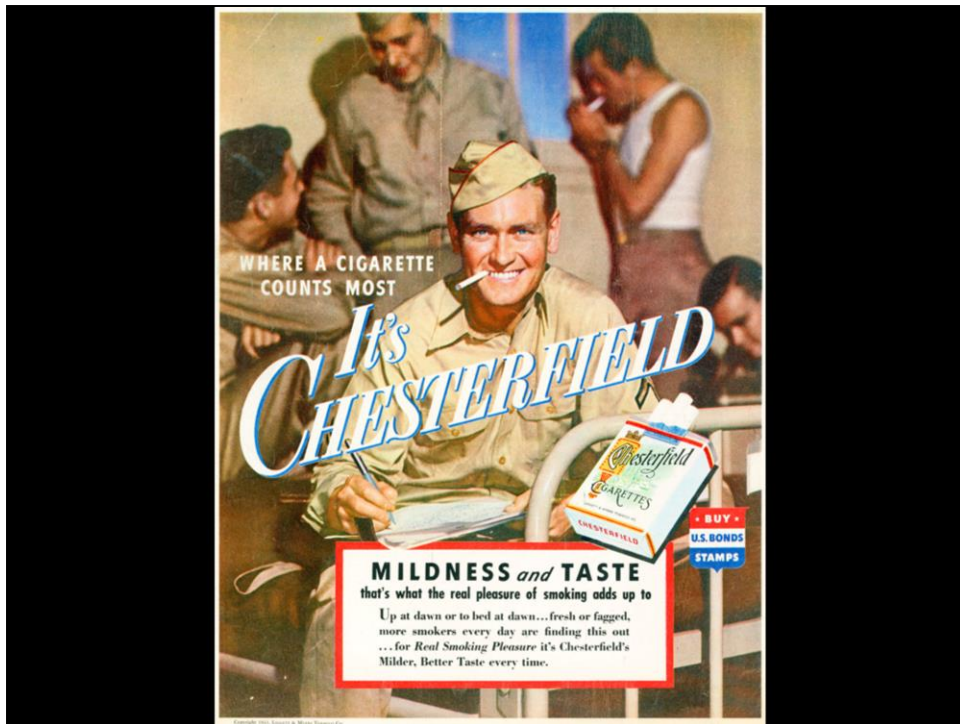
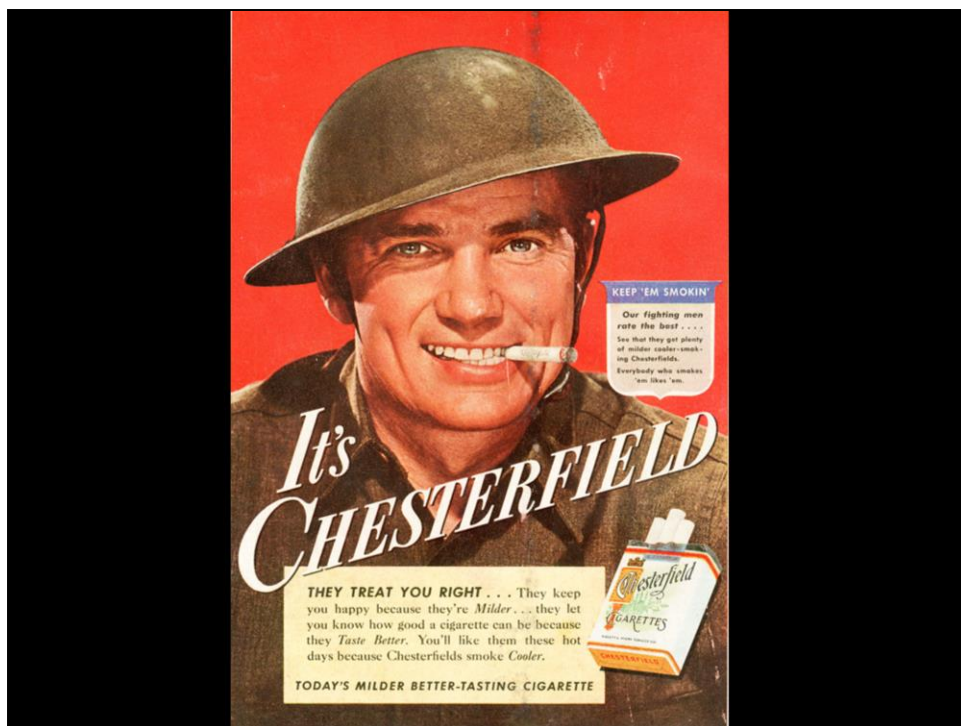
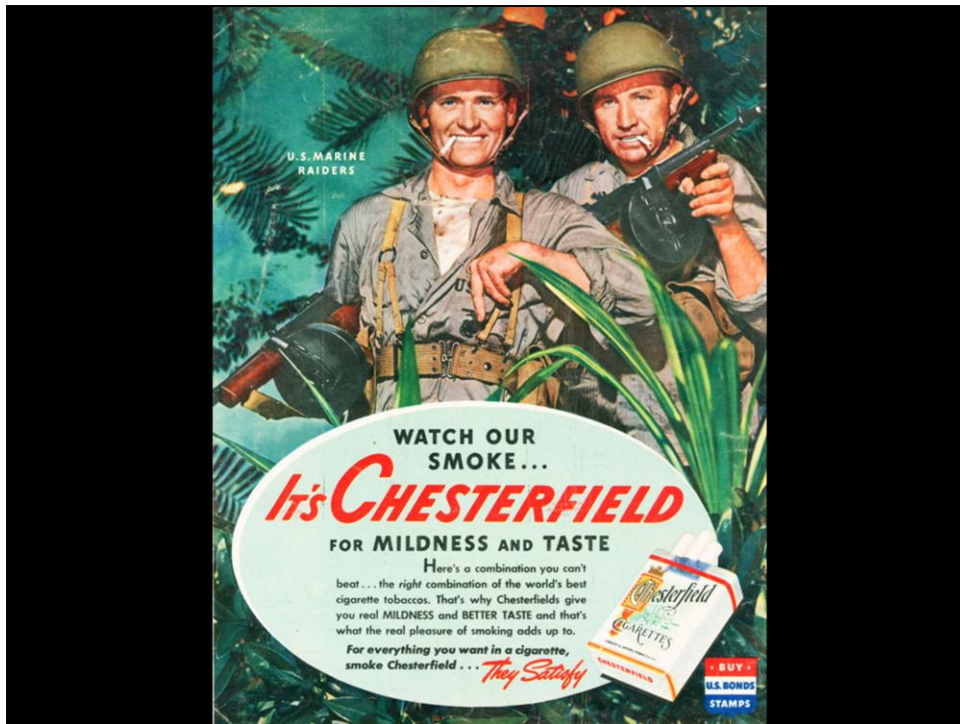










Doctor of Medicine...and Morale



He wears the same uniform . . .
He shares the same risks as the man with the gun.
*Right this very minute you might find
him in a foxhole under fire at the side
of a fallen doughboy...*
*Jumping with the paratroopers...riding with a
bomber crew through enemy fighters and flak...*
*Or sweating it out in a dressing station
in a steaming jungle...*

Yes, the medical man in the service
today is a fighting man through and through
except he fights without a gun.



They call him "Doc." But he's more
than physician and surgeon;
he's a trusted friend to every
fighting man.

And doctor that he is...doctor of
medicine and morale...he well knows
the comfort and cheer there is in
a few moments' relaxation with a good
cigarette...like Camel. For Camels,
with the fresh, full flavor of costlier tobaccos
expertly blended and the soothing
mildness of slow burning, are the favorite
cigarette with men in all the service.*

SLEEP! WHAT'S THAT? "Two hours sleep in 'T!"
"Thirty-six hours of continuous surgery and treatment under
fire" ... the records of the more than 10,000 medical men in the
Armed Services speak for themselves. They've got what it takes!

First in the Service
*With men in the Army, Navy, Marine Corps,
and Coast Guard, the favorite cigarette is Camel.
(Based on actual sales records.)



Camels
COSTLIER TOBACCO

1945 Apr1

"WE WANT CAMELS!"

GIVE ME CAMELS EVERY TIME. THEY'RE FIRST WITH THE MEN IN THE ARMY

WITH THE MARINES, CAMELS ARE THE FAVORITE

IN THIS MAN'S NAVY IT'S CAMELS. WHAT FLAVOR!

SEND THEM THE CIGARETTE THEY ASK FOR—
SEND A CARTON OF CAMELS TODAY!

And to save you time and trouble, your dealer now has Camel cartons specially wrapped and ready for mailing to men in the service.

