



Pair of Aces...back to back

Typical Navy Action in South Pacific —
how pilot and rear gunner of a dive bomber team up for attack



1 Only fifteen minutes before that Jap carrier was sighted, we snatched out our cigarettes (Camels) and ambled into the back-to-back cockpit of the Dauntless. Did I say ambled? Scrambled! Soon, target sighted. Then came the dive.



2 Down...Down...Down! The Jap planes couldn't get a shot in...yet. But wait! They have their cannons. Wow, that ack-ack! Whumped and tracers near the sky apart. But—luck holds. No wind yet touched. And...bombs away!



3 The pull-out...and the clink. Our rear guns start talking—and, brother, don't think those tail-charlies aren't eloquent! Hot lead is the only weapon at a time like that when you're practically down on the enemy's deck. That takes shooting. And...well, we don't want to brag, but look at the Navy's record!

B. J. Burrows & Williams Co., Winston-Salem, N. C.



CAMEL'S
OUR CIGARETTE.
SUITS THE THROAT
AND THE TASTE
TO A T

HOW COME that from Guam to Germany you keep hearing "They suit me to a T"? Well, try Camel's mildness, coolness, and kindness on your own throat. Try the rich, full flavor of Camel's peerless blend of choice tobaccos on your own taste. See what your own "T-Zone"—that's T for Taste and T for Throat—tells you about this favorite of millions cigarette.



Camels

TRY THESE CHATELAIN TOBACCO ON YOUR "T-ZONE"—T FOR THROAT, T FOR TASTE

"Yes, sir, the slower-burning cigarette is aces with me. I like all those extras in Camels including the extra smoking"

STRATOSPHERE PIONEER "TOMMY" TOMLINSON,
VICE-PRESIDENT and CHIEF ENGINEER of TWA



Just before the maiden circumnavigation flight of America's big Stratoliner—across the globe—Tomlinson (center) takes time to enjoy a slow-burning Camel with pilots Otto F. Berg (left) and John B. Smith (right).

He turned to Camels for Extra Mildness

TWENTY YEARS—1,000 hours of flying—more hours above 50,000 feet than any other flyer, 19 national records for speed and endurance. That's the flying log of "Tommy" Tomlinson above. His smoking log would read: "I wanted more mildness in my cigarettes. I changed to Camels and got what I wanted—extra mildness with a grand flavor."

SKILL, VIGOR, PERSEVERANCE...

The qualities of the pioneer—"Tommy" Tomlinson—have them all—in extra mildness. Mildness, coolness, flavor—the qualities of a fine cigarette—Camels have them all—with that extra measure of each that has made them America's favorite.

Fast or slow?

The way your cigarette burns does make a difference. Slow-burning Camels give you the natural mildness and coolness of constant infusion plus the freedom from extra heat and irritating qualities of rapid burning. Before you take it for granted you're getting all the pleasure there is to be had in a cigarette, try Camels. Get the extra—including extra smoking per pack (see right).

He outflew the weather for Extra Speed

IN THIS "FLYING TEST TUBE," above, "Tommy" Tomlinson presented the record number of 20 record "aces" for himself. In rain, snow, hail, and storm, he asked for trouble—to prove that high-altitude planes can fly over most bad weather—extra comfort and extra speed. He likes flying—like Camel cigarettes. "There's never a time—no matter how much I smoke—that I don't get a fresh thrill out of a slow-burning Camel. That extra flavor is always welcome."

Copyright, 1954, R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

**EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR**

In recent laboratory tests, CAMELS burned 15% slower than the average of the 15 other of the largest-selling brands tested—slower than one of them. That means, on the average, a smoking plus equal to

**5 EXTRA SMOKES
PER PACK!**



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



In cigarettes, as in dive bombers, it's modern design that counts!

*"Right, partner... modern design means
a cooler smoke... a milder cigarette... Pall Mall"*



Modern design has made a vast difference in dive bombers—has given these streamlined "eagles" a vital edge in flying efficiency.

And listen to the men who fly them. They'll tell you that modern design is just as important in a cigarette as it is in a dive bomber.

Outstanding example is Pall Mall—greatest forward step in smoking pleasure in thirty years.

Pall Mall is modern, streamlined—over 20% longer than old-fashioned cigarettes—deliberately designed for better smoking.

What does this mean to you? Well, for one thing, it means a definitely cooler smoke. In Pall Mall the additional length

travels the smoke further—gets rid of heat and bite on the way.

Pall Mall's modern design also means a milder, smoother smoke. That's because tobacco is its own true filter. All traces of harshness are softened as each puff is measurably filtered of smoke irritants—over a 20% longer route of Pall Mall's traditionally fine tobacco.

Result? Pall Mall provides in fact what all other cigarettes claim to have—a milder, less irritating smoke.

Prove it! Yourself, try Pall Mall critically. See if you, too, don't agree with the flying men who say: "Right, partner... modern design means a cooler smoke, a milder cigarette—Pall Mall."

Copyright 1944 American Cigarette and Sign Co.

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

In cigarettes, as in naval patrol planes, it's a modern design that makes the big difference!

**“You'll like Pall Mall's modern design —
it filters the smoke — lessens throat irritation!”**

PALL MALL
FAMOUS CIGARETTES
“WHEREVER PARTICULAR
PEOPLE CONGREGATE”

40 TRADITIONAL KING TOBACCO

Copyright 1938 American Cigarette and Paper Co.

**TO WARD OFF
FATIGUE . . .**



● **Ronco Turner** flew from London to Australia—11,313 miles—in 11 hours and 7 minutes! When questioned about his smoking, Colonel Turner said:
"A good fly uses up energy just as his motor uses 'gas'—and smoking a Camel gives one a 'refill' on energy. The way I notice this especially is that after smoking a Camel I get a new feeling of well-being and vim. Camels never upset my nerves."

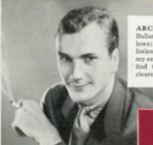
**GET A LIFT
WITH A CAMEL!**



PHYSICAL INSTRUCTOR:
TOR, Charlie Adams:
"Smoking a Camel quick-ly gives me a sense of renewed vim. I enjoy this 'fix.' Camels never interfere with healthy nerves."



