

"Experience is the best teacher..."
in playing table tennis or choosing a cigarette,"
says
Mary Reilly
(Copyright © 1945, Camel Cigarette Co.)

I SMOKED
MANY DIFFERENT
BRANDS DURING THE
WARTIME SHORTAGE.
**CAMELS SUIT ME
BEST!**

More people are smoking Camels than ever before

● *Experience?* Yes, that wartime cigarette shortage was a revealing experience to smokers everywhere. You smoked one brand one day... a different brand the next... whatever was available. Naturally, you compared brands. That's how millions learned the meaning of the phrase, "Camels suit me to a 'T'". And, now that you can get any brand of cigarettes you ask for, more people are smoking Camels than ever before. Try Camels yourself. And, when you smoke them, remember this fact: *We don't tamper with Camel quality. Only choice tobacco, properly aged, and blended in the time-honored Camel way, are used in Camels.*

© J. B. Scientific Tobacco Company, Winston-Salem, N.C.

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

These nationally known independent research organizations asked 113,507 doctors in every branch of medicine to name the cigarette 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 a "T."



Date:

Theme: Athletic Endorsers

Campaign:

Key Phrase:

Brand:

Company:

Comment:

Good Sport and Good Smoke Go Together

There's more crisp, brisk, youthful vigor in an ounce of "Bull" Durham than in a pound of most any other tobacco ever rolled up into a cigarette. It's the co-partner of the go-ahead spirit—the delight of the fresh, unjaded taste that goes with enthusiasm and energy. This grand old tobacco—the favorite of three generations—is today the liveliest smoke in the whole world.

GENUINE
"BULL" DURHAM
SMOKING TOBACCO

Within the last two years the "roll-your-own" idea has spread amazingly. Thousands of men have learned that their own hand-rolled "Bull" Durham cigarettes have a freshness and fragrance impossible to obtain in any other way.

Made exclusively from mild, ripe Virginia-North Carolina "bright" tobacco leaf, "Bull" Durham is unique in its mellow-sweet flavor. Try it once and you'll smoke it always.

FREE An illustrated booklet, showing correct way to "Roll Your Own" Cigarettes, will be mailed, free, to any address in U. S. on request. Address "Bull" Durham, Durham, N. C., Room 1269.

THE AMERICAN TOBACCO COMPANY

Ask for FREE booklet of "Bull" Durham with each 10 pack

WILLIE HOPPE,
Champion Billiard Player,
writes:

"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies as a steady diet. They have never irritated my throat or caused the slightest cough. I'm going to stick with Luckies."
Willie Hoppe

© Clarendon & Co. Inc.

You, too, will find that LUCKY STRIKES give the greatest pleasure—Mild and Mellow, the finest cigarettes you ever smoked. Made of the choicest tobaccos, properly aged and blended with great skill, and there is an extra process—"IT'S TOASTED"—no harshness, not a bit of bite.

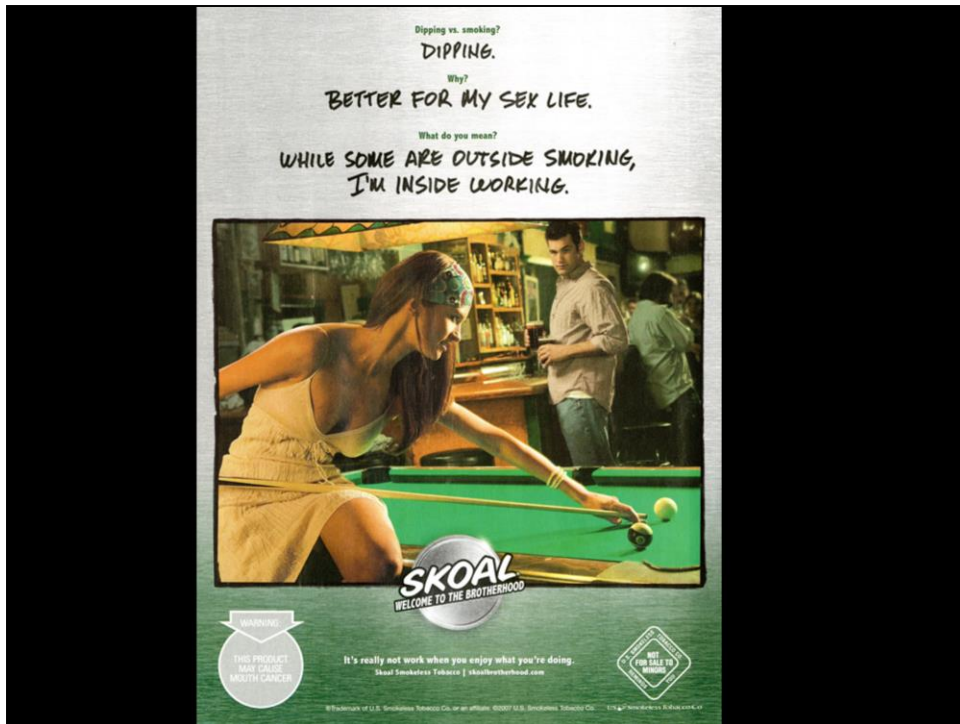
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

MADE OF THE CREAM OF THE CROP

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







Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



WITH THE COACH...WITH THE STAR...IT'S

Camels for Mildness!

