAN WHO DID IT, HE LIKES SPEED ON A RACING BOB, BUT HE PREFERS HIS CIGARETTES SLOW-BURNING... CAMELS!

HE'S GOT TO BEAT THE RECORD!
 WE'RE COUNTING ON YOU, BUCKY!

THEY'RE OFF! FIVE THOUSAND FEET DOWN THE MOUNTAIN, BUCKY'S BOB-SLED IS GOING DOWN THE ICE TRAIL AT 80 MILES AN HOUR!

A TREMENDOUS WALL OF GLASSY ICE!

TO ASK HIM TO STOP A RIDE TO A BULLET!

HE'S GOING OVER! HE'S GOING OVER!

60-TO-80 MILES AN HOUR! "BUCKY" PICKS UP SPEED!

ZIG-ZAG TURN!

THAT'S THE FASTEST YET! BUCKY'S BOB-SLED IS GOING DOWN THE ICE TRAIL AT 80 MILES AN HOUR!

THE FINISH! A NEW RECORD! AND ANOTHER TRIP FOR "BUCKY" BUCKY!

THAT'S THE FASTEST YET! BUCKY'S BOB-SLED IS GOING DOWN THE ICE TRAIL AT 80 MILES AN HOUR!

IT'S SLOW-BURNING THAT MAKES A CIGARETTE TOX WITH ME - CAMELS ARE DEFINITELY SLOW-BURNING. THEY GIVE ME EXTRA MILDNESS - EXTRA COOLNESS - EXTRA FLAVOR IN EVERY PUFF AND EXTRA SMOOTHNESS IN EVERY PUFF. IT'S EVERY PUFF, TO BOB HARRY A WHILE FOR THOSE EXTRA IN A CAMEL!

Slower-Burning Camels give you

EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

FAST BURNING... GIVES YOU FLAT TASTE IN SMOKE... GIVES DELICATE FLAVOR, MILDNESS...

SLOW BURNING... PRESERVES NATURAL QUALITIES THAT MEAN MILDNESS, SMOOTHNESS, FLAVOR, MILDNESS...

IN RECENT LABORATORY TESTS, CAMELS BURNED 5% SLOWER THAN THE AVERAGE OF THE 10 OTHERS OF THE LARGEST SELLING BRANDS TESTED - SLOWER THAN ANY OF THEM. THAT MEANS, ON THE AVERAGE, A CAMEL CIGARETTE LASTS 5% LONGER THAN THE AVERAGE OF THE OTHERS.

5 EXTRA SMOKES PER PACK!

THE CIGARETTE OF THE FUTURE TOBACCO

My Worst Experience in the Arctic

BY CAPTAIN C.J. MACGREGOR, MACGREGOR ARCTIC EXPEDITION

BURNING UP THE ICE!
IT'S AMERICA'S NO. 1 BOB-SLEDDER FRANCIS TYLER

THAT'S TYLER IN THE DRIVES BEAT! HIS 4-MAN SLED WON THE 1938 OLYMPICS!

HE HAS GIB MANLEY ON THE BRAKE. HE'S A GREAT NO. 2 MAN!

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To the Bottom of the World with Byrd!

THE FIRST OFFICIAL
EXPEDITION TO THE SOUTH
POLE BY THE U.S. ANTARCTIC
SERVICE — COMMANDED
BY REAR ADMIRAL
RICHARD E. BYRD

I'VE GOT TO GET A STORY
ON THE LOADING OF THE
BYRD ANTARCTIC SHIP.
HURRY, AND I'LL TAKE YOU
ALONG, BETTY

OH, SURE!! I HOPE
WE GET TO SEE
ADMIRAL BYRD!

IT'S THE BIGGEST ANTARCTIC
EXPEDITION IN HISTORY. THERE ARE
MORE THAN 5,000 SEPARATE
ITEMS OF EQUIPMENT

SURE DIFFERENT
FROM THE OLD DAYS.
4 AIRPLANES,
TRACTORS, AND
2 ARMY TANKS

DOGS, TOO—
LET'S GO SEE
THEM

WE'RE TAKING ALONG 140 OF
THESE DOGS—7 OF THEM
WERE BORN ON THE LAST
BYRD EXPEDITION

ROUTE OF THE
EXPEDITION AND
THE 2 PROPOSED
BASES:
① EASTERN BASE
IN REGION OF
ALEXANDER LAND.
② WESTERN
BASE NEAR
LITTLE AMERICA,
SET UP BY BYRD
ON PREVIOUS
VISITS.

JUST LOOK
AT THIS LIST
OF SUPPLIES
FOR A YEAR

I NOTICE THEY'RE TAKING OUR
FAVORITE BRAND OF CIGARETTES
— GUESS THEY APPRECIATE
SLOW-BURNING CAMELS AS
MUCH AS WE DO!

67,000 lbs. frozen meat
2 tons canned beans
25 tons flour
5,000 lbs. eggs and egg
powder
1 ton powdered milk
3 tons dried beans
500,000 Camel
Cigarettes

ADMIRAL BYRD, I SEE
YOU'RE LOADING UP
PLENTY OF
CAMEL
CIGARETTES

YES, CAMELS
ARE A GREAT
FAVORITE WITH US.
THE MEN ON THE
EXPEDITION LIKE
CAMELS

WE PREFER CAMELS," SAY ADMIRAL BYRD'S MEN

CAMELS BURN SLOWER IN A STEADY
SMOKER. MY
MILDNESS, MORE
FLAVOR, AND EXTRA
SMOKING PER PACK
MEAN A LOT OF COMFORT
TO ME!

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 FEELS EQUAL TO

Slower-Burning Camels give you

EXTRA
MILDNESS

EXTRA
COOLNESS

EXTRA
FLAVOR

FAST BURNING—
CREATES HOT
FLAT TASTE IN
SMOKE... RUINS
DELICATE FLAVOR,
AROMA...

SLOW BURNING—
PROTECTS NATURAL
QUALITIES THAT
MEAN MILDNESS,
THRILLING TASTE,
FRESHNESS...

THE CIGARETTE OF
COSTLIEST TOBACCO

**5 EXTRA
SMOKES
PER PACK!**