ARCHITECT: W. E. Boland reports as follows: "Whenever I feel lacking a Camel restores my energy. And I also find that my mind is clearer . . . more alert."



**You Are Invited
to Take In on the All-Star
CAMEL CARAVAN**
with
WALTER O'KEEFE
CASA LOMA ORCHESTRA
ANNETTE HANSHAW
TED HUSING



MRS. LANGDON FORT, young society leader: "When tired, I find that smoking a Camel gives me a 'fix,' and I feel better afterwards."

WALTER O'KEEFE

TUESDAY	8:00 P.M. E.S.T.	8:00 P.M. M.S.T.
THURSDAY	8:00 P.M. C.S.T.	8:00 P.M. P.S.T.
	8:00 P.M. E.S.T.	8:00 P.M. M.S.T.
	8:00 P.M. C.S.T.	8:00 P.M. P.S.T.

OVER COAST-TO-COAST WABC-COLUMBIA NETWORK

CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!



Copyright, 1935, Wm. W. Campbell

When Bombers are your Business... **YOU WANT STEADY NERVES**



IMPORTANT TO STEADY SMOKERS:

GUN-KINGS FOR A BOMBER TURRET! You're a job with fast steady nerves. Camouflaged eyes. Chilton Bonfiglioli, smokes Camels. "They have the mildest taste, smooth," she says. Yes, mildness means more than ever these days. Camels slow burning means extra mildness.

B-24 ASSEMBLY—Marlene Blackburn is in it all, up to the neck! "It's always speaking! It's always milder and more flavorful." "Wherever you hear it—that's what they mean when they say 'I'd walk a mile for a Camel!'"

★ FIRST IN THE SERVICE... ★
With men in the Army, Navy, Marine, Coast Guard, the favorite cigarette is Camel. (Based on actual sales records in Post Exchange and Canteens.)
...AND AT HOME

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.

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

CAMELS ARE THE FAVORITE HERE, TOO. GRAND-TASTING AND EXTRA MILD.

You want steady nerves

**IT TAKES
HEALTHY NERVES
TO FLY THE MAIL
AT NIGHT**

● ABOVE — A.M. WILKINS, air-mail pilot for Transcontinental and Western Air, Inc., has flown the night air mail over 150,000 miles. It takes healthy nerves to hang up a record like that!

● RIGHT — AT THE END of his night run A.M. Wilkins joins a fellow pilot, W. N. Schindler, at Newark Airport, the Eastern Terminal of TWA, for a chat and a smoke. "Camels never ruffle or jangle my nerves," Wilkins says.

**IT IS MORE FUN TO KNOW
Camels are made from finer,
MORE EXPENSIVE tobaccos
than any other popular brand.
They are milder, richer in flavor.
They never tire your taste
or get on your nerves.**

A MATCHLESS BLEND

● EVER NOTICE HOW airplane passengers smoke as each relaxing angel? Camels never get on your nerves, no matter how much you smoke, and there's more real enjoyment in their smoldering tobaccos.

**STEADY SMOKERS
TURN TO CAMELS**

A. M. WILKINS, air-mail ace, says: "It's a steady grind, all right, being a night hawk on the air mail. A man has to have healthy nerves to live up to our tradition that the mail must go through! That's why I smoke Camels. And I smoke plenty! Camels never ruffle or jangle my nerves, and I like their mild, rich flavor."

Steady smokers turn to Camels because the costlier tobaccos in Camels never tire the taste—never get on the nerves.
Four taste and your nerves will applaud. Min. Start smoking Camels today and prove it for yourself. It is more fun to know!

Copyright 1934, R. J. REYNOLDS TOBACCO COMPANY

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

NIGHT FLIGHT

takes
practice and
teamwork in
**SPLIT-
SECOND
TIME**

• Not only those men training to man the bombers but all of us are working in split-second time today. Smoking more, too, most of us. And when it comes to crowding more pleasure into each smoking moment, well, ask those "9 musketeers" plotting their night training flight (above, right). You bet it's Camels—they're the favorite cigarette with men in all the services.*

And—Camel's the cigarette you find so regularly with the skilled artisans who "keep 'em flying" like Charlotte Thon (below). "Camels suit me to a 'T,'" she says. And that's a language any smoker will understand (see "T-Zone" below, right).





WHEN YOU'RE MAKING fighting maps, you're working on split-second time. Charlotte Thon, cartographer, smokes Camels. All over the map it's the same—wherever you find men and women fighting for Uncle Sam—you find Camels.

The "T-Zone" where cigarettes are judged

The "T-ZONE"—Tone 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 suit your "T-ZONE" to a "T."

CAMEL

R. J. REYNOLDS TOBACCO COMPANY, WIRETON, N. C.

**YOU NEVER SEE HIM —
BUT HIS EXTRA SKILL
FLIES WITH YOU EVERY
MILE !**

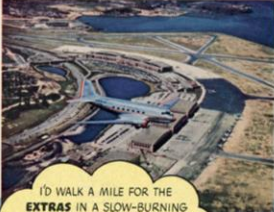
WILLIAM H. MILLER
Flight Supt., American Airlines



THE ARMCHAIR shows in his cockpit — but Bill Miller flies as many as 100 planes a day, North, south, east, and west from New York's LaGuardia Field (air view upper right) his radio control-room directs the flying crews of American's giant flagships.

Pilot, navigator, engineer, traffic executive all in one — yes, flight superintendant Bill Miller is a man with the extras — a man who gets the extras, too... the extra pleasure and extra smoking in slower-burning Camels.

For Camel's cooler tobacco and slower way of burning give you more than mildness — they give you extra mildness and coolness with a flavor that holds its appeal right through the last extra puff. Slower-burning Camels also give you extra smoking per pack (see right).



I'D WALK A MILE FOR THE
EXTRAS IN A SLOW-BURNING
CAMEL. CAMELS ARE EXTRA
MILD, BUT THE FLAVOR'S ALL THERE
— **EXTRA FLAVOR.**

**EXTRA
MILDNESS**

**EXTRA
COOLNESS**

**EXTRA
FLAVOR**

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

**5 EXTRA SMOKES
PER PACK!**



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

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

9

FLIES WORLD'S FASTEST PLANE!