Whether he's stationed on land or sea—whether he's in the Army, Navy, Marine Corps, or Coast Guard, when you send your carton of Camels you'll be sending the cigarette men in the service prefer (see right). Stop in at your dealer's today and send a carton of Camels to that chap who's waiting to hear from you.

Actual Sales Records
in Post Exchanges, Sales Commissions,
Ship's Stores, Ship's Service Stores,
and Canteens
show the favorite cigarette
with men in the Army,
Navy, Marines, and
Coast Guard is Camel

THE SMOKE OF SLOWER-BURNING CAMELS CONTAINS
28% LESS NICOTINE
than the average of the 5 other longest-burning brands tested—less than any of them
—according to independent scientific tests of the smoke itself! The smoke's the thing!

BY BURNING 70% SLOWER than
the average of the 5 other longest-
burning brands tested—slower than
any of them—Camels also give you a
smoking fire-mind, on the average, 10
5 EXTRA SMOKES
PER PACK!



"I'm in the Infantry!"

IN THIS MAN'S ARMY, THE CIGARETTE IS FIRST WITH ME ON ALL COUNTS

Her name—old steel! That's the infantry... that's Johnny Dougherty with General and bayonet. But that's only part of the story...

He's a specialist of specialists—trained to handle a dozen or more different weapons, including this one shown above—the rocket gun which Johnny calls the "Bussaka."

He's master of the mortar too—the 40-millimeter mortar pictured above—the big 81-millimeter mortar as well.

He may not be assigned to a machine gun, but every man in the infantry knows what to do with one.

He can't call a granadier by name, but he's a past master of the hand grenade.

He seems to see this 57-millimeter anti-tank gun aimed on his back, but he knows how to handle it.

FIRST IN THE SERVICE

With service in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

Camels

© 1945 Philip Morris Inc. Winston-Salem, N.C.






Crash helmets, coveralls, Camels—they're "needed equipment" with this tank driver. There's a Camel behind him—a "General Lee".

Ski champion, U.S. Army model 1945. His cigarette is a fine illustration of many years' standing—Camel—the Army man's favorite.

"Tall it is the Marine!" And this Marine paratrooper, with his parachute pack, will tell you the favorite pack with Marines is Camel.

Delphin on this sailor's right sleeve means endless service. "Big Blue" is his word for substance—Camel—for his favorite smoke.

Standard Equipment

Camel

**IN THE ARMY
IN THE NAVY
IN THE MARINES
IN THE COAST GUARD**

FIRST IN THE SERVICE

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is CAMEL. Based on actual sales records in Post Exchanges and Canteens:



On land—in sea—in sky, and in the air, too, the favorite is Camel. As this high altitude Army bomber pilot says: "Camels suit me for a 'T'."



On the right sleeve of these men, there's a small white shield. That means Coast Guard. And with men in the Coast Guard, the favorite cigarette is Camel.



Take a jumping leap, a Johnny Daugherty—can "T" with a "c" get—add 'em all up and you get CAMEL—the fighting man's favorite.



"The T Zone"
where cigarettes
are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you—and how it affects your throat. For your taste and throat are absolutely individual to you.

Based on the experience of millions of smokers, we believe Camels will win your "T-ZONE" to a "T." Prove it for yourself!

© 1945 Camel Cigarette Co., Winston-Salem, N.C.

You want STEADY NERVES to launch a 'tin fish' or make one!

HIDE-AND-SEEK. A deadly game of it with the T.N.T. of depth charge and torpedo. That's a game only for steady nerves! But then, what isn't in these days—with all of us fighting, working, living at the highest tempo in years. Yes, and smoking, too—perhaps even more than you used to.

If Camels are not your present brand, try them. Not just because they're the favorite in the service or at home—but for the sake of your own smoking enjoyment, try Camels. For them is the "T Zone" not described before and make your own comparison.

FOR STEADY PLEASURE CAMELS SUIT ME TO A 'T'

FIRST IN THE SERVICE— In the Navy—in the Army—in the Marine Corps—in the Coast Guard—the favorite cigarette is Camel.

(Based on actual sales records in Ship's Service Stores, Ship's Stores, Sales Committees, Post Exchanges, and Canteens.)

—THE CIGARETTE OF COSTLY TOBACCOS

The "T Zone" where cigarettes are judged

The "T-ZONE" is there and there is the growing ground for cigarettes. Only your nose and throat can decide which cigarette tastes best to you—and how it affects your throat. For your nose and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself.

CAMELS WIN WITH ME ON EVERY COUNT. THEY'RE EASY ON MY THROAT AND THEY DON'T TIRE MY TASTE

STUDIO GIRL— Penny Rosemary Gregory (above) calibrates automatic directional device at a Sperry Gyroscopic Co. plant, and she's just as partial to Camels as the fighting men who depend on her precision. She says: "I tried several brands. Camels just do better all ways. For my nose and my throat, Camels are tops with a capital 'T'."

Camel

You want steady nerves

YOU WANT STEADY NERVES *to "hit the silk" in a paratroop attack*



"JUMP" is the command that starts you on that headlong earthward plunge through space, but the real rub of the hour is steady nerves! For those soldiers of the sky—for every one of us!—he takes a tip from the men in the front line. Their favorite is Camel—the slow-burning, mild cigarette. Make Camel your cigarette, too—starting now!



YOU BET I SMOKE CAMELS. THEY'RE EXTRA MILD AND THEY ALWAYS TASTE GREAT

★ With men in the Army, the Navy, the Marine Corps, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchanges, Radio Communications, Ship's Service Stores, Ship's Stores, and Canteens.)

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!



"I HELP MAKE THOSE PARACHUTES," says Helen V. Lynch, Plaster Parachute Company employee, "and I can tell you 'bump' don't go in my job, brother! Yes, I enjoy smoking. I smoke Camels. They have the attitude that smokes and Camels don't owe my team." Yes, for all of us—from line, factory, farm, when your next high-rise is a "top of success." When cigarettes stress you, now, is your choice of cigarettes. Smoke Camels.

The girl behind the man behind the gun

WOMEN IN THE WAR

Husband in Army, Helen O'Brien takes job in Crucible Steel munitions mill

"Camel's own cigarette," she says, "both his and mine. They're swell... so mild, but full of flavor, and always fresh! And they never go flat."

THE FURNACE roars... and the night sky blazes bright orange for miles around. Steel... and... more steel gushes molten and white-hot for the weapons of war, and victory.

It's a tough business, a man's business, but women are in there too. Like Helen O'Brien at the machine that searches steel for flaws. Her husband's in the war—and so is she. And after a day's work at Crucible Steel she's around the phone she gets in the fragrant, invigorating smoke of those rich, soul-soothing Camels. "There's no cigarette like Camel," she declares. "It has a flavor all its own that never goes flat, and I find that I can smoke as many as I please."

TESTING STEEL...planting crops...making munitions...jumping parachutes...flying planes...destroying enemy ships...the women of America are in war service too. And, as with men in the service, just ask them, too, which cigarette rates the title "Favorite."

The "T-ZONE"...where cigarettes are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you...and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Try them.

Camels First in the Service

*With men in the Army, Navy, Marine Corps, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

1944

The Girl Behind the Man Behind the Gun.

MEN OF AMERICA: THE MISSILE ENGINEER
Lancaster photo—1950s Chester Field Airfield, White Sands, New Mexico

Missile blasting off and climbing high!

Jet trail blazing bright against the sky!

Where they're launching missiles you'll find a man

Stops and takes big pleasure when and where he can... Chesterfield!

Always the top-tobacco, straight Grade-A, the top-tobacco in the U. S. A.

The sun-drenched top-tobacco's gonna mean...

That you're smokin' smoother and you're smokin' clean!

The very best tobacco in the U. S. A. gives you big clean flavor in a big, big way.

When you've earned a smoke—nothing satisfies like the BIG CLEAN TASTE OF TOP-TOBACCO!

CHESTERFIELD

REGULAR KING



Carrier Quarterback

He seldom leaves the deck— but he's the unseen co-pilot in every flat-top landing. He's the LANDING SIGNAL OFFICER of an aircraft carrier — A PILOT PLUS!

BRIDGE REPORTS! HELLO! FOUR BADLY SHOT UP—COMING IN ON THE FUMES!

THAT'S YOUNG JOEY — HE FLEW WIND-ON ME AT MIDWAY. GOTTA GET HIM IN!

ONE MORE COUGH OUT OF YOU BABY AND IT'S THE DINK FOR US. AARP HOW DO? GET OUT!

"CARRIER BLANK FOR 'NEARLY OUT OF GAS"

HIS CANOPY IS JAMMED—HE'S DROWN BEFORE THEY COULD GET HIM OUT.

"WHEELS ARE STUCK TOO 'VADDOLES' IS GOING TO TRY TO SWERT HIM IN. WHEN!

