



1943_Mar1

Where A Cigarette Counts Most

Reminiscent of Norman Rockwell's "Rosie the Riveter."



Women in the War
Co-ed leaves Campus to fill a Man's job
 She's "in the service"—even to her choice of cigarettes...Camels, of course!

• The Pan American Airways' captain races his big Clipper down. Through the cockpit window he sees a little girl behind the big flags guiding him to the ramp. She's Patricia Carter, and proud of her job for a lot of reasons...including the fact that by taking it, a woman was released for fighting service. Behind those flags in her hands there's a flag in her heart...the Stars and Stripes she's waving by working at a war job. A man's job!—but she's the real All-American Girl, 1942 model.



• Off duty—and "on the beam"... for an afternoon's fun. On the "stinking beam," "on" Pat may not know a thing about the war save with which Camel's coffee-infused creaminess and lusciousness of the luscious creaminess...for the Royal Air Force, and "on the beam" she does know that it adds up to what she describes as "the most delicious cigarette I've ever smoked." And does her sweet agree? Tucked Camels are the favorite with men in the Navy and in the Army, Marine Corps, and Coast Guard too!



Here the real story of cigarettes is told... THE "I-ZONE"
 The "I-ZONE"—Zone and Throat—is the perfect ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you...and here it offers your throat. For your taste and throat are both fragrant of Camel's coffee-infused creaminess. Try Camels—and see. They may say they've never had one with one of millions of smokers—only your "I-ZONE" is a "I-ZONE".



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 Commissioners, Ship's Service Stores, Ship's Stores, and Commissaries.)



COSTLIER TOBACCO

1942



DEANNE FURELL, member of the Motor Transport Corps of "The American Women's Voluntary Services," a nationwide organization doing a grand job on the home front. Patriotic American groups deliver millions of better-tasting Chesterfields to men in the Service.



They Deliver More Pleasure
with the one cigarette that's
MILDER, COOLER, BETTER-TASTING

In war time, more than ever, a satisfying smoke is a comfort and a pleasure. It means a lot to men in the Service and to men and women everywhere. Because of its *Right Combination* of the world's best cigarette tobaccos Chesterfield leads all others in giving smokers more pleasure. It is definitely *Milder, far Cooler-Smoking* and lots *Better-Tasting*. Whatever you are doing for Uncle Sam, Chesterfields will help to make your job more pleasant. They never fail to *SATISFY*.

ON THE NATION'S FRONT **It's Chesterfield**

Chesterfield CIGARETTES

Copyright 1943, American Tobacco Company, Inc.



1943



1942

"Today we bought a War Stamp for Bobby- and Camels for you!"

Next to those precious letters you write that tell them how you are and what you're doing... the thing men in the service want most from home is cigarettes.

When you send cigarettes, remember—the favorite brand in all the services—with men in the Army, the Navy, the Marines, the Coast Guard—is Camel. Men in the service appreciate Camel's rich, full flavor... and Camel's extra mildness.

First
IN THE SERVICE

With men in the Army, Navy, Marine Corps, and the Coast Guard, the favorite cigarette is Camel.

(Based on actual sales records in Post Exchanges and Canteens.)

Send him his favorite...

Camels

Red Seal
Mild Smooth
Tastes

1943

Yes Sir! Here's Your Baby!

Women in the War



**Imagine!... diving into space
with an untested chute ———**

—that's what Adeline Gray did in making the first
"live test" of the Army's new nylon parachute

LADY, oh lady, just picture
yourself poised at the cockpit's edge
up there in the middle of nothing.
Nothing above you—just blue sky.
Nothing below you—for 3,000 feet.
Then just a tiny brown postage stamp
—the field you hope you'll land in.
On your back is a 'chute pack; a
new kind nobody's ever jumped with
before. Your job is to prove it will
work. You're making the first live test!
You dive from the ship...head first.
You count...1,2,3...and it seems like
a year. Then you pull that rip-
cord. Nothing happens for a
moment and then...it works!
... blossoms out in a big
blond white umbrella and
you know you're all right. And
that's something you didn't
know—till it happened!



No wonder the first thing
Adeline Gray did when she
reached the ground was to
light up a Camel. Which is
no doubt what you'd do,
too! A Camel always tastes
well, but in a moment like
that... well, there aren't
words enough to say how
well! "Camel's my viga-
rette," Adeline Gray says.
"They suit my taste and
throat to a T."

THE "nose" is the proving ground
for a parachute—for cigarettes,
the proving ground is...

THE "T" ZONE

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 taste and throat are in-
divisible to you. Try Camels—the mild
new, flavor, and fragrance of the outsize
tobacco may suit your "T Zone" to a T.