TEST PILOT HOMER BERRY
LIKES ALL THE SPEED
HE CAN GET IN A PLANE,
BUT HE LIKES
HIS SMOKING S-L-O-W!
SLOWER-BURNING CAMELS
ARE HIS CIGARETTE

"FASTEST PLANE off the production line today!" That's how Homer Berry describes the Bell Aircraft's amazing new speed plane. He should know. This veteran speed test pilot started flying in 1913... started smoking Camels the same year. "No other cigarette ever gave me anything like the pleasure of a Camel," he says. "They burn slower, smoke milder and cooler. Camels don't irritate my throat and their full, rich flavor doesn't tire my taste. In 36 years, that slower burning has given me a lot of extra smoking." Before you take it for granted you're getting all the pleasure there is in a cigarette, try Camels. Enjoy the advantages of Camel's slower-burning cooler tobacco. Penny for penny your best cigarette buy!

TEST PILOT HOMER BERRY SAYS:
"No fast burning for me in my cigarette. I've smoked Camels ever since there have been any Camels. They burn slower and give me more pleasure per puff and more puffs per pack. I'd walk a mile for a slow-burning Camel!"

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

● In recent laboratory tests, CAMELS burned 25% slower than the average of the 15 other of the largest-selling brands. That means, on the average, a smoking pilot equal to

5 EXTRA SMOKES PER PACK!

Slower-burning Camels give you—

EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

IT TAKES HEALTHY NERVES—



TO BE AMERICA'S GREATEST STUNT GIRL

A SUDDEN NERVE-BACKING ceiling upward from a racing plane into a looping plane... It's all in the day's work for Mary Wiggins. It means something when she says, "Camels never give me edgy nerves even when I smoke a lot."

Q: Are you nervous about your new flight?
A: Not a bit. I smoked Camels all the way, and I couldn't feel better.



Steady Smokers turn to Camels

LISTEN TO MARY WIGGINS—greatest of all girl stunt performers. She says: "I have to be sure my nerves are healthy to do my stunts, changing from a speeding auto to a plane, the high dive on fire into fire, wing walking while up in a plane, and the high-altitude parachute jump. As to smoking, I've found that Camels don't interfere with healthy nerves. I've tried all the brands. Camels are milder and better in flavor. They do not give me edgy nerves even when I am smoking a lot."

You'll like that rich Camel flavor and mildness. And your nerves will tell you the difference there is in Camel's costlier tobaccos.



IT IS MORE FUN TO KNOW
 Camels are made from finer,
MORE EXPENSIVE tobaccos
 than any other popular brand.

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

Copyright, 1935
 by W. T. Bland Co.
 New York, N. Y.

DANGER... Aunt Nellie's UPSTAIRS!

CAPT. CHARLES SHARKEY, pilot of Pan American World Airways C-47A, C-47, has the record of 1900 hours flying the line to China from India over the Hindaya Mountains... *en route!*

THEY'RE DEPENDENT FOR THIS GAD IN CHINA, CHARLES. JAP INTELLIGENCE MUST KNOW IT TOO... THE JAPS CRAWLING WITH ZEROS! DO OUR BEST, CHUCK!

SENSE! A FLOCK OF 'EM, ONE TRACKER BULLET'LL EXPLODE THIS CARGO FROM HERE TO CHINA!

The Zeroes start to drop "lonecapers" Sudden and late. Visibility unlimited to hide in. He could not try to shoot it out with the Naps, because the transport carries no gun for fighting back. It's done—or else! And transporters aren't built for doing.

I'VE GOT TO TAKE THE CHARGE!

What's that on the horizon? A lone fox?—and Sharkey spots it. A reconnaissance he takes in... but trapping flames too. Bad place to fly with a cargo of 1000 extra pounds.

PILOT SLAMS FOR JAP FLIERS Into the inferno. Flying blind! Fire all around him. Mountain walls on each side. The Japs down—with holy trigger fingers.

SHARKEY TO BASE: FLAME BLIND IN FOREST FIRE... MUST "NELLIE'S" ON TOP!

I NEVER THOUGHT YOU'D "NELLIE'S" CHARGE, TERNER!

TERRIFIC ENOUGH TO REMIND ME I WANT A CIGARETTE NOW. NOW, GIVE ME A CAMEL, QUICK!

The back of his jacket isn't just loose decoration. That's a message in Chinese—very useful if he's forced down telling the natives to aid him.

Camels First in the Service

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

Try Camels on Your Own "T-ZONE"

—that's T for Tense and T for Thrill. Try Camels' mildness, smoothness, and tenderness on your throat. And the full, rich flavor of its wonderful blend of choice tobaccos on your taste. Who knows? Camels may suit your "T-Zone" as a T. You'll never know—till you try them! Nine!

WATCH THAT WING!

Daring BETTY SKEETON calls it "precision flying" — but few men would try it!

LOOK AT THAT! A SLOW KILL ON THE TAKE-OFF!

THEY SAY SHE'S THE ONLY WOMAN WHO DOES THAT TRICK—AND I DON'T WONDER!

I CAN JUST MAKE OUT THE SMOKE! WELL—HERE GOES!

BETTY SKEETON TUNNEST STUNT!—URSH HER WING TIP TO PICK UP TWO SILK KISSES—500 FEET AWAY!—EACH STRETCHER BETWEEN TWO POLES, ONLY TEN FEET ABOVE THE GROUND!

WHERE! CLEAR, ACROSS THE FIELD—ONLY TEN FEET OFF THE GROUND!

NOW SHE'S SCORING UP THE SECOND KISS—WITH HER OTHER WING TIP—WHAT A GUY!

"EXPERIENCE IS THE BEST TEACHER!"
SAYS BETTY SKEETON, "IN PRECISION FLYING... AND IN CHOOSING A CIGARETTE, TOO!"

WITH BETTY—AND MILLIONS OF OTHER SMOKERS—CAMELS ARE THE "CHOICE OF EXPERIENCE."