BUTTER BE FLYING IT BLANDSIST THAN THIS! OK—STEADY NOW. JOEP—LITTLE ANGLE GUN—EACH—JETA NOW NOW GUFF!

HE MADE IT— WHAT A LANDING!

HED GRAY— HE'S SHINING!

HONEST, I'M OKAY. NEVER BE ABLE TO THANK YOU FOR BRINGING ME IN, 'VADDOLES!

SAUP THE THANKS, JOEY HERE— WINE YOURSELF A CAMEL

BROTHER, NOTHING EVER HIT THE SPOT LIKE THIS CAMEL

CAMELS ARE FIRST WITH ME EVERY TIME. PLENTY OF FLAVOR AND MILD

THE "T-ZONE"
—Taste and Throat—is the growing ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you — and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

The Service First
Army, Navy, Marines, and Coast Guard—wherever they go in their winning of the war, they have first call on Camels.

Camels
COSTLER TOBACCO

They've Got What it Takes!

They know their engines...their machine guns--these men in the Air Force ground crews have what it takes "to keep 'em flying!"

BEFORE you simply take it for granted that you're getting all the smoking pleasure there is in a cigarette--Before you take anyone else's word for a cigarette's mildness, its freedom from irritation, or its flavor--Try Camels. Put them to the "T-ZONE" test (see below, right) and let your own taste and throat tell you why Camels are such a favorite in all the services and with millions at home.

Camels

First in the Service

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel. (Based on sales records in Post Exchanges and Canteens.)

CAMELS SUIT ME BETTER. ALL WAYS. THEY'RE EASY ON MY THROAT--AND A REAL TREAT TO MY TASTE.

THE AIRPLANE PART that Inner Palace (right) suits me is one of the most parts of a bomber, James's cigarette! "Camels! They're almost smooth, extra mild, and they never get hot on my throat," she says.

SURE I SMOKE CAMELS. THEY'VE GOT WHAT I WANT--MILDNESS AND PLENTY OF FLAVOR.

HIS NAME can't be stressed, but you may remember him--the young mechanic who could always get your car started, somehow. He's mild on overalls...will smoke Camels (they're the favorite in all the services)...only now he's growing B-17's instead of de laus '43's.

The "T Zone"--where cigarettes are judged

The "T-ZONE"--T and Throat--is the growing ground for cigarettes. Only pure natural throat can decide which cigarette suits best in your...and how it affects your throat. For your own and others are absolutely individual in you. Based on the experience of millions of smokers, we believe Camels will win your "T-ZONE" to a "T." There is the payoff!

W. J. Burroughs Company, Winston-Salem, N. C.

THEY'VE GOT WHAT IT TAKES!

"GET THAT SUB!"





THEY GUARD THE CONVOYS! And when the fighting planes of the Navy's new Escort Aircraft Carriers get the word "Sub sighted!"...

... The flight deck of the "Bulky Flat Top" is cleared for action... and Grumman Avengers, hard-hitting torpedo-bombing babies with depth bombs...

... Take off into the blue! Objectives to hunt down that lurking enemy submarine... and depth-bombs it out of action!

IN THE NAVY they call these new carriers "CVE's" (C for "carrier," V for "heavier-than-air," E for "escort"). And in the ship's store of a CVE, you'll find that Navy men have a word for their favorite cigarette, too—"Camel." For Camels are first with men in the Navy, as in all the services. Uncle Sam's fighting men have found that Camels stay fresh... for they are packed so snug round the world, so snug in that famous Camel flavor and mildness anywhere. Notice that your Camels stay fresh, too—preserving for you all their full, round flavor and extra mildness.

FIRST IN THE SERVICE
With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel.
(BASED ON ACTUAL SALES RECORDS.)

Camels

CAMELS ARE ALWAYS A TREAT TO ME... THEY'RE SO EASY ON MY THROAT, AND THEY'RE TOP IN TASTE

DRAFTSMAN for Navy ship designers... Brewster Cole, whose war job is with the fine of George G. Sharp, naval architect, agrees with the men in the Navy who choose Camels: "That old 'Camel' flavor always has a fresh appeal!"

TAKE IT FROM ME... YOU CAN'T BEAT CAMELS FOR FLAVOR AND MILDNESS! THEY SUIT ME TO A 'T'

The "I-Zone"
— where cigarettes are judged

The "I-Zone"—Taste and Throat—is the proving ground for cigarettes. Only your nose and throat can decide which cigarette tastes best to you... and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will win your "I-Zone" to a "T."

© 1943 American Tobacco Co., Winston-Salem, N.C.

"2020 City Republic Kiosk" - now the Correspondent Howard Bess. "See nothing is so with the importance of the Big Sign" - please of the same name. It really plays the hands of the Big Sign, even as it will have Kiosk, the beginning of the Burma Road.

Flashes from Burma Road

by Howard Bess.

With pen and ink and brush, the noted artist and Abbott war correspondent, Howard Bess, gives you a handbook about on G.I. Joe and Johnny in the China-Burma Theater.

"THE G.I.'s are hard to their jobs, but they get the best of it in a big way. And from what I see, they go for Camels cigarettes too - plenty!"

"THE NIPS HAVE GONE. Concocted All but the one being found of the air, the No. 1000 (Lufthansa). These boys not only can build an empire out of nothing - they can protect them too!"

"THIS JUMBLE of symbols on the left is my shop - Bess, in Chinese. I can't speak one of their dialects, but I can tell you a pack of Camels says 'U.S.A.' without any interpreter. Camels are my smoke - they're sure with G.I.'s. And it's good to see them getting Camels, too, even if Camels are a little scarce on the home front."

Yes, your dollar may not always have Camels, but when you do get them you're still getting Camels... consider tobacco, properly aged. That's why Camels are worth asking for again... and again!

"BESSIE, the boys called this, but that seems to go for any armed forces situation. The men in uniform but when the boys gathered with their mail and their Camels, to Burma and China, a fresh, beautiful Camel cigarette is just like a taste of home."

COSTLIER TOBACCO

Camels

ROAD CLOSED by the Fighting Engineers

When there are tanks to be stopped—watch the Engineers! "Tank block—rush it!" is the order... and the photograph at the right (an actual training test) shows the result. Stopping tanks is only a part of the job of the fighting U. S. Engineers. And, like men in all the other services, you're apt to find that when an Engineer lights up a cigarette—it's a Camel.



They've Got What it Takes!



First IN THE SERVICE

The favorite cigarette with men in the Army, the Navy, the Marines, and the Coast Guard is Camel. (Based on actual sales records.)

The "T-Zone"
where cigarettes are judged



How long since you've smoked a Camel? Give them a try today. Compare them critically... for taste... for your throat... for your "T-ZONE." We believe you will like the extra flavor that Camel's cooler tobaccos give. We believe your throat will confirm the findings of other Camel smokers. So try Camels in your "T-ZONE."

Camels

B. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

They've Got What it Takes!

All Ashore with the "Gator Corps"

● Up onto the boiling sands, a huge "LST" runs her steel prow . . . tanks, jeeps, trucks, artillery pour out of her mighty maw . . . and Uncle Sam's specially trained "alligator men" go into action on an invasion beach head! From start to finish, Doughboy and Bluejacket work together, in America's hard-hitting "amphibious forces" . . . and after that last tank splashes ashore and there's time for a cigarette, you'll find that with soldier, sailor, and coast guardman alike, the favorite is Camel.

"LST" (shown below) ready for "Landing Ship, Tanks"



U.S. Navy Photo, Atlantic Ocean, N.Y.



The "T-Zone"
where cigarettes are judged

The "T-ZONE"—Taste and Thrust—is the governing award for cigarettes. Only your nose and throat can decide which cigarette comes best to you . . . and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will win your "T-ZONE" as a "T". (Prove it for yourself!)



ONE-HEAT TASTING, straight into action! The Navy goes 'em ashore—and the "alligator cavalry" charges inland! When the welcome word "beach-head established" is heard, and those ever green packs of cigarettes are brought on, soldier and sailor snap up again—on Camels. For in all the service, the first choice in cigarettes is Camel.

*You said it, sailor—
Camels sure are mild
and FRESH-TASTING!
They suit me to a 'T'*

"CAMELS ARE SO SMOOTH AND EASY ON MY THROAT"



FREDA TRATHEN, war worker and daughter of an Army man, agrees with the man in the service: "Camels are always so smooth and mild, so fresh-tasting!" Yes, Camels stay fresh. Friends—they're packed to go round the world!

Camels—FIRST in the Service

With men in the Army, Navy, Marines, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

*"Have a Camel
— on us "*



Maybe it's a boy... maybe it's a girl... but when G.I. Joe wants to make the grand gesture of the grand parent, it's "Have a Camel — on us." Camels, naturally — they're a G.I. favorite around the world — and more than ever today a prized possession.