Now a cam's LIVE cam's for all 'chutes and
ships, can it? There must be moments now
and then for soft light... sweet music... a
table for two... and two cigarettes on one
smoke. Camels, of course, for Adeline Gray
agrees with the men in all the armed forces
that Camel is absolute top. Those outsize
tobacco make Camel a favorite.

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 Commis-
sion, Ship's Service Stores, Ship's
Stores, and Canteens.)



Camel

February 1943 Good Housekeeping

They've Got What it Takes !

They're flying sentries guarding our coast lines...day-and-night couriers of vital war equipment...the 30,000 skilled pilots of the Civil Air Patrol!



IT'S CAMELS
FOR ME—
THEY HAVE A RICH,
FULL FLAVOR
—AND AN EXTRA
MILDNESS THAT'S SO
EASY ON MY
THROAT

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.)

100
mild
taste
cigarettes

Camels



"DPL" It's Flight Officer Gay Gahagan giving the "orders of the day" to her fellow fliers in the Operations Room, and it's just like a regular Air Force "briefing"—even so the Camel cigarettes. For Camels are the pilot's choice—the choice of smokers everywhere who want full flavor, the extra mildness of slow burning.



ARMY MESSIAH. Running key Army personnel on special missions to distant camps is just one of the important jobs of the men and women "CAP" pilots. Here, ready to take off from an airbase airport, is CAP Flight Officer Gahagan. Her destination is an Army mess, but it's no secret that her favorite cigarette is Camel—see why.

Meet Flight Officer GAY GAHAGAN

She's a woman of six years' flying...had logged more than 200 hours in the air even before she joined the Civil Air Patrol...and she can fly in sticky darkness as well as daylight. Her smoking log? "I've smoked Camels for five years," she says. "Their delightful taste has a fresh appeal with every puff. I find them milder all ways—and Camels don't get my throat, no matter how much I smoke."

But if you don't agree with Flight Officer Gay Gahagan—give Camels the test of your own taste and throat...your own "T-Zone."

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 here it affects your choice. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

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... steel... 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 microscope 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... the women of America are in war service too. Ask, 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.

Women in the War



"CONCEALMENT," says Betty Rice, "is the principle of camouflage in this war. You try to confuse enemy bombardiers... make them uncertain of just which object before them you target... make them scramble their aim, and their 'guy' (bombs to you) where they want to go."

On the wall behind Betty Rice is a model of a camouflage netting. On the table are the tools of her trade... including Camels! They're very much a part of her working life. As she says, "I make steadily on the job and off. And always Camels. There is so much more on my theme."

"I scramble 'EGGS'—of enemy bombardiers,"

SAYS BETTY RICE,

who certainly knows her camouflage—
and her CAMELS

Like the men in the services... in the Army, Navy, Marines, Coast Guard... her favorite cigarette is Camel!

The "T-Zone"

where cigarettes are judged



The "T-ZONE"—Taste and Throat—is the smoking 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 suit your taste.

*T-ZONE is a "TM" Trade Mark of R.J. REYNOLDS





BLENDED big guns into the landscape starts showing America made, camouflage, finally plus original and would look from the air. "No camouflage," Betty Rice says, "That's a real cigarette." Right, Miss Rice? There's one mistake about why Camels are so popular. And one mistake in the making. Just another tobacco—and the Camel "Camel" in the smoking. And that can't be missed.

SMOKE! EXPERTS SAY that it's a good idea for women in the war to be "just women" every once in a while. So here's Betty Rice following that advice... smoking with King's yellow evening dress, Prince Charming expert, and very much part of the picture. Camels. It's the cigarette you find in a comfitter's work shop, doctor's desk, no less... or single table.

Camel

FIRST IN THE SERVICES...

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

© 1943 R.J. REYNOLDS TOBACCO CO. Winston-Salem, N.C.

A soldier's dream...even to the Camels!

COMING TRUE...
exactly as he dreamed it...and no reveille to shatter the dream. The old room just as he left it...and the deep soft bed with sheets...the sunlight streaming in through the wide welcoming windows...and Mom at the door with a smile brighter even than that sunlight, and a breakfast tray complete even to a deep red rose. Complete even to the touch of Camels. Leave it to Mom, she just never forgets anything a fellow likes...

And a fellow—millions of millions of fellows like Camels best among all cigarettes. That's true in the service all down the line. And in civil life too. War or peace, Camels are still Camels! So give your throat a chance to judge Camels' mildness, coolness, kindness. Give your taste a chance to sample the rich, full, molasses flavor. Try Camels in your own T-Zone—T for taste, T for throat—the best proving ground for cigarettes.