AW—A CAMEL! I SEE YOU KNOW YOUR CIGARETTES—AS WELL AS YOUR FLYING!

I LEARNED FROM EXPERIENCE THERE'S NO OTHER CIGARETTE LIKE A CAMEL!

I COMPARED MANY DIFFERENT BRANDS. COOL, MILD CAMELS SUIT ME TO A 'T'.

Let your "T-Zone" tell you why!
T for Taste...T for Thrill...
That's your smoking ground for any cigarette. See if Camels don't suit your "T-Zone" too.

Camel

THE CHOICE OF EXPERIENCE

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

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

**THEY'VE GOT
WHAT IT TAKES!**



**'Sentries of the Sea' on
BLIMP
PATROL!**

YOU RIDE the swaying gondola of a helium-filled bag poised above the enemy—you guard the life-lines of war, and patrol America's midline coast-lines. And after those long hours on weary-go above the waves of war, a Camel with its fresh, full flavor is a mighty good friend to have handy! Let the "sky sailor" at the left tell you one reason why Camels are the favorite with men in the Navy.



CAMELS
HAVE GOT
WHAT IT TAKES
IN FRESH **FLAVOR**
AND EXTRA
MILDNESS—
THEY SUIT ME
TO A **T!**



TOP SPEED, 70 knots, crossing millions, over 1,500 miles — and through the wide windows of these big gondolas the view of our happy country unfolds — with a youth boy full of hot news at the first sign of a U boat!

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



**CAMELS
ARE SO EASY
ON MY THROAT—
AND THEIR RICH
TASTE IS ALWAYS
A FRESH
TREAT**



**Check Camels
with your "T-Zone"**

How long since you've smoked a Camel? Give them a try today. Compare them carefully...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 Camel smokers, we believe you will like the extra flavor that Camel's costlier tobacco gives. We believe your throat will confirm the findings of other Camel smokers. So try Camels in your "T-ZONE."

Camel

**COSTLIER
TOBACCOS**

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 BADDY 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 BIRD, AND IT'S THE DINK FOR US. *AND NOW DON'T GET OUT!*

HIS GANDY IS JUMMED—HE'S DOWN BEFORE THEY COULD GET HIM OUT

WHEELS ARE STUCK TOO. "TROUBLE" IS GONNA TRY TO DREAM HIM IN. WHEN!

FOR CONTROL ALL SET, SIR

BROTHER, BE FLYING IT HARDER THAN THIS DINK—STEADY NOW. JOEY—LITTLE HOLE—DINK—EASY—ITS NOT NOW OUT!

HE MADE IT—WHAT A LANDING

HE'S OKAY—HE'S BREATHING

HONEST, I'M SURE, NEVER BE ABLE TO THANK YOU FOR BRINGING ME IN, "TROUBLE"

SUP THE THANKS, JOEY HERE—HAVE 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."

Camels
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
COSTLURE TOBACCO

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 T-ZONE

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Fully ripe taste and throat can decide which cigarette tastes best in you...and how it affects your throat. For your taste and throat are both fragrant of Camel's sweet tobacco. Have it tested to you. What will your throat say about the millions, millions, thousands of Camels' sweet tobacco? Try Camels—and see. They test on the tongue as well as on the throat.



Off duty—and "on the loose"...
 For an afternoon's fun, the "cocking loose" crew of the Navy's "Clippers" are out on the water with a little Camel's sweet tobacco. But she does know that it's all up to her to choose the "most delightful cigarette ever smoked." And does her secret agree? You bet! Camels are the favorite with men in the Navy and in the Army, Marine Corps, and Coast Guard too!



Very appropriate. Put and her Camel cigarette are photographed in front of the globe. Because wherever "the most interesting" all the way from London to Hong Kong, from New York to "Way Down Under." As Pat says: "Camels, have something that's all their own. A taste like no other cigarette. And they're so good that my throat stays happy, too."

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.)"

Camel

COSTLIER TOBACCO

© J. Scoville Cigarette Company, New York, N.Y.

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

**"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

© J. BROWN TOBACCO COMPANY, WASHINGTON, D. C.

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

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 and Canteens.)

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.

**"I found a new kind of cigarette enjoyment
when I began to Let up...Light up a Camel"**

JOHN L. WAGNER
CHIEF TEST PILOT



1 ALL WOUND UP AND READY TO GO That's John L. Wagner enjoying a Camel cigarette as he climbs into the cockpit of a shining new Vulture plane. He makes about 40 test flights per month, puts the new models through their paces. A big job, yes, but perhaps the hard

work and adventure make the enjoyment of life's pleasures all the keener—due to the constantly advancing Camel. Discussing his work and interest recently with a newspaper man, John Wagner said: "After a test flight, it's swell to let up—light up a good-tasting Camel."

2 HERE HE GOES Below the sun-swept Sierras...the brown and blue of California. A 400-foot biplane is seen in the distance. And Wagner, like Lee Goldbach, Col. Bruce Turner, and other famous pilots, prefers to smoke with good-tasting Camels.



3 THE CLASSIC TEST of planes and men—the power-diver. The war: 20,000 feet up...now put her nose down...almost level again...wing tremors...the pull-down...and the dive is over. How would you like to do that all times a month...or year?



4 BACK ON every time, and it never gives up to let up—light up a Camel again. "I changed to Camels several years ago and found a new smoking delight," Wagner says. "Camels are mild—mildly, non-irritating, packed with rich, round flavor."



5 "THAT CAMEL MILLION" has meant a lot to me," he goes on. "Because I'm a real steady smoker and Camel is one cigarette that never lets me down—just keeps me giving me smoking pleasure all the time." Camels will appeal to you too!





**FOR
SMOKING PLEASURE
AT ITS BEST
CAMEL...
THE CIGARETTE OF
COSTLIER TOBACCO**

THEY PACK A ONE-TWO PUNCH



THEY'VE GOT WHAT IT TAKES!

- They're the waist gunners of a Flying Fortress; and come Zeros or Messerschmitts, you'll find them at the two 50-calibre guns at the left. And after that B-17 has set her wheels down, you're apt to find them lighting up a Camel... for, as the gunner below at the right puts it: "Camels have a full, round flavor that says 'welcome' from the first puff. And I know from experience, they're extra mild."