Even though more Camels were made last year than ever before, even though production schedules provide for still more this year, yes, with billions of Camels going to our fighting men, you may not be able to get all the Camels you want.

Because Camel will make only as many Camels as can be made with the finest, properly aged tobaccos available. Camels wouldn't be Camels if they were made of green, insufficiently cured tobacco. So, when you do get Camels today, you're still getting Camels!



YOUR "T-ZONE" AND YOUR CIGARETTE

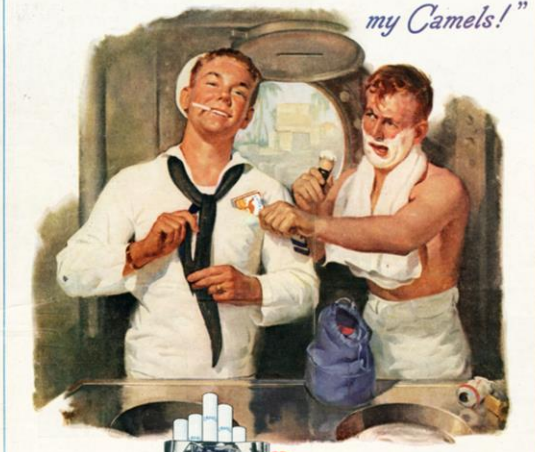
The "T-Zone" — T for throat and T for throat — is the best place to ground any cigarette. Only your throat and your throat can tell you which cigarette suits you best... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will suit your "T-Zone" — it's a "T."

The Service First

Army, Navy, Marines, and Coast Guard — wherever they go in their winning of the war, they have first call on Camels.

Camels

"You can borrow the jumper, Brother... *but not my Camels!*"



"Your 'B.ZONE' and your cigarette"

The "B.Zone" - I for zone and I for zone - is the best place to get your cigarettes. Only your zone and your friend can tell you which cigarette is the best for you. ... Now it's all there for you. The best of the experience of millions of smokers, we believe Camels will tell you "B.Zone" is a "B.Zone".



RIGHT THIS VERY MOMENT ... somewhere out in the jungle or on the high seas ... a lad in uniform is getting his Camels. He comes first, even if on the home front you can't get Camels every time you ask ... We made more Camels last year than ever before ... plan to make even more this year. But Camels will not be sold down the river. Camels wouldn't be Camels if they were made of paper, insufficiently cured tobacco. So when you do get Camels today they're still Camels ... a cigarette of careful selection, aged with that infinite care that means so much in soldier smoking pleasure. That's why Camels are worth asking for again ... and again!

The Service First **Camels**

Army, Navy, Marines, and Coast Guard - wherever they go in their winning of the war - they have not sold on Camels.

Clear That Harbor!



It's a battle all its own as the Navy diver fights his way through scuttled ships and sunken mines to clear away the underwater wreckage of war.

THE HARBOR may be peaceful now. War may long since have passed on by. But for the Navy diver an enemy still lurks beneath those waters.

An unexploded mine or depth charge. A scuttled freighter "beached" with dynamite. A sunken ammunition ship with a cargo that's still "alive."

"And you're down there in the dark and the mud. 200 pounds on your back, a half-dozen all primed and 'ready' ready to blow if you make a mistake. You can't see—only feel! You bet it's good to get up on deck again... to light up a Camel!"

That's a Navy diver talking. That's one of the service men you're sharing your Camels with today. For with Camels it's the Service First! Remember that when you can't always get all the Camels you want. But, when you do, you're still getting Camels... the cigarette of confidence, properly aged tobacco.

Actual color photograph of Navy diver at work under water



YOUR "T-ZONE" AND YOUR CIGARETTE

The "T-Zone"—T for taste and T for throat—is the first growing ground of any cigarette. Only your taste and your throat can tell you which cigarette tastes best to you... how it affects your throat. On the basis of the experience of millions of smokers, we believe Camels will "light up your 'T-Zone'" as a "T."



CAMELS FOR ME EVERY TIME. THEY SUIT ME TO A T

The Service First

Camels

Action in the Silent Service

They live in the silence of the deep. They stalk their enemy... they strike in silence. But the achievements of these men of the silent service speak louder than any words. Meet the men of the Navy's submarine service as seen by Camel's serial-correspondent.

"WHO ARE YOU?" The signalman asks the submarine he's looking for the ship's coming down. The periscope reveals the answer at the dark gun below. Round or flat, these men are always ready for action.

"HAIR CUT, MISTER?" "Yeah, give it the crop cut, buddy, but never mind the shorn." Full-grown heads aren't exactly an official trademark of the submarine service, but you see a lot of them. See a lot of Camel cigarettes, too.

They have a saying for it in the submarine service: "The smoking lamp is lit" means smoking is in order... Camels are in order too, with men in all the services. Camels are such a big favorite. They're getting first call on Camels, too, even though you go without some and then because we're making all the Camels we can make from our inventiveness of sailors, properly used tobacco. When you do get Camels today, you're still getting Camels!

SLEEP ON TOP OF TORPEDOES? "I couldn't believe it, but it's true!" said the Camel ship. "These boys are so trained they can sleep and still be on the alert!"

CAMELS ARE FIRST WITH ME. MILD WITH A FLAVOR THAT ALWAYS HITS THE SPOT

"JAWDRE" — "JOKE" — that means coffee to these boys, just as sure as "CAMEL" means smoking pleasure to its sailors. Raunchy fact.

Camels
COSTLIER TOBACCO'S

ALL-AMERICAN ... 1943!

They are five instead of eleven. Their hulls roll over in a few seconds and few power instead of spinners and end runs. But, from the commander who spurs back this team from his turret, to the driver who carries the ball and the gunners who "take out" the enemy tankers, it's an *ALL-American team*. The cigarette in the picture is an *ALL-American* selection, too. It's Camel—the favorite cigarette with men in all the services. Slow-burning, full-flavored, and *extra mild*, Camel's the test of steady smoking... the "T-ZONE" test (see below).

THEY'VE GOT WHAT IT TAKES!

"JOE SAYS, 'THE TANKS ARE GREAT... AND THANKS FOR THE CAMELS'."

ALL-AMERICAN LINDS (M-4 Tank Production), Betty Bushinger and Hal Eckert (at the right) have several things in common. They both work on M-4 tanks at the Army Ordnance proving ground at Aberdeen, Md. Both know a chap named Joe who drives an M-4, and both smoke Camels. "...because they're *extra mild* and easy on my throat," says Betty. "...because Camels always taste fresh, full of flavor and don't stink my tank," says Hal Eckert.

FIRST IN THE SERVICE

With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette in Camel.

(Based on actual sales records.)

CAMELS

HAVE YOU MADE THE T-ZONE TEST?

If you haven't smoked a Camel recently, we think you will. Compare them critically... for taste... for smoothness... for your "T-ZONE". That's the real test of a cigarette... of any cigarette.

On the basis of the satisfaction of millions of steady Camel smokers, we believe you will like the extra flavor that only Camel's blend of similar tobaccos can give. We believe your choice will confirm the findings of other Camel smokers, because Camels today and not if there isn't such a test "T-ZONE" in a "T".

THEY'VE GOT WHAT IT TAKES

SUBMARINE SLUGGER—You don't read much about the submarine patrol—the men on their ships. But, you can take it from this lad in the crew's mess (right)—there with others and the men who mean 'you have what it takes. Light up a real, flavorful Camel with him, and listen as he tells you (below) what it's like.




First in the Service

THE FAVORITE CIGARETTE WITH MEN IN THE ARMY, NAVY, MARINES, AND COAST GUARD IS CAMEL
(Based on actual radio reports in War Exchanges and Comments.)



CAMELS HAVE BEEN A STANDBY WITH ME FOR 8 YEARS. THEY SUIT ME TO A 'T'

LISTEN to the look-out of the submarine patrol:
L "You're up there all alone in that pitching, heaving tin can of a crew's nest. Your eyes are burning holes through the mist and rain. Sure, you're glad when your watch leaves. There's no one for a Camel first thing. Man, that full, round flavor says 'all's well' and 'then come!'"
 Not only with you, sailor, but with more to all the services, the favorite is Camel. They've got what it takes for steady smoking pleasure—the extra nicotine and the lasting great flavor of smooth tobacco, expertly blended.

CAMELS

© A. & S. Reynolds Tobacco Company, Winston-Salem, N. C.



The "T Zone"
...where cigarettes are judged

The "T Zone"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best here—...and how it affects your throat. Based on the experience of millions of smokers, we believe Camels will suit your "T Zone"—to a "T."