FAMOUS FENCER
AND COACH

*Hugo
Castello*



COLLEGIATE STAR

*Jane
Gilbert*



I PROVED CAMEL MILDNESS FOR MYSELF YEARS AGO. AND CAMELS SURE HAVE THE FLAVOR!

THE 30-DAY TEST CONVINCED ME—CAMELS ARE THE MILDTEST CIGARETTE I EVER SMOKED!

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

How mild can a cigarette be?

Take a tip from fencing master Hugo Castello, and collegiate star, Jane Gilbert. Make your own 30-day Test of Camel Mildness.

Test Camels in your "T-Zone" (T for throat). Let YOUR OWN TASTE tell you about the rich, full flavor of Camel's choice tobacco, properly aged and expertly blended. Let YOUR OWN THROAT report on Camel's cool, cool mildness.

Heavy Back Throats?

Try Camels and see them as you smoke them. If, at any time, you are not convinced that Camels are the best cigarette you ever smoked, return the package with the unused Camels and we will refund in full purchase price, plus postage.

(Signed)
E. J. Rousch, Tobacco Company,
Warren, Maine, North Carolina.

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

Doctors smoke for pleasure, too! And when these leading independent research organizations asked 113,037 doctors what cigarette they smoked, the brand named most was Camels!







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



**WHY ARE MORE PEOPLE
SMOKING CAMELS
THAN EVER BEFORE?**

**BECAUSE
EXPERIENCE IS THE
BEST TEACHER!**

Vic Scott
Champion Outboard Racing Driver

He holds the world's record for Class C Outboard Marathons—57.55 miles per hour for 3 miles! 1947 winner of the famous Albany-to-New York Outboard Marathon.

"In 12 years of outboard racing, I've found that experience is the best teacher," says Vic Scott. "And that's true in choosing a cigarette, too. Through the years, I've tried many brands. I've compared them—for mildness, for cool smoking, for full flavor. I learned from that experience that Camels suit me to a 'T'!"



I TRIED MANY DIFFERENT BRANDS...CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME!



**LET YOUR "T-ZONE"
TELL YOU WHY!**

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."

ALL OVER America—from coast to coast—from Alaska to Mexico—more people are smoking Camels than ever before. Millions of smokers have found by experience that cool, mild Camels suit them to a "T."

Try Camels yourself. Compare them—for mildness, coolness, for full, rich flavor. Let your "T-Zone"—that's T for Taste and T for Throat—tell you why Camels are the "choice of experience" with millions of smokers—with more people than ever before!

According to a Nationwide survey:

More Doctors smoke Camels than any other cigarette



These nationally known, three-million research organizations voted 117,147 doctors to name the cigarette they prefer: Camels! That's why other brands.

1948

ALL OVER AMERICA...

MORE SCIENTISTS AND EDUCATORS SMOKE KENT
with the Micronite Filter than any other cigarette!

SMOKE TOLERANCE OF
AMERICAN EDUCATORS AND SCIENTISTS

KENT	100%
100%	100%
100%	100%
100%	100%
100%	100%

SMOKE TOLERANCE OF
AMERICAN EDUCATORS AND SCIENTISTS

KENT	100%
100%	100%
100%	100%
100%	100%
100%	100%



"KENT is my favorite, too."
says BOB COUSY
famous ALL-STAR guard
of the Boston Celtics

KENT WITH THE MICRONITE FILTER
refines smoking flavor...
-makes the taste of a cigarette mild!