INSIDE THE WAIST of this "Fort," everything is strictly business. Outside of "office hours"—that's when Camels come into the picture (see right). You'll find Camels extra mild, full-flavored, and fresh everywhere... CAMELS are packed to go round the world, to stay fresh anywhere!

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.)

CAMELS



Check Camels with your **Zone**



If you haven't smoked a Camel recently, give them a try today. Compare them for taste... for your throat... for your "T-ZONE." On the basis of the experience of millions of smokers, we believe you will like the extra flavor... we believe your throat will confirm the findings of other Camel smokers.

B. J. Barnhill Tobacco Co., Winston-Salem, N. C.



THIS IS AMERICA... young America... in the air! Here at the Ryan School of Aeronautics in San Diego—at every-even other "Wing Point of the Air"—the Army Air Corps pilot training program is turning out class after class of young men who can really fly the Eagle they are proud to defend. Americans all... they're the Army's Flying Cadets.

THE CAMPU'S is an airplane runway... classroom a 2-place trainer. And the "prof" is veteran test pilot Paul Wilcox (center, above and at left); Ryan chief instructor. "Dodson" now, they'll be doing instrument and steep rolls in eight weeks. And when they've passed that final "rolling machine ride," it's "Hi ya, buddy. Go a Camel!"

YES, Charley Camel, you'll find the cigarette that runs in the Army is the faithful brand that is extra mild with less nicotine in the smoke. Today—and for more than 20 years—experts from Army Post Exchanges share Camels are preferred. The Army man's favorite... the Navy man's favorite... America's favorite cigarette—Camels.

THE SMOKE'S THE THING!

The smoke of slower-burning Camels gives you

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

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 plus equal, on the average, to

5 EXTRA SMOKE'S PER PACK!





"I'd walk a mile for a Camel," says Chief Instructor Paul Wilcox, Civilian Director of Army Flight Training at Ryan School of Aeronautics, San Diego.

CIGARETTES are the "loneliest" and the heaviest with "stress" of 1918. It's 1941! Things have changed in this Army of ours, but not the Army man's preference for the cigarette of costlier tobaccos.

Today, as then, America's front-line cigarette is C.A.M.E.L.!

Paul Wilcox's "I'd walk a mile for a Camel" tells you of the flavor that never wears out its welcome—full, rich, cool, extra mild. Science tells you of Camel's extra freedom from nicotine in the smoke (see above, left). Join up now with that ever-growing army of Camel smokers. Today get Camels—and for that chap who's waiting to hear from you, get an extra carton of Camels.

CAMEL THE CIGARETTE OF COSTLIER TOBACCOS



*"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. Bernhardt 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.

THEY'VE GOT WHAT IT TAKES!

Star Gazer

He's the navigator of a Flying Fortress... and he's the shootin'est man on the ship!

"Shooting the stars." Give him two stars to shoot at and a pencil, and the navigator can tell you the plane's position in 30 seconds!

He doubles in lead, too! Come enemy fighters, the navigator means one of the machine guns in the Fortress's nose.







CHECK WITH ME ALL WAYS... THEY'VE GOT THE FLAVOR AND MILDNESS THAT ADD UP TO STEADY PLEASURE!

Check Camels with your "T-Zone"

The "T-ZONE"—Tongue and Throat—is the perfect ground for cigarettes. On the basis of the experience of millions of smokers, we believe you will like the extra flavor that only Camel's blend of excellent tobaccos can give. We believe your throat will confirm the findings of other Camel smokers.

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.)

B. Z. Brinkhoff Tobacco Company, Winston-Salem, N. C.

CAMELS ALWAYS HAVE A FRESH APPEAL TO ME...AND THEY'RE SO EASY ON MY THROAT



She calibrates air navigation instruments—and Jane Hammond, Aircraft Corp. technician (above), shares the airman's preference for Camels.

First in the Service

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

They've Got What it Takes

THEY call 'em "cloud hoppers"—these keen, alert glider pilots of the Army Air Force. Like so many Americans, they're learning an entirely new job—and proving they've got what it takes.

On the home front, too, millions are proving that good old American "know how" just can't be beat! That goes for cigarettes, too. For when you take costlier tobaccos and that "know how" of blending that produce a slow-burning cigarette, you've got the cigarette for steady smoking pleasure... Camels.

Try Camels yourself—you'll find they give you smoking pleasure that holds up, pack after pack.

CAMELS

MEET THE GLIDER PILOT

His insignia is the airplane's wings with the letter "G." His cigarette? This pilot at the right gives you an idea why men in all the services prefer Camels. Get a package of Camels and see if they don't suit you to a "T."

FOR EXTRA MILDNESS AND RICH FLAVOR...CAMELS HAVE WHAT IT TAKES! THEY SUIT ME TO A "T!"

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."

FAMOUS AVIATRIX SAYS:

"My biggest thrill in smoking?
The sheer pleasure
of a mild, cool Camel!"

"And I do appreciate the extra smoking
in Camels!" says Betty Huyler Gillies



THRILLS IN FLYING... THRILLS IN SMOKING! Mrs. Brewster Allison Gillies, the former Betty Huyler, photographed (above, left) beside her trim red cabin plane, is the mother of three children, has been flying 11 years, and is president of the famous Ninety-nine Club—international organization of women pilots. "I fly for pleasure," says Mrs. Gillies. "I smoke Camels for the same reason. Camels have a delicate flavor and aroma that never tire my taste for smoking. Another thing, Camels are milder, cooler... they don't irritate my throat. I find smoking no much more enjoyable when I smoke Camels. And, because Camels are slow-burning, I get extra smoking too."

Don't deny yourself smoking pleasure at its best. Camels give you smoking with all its pleasure at the peak... and with an economy of extra smoking that makes them America's *slowest* cigarette buy!