I FIND CAMELS JUST RIGHT FOR ME. EASY ON MY THROAT AND FULL OF FLAVOR

"I KEEP BUILDING UP MYSELF," says Jane Dale Myers, social director, welfare column. And the Navy man's cigarette is her favorite, too. "I find Camels suit my throat and they don't hit my taste. No matter how much I smoke, Camels always keep their flavorful appeal."

"I'd walk a mile for a CAMEL!"

March 50 minutes... rest 10!

Hour after hour, mile after mile, that's Johnny Dougherty's marching routine. And when that 10-minute rest period comes along, well, the photograph above tells its own story. That's where Camels come into the picture. Yes, Camels. For Camels and uniforms have been constant companions from way back—they were in '18, and they are today, the soldier's favorite cigarettes.

The "soldier's pack"

That's Camels! Cool, even mild—with a full flavored appeal that never wears out its welcome. No matter how many you smoke, Camels don't go flat on your nose. Camels always taste fresh... always taste good! If you're not already a Camel smoker, give them a try today. Let your own individual taste tell you the meaning of the words, "I'd walk a mile for a Camel."

FIRST IN THE SERVICE

With men in the Army, Navy, Marine Corps, and the Coast Guard, the favorite cigarette is Camel. (Always an active, alert recruit.)



They've
Got What
it Takes!

Blitz in Oil!

It's one of the toughest battles on the home front—the laying of the giant pipe-lines that are hurrying precious oil from well to seaboard ...and beyond



THEY CALL IT THE "BIG INCH," the 24-inch life-line to the front line. And all along the line—with Oils Here for the control of the giant machine, left) ...with pipe spacer Earl Baker and welder "Abe" Willis (below) ...the cigarette is Camel.



First
IN THE SERVICE

The favorite cigarette with men in the Army, Navy, Marines, and the Coast Guard is Camel

(Based on actual sales records in Post Exchanges, Sales Commissions, Ship's Service Stores, Ship's Stores, and Canteens.)

FOR MY THROAT
AND MY TASTE, THERE'S
ONLY ONE CIGARETTE
—CAMEL

When Sumner A. G. Hobson (left, center) talks about "taste" and "throat"—and when the man in uniform with him says, "Camels suit me as a T"—don't a tip in their words for you. Try Camels yourself—in your own throat and taste decide for themselves.



ME, TOO!
I'VE SMOKED
CAMELS FOR YEARS.
THEY SUIT ME
TO A 'T'



Camel

—COSTLIER TOBACCOS

The "T Zone"

How long since you've smoked a Camel? Give them a try today. Compare them critically...for taste...for your throat...for your "T Zone." That's the proving ground of any cigarette.

On the basis of the experience of millions of steady Camel smokers, we believe you will like the extra flavor that only Camel's blend of smolder tobacco can give. We believe your throat will confirm the findings of other Camel smokers. So try Camels and see if they don't suit your "T Zone" to a "T."

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



*"I'd walk many a mile
just to hand him
these Camels!"*

It's the most welcome gift
you can send him....a carton of Camels
—the soldiers' favorite

SURE, you'd rather hand them to him...
but you don't have to see him to know that
he'll appreciate a carton of Camels. For
with men in *all* the services, cigarettes are
the gift they want most from home.

And when you send him Camels—the
mild, slow-burning cigarettes—you're send-
ing the brand men in the service prefer,
Army, Navy, Marines, Coast Guard—the
favorite is Camel.* Send him a carton today.

Send him
Camels
First in the Service

*The favorite cigarette with
men in the Army, Navy,
Marines, and the Coast Guard
is Camel. (Based on actual sales
records in Post Exchanges,
Sales Commissaries, Ship's
Service Stores, Ship's Stores,
and Canteens.)



© J. Borden Tobacco Company
Winston-Salem, North Carolina



MAYBE HE WEARS the O.D. of the
Army—maybe the blue of the Navy and
Coast Guard—or the forest green of the
Marines—it's all the same: Camels, with
that "I'd walk a mile for—" flavor, will
be welcome as often as you send them.
So—send him a carton of Camels today.

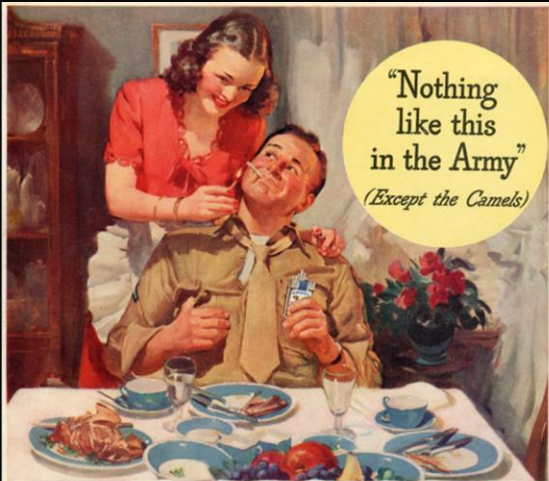


...at least they all agree on-

GET a "flatfoot" (a soldier's term for a sailor), a "gravel agitator" (infantryman), and a "gyrene" (marine, to you) all together and they'll sound off about everything! But they'll agree on that pack in their pockets. Camels, first in the service from the Philippines to the Rhine. It's on the record... "With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel, based on actual sales records." Flavor and mildness make Camel a favorite wherever you go!

The final authority on which cigarette is best for you is your own "T-Zone" - T for Taste and Throat. Let your taste try Camel's full, rich flavor; let your throat try its cool mildness. You may find yourself agreeing with millions of smokers the world over.

*To the
Tobacco*



"Nothing like this in the Army"
(Except the Camels)

FIRST in the Service

With men in the Army, Navy, Marines, and the Coast Guard, the favorite cigarette is Camel. (Based on actual sales records.)

IT MAY NOT seem such a big item, but to millions of men in foxholes and jungles thousands of miles away a Camel cigarette is "like a taste of home."

For Camels, with the full, round flavor of masterfully blended costlier tobacco, are always a treat to the taste. No matter how much you smoke, Camels never wear out their welcome.

Try Camels on your taste. Try Camel's mildness and coolness on your throat. Try Camels on your "T-Zone"—that's T for Taste and T for Throat. But if you don't agree with so many other smokers who say, "Camels suit me to a T..."

You may find your dealer temporarily short of Camels, but they are worth asking for a second time—repeatedly.

Camels COSTLIER TOBACCOES

Same girl... Same smile... Same cigarette



**First
in the
Service**



Camels
COSTLIER TOBACCOS

*SHE WAS THERE--and smiling bravely--to
light that last cigarette for him when he went
marching off. And she's right there waiting to light
that first one now. Same girl... same boy... same
smile... even the same name on the cigarette...*

*A cigarette may seem like a little thing. But
it gives a lot of people a lot of pleasure.
And there's many a moment when that little
cigarette can be mighty big and important.
Ask any fighting man!*

With stick in the Army, Navy, Marines,
and Coast Guard, the favorite cigarette
is Camel. (Based on actual sales records.)

"What does the button say—Daddy?"



All men and women honorably discharged from the armed services of the United States are entitled to wear this button.

ACTUALLY, SOY, it doesn't really say anything. There's no inscription between us in fact. But in another, larger sense that single little gilt button in the lapel of your dad's jacket says a world of things.

It says a service well done for our country... for freedom and humanity the whole world over. It says that America, every American, is proud of the warrior... he is your dad, or any one of the

11,000,000 men and women who, like him, served in the armed forces.

It says that America will not forget their service—but will strive always to make sure that their service was not in vain.

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have first call on Camels.



The Service First

Army, Navy, Marines, and Coast Guard—wherever they go they have smoking in the air. They have first call on Camels!

Camels

1945

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have the first call on Camels.

1942 • FARM JOURNAL and FARMER'S WEEK 11

ALL FOR ONE

Front line or farm front, they're soldiers all
in this fight for freedom. And on both fronts—
the favorite cigarette is Camel

CAMELS ARE MY FAVORITE. THEY'RE EXTRA MILD WITH A FLAVOR THAT ALWAYS HITS THE SPOT



Nash Green, well-known dairyman

CAMELS ARE FIRST IN THE FRONT LINE, TOO. Y'D WALK A MILE FOR A CAMEL ANY DAY!



With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchanges, Sales Committees, Ship's Stores, Ship's Service Stores, and Canteens.)