For good smoking taste, it makes good sense to smoke KENT

A PRODUCT OF P. LORELLARD COMPANY - FIRST WITH THE FINEST CIGARETTES THROUGH LORELLARD RESEARCH

5 19
37

ONLY MAN TO WIN 3 INDIANAPOLIS AUTO RACES

Steel-nerved Lou Meyer has a special word to say about Camel's mildness

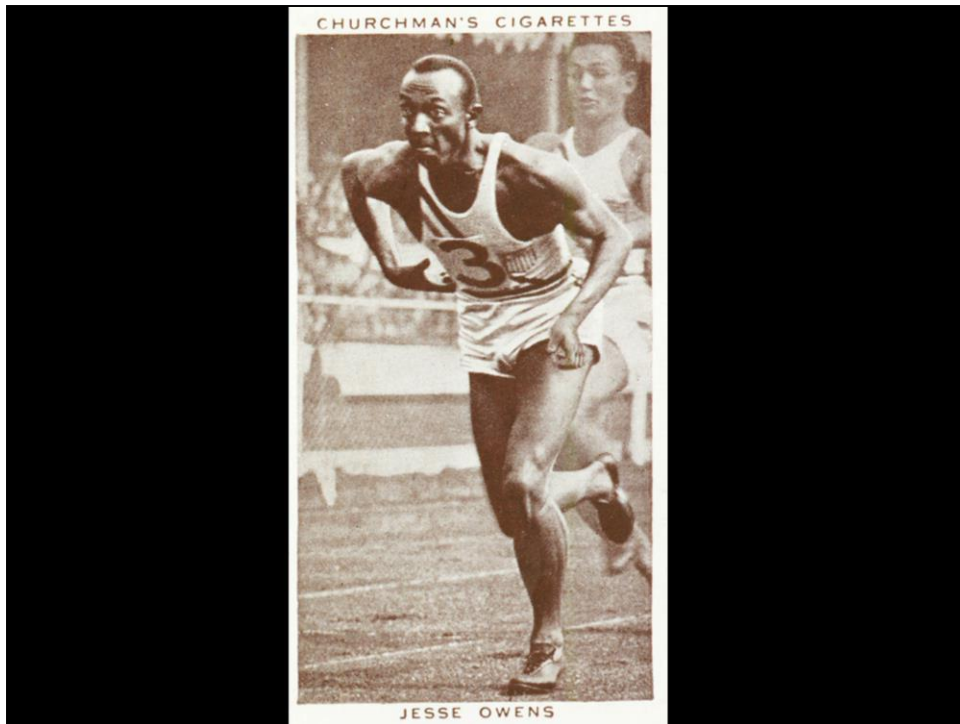
IN THIS RACING GAME, I NEED A MILD CIGARETTE SO I SMOKE CAMELS. I ENJOY CAMELS AS OFTEN AS I WANT—THEY NEVER GET ON MY NERVES. I'LL SAY CAMELS ARE MILD

Louis Meyer

CAMELS
COSTLIER
TOBACCOS



CAMELS NEVER GET ON YOUR NERVES!



Date:

Theme: Athletic Endorsers

Campaign:

Key Phrase:

Brand: Churchman's Cigarettes

Company: W.A. & A.C. Churchman

Comment: Born September 12, 1913, Olympic track and field competitor James Cleveland "Jesse" Owens won four gold metals in the 1936 Berlin summer Olympics, foiling Nazi plans to demonstrate a resurgent Germany and blatantly discrediting their theory of Arian racial superiority. This was acknowlded by president Eisenhower when Owens was named "ambassador of sports". He died of lung cancer at 66 on March 31, 1980, after smoking for 35 years. This is one of the only adds, however, that neither depicts the athlete smoking nor contains testimonial on the brand he is endorsing.



Johnny Follows

THE 2 MILE KING

A BRILLIANT SCHOLAR — FOLLOWS WENT TO ENGLAND TO CONTINUE HIS STUDIES AFTER GRADUATING FROM AN AMERICAN UNIVERSITY. IN 1931, RUNNING AGAINST THE ODDS, HE WON THE BRITISH UNIVERSITY OF LONDON 2 MILE CHAMPIONSHIP. FOLLOWS (UNDERWENT A WONDERFUL SPRINT IN THE LAST 200 YARDS) AND BROKE THE TIE IN 11 SECONDS AND 1/2.

FOLLOWS' RECORDS
1933 — NATIONAL 2,000-METER CHAMPION OUTDOORS.
1934 — WINNER OF THE METRO-POLITAN SENIOR 2,000-METER CHAMPIONSHIP.
1935 — NATIONAL 2,000-METER CHAMPION INDOORS.
1936 — NATIONAL CHAMPION FOR THE THIRD TIME IN THE 2,000-METER RUN.
FOLLOWS AND MANY OTHER CHAMPIONS ARE STEADY CAMEL SMOKERS.

MADISON SQUARE GARDEN—1935
BEFORE A Frenzied CROWD OF 15,000 FANS, ANOTHER OF THOSE WILD CLOSING SPRINTS THAT MADE FOLLOWERS THE TRACK SENSATION OF THE YEAR BROUGHT HIM THE NATIONAL CHAMPIONSHIP IN THE 2,000-YARD EVENT FOR THE THIRD YEAR, STRAIGHT.

FOLLOWS' FAULTLESS STYLE

For Digestion's Sake — Smoke Camels

JOHNNY ENJOYS HEARTY MEALS
IN TRAINING AND OUT OF TRAINING, JOHNNY ENJOYS EATING—HIS FAVORITE DISH IS A 3-POUND STEAK, SMOTHERED IN ONIONS, WITH POTATOES AU GRATIN AND FRESH PEAS—TOPPED OFF WITH A MOUNTAINOUS SERVING OF STRAWBERRY SHORTCAKE—AND CAMEL IS HIS SMOKE... READ WHAT HE SAYS TO THE RIGHT—

FOLLOWS IS AIR-MINDED — OFTEN FLIES TO MEETS

IT IS A SCIENTIFIC FACT THAT SMOOKING CAMELS WITH MEALS AND AFTERWARDS INCREASES THE FLOW OF THE DIGESTIVE FLUIDS—ALKALINE DIGESTIVE FLUIDS. CAMELS INCREASE YOUR ENJOYMENT OF FOOD—STIMULATE DIGESTION—AND ADD GREATLY TO THE ZEST OF SMOOKING. CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS — TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

(C) 1936 R.J. REYNOLDS TOBACCO CO., WINSTON-SALEM, NORTH CAROLINA