Whatever price you pay per pack, it's important to remember this fact: By burning 25% slower than the average of the 15 other of the largest-selling brands tested—*slower than any of them*—CAMELS give a smoking *plus* equal to

**5 EXTRA
SMOKES
PER PACK!**



Cigarettes were compared *scientifically*... *slowly*... under the searching gaze of impartial laboratory scientists. Findings were announced as follows:

- 1 CAMELS were found to contain average of 17 other of the largest-selling brands.
- 2 Camels burned *25% slower* than the average time of the 15 other of the largest-selling brands. By burning 25% slower, on the average, Camels give smokers the equivalent of 5 extra smokes per pack!
- 3 In the same tests, Camels held their ash for longer than the average time of all the other brands.

Enjoy smoking pleasure at its best... and more of it per pack... in Camels.

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

Penny for Penny Your
Best Cigarette Buy!

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CAMELS—Long-Burning Costlier Tobaccos

**YOUNG
MRS.
ROCKEFELLER
PILOTS
A LOW-WING
MONOPLANE**

Mrs. JAMES W. ROCKEFELLER, JR., of New York and Allentown, is an aviation enthusiast. She loves juggling, wind-surfing, and chow-ching lobster. Flies a low-wing monoplane. Has had several thrilling experiences in the air, one of which she tells about. "I've been caught in heavy fog," she says, "with vision less than ten yards. That's enough to shatter anybody's nerves. My first thought, when I put my feet on firm ground, was to smoke a Camel. Smoking Camels rouses up my nervous tension—sets me right again. I can make all I like—and they never tire my taste. I'd walk a mile for a Camel—and fly a thousand!"





THE COMEDIAN ROWS at the Hard Pierre. Mrs. Rockefeller in the foreground. When she entertains, Camels go with every course. Mild and delicate, Camels sweeten flavors in food. They also help digestion, increasing the flow of digestive fluids, building up alkalinity. Camels are overwhelmingly popular at the Pierre, as at other famous restaurants. Mrs. Rockefeller says: "Most people I know sense the difference in quality between. So, when I give a dinner or after-dinner supper—whether here or at home—it's Camels that I serve."

A few of the distinguished women who prefer Camel's costlier tobacco:

Mrs. Nicholas Biddle, Philadelphia	Mrs. Chase-Belmont-Landmark, Fayette
Mrs. Alexander Black, Los Angeles	Mrs. Joseph Wagon, New York
Mrs. Powell-Cotton, Boston	Mrs. Nicholas C. Panton III, Richmond
Mrs. Thomas W. Carnegie, Jr., New York	Mrs. Rufus Price Spalding III, Pasadena
Mrs. J. Graham-Carroll, San Diego	Mrs. Louis Neale, Jr., Chicago
Mrs. Anthony J. Donald, Jr., Philadelphia	Mrs. Bradford Van Rensselaer, New York

**FOR DIGESTION'S SAKE...
SMOKE CAMELS!**



*Costlier
Tobacco*

Camels are made from finer,
MORE EXPENSIVE TOBACCOES
... Turkish and Domestic ...
than any other popular brand

JOHNNY ON THE SPOT

The Pilot Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

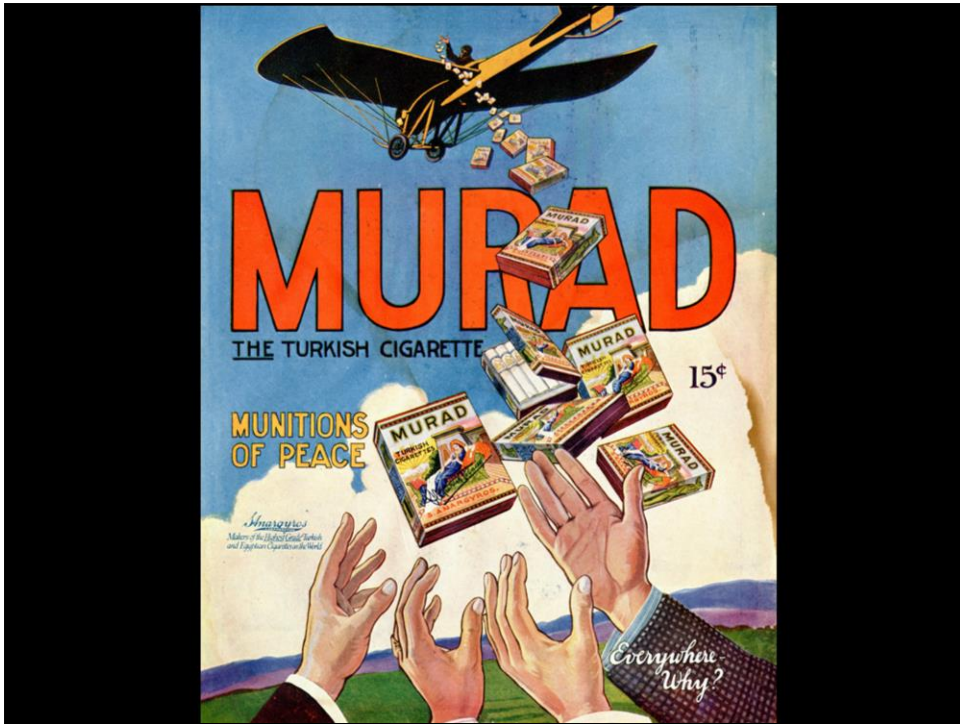
the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!

