

Star Diver

MARSHALL WAYNE, OLYMPIC CHAMPION,
GIVES A BRILLIANT PERFORMANCE






SWAN DIVE — The most graceful and successful of Marshall Wayne's dives depends on intense muscular coordination and exact nerve control.

HALF-TWIST — Right natural timing — perfect form! Naturally, Wayne can't risk injury, threatening smoking, he says: "Camels are easy on my nerves."

JACK-KNIFE — Instantly absorbed muscles tense in the blue — a thrilling pause shut — an inevitable fall into the pool, leaving scarcely a ripple ripple.

INTERMISSION — and a Camel! "Ah, says after a moment's relaxation," says champion Marshall Wayne, "I smoke a Camel for a very welcome 'fill up'."

— And now, Marshall Wayne pauses for a moment to answer Elnora Greenlaw's question:
"Are Camel cigarettes really *different* from the others?"



"FOR BIG THINGS in smoking," says genial Henry Ford, "I smoke Camels. I know a cigarette agrees with you most of all things. Camels are mild — and my nerves — they are not right. It's with a little for a Camel — my time!"



"You always seem to be smoking Camels, Marshall. Do you find them any different from other kinds?"

"I certainly do find Camels different. None — and I don't see any other. Camels are so mild — so easy on the throat. You don't get that of good rich smoke. And I can smoke as many Camels as I want. They never give me any more or get me jumpy. Camels don't bother my nerves the least bit. Besides, Camels are mild — during and after meals. They even help my digestion. Camels agree with me in a lot of ways!"

Camels are a matchless blend of fine, MORE EXPENSIVE TOBACCO — Turkish and Domestic.

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PEOPLE DO APPRECIATE THE COSTLIER TOBACCO IN CAMELS
THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

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

Tobacco growers have good reason to make Camels their cigarette.

Read what these planters say about Camels' fine, more expensive tobacco:

"At the tobacco auctions," says grower Leon Miller, "Camel buyers don't follow with people. They buy the choice tobacco. That's why most of us men who grow and raise tobacco smoke Camels. We know the difference!"

Planter Alton Barnes says about Camels: "Last year the best lot of my tobacco was gone in Camels. Naturally, we tobacco growers select the best for our own smoking. Is we choose Camels?"

"Almost every one of my fine tobacco went to Camels buyers last year," remarks G. A. Langley, who knows tobacco growing from every angle. "Better tobacco men believe smoking 'That sweet' Camels is best!"

Take it from the "Queen of the Air"

JATOINETTE CONCELLO

**YOU WANT
STEADY NERVES**

**TO BE
A TOP-FLIGHT
AERIALIST**

■ You may not go in for regular aerobatics. Even the thought of someone in danger may upset you, but there's a sound tip for you - for any smoker - in the fact that among men and women whose jobs demand steady nerves, it's Camels for the millions that count. Ask any Camello (right) says "Camel is one cigarette I really enjoy. Not just because of their fine flavor but also because they're extra mild."

ONE! TWO! THREE!
3 COMPLETE
BACKWARD SPINS
IN MID-AIR

SHE COULD
BLACK OUT 'IN A
MOMENT

THROWING HERSELF
FORWARD AND UPWARD
FROM PARACHUTE AND
WING SUIT, SHE WAS
A COMPLETE BIRDWALK
DOWN AND UPWARD
OUTSTRETCHING HANDS OF
PROTECTOR OF ANOTHER TROOPER

WOMEN WHO
GET UPSET EASY
THAT SHE TRUST
THIS TRIPLE

ARE, TOO, AND
SHE'S ALWAYS AS
CALM-AND
EASY

I DON'T KNOW
HOW THIS
WOMAN DOES IT!

WHEN!
WAS THERE AN
EXCESSIVE PULL!

IT WAS THRILLING
WAS CONCELLO

WOMEN WON'T
YOU HAVE A
CAMEL, TOO?

YOU BET I WILL!
CAMELS ARE FIRST
WITH AGAIN AND

CAMELS
HAVE THE
MILDNESS THAT
COUNTS WITH ME.
AND THEY HAVE
THE GRANDDEST
FLAVOR!

IMPORTANT TO STEADY SMOKERS:
The smoke of slow-burning
CAMELS
contains LESS NICOTINE

than that of the 4 other largest-selling brands
tested... less than any of them... according to
independent scientific tests of the smoke itself!

CAMEL
SLOW-BURNING
CIGARETTES

Queen of the Air
JatoINETTE Concello
Barnes & Noble

WORLD'S CHAMPION HIGH-DIVER ...
 SOME OF HER TITLES: NATIONAL HIGH-DIVING CHAMPION (33 FT. TOWER)
 FOR 4 YEARS... U.S. NATIONAL SPRINGBOARD CHAMPION
 WINNER IN 3 OLYMPICS

"I put great emphasis on good digestion," says Dorothy Poynton Hill, Camel Smoker

It's a long way down when I dive from the high board," Dorothy continues, "and if you add all the spins and twists I do—you can see why I enjoy Camels for digestion's sake." Meditation (right), and between meals, too. Dorothy profits Camel's wisdom. "I'm always in training," she says, "and I smoke whenever I want to. I've found that Camels serve to jump-start my nerves, soothe my stomach, and give me physical condition." By keeping up the flow of digestive fluids and digesting alkalinity, Camels give digestion a helping hand. Take your cue from the steady smokers. Make it Camels! They are you right!

FOR DIGESTION'S SAKE—SMOKE CAMELS

COSTLIER TOBACCOS

Camels are made from more expensive TOBACCOS—Tanzania and Sumatra—than any other popular brand.

LINK TASTY MEAL and Camels. Good-looking Dorothy Poynton Hill says: "Camels are always with me." Handy when I smoke, you know me, my way, you just sit down. As a result, I take what I like to eat and drink on Camels to eat my digestion and make a meal easy."

INFORMATION WANTED QUICK! Ray Jones paid to bring home interesting questions to United Camel Tobacco, New York City. "A non-smoking lady," he says, "the a pretty good hand with the facts and facts. Smoking Camels with steady and effectively keeps my digestion on the right track."

"LINK BAKER'S COLLEGE" A lady shows with Jack (Coke) to present Dorothy Poynton Hill, "Camels are always with me." Handy when I smoke, you know me, my way, you just sit down. As a result, I take what I like to eat and drink on Camels to eat my digestion and make a meal easy."

Date:

Theme: Athletic Endorsers

Campaign: For Digestion's Sake – Smoke Camels

Key Phrase: World's Champion High Diver

Brand: Camel

Company: R.J. Reynolds

Comment: Dorothy Poynton Hill was an American Olympic two-time Gold Medalist, born July 17, 1915. She died on May 18, 1995

EXPERIENCE IS THE BEST TEACHER!

From the shores of Camelford, Mrs. Dorothy Allen has taken the first of great fish catches. "I caught the first of the season!" she says.

Mrs. Dorothy Allen
New York
Holder of the International Women's 24 Hour Record for Fishing

A small catch! Now, one more of the rare yellow-bellied cods, landed in 24 hours by Mrs. Dorothy Allen in the Gulf Stream.

**EXPERIENCE IS THE BEST TEACHER...
IN DEEP-SEA FISHING...
IN CIGARETTES TOO!
CAMELS SUIT ME TO A T**

More people are smoking CAMELS today than ever before in history!

Yes, experience during the war shortage taught millions the difference in cigarette quality!

• Mrs. Dorothy Allen speaking: "During the war shortage, I smoked many different brands, but that's when I found that Camels suit my 'T-Zone' best!"

You and millions of other smokers, Mrs. Allen, found yourselves comparing brands. And that full, rich flavor and the cool smoothness of Camels found a happy welcome in millions of "T-Zones."

Remember? When you used to live in any cigarette, you took whatever brand you could get. That's when millions found Camels suited them best.

Remember? When you used to live in any cigarette, you took whatever brand you could get. That's when millions found Camels suited them best.

Camel quality is not to be tampered with. Only choice tobacco, properly aged, and blended in the time-honored Camel way, are used in Camels.

**YOUR 'T-ZONE' WILL TELL YOU...
T for Taste...
T for Thrill...**

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

According to a recent *Nationwide* survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette

• These nationally known independent research organizations asked 113,297 doctors—to name the cigarette they smoked. Most doctors named Camels more than any other brand.

Camel
Camel Cigarettes
Camel Cigarettes
Camel Cigarettes

1948

30-DAY TEST REVEALED

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

Yes, Camels are SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking CAMELS!

Make your own CAMEL 30-DAY TEST in your "T-ZONE"

Thousands already have made this test—thousands more are making it right now! There's all you do: Smoke Camels for 30 consecutive days, breathe as much as you like—then smoke only Camels. Compare them in your "T-ZONE" (T for Throat, T for Throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked.





AT THE BIG GAMES, in homes, in offices... wherever smokers gather, the question of the day is, "How mild can a cigarette be?" The answer—these millions of smokers who know—is, "Smoke Camels and see!"

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

When these leading independent research organizations asked 113,897 doctors what cigarette they smoked, the brand named most was Camels!



Lovely swimming star reports on the test:

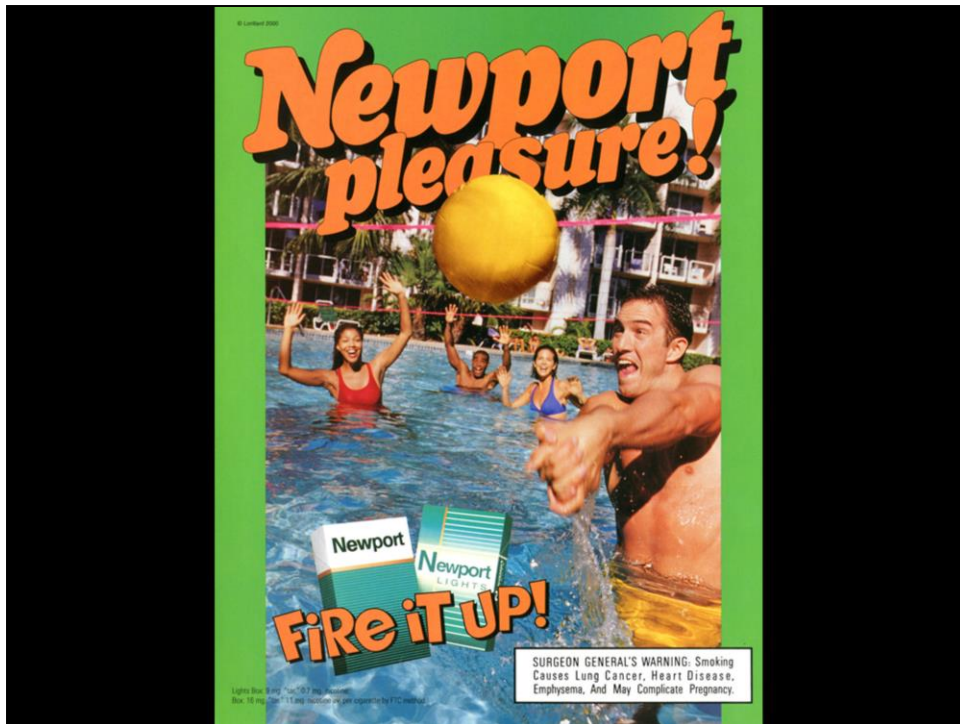
"The 30-Day Test was a pleasure—every good-tasting puff of it! I'm convinced there's nothing quite like a Camel for flavor and mildness!"

JEANNE WILSON,
1936 Olympic swimmer





1948



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

EXPERIENCE IS THE BEST TEACHER!

In diving, one practice and no one can beat the greatest form and style that all you have! —Mildred O'Donnell, Diving Champion

From the simple forward dive off the low board to the complex, grace and power of the high board and tower, Mildred O'Donnell learned them all in one hour. That's the spirit of the diving champion.

IT'S TRUE IN DIVING... EXPERIENCE IS THE BEST TEACHER! ...AND IN SMOKING TOO. THE CIGARETTE FOR ME IS CAMEL!

Mildred O'Donnell
DIVING CHAMPION

More people are smoking CAMELS today than ever before in history!

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 a T.

Yes, experience during the shortage taught millions the differences in cigarette quality!

DIVING Champion Mildred O'Donnell hasn't forgotten the war shortage of cigarettes. "I never realized there were such differences in cigarettes until the shortage," she recalls. "That's when I really learned what cigarette suits me best—Camels." Millions of others had the same experience, and reached the same conclusion—with the result that today more Camels are being smoked than ever before in history. But, no matter how great the demand, we don't skimp on Camel quality. Only choice tobacco, properly aged, and blended in the four-handled Camel way, are used in Camels.

IT WAS NO FUN, the cigarette shortage, but it was a real experience, teaching a lot of different lessons. That's what millions of smokers learned the meaning of the phrase, "Camels suit my T-Zone to a T."

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

Three nationally known independent research organizations asked 113,197 doctors in every branch of medicine to name the cigarette they smoked. More chose Camel than any other brand.





MARSHALL WAYNE GIVES A FEW SLANTS ON DIVING

HURRY UP, BETTY, THE AUDIENCE HAS STARTED AND THERE'S A LARGE CROWD.

CHUCK, AS SOON AS I KNOW THESE PORTCAGES TO THE GULE AT THE OFFICE TELLING THEM ABOUT MY SWEET VACATION.

BETTY, THIS IS MARSHALL WAYNE, THE FAMOUS OLYMPIC DIVING CHAMPION.

I'VE HEARD SO MUCH ABOUT YOU, MISS WAYNE.

NOTHING BAD, I HOPE.

THE CROWD WISH THAT YOU'D SHOW US SOME DIVING TOMORROW.

I'LL GLADLY GIVE YOU A FEW TIPS THAT MAY HELP YOU.

HAVE A CAMEL, MARSHALL.

IT'LL BET HE WILL—DON'T ALL THE CHAMPIONS SMOKE CAMELS, MR. WAYNE?

WELL, I KNOW I DO. IT MAKES A BIG DIFFERENCE TO AN ATHLETE WHAT CIGARETTE HE SMOOKS.

HERE ARE A FEW THINGS TO REMEMBER YOUR DIVING WELL, I'LL SHOW YOU.

IN THE JACKKNIFE TAKE-OFF, THE LEGS ARE MAINLY FROM THE HIPS. THE KNEES POINT DOWN—HANDS TOUCHING—INSTEAD—IS HELD FOR AN INSTANT.

IN THE JACKKNIFE WITH HALF-TWIST, THE TWIST IS MADE AFTER THE "JACK". IT IS COMPLETED BY TURNING THE HEAD SHARPLY AND REACHING WITH OUTSIDE ARM IN SAME DIRECTION HEAD IS TURNED.

IN THE HAND-STAND SOMERSAULT, THE HAND-STAND IS HELD FOR A COUNT OF THREE.

LOOK—BETTY DOES A NEAT SWIM DIVE HERE—SHE SPRINGS UPWARD FASTER THAN OUTWARD—HEAD HELD BACK AND BODY ARCHED.

YOU KNOW LAST NIGHT, MARSHALL, WHEN YOU SAID THAT IT MAKES A BIG DIFFERENCE WHAT CIGARETTE A PERSON SMOOKS—JUST WHAT DID YOU MEAN?

I MEAN SIMPLY THIS, CAMELS ADD A LOT OF CONTENTMENT. THEY ARE EXTRA-MILD—EASY ON MY THROAT—NEVER GET ON MY NERVES OR TIRE MY TASTE. AND THEY HELP MY DIGESTION TO HURRY ALONG IN SO MANY WAYS I FIND THAT CAMELS AGREE WITH ME.

"WE KNOW TOBACCO BECAUSE WE GROW IT—WE SMOKE CAMELS BECAUSE WE KNOW TOBACCO"—TOBACCO PLANTERS SAY

"I know Camel was chosen because it was Mr. G. Cigarettes, who was a planter. They've sold more to get my brand tobacco. You, and of no planter smoke Camels."

"There's a real difference between most tobacco and truly the best," says Mr. Marvin Harris, planter. "Camel brought the best of my last crop. I smoke Camels too."

Mr. Robert L. Oakley is another successful planter who prefers Camels. "For a better smoke, I say smoke better to my best tobacco to Camels."

CAMELS ARE A MARVELOUS BLEND OF PURE MILD CIGARETTE TOBACCO—CAMEL BRAND.

PEOPLE WHO ATTACHED THE CAMEL TOBACCO IN CIGARETTES ARE THE LARGEST-SELLING CIGARETTES IN AMERICA.

ONE SMOKER TELLS ANOTHER...

"CAMELS AGREE WITH ME!"

Marshall Wayne
PRESENT OLYMPIC PLATFORM DIVING CHAMPION



She Doubles Skis on

THAT WAS A BEAUTY!

SHE IS! --- THAT'S MARIANNE DE SYDOW. SHE WAS CHAMPION OF FRANCE

SHELL EXHIBITION, MISS DE SYDOW. WISH YOU COULD PERFORM OUT AT OUR CAMP-- BUT WE NEVER HAVE SNOW--JUST WATER

SNOW ISN'T ALWAYS NECESSARY, SERGEANT. I MIGHT ACCEPT YOUR INVITATION

MARIANNE KEEPS A DATE ON SKIS--BUT ON WATER

WHO IS THE BEAUTY?

TAKE A LOOK THROUGH THESE GLASSES, SERGEANT

AM I SEEING THINGS? THAT'S THE SKIS WE MET IN THE MOUNTAINS-- MARIANNE DE SYDOW

I FORGOT TO TELL YOU SHE'S A SKI CHAMPION ON WATER TOO

JUNE OR JANUARY, SHE'S CHAMP WITH ME! SHE CAN SKI!

SHE WAS WATER SKIING CHAMPION OF FRANCE FOR 5 YEARS, I THINK. STARTED SKIING WHEN SHE WAS 5 YEARS OLD

I COULDN'T BELIEVE IT WAS YOU, MISS DE SYDOW. BUT IT WAS SHELL--

I REMEMBER THAT YOU SMOCKED CAMELS. THAT'S OUR BRAND TOO

IT'S ALWAYS CAMELS WITH ME. WINTER OR SUMMER, CAMELS SUIT ME TO A T

TRY CAMELS ON YOUR OWN "T-ZONE"--that's T for Taste and T for Throat. Try Camel's mildness, coolness, and kindness on your throat. And the full, rich flavor of its wonderful blend of costlier tobaccos on your taste. Who knows?... Camels may suit your "T-Zone" to a T. You'll never know--till you try them! Now?

I PREFER CAMELS FOR MANY REASONS. THEY'RE EASY ON MY THROAT, MILD AND COOL. AND THE TASTE IS ALWAYS RICH AND FULL-OF FLAVOR

MARIANNE DE SYDOW
Skiing Star of Two Continents

COSTLIER TOBACCOS
Camels

ALL CAMEL
MADE IN U.S.A.
10 CIGARETTES
TASTE THE DIFFERENCE

GREAT GRIEF! AT THE HALF-WAY MARK, BUSTER IS TWO LENGTHS BEHIND THE LEADER.

WHAT'S THIS? CRABBE IS GAINING ON HIS FLASHY RIVAL? CAN HE CATCH HIM? 5 YARDS TO GO!

GO IT, BUSTER! **CATCH HIM!**

HIS TEAM MATES HEAR THE ROAR OF THE CROWDS AND RUSH OUT FROM THE DRESSING ROOM.

'CRABBE WINS!

HE DOES IT! CRABBE HITS THE FINISH TO WIN BY $\frac{1}{10}$ SECOND IN THE FASTEST 400-METER RACE IN HISTORY.

WHEN I'M TIRED I GET A LIFT WITH A CAMEL

OTHER OLYMPIC CHAMPIONS WHO APPRECIATE CAMELS' MILDNESS:

- DUTCH SMITH
- LEO SEXTON
- HELENE MADISON
- GEORGIA COLEMAN
- JIM BAUSCH
- JO MCKIM
- JACK SHEA
- RAY STEVENS

"They don't get your wind!" **ATHLETES SAY**

CAMELS **COSTLIER TOBACCOS**

CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS - PURELY AND DOMESTIC - THAN ANY OTHER POPULAR BRAND. (IMPORTED BY R. J. REYNOLDS TOBACCO CO. WASHINGTON, D.C.)

THE NATIONAL FAVORITE ...

COME ON - LINE IT OUT! **MAKE IT A HOMER!**

AW - RATS! HE STRUCK OUT! **NEVER MIND - HERE - HAVE SOME PRINCE ALBERT!**

SAY - THIS P.A. IS GREAT! GLAD I TRIED IT - OH BOY!

YEAH - NO MATTER HOW THE GAME GOES, PRINCE ALBERT IS ALWAYS MILD AND MELLOW.

IT'S A HIT! WE WIN! **- AND SO IS PRINCE ALBERT A WINNER! - EVERY INNING!**

LIKE BASEBALL - PRINCE ALBERT IS THE NATIONAL FAVORITE **the national joy smoke**

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AMERICA'S PREMIERE MERMAID

LENORE KIGHT WINGARD
who holds 7 World's Records!

BEING a Camel smoker for over four years, Lenore is well qualified to say: "It's grand the way Camels help me enjoy eating, even when I've been feeling tense." Yes, good digestion is aided by smoking Camels. Camels help speed up the flow of digestive fluids—increase alkalinity.



FOR DIGESTION'S SAKE — SMOKE CAMELS