CAMELS SUIT ME BETTER ALL WAYS. THEY'VE BEEN MY STEADY SMOKE FOR 15 YEARS



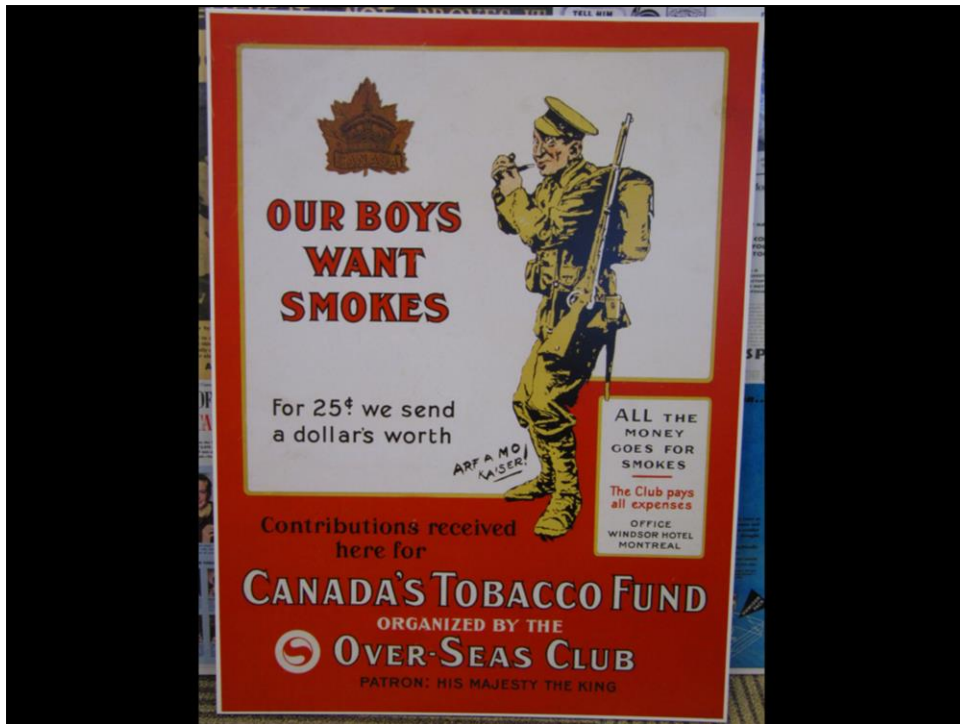
Clifford Hunter, successful truck farmer

IMPORTANT TO STEADY SMOKERS:
The smoke of **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!

Next time you buy cigarettes, get Camels. Not just because they're America's favorite, but because men in the service prefer them—but for your own personal smoking enjoyment, try Camels.

Notice how slowly a Camel burns. That slower way of burning means not only extra mildness and extra coolness, it also means more flavor. And no matter how much you smoke, you'll find that full, rich Camel flavor never wears out its welcome—a Camel always tastes good. So join up today with Camels.

B. & W. Brands, Winston-Salem, North Carolina







CHECK FLIGHT

DOWN, MEET! YOU'RE PLANNING 80 HOURS - COME IN YOUR BAKY COOP AND LET'S SEE IF YOU CAN MEET! WHOSE WIN?

YEE-EE! SUCCEEDED!

SUPPORT WAS OFF - PLANE WENT IN A DIVE!

THE ENGINE STALLED - THE ENGINE STALLED - THE ENGINE STALLED!

GREAT WORK, WILCOX. COME WITHING MY REAL PRICE! BAKY COOP, WAVE A CAMEL!

THANK YOU, SIR. CAMELS SELL THE BAKY COOP FAVORITE!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR AND

28% Less Nicotine

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 smoldering glow equal, on the average, to 5 EXTRA SMOKES PER PACK!

FIRST FURLOUGH

HOW ARE YOU, SON? A LITTLE BETTER.

ANYBODY ELSE DO ANYTHING ABOUT IT? I'VE BEEN THINKING ABOUT IT FOR A WHILE.

WELL, YOU'VE GOT TO GO BACK TO THE OLD DAYS. DID A LITTLE FIGHTING HERE AND THERE.

THE OLD FIGHTING WASN'T WHAT IT USED TO BE.

ANYBODY ELSE DO ANYTHING ABOUT IT? I'VE BEEN THINKING ABOUT IT FOR A WHILE.

WELL, YOU'VE GOT TO GO BACK TO THE OLD DAYS. DID A LITTLE FIGHTING HERE AND THERE.

THE OLD FIGHTING WASN'T WHAT IT USED TO BE.

I'VE LOST THE NAME OF THESE PATTIES — TAKES ALL DAY TO ROLL 'EM.

THAT'S ANOTHER CHARGE, DAD. THE NEW RULES ARE EARLY-MORN' LAFES.

COULD ALWAYS DO THAT. HE TOOK HIM TO DEATH — I'VE IT WAS A.P. IF WE DON'T BUTTOUT IT.

AND THEN SON, YOU'VE GOT TO GET WITH THAT BROTHER — BUT YOU SURE COULD HAVE USED THE BROTHER'S BACK-TOSS ACTION HERE.

WELL, THERE'S A LOT OF CHANGES IN THE ARMY AND THE NAVY — AND THE NAVY'S STILL KICKING THE ARMY'S BUTT. YOU COULD DO WITH A CAMEL, SON.

THANKS, SON — FOR NOTHING. 20 YEARS — KERRY FOSTER'S SHOWING THAT CAMELS ARE THE FAVORITE AND IN MANY COUNTRIES, TOO. CAMEL IS THE LEADER.

I SEE THE ARMY'S ABOUT CHANGED. CAMEL IN A MEAD — OLD FATHERS — OFF ANY MEAL, LIKE A GOOD OLD CAMEL.

BETTER THAN THE OLD ARMY — CAMEL IN A MEAD — OLD FATHERS — OFF ANY MEAL, LIKE A GOOD OLD CAMEL.

NOTHING LIKE A CAMEL FOR FLAVOR AND OR BALANCE AND OR COOLNESS. I'VE GOT ALL THOSE EXTRA PUFFS AND BACK-TOSS ACTION HERE.

THE SMOKE'S THE THING!

THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU

EXTRA MILDNESS EXTRA COOLNESS EXTRA FLAVOR

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 experience, on the average, in

5 EXTRA SMOKES PER PACK!

AND 28% LESS NICOTINE

than the average of the 4 other largest-selling cigarettes tested — less than any of them — according to independent scientific tests of the smoke itself.

"1 TORTURE TANKS"

THAT'S THE NEW
40-8-28 TON
AND SHE CAN
TAKE ANYTHING

CHARLIE DEWEY,
THE OFFICIAL
TEST DRIVER,
WATCH HIM
TAKE THAT
HELL-
HOLE
JUMP!

OW! I'LL BET
MR. DEWEY
FELT THAT!

I FEEL BLACK
AND BLUE JUST
WATCHING

YES, CHARLIE DEWEY'S JOB
IS TESTING UNCLE SAM'S NEWEST
BATTLE BUGLES. HIS CIGARETTE IS
THE ARMY MAN'S FAVORITE...CAMEL

NOW, BABY...IF YOU
CAN TAKE THIS
RUM, YOU'RE
READY BOTH WAYS

CRASH

SOME DRIVING,
MISTER—
HOW DO YOU
FEEL?

RIGHT NOW
I FEEL FOR A
CAMEL

THAT'S THE OLD
NAVY GUN.
CAMELS
THE SMOKE
WITH US

GIVE ME
CAMELS EVERY TIME,
THEY'RE EXTRA MILD
AND THEY'RE REALLY
GOT THE FLAVOR THAT
HITS THE SPOT. 'YD WALK
A MILE FOR A CAMEL,
ANY DAY!

THE SMOKE OF SLOWER-BURNING CAMELS
CONTAINS

28% LESS NICOTINE

Even the average of the 4 other largest
selling brands tested—more than 100
of them—amounting to 10 cigarettes
of each—was 10% higher than the
amount in Camels.

ACTUAL SALES RECORDS FROM
POST EXCHANGES, SALES COM-
MISSARIES, SHIP'S SERVICE STORES,
SHIPS' STORES, AND CANTEENS
SHOW THAT IN THE ARMY, IN
THE NAVY, IN THE MARINES,
AND IN THE COAST GUARD
THE FAVORITE CIGARETTE IS

CAMEL

THE CIGARETTE
OF COURSE.
TOBACCOS

5 EXTRA
SMOKES
PER PACK!

■ No smoking 225 places
Show the average of the 4
other largest-selling brands
tested—more than 100 of
them—amounting to 10
cigarettes of each—was
10% higher than the
amount in Camels.

YOU WANT STEADY NERVES TO PLAY HIDE-AND-SEEK WITH T.N.T.

IN A DARING RAID INSIDE A REEF-BOUNDED BAY A U.S. SUB WAITS OUT A HAIL OF JAP DEPTH BOMBS

IF THEY HADN'T BLOCKED THE CHANNEL ON US —

BLANG!

HEY THAT ONE WAS CLOSE!

YOU CAN'T GET ACROSS THOSE REEFS WITHOUT SURFACING—AND THEY'D STOP US SURE!

SO WHAT? WE SAWK 2 OF 'EM, DIDN'T WE?

NO OTHER WAY OUT, CHUCK. TOWER: WHO'S WHY'LL BE HERE ANY MORE?

IF THEY SHOT US WELL, HERE GOES, NOW: **UP PERISCOPE!**

ATTA BOY, SKIPPER! WE'D WINNER SURFACE AND TRY TO SLIP OUT AMONG THOSE REEFS

THAT DEPTHBOMBER—BUT'S SHOTTER US AROUND THE TORPEDO ROOM, AND—LET'S LET 'EM HAVE IT!

CHUCK: STAND BY TO RELEASE TORPEDOS

THIS IS MORE LIKE IT— RATHER GO DOWN FIGHTIN' THAN SITTING!

TALK FOR T.O.D. NO YOUR STUFF, BABY!

A DIRECT HIT, BOB, THAT STOPPED 'EM! NOW WE CAN GET OUTA HERE!

HEY — THAT'S THE FIFTH CAMEL YOU'VE ORDERED OFF ME

STOWE IT— I'LL BUY YOU A CARTON OF CAMELS, ADORE! MAN, THIS TASTES GOOD!

CAMELS ARE THE FAVORITE WITH NAVY MEN. THEY'RE MILD SLOW-BURNING... AND NEVER LET YOU DOWN ON FLAVOR

YOU SAID IT, SAILOR — CAMELS: RATE THE NAVY 5 WITH ME EVERY TIME

IN THE ARMY—NAVY—MARINES—CRAB GUARD—THE FAVORITE IS CAMEL

(BASED ON ACTUAL SALES RECORDED IN POST EXCHANGES, SALES COMMISSARIES, SHIP'S STORES, SHIP'S SERVICE STORES, AND CANTEENS.)

AND NOTE THIS:
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!

B. & W. Brands Tobacco Company, Winston-Salem, North Carolina

ADVERTISEMENT

IT'S MIGHTY CLOSE TO THE REAL THING WHEN **JOHNNY DOUGHBOY CAPTURES HITLERHAVEN!**

WHERE IS THIS MOCK GERMAN VILLAGE, SARGE? WE MUST HAVE WALKED TEN MILES ALREADY!

DON'T WORRY, JOHNNY. HITLERHAVEN IS JUST AHEAD—AND THIS IS ONLY THE BEGINNING!

CRAWL THROUGH ON YOUR BACK—AND STAY DOWN!

SO THIS IS WHAT THEY CALL INTENSIVE TRAINING!

SEE?—IN A FOXHOLE THE TANKS ROLL RIGHT OVER YA!

NOW TO TAG HIM WITH MY STICKY GRENADE!

*STICKY GRENADE IS COVERED WITH A STICKY SUBSTANCE SO GRENADE WILL CLING TO TANK INSTEAD OF BOUNCING OFF.

GUYS BLAZING, JOHNNY'S COMPANY CHARGES INTO HITLERHAVEN!—AND TNT CAREFULLY PLANTED BY ARMY ENGINEERS EXPLODES ALL AROUND THEM!

MACHINE-GUN NEST ON THE SECOND FLOOR! CLEAN IT OUT!

LATER! THAT WAS A SWEET JOB, JOHNNY! BOY, THIS CAMEL IS SURE GOING TO TASTE GOOD!

YOU SAID IT, SARGE! I'LL BET WE COASLED MORE THAN A MILE FOR THIS CAMEL!

WITH MEN IN THE ARMY, NAVY, MARINE CORPS, AND COAST GUARD, THE FAVORITE CIGARETTE IS CAMEL. (BASED ON ACTUAL SALES RECORDS)

I CAN SURE UNDERSTAND WHY CAMELS ARE FIRST IN THE SERVICE—THEY SUIT ME TO A "T"!

CAMELS GIVE ME A FRESH-TASTING SMOKE THAT'S MILDER ALL WAYS.

THAT CAMEL FLAVOR ALWAYS HAS A FRESH APPEAL FOR ME—AND CAMELS ARE SO EASY ON MY THROAT!

Betty Bookinger, who works on M-4 tanks for Army engineers at Aberdeen, MD.

★ FIRST IN THE SERVICE ★

CAMEL

THE "T-ZONE" WHERE CIGARETTES ARE JUDGED

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you...and how it affects your throat. For your taste and throat are individual to you. Based on the experience of millions of smokers, we believe Camels will soon prove "T-ZONE" is a "T"!

THE TOUGHEST HOUR IN MY LIFE!
BY COMMANDER IRVING FLEMING
THE FAMOUS DEEP-SEA, AIR-BAID
EXPERT WHO MADE THE
CONTINENTAL SHIPMENT
FOR THE U.S. NAVY

SO FATHOMS, SIR, AND A MUDDY BOTTOM

STAND BY THE DIVING GEAR! I'M GOING DOWN

TIME: A BITTER WINTER DAY. PLACE: THE SALES-LOADED ATLANTIC COMMANDER'S CABIN. IN CHARGE OF OPERATIONS

LANDING ON THE STEEPLY-CANTED HULL OF THE WRECK, I STRUGGLE APT

SUDDENLY THE TENDER YAWNS WILDLY! MY LINES JERK TAUT—I PLUNGE DOWN!

R-R-I-P

SMALL I ENDEAVOR TO BE HAULLED UP? NO—THAT'S TOO PRECIOUS. LEAVE ME HERE. I MUST FIND A WAY OUT OF THIS DISASTER

BUT THERE IS NO BOTTOM—ONLY SOFT, GLUE-LIKE MUD CLUTCHING AT ME. I SINK DEEP INTO IT AND EVERYTHING TURNS BLACK!

THE TORN HULL IS IN FRONT OF MY FACE-PLATE. IT EXTENDS BELOW MY LINE OF VISION. NOTHING TO DO BUT DRIP DOWN TO THE OCEAN BOTTOM

BOY—THAT'S WHAT I CALL HAVING IRON NERVES! THEN—FOR THE FIRST TIME—I TELEPHONE THE TENDER

ON SHIP—HULL IN MY LIFE—LINE

IT'S HAULING TAUT NOW, SIR

IT MUST BE TORN ON THE WRECKAGE

SHALL I SEND ANOTHER LINE?

NO—STUCK OFF IN THE MUD AND MUD FOR NOTHING BRINGS

RY NOW I'VE BEEN DOWN AN HOUR—MY SUIT IS HALF FILLED WITH WATER—IM BURIED ALIVE IN MUD—IT'S A TOUGH SPOT!

MY CONTROL VALVE! I'LL LET IN MORE AIR—INFLATE MY SUIT CAREFULLY—AND POP OUT OF THIS MUD

IT WORKS! PEEPS MY LIFE-LINE! TOO! LATER, WHEN I'M SAFE ON DECK—

SOMETHING HOT TO DRINK, COMMANDER?

I WANT TO SMOKE A CAMEL FIRST, OK?

IT'S AT TIMES LIKE THIS THAT I'M GLAD I'M A CAMEL-SMOKER. I'M LOOKING FORWARD RIGHT NOW TO THAT TIGHT WITH A CAMEL AFTER A TOUGH DIVE LIKE THAT ONLY CAMELS REALLY HIT THE SPOT

CAMELS
MADE FROM COSTLIER TOBACCOS
LARGEST-SELLING CIGARETTE IN AMERICA

YOUR TOUGHNESS DEMANDS A CIGARETTE THAT'S AS TOUGH AS YOU. CAMELS ARE A TOUGH, SMOOTH, SILENTLY MORE EXPENSIVE CIGARETTE. TASTE THEM. YOU'LL KNOW.

THEY'RE THE CIGARETTE OF THE FUTURE. THAT'S CAMELS. RUNNERS-UP? NO. CAMELS RUNNERS-UP. BUT IF YOU DON'T WANT CAMELS, THERE'S NO OTHER. TRY THE CIGARETTE OF THE FUTURE.

HIT THAT BEACH!

...IT'S A COMBINED ARMY-NAVY JOB WHEN BILL BLUE-JACKET AND JOHNNY DOUGHBOY TEAM UP IN UNCLE SAM'S AMPHIBIOUS FORCES!

MUST BE NEW TO YOU, SAILOR-- TRAINING TO RUN YOUR BOAT AROUND ON PURPOSE!

DON'T YOU WORRY, DOUGHBOY--JUST WAIT UNTIL DAWN TOMORROW!

DAWN-- AND AS THE SIGNAL LIGHT FLASHES, LCVP BOATS OF THE "FIRST WAVE" RACE FOR THE BEACH-HEAD

THERE GOES THE SIGNAL! GIVE 'ER THE GUN, COXSWAIN!

SPREAD OUT-- HIT FOR THE DUNES-- ON THE DOUBLE!

HARDER WE DIG, SOONER WE'RE DONE!

HANG ON TO THOSE CIGARETTES-- I'M GOING TO WANT A CAMEL FORE LONG!

BEACH TO FLAGSHIP! 1st AND 2nd WAVES DUG IN ON DUNE LINE!

MAINTAIN POSITION AND AWAIT TANK LIGHTERS

OKAY BOYS, TAKE IT EASY!

MAN, THIS CAMEL IS SURE GOING TO TASTE GOOD!

CAMELS ALWAYS HAVE WHAT IT TAKES IN MILDNESS AND FLAVOR!

...AND THEY'RE AS FRESH-TASTING AS THEY ARE BACK HOME!

WITH MEN IN THE ARMY, NAVY, MARINES, AND COAST GUARD, THE FAVORITE CIGARETTE IS CAMEL
(BASED ON RECENT POLL RECORDS)

THE "T-ZONE"
--WHERE CIGARETTES ARE JUDGED--
The "T-ZONE"--Taste and Throat-- is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For your taste and throat are individual to you. Based on the experience of millions of smokers, we believe Camels will sell your "T-ZONE" in a "T."

JANE HARMON, WAR WORKER AT AUTOLIGHT CORP.

CAMELS
FIRST IN THE SERVICE
COSTLIER TOBACCOS

Jack Tar Goes to Town!

BUT IT'S A LONG WAY AROUND IN THE SOUTH PACIFIC...

WHAT DID YOU WANT TO GET US SHORE LEAVE ON THIS PLACE FOR? THERE'S NOTHING HERE!

JACK, ANY GROUND FEELS GOOD AFTER THAT DESTROYER DECK IN A TYPHOON! BESIDES, THERE'S SUPPOSED TO BE A TOWN AROUND HERE

WE'VE BEEN PLOWING THROUGH THIS JUNGLE FOR AN HOUR... ANY TOWN? EDDIE, YOU'VE GOT US LOST!

LOOK... A NATIVE!

YOU-FELLOW TOO-MUCH FIGHT-IM BUSH, YOU GO-GO LONG ME, HURRY UP! CATCH-IM TOWN, YOU SAVVY?

WHAT'S HE SAY? DUNNO, BUT HE SOUNDS LIKE A HEP-CAT— LET'S FOLLOW HIM

IN SOUTH ISLAND FORMERLY KNOWN AS THE NATIVE IS SAYING, "YOU HAVE BEEN STRANDED THROUGH THE JUNGLE TOO LONG. FOLLOW ME FOR A DISTANCE AND WE'LL SHOW YOU THE TOWN, HONESTLY."

SO THIS IS THE TOWN! ...OOSH!

WHO'S THAT GUY?

TO THINK WE'D FIND A REAL PX WAY OUT HERE— AND WITH CAMELS, TOO!

YEP US MARINES GET AROUND, AND SO DO CAMELS! THEY SUIT ME TO A "T"

SAV, THIS CAMEL SURE TASTES GOOD

AND JUST AS FRESH AND FULL-FLAVORED AS THE ONES BACK HOME!

FRESH BECAUSE THEY'RE PACKED TO GO ROUND THE WORLD!

Camele are packed so well in that famous Camel Barrel and inflated—so that our fighting men can get their Camels fresh and full-flavored, anywhere. The Camel pack keeps your Camels fresh, too.

WE'VE BEEN TRAVELING IN A CIRCLE! WE COULD HAVE GOT THESE CAMELS BY WALKING LESS THAN A MILE!

CAMELS ARE ALWAYS A FRESH TREAT... SO MILD AND SO EASY ON MY THROAT

BEATRICE COLE
DRAFTSWOMAN
FOR NAVY SHIP
DESIGNERS

*** FIRST IN THE SERVICE ***

CAMEL

THE FAVORITE CIGARETTES WITH MEN IN THE ARMY, NAVY, MARINES, AND COAST GUARD IS CAMEL. SMOKES ON ACTION SAVED HUNDREDS.

THE "T-ZONE"

—WHERE CIGARETTES ARE JUDGED—

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette throat. For your taste and throat are indicators of your health. Based on the experience of millions of smokers, we believe Camels will win your "T-ZONE" to a "T."

[illegible]

INTO ACTION ON THE JUMP!

...BUT PETE LEARNS THAT IT TAKES MORE THAN NERVE TO BE A PARATROOPER

IS THAT WHERE YOU TRAIN US TO BE PARATROOPERS? LOOKS EASY—JUST LIKE THE WORLD'S FAIR

DON'T WORRY, ROOKIE—IT'S PLENTY DIFFERENT TAKING OFF FROM THAT "FLYAWAY" TOWER

WONDER WHY THEY MAKE US DO THIS FUNNY LITTLE JUMP....

GOOF!

TAKE IT EASY, ROOKIE—YOU'RE SUPPOSED TO ROLL, NOT BUMP!

LATER—PETE'S FIRST "FLYAWAY"—JUMP...

HOW'S THIS, SARGE?

OKAY, BUT GRAB THOSE SHROUD LINES!

WAIT TILL YOU MAKE YOUR FIRST FREE FALL—BET YOU YANK YOUR RIP CORD BEFORE YOU DROP A FOOT!

NOT ME, SARGE!

LOOK AT PETE GO—MUST HAVE DROPPED 500 FEET—THERE! HE'S PULLED HER OPEN!

GOSH—HE ALMOST DELAYED TOO LONG!

YOU HAD ABE WORRIED FOR A MOMENT—BUT THAT WAS NICE THINKING, MISTER!

THANKS, SARGE—IF WE'VE GOT TIME NOW, I COULD SURE DO WITH A CAMEL

I GO FOR CAMELS ANY TIME—THAT FRESH FLAVOR AND EXTRA MILDNESS ARE TOPS

ME TOO! FOR STEADY PLEASURE, CAMELS SUIT ME TO A

WITH MEN IN THE ARMY, NAVY, MARINE CORPS, AND THE COAST GUARD, THE FAVORITE CIGARETTE IS CAMEL

BASED ON ACTUAL SALES RECORDS

THAT RICH CAMEL FLAVOR IS ALWAYS A FRESH TREAT... AND CAMELS ARE SO EASY ON MY THROAT

DOROTHY CANAVOR
WAR PLANT WORKER

*** FIRST IN THE SERVICE ***

CAMEL

COSTLIER TOBACCOS

THE "T-ZONE"

—WHERE CIGARETTES ARE JUDGED

The "T-ZONE"—taste and throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For your taste and throat are individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

WAR BONDS
STAMP

TARGET FOR BAZOOKAS

MAYBE THOSE TANK-BUSTING BAZOOKAS DO WORK, BILL— BUT I'LL BET YOU CAN'T HIT A BARN WITH 'EM!

ALL RIGHT, TANK COWBOY— WHY DON'T YOU VOLUNTEER TO DRIVE A TARGET TANK? WE'RE PRACTICING TODAY

YOUR TARGET TANK MUST CHANGE DIRECTION AS OFTEN AS POSSIBLE TO SPOIL THE AIM OF THOSE BAZOOKA BOYS

YES, SIR— I'LL DODGE 'EM ALL RIGHT!

HERE THEY COME, BILL!

LET 'EM GET CLOSER!

WOW! THAT ONE WAS CLOSE! WHY'D I LET THAT BAZOOKA BOY TALK ME INTO THIS?

I' TAGGED ONE! BET IT'S BOB!

IF IT'S BOB HE'S OUT OF THIS MANUEVER! THE UMPIRE'S FLAGGING HIM DOWN

SORRY— I HAD TO PUT A DIMPLE IN YOUR HOBBY— HORSE, BOB... DID IT JAR YOU MUCH?

NO—BUT YOU GUYS CAN SURE PLAY THOSE BAZOOKAS! I'M GLAD TO BE HERE ENJOYING A CAMEL!

WITH MEN IN THE ARMY NAVY MARINES COAST GUARD THE FAVORITE CIGARETTE IS CAMEL (BASED ON ACTUAL SALES RECORDS)

M-M-M— CAMELS SURE SUIT ME TO A 'T!

YOU'RE RIGHT, BOB—THAT CAMEL FLAVOR CAN'T BE BEAT! THEY'RE EXTRA MILD, TOO!

THE "T ZONE"
—WHERE CIGARETTES ARE JUDGED—
The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you... which cigarette soothes your throat. For your taste and throat are individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a 'T.

CAMELS ALWAYS TASTE SO FRESH AND FLAVORFUL AND THEY DON'T GET MY THROAT

ANNE BASA, war worker, has found comfort and an extra in the service—no wonder the service men's favorite cigarette, Camel, is her choice too!

FIRST IN THE SERVICE
CAMEL
COSTLIER TOBACCOS

TURNING CIGARETTE CIGARETTES