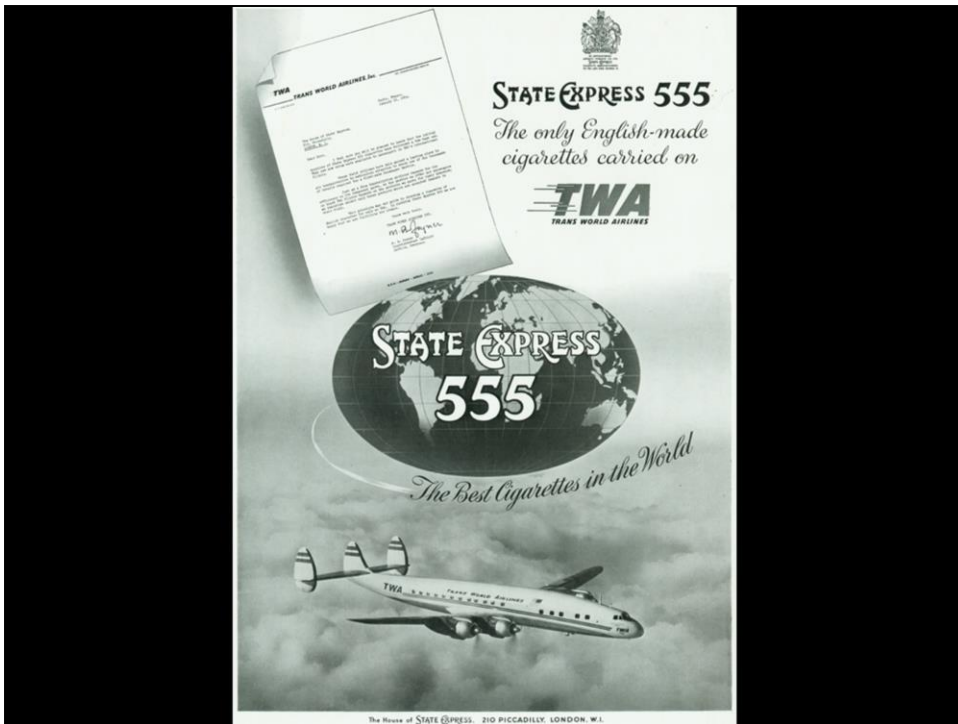
Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

ESTABLISHED OVER 90 YEARS
Philip Morris & Co. Inc.
EMERALD BRAND
MADE IN U.S.A.
Philip Morris Inc., N.Y.C. & N.Y.





Someone to light your cigarette
and serve your favorite cocktail.
Bring you gourmet meals with
vintage wines. Even plump your pillow.

☞☞☞ Meet Attentive. One of 250
on World's fan jets. If
spot in your luxurious
you're ready for a charter flight...across
the Atlantic, the Pacific, throughout
the world. Makes a world of difference.



☞☞☞ Cordial. Andrea ☞☞
hostesses fleet of 707
there's a soft
heart for
treatment,

 **WORLD AIRWAYS**
world's largest charter airline

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(202) 298-7107, Chicago - Equitable Building, 401 N. Michigan Avenue 312 467-4244, Los Angeles - 530 W. 6th St. 213 626-6713, Honolulu -
2270 Kalakaua Avenue, 933-3336, London - 173 New Bond St. W1, MAYfair 2161, Frankfurt/M - Am Hauptbahnhof 10, 252086, Paris - 25 Rue
d'Artois, 84240 1132, Tokyo - Suite 160, Imperial Hotel, 501-5930. A U.S. Certified Supplemental Carrier

Have you noticed all your
smoking flights have been cancelled?
For a great smoke, just wing it.



BENSON & HEDGES 100's
THE LENGTH YOU GO TO FOR PLEASURE

 Finally, a welcome sign for people who smoke.
Call 1-800-474-5444 for more information.

© 1994 Benson & Hedges Inc.
15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

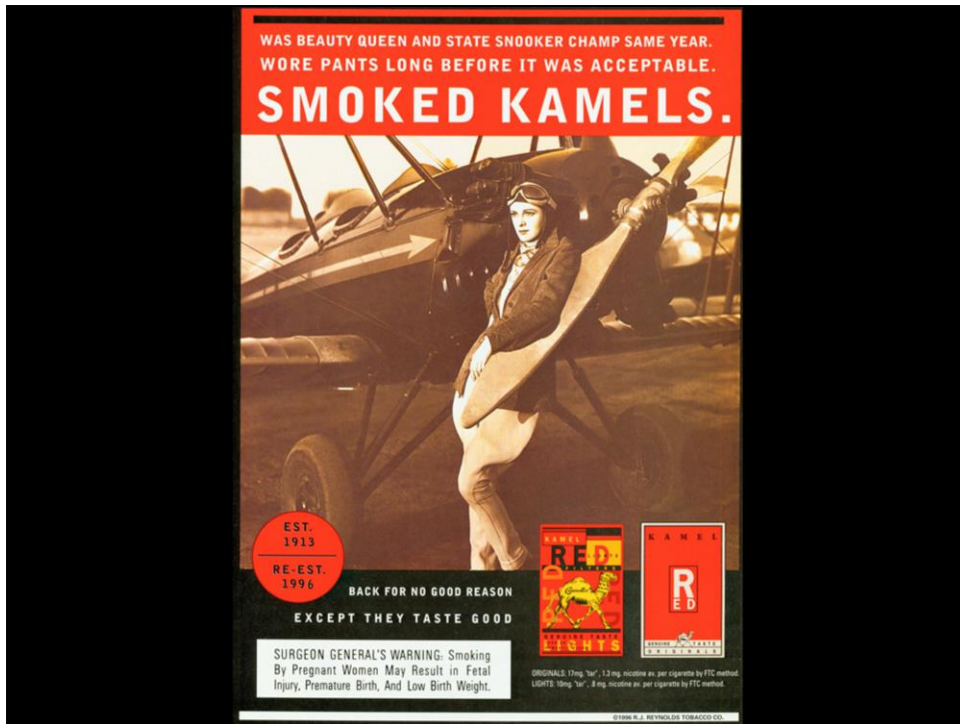


















**WITH FLYING EXTRAS ALL HER OWN—NANCY LOVE
PICKS THE CIGARETTE WITH THE EXTRAS—CAMELS**

**"I LIKE THE SLOWER-BURNING
CIGARETTE FOR EXTRA MILDNESS AND
COOLNESS. AND THE EXTRA SMOKING
IN CAMELS MEANS JUST THAT
MUCH MORE PLEASURE**

**EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR**

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

5 EXTRA SMOKES PER PACK!

**GET THE "EXTRAS" WITH SLOWER-BURNING
CAMELS.**

THE CIGARETTE OF COSTLIER TOBACCOS

**Smokers: SAVE THE COST
OF THE CITY CIGARETTE TAX**

Smokers who live in communities where excise city cigarette taxes are in effect can save the cost of the tax—only, in some instances, when—through smoking Camels. (For proof, see this.) When you see a Camel smoker, you get the unique economy—and all the extra enjoyment of cooler, milder smoking—the fragrance and delicate taste of him, more costly tobacco.