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

First in the Service

Camels COSTLIER TOBACCO





THAT'S THE PROVING GROUND
of a parachute—just
as the "T-Zone" is the
proving ground of your
cigarette (see below)



IT OFFERS to hold! It's what? And so is test-
tapper Adeline Gray as she falls earthward
in the upward and upward of special cir-
cuits from the Army and the Navy.



A PERFECT LANDING—and now for a Camel.
Yes, Camel, to the air or on the ground,
that's the pack that's the smoking pleasure at
all times. Adeline Gray says, "Camel
cigarettes are the only ones I can't
get on a 'T' zone without a cigarette
under my chin!" (see below, right)

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.)

Watch ADELINE GRAY
try Uncle Sam's new
nylon chute in its first

"Live Test"

● You can test them in wind tunnels—you can test them
out with weighted dummy—*but the final test of a parachute
is the "live test"—when you step out in an actual jump.*
And it's like that with a cigarette, too. The final test is
when you light it and smoke it.

Adeline Gray (below) says: "Camels are never hard on
my throat." Many a man in the front would tell you the same.
—Camels are the favorite there, too. But try Camels on your
nose and throat—your "T-Zone"—and see for yourself.



**TASTE
AND THROAT THAT'S MY
TEST OF A CIGARETTE.
AND THE BRAND
FOR ME IS CAMEL.
THEY'RE GRAND!**



THE "T-ZONE"
where cigarettes
are judged

The "T-ZONE"—Taste and Throat
—is the proving ground for ciga-
rettes. 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 ab-
solutely 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!

Camel

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

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 LINE 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

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

HAVE YOU MADE THE T-ZONE TEST?

If you haven't smoked a Camel recently, try them today. 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" as a "T-ZONE".

**"SMOKING THE WAY I DO, I SURE APPRECIATE THOSE
EXTRAS IN SLOW-BURNING CAMELS,"**
—says Bob Fausel, ace Curtiss test pilot

EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

5 EXTRA SMOKES PER PACK!

GET THE "EXTRAS" WITH SLOWER-BURNING CAMELS
THE CIGARETTE OF COSTLIER TOBACCOS

A PLANE that's never been off the ground before—never been put to the test of actual flight. What will happen in that first terrific power-dive? That's the test pilot's job... Bob Fausel's job... to find out. It takes more than sheer nerve—it takes extra nerve... extra skill and endurance. Bob Fausel has those extras... gets the extras in his smoking, too... with Camels. He says "It's swell to get extra smoking in a cigarette as good as a Camel. That extra flavor always hits the spot."

TRYING to stay a plane aloft in mid-air is only part of test pilot Bob Fausel's job. There are long hours of engineering conferences... long hours of smoking. "That's where Camel's extra mildness and extra coolness are so important," explains Bob (smiles, above). "Camels are more than mild—they're extra mild—easy on my throat." It's common sense—and scientific research confirms it—cigarettes that burn fast burn hot. Camel's slow way of burning means more coolness, of course, plus freedom from the irritating qualities of excess heat. Make Camels your steady smoke and enjoy extra mildness, extra coolness, extra flavor—yes, and extra smoking per pack (see below).

◆ In recent laboratory tests, Camels burned 25% slower than the average of the 15 other of the top-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to

© 1960 Philip Morris Inc., New York, N.Y.

They've Got What it Takes!

THE PLANES

THEY DIVE AT 725 M.P.H.

• They may not be what the doctor ordered for a quiet ride, but these new Thunderbolt fighters, built by Republic Aircraft, is what the Army asked for—and is going to get!

• What's it feel like? "Well," says Joe Parker (of far right), who runs these Thunderbolts, "when you're diving that fast, you feel like you were a part of a solid piece of steel. And when it's over, I sure enjoy a Camel."

THE MEN WHO FLY 'EM

IT'S ALWAYS CAMELS WITH ME. THEY'RE EASY ON MY THROAT—THEY'VE GOT WHAT IT TAKES!

THE GIRLS WHO BUILD 'EM

I LIKE CAMEL'S FULL FLAVOR SO MUCH BETTER. THEY SUIT ME TO A 'T'.

Camels

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The "T Zone"

—where cigarettes are judged

The "T-ZONE"—Taste and Throat—is the perfect ground for cigarettes. Only one man and three can decide which cigarette wins here and how it affects your throat. Based on the experience of millions of smokers, no before, Camels will win your "T-ZONE" as a "T". Prove it for yourself!

© 1943 Republic Aircraft Company, Wichita, Kansas, U.S.A.







1944

They've Got What it Takes!

They're flying sentries guarding our coast lines...day-and-night couriers of vital war equipment...the 30,000 skilled pilots of the Civil Air Patrol!



IT'S CAMELS FOR ME — THEY HAVE A RICH, FULL FLAVOR — AND AN EXTRA MILDNESS THAT'S SO EASY ON MY THROAT

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Camels





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