

"FASTEST MAN ON WHEELS"



...he smokes
slow-burning Camels for
EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

SPEED'S
MY BUSINESS... BUT
FOR PLEASURE GIVE
ME A **SLOW-BURNING**
CIGARETTE... CAMELS
ARE **MILDER** AND
COOLER

Here's one like rider Cecil Yates burning up the track
at New York's Madison Square Garden. He's won
eight six-day bike races in his brief, blazing career.

Time out... for a few weeks of sleep,
a rest, a quick resupply of weary
muscles...and a night's welcome Camel
cigarettes. How good it tastes!

WHEN Cecil quits, the track fairly
smokes. But when Cecil smokes,
you'll find the thing he wants in his cigarette.
Because cigarettes that burn fast can't
help but burn hot. And this fiery excess
heat burns away the cigarette's subtle ele-
ments of flavor and fragrance. The result
is a hot, flat, unsatisfactory smoke.

"Slow-burning cigarettes are cooler,
milder, tastier, and more fragrant"...science
and common sense both say so.

And the slow-burning cigarette of the
16 largest-selling brands named was Camel!
If the proof is your right give details! A few
puffs of a Camel tell you that there's more
pleasure per puff...and then you find that
there are more puffs per pack—an average
smoking equivalent of 5 extra smokes!

In recent laboratory tests, CAMELS burned
25% slower than the average of the 15
other of the largest-selling brands named—
slower than any of them. That means, on
the average, a smok-
ing plus equal to
**5 EXTRA
SMOKES
PER
PACK!**

MORE PLEASURE PER PUFF... MORE PUFFS PER PACK!

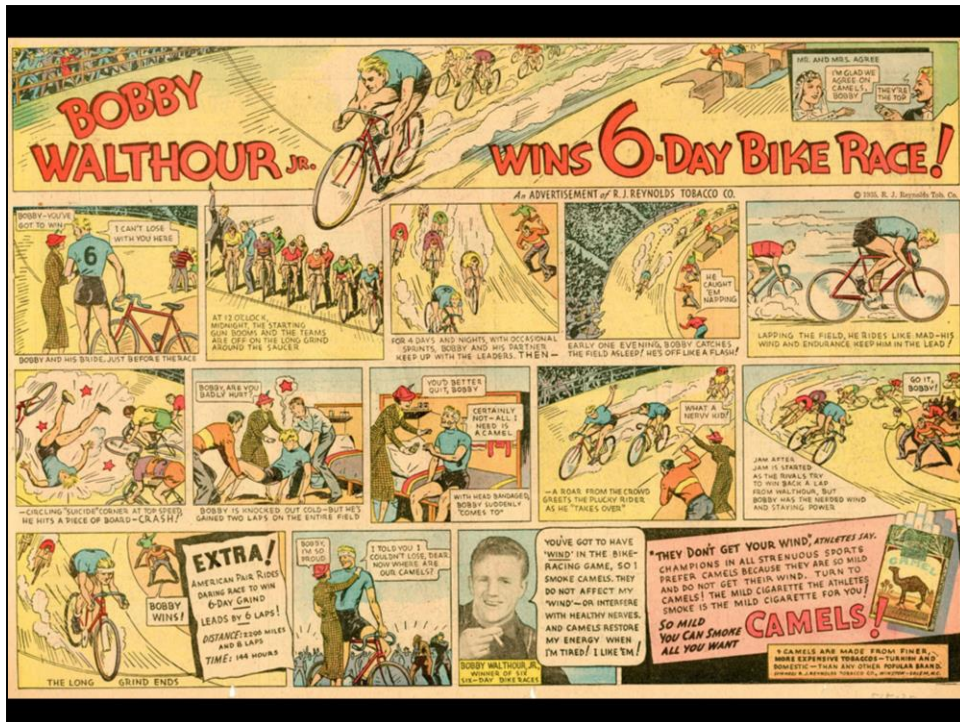
Camels — *the cigarette of Castler Tobaccos*

Champion Bicycle Sprinter says: **"ME FOR CAMELS!"**

AND WILLIE HONEMAN adds: "I'll say Camels are mild! They don't upset my nerves. And smoking Camels helps keep my digestion ticking along smoothly." When you smoke Camels, you enjoy a sense of well-being.

"AFTER RUSH DAYS, Camels help me pull myself together," says Helen Nolan, newspaper reporter. "I enjoy Camels often for their mildness and their rich, delicate flavor!"

CAMELS COSTLIER TOBACCOS





Fred Spencer, Jr.
Champion Six-Day Bicycle Racer
Smokes Lucky Strikes

"During my rest periods of the six-day bicycle races nothing is so soothing to my nerves as a Lucky Strike Cigarette, because they are cool and never irritate my throat."

Fred Spencer



LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

The Cream of
the Tobacco Crop

"Buying tobacco is like buying clothing, shoes, or a hat. If you buy the best, you are always satisfied."

Judging from the vogue of Lucky Strikes, and the wise things said about them by discriminating smokers, they know as well as I do, that we buy the Cream of the Crop for Lucky Strikes."

R. M. Morrison
Tobacco Buyer

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

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