Copyright 1938
by American
Tobacco Company
New York, N. Y.

FAMOUS FLIERS SAY

"get a Lift with a Camel!"

COL. ROSCOE TURNER,
holder of the transcontinental records west-to-east and east-to-west. "A good flier uses no energy just as his motor uses gas. A Camel gives me a lift in energy. I smoke all 3 west. Camels never spend my nerves."



SIR CHARLES KINGSFORD, SMITH, famous flier who holds the record from Australia to California—700 miles in 11 hours—says: "There's no real chance to appreciate any other type of smoke except to smoke the real, smooth flavor of Camels. I always want a Camel, especially when I'm fatigued. And Camels are my 'supercharger'—they lift up my vim—give me new energy and go."



CAMEL PAYS MILLIONS MORE..

"Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand."

(Copyright)
J. J. REYNOLDS TOBACCO COMPANY
Hickory, N.C., U.S.A.



From Newark Airport to Miami and return in 15 hours and 16 minutes! That's the record held by Chief Pilot E. H. Parker, of the Eastern Air Lines. But let him tell you about transport flying and how Camels help him through the strain. In his own words: "The steady grind of transport flying takes stamina—vitality—nerves that never waver. Passengers...mail...express must arrive on time, and it's the pilot's duty to see that they do! There are plenty of times when I get tired. Then I smoke a Camel. For I have noticed that Camels help in easing the strain. I can go on with more alertness and vigor. I smoke Camels a lot. They never affect my nerves."



TUNE IN

Enter the Camel Contest... featuring Walter O'Keefe, Jimmy Hamilton and Glen Gray's Casa Loma Orchestra over eastern coast WABC-Columbia-New York.

TUESDAY	THURSDAY
10:00 p.m. E.S.T.	9:00 p.m. E.S.T.
9:00 p.m. C.S.T.	8:00 p.m. C.S.T.
8:00 p.m. M.S.T.	7:00 p.m. M.S.T.
7:00 p.m. P.S.T.	6:00 p.m. P.S.T.

SPORTSWOMAN PILOT, Mrs. T. W. Benson, champion air woman: "After a strenuous flight, a Camel restores my energy. And each Camel renews the enjoyment of the last!"



WILEY POST, famous flier who holds the "round-the-world" record, says: "Camels are made from more expensive tobacco. You can certainly tell that in their mildness and good taste."



CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!



WE FLY 'EM OVER - OVER THERE

GERMANS OR JAPS, sooner or later...you've got to be ready for anything when you're flying the big bombers across the ocean to the battle-front. You bet you don't want frayed nerves. There are veterans at the right are Camel smokers. Chances counted by Smokey Face Command! The captain (smoke) ordered a Trenchman, says: "I smoke a lot in this job. I smoke Camels. They're even mild with plenty of flavor!"



YOU WANT STEADY NERVES to fly Uncle Sam's bombers across the ocean



FIRST IN THE SERVICE—
The favorite cigarette with men in the Army, the Navy, the Marines, and the Coast Guard is Camel. (Held an aerial solo records in Fort Exchange, Tulsa Communities, Ship's Service Bureau, Ship's Service, and Camerons.)

—AND THE FAVORITE AT HOME!

WITH THESE MEN WHO FLY BOMBERS, it's Camels all the time. The co-pilot of this crew (smoke) ordered, (caption from left to photograph at the left) says: "I found Camels a milder, better smoke for me in every way. And that good flavor sure went out in welcome." You, in times like those, when there's added tension and strain for everyone, there's nothing like a Camel for steady smoking pleasure.

Important to Steady Smokers:

The smoke of slow-burning **CAMELS** contains **LESS NICOTINE**

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

U.S. National Transportation Workers Union, Washington



IN MY NEW DEFENSE JOB, I APPRECIATE CAMELS MORE THAN EVER. THEY'RE EXTRA MILD WITH A GRAND FLAVOR

YOU WANT **STEADY NERVES**



to "hit the silk" in a paratroop attack

"JUMP" is the command that starts you on the headlong earthward plunge through space, but the real order of the hour is *steady nerves!* For these soldiers of the sky—for every one of us! So take 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, Sales Committees, 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 Brian V. Lynch, former Production Company employee, "and I ask you 'never' don't go to my job. Instead! You, I enjoy smoking. I smoke Camels. They have the mildest taste around. Camels don't give me any taste." "Yes, for all of us—Army, Navy, Marine, Ship, wherever your task—this is a 'war reference.' Most important than ever, now, is your choice of cigarette. Smoke Camels."



Camels don't get your Wind

I'VE SMOKED CAMELS FOR ALMOST 19 YEARS. THEY ARE SO MILD, THEY DON'T GET MY WIND

I CAN CERTAINLY BACK THAT UP. I SMOKE CAMELS AS FREQUENTLY AS I LIKE. THEY NEVER GET MY WIND. I LIKE THAT RICH CAMEL FLAVOR TOO

**SO MILD!
YOU CAN
SMOKE ALL YOU
WANT**

FRANK HAWKS—Famous Aviator

ARCHITECT—E. M. Johnson

CAMELS COSTLIER TOBACCOS

The advertisement is a vintage cigarette ad for Camels. It features two men: Frank Hawks, a famous aviator, on the left, wearing a flight suit and goggles, and E. M. Johnson, an architect, on the right, wearing a suit and holding a cigarette. The background is a dark, textured grey. The headline at the top reads 'Camels don't get your Wind'. Below the headline are two speech bubbles containing testimonials from the two men. In the center, a dark rectangular box contains the text 'SO MILD! YOU CAN SMOKE ALL YOU WANT'. Below the men's portraits, their names and professions are listed. At the bottom, the brand name 'CAMELS' is written in large, bold, stylized letters, followed by 'COSTLIER TOBACCOS' in a smaller, bold font.

Where Steady Nerves

smashed all endurance flight records



HERBERT TAREYTON CATCHES TAREYTON THE STEADY NERVE.—How of that are that having photographed on the Marine flying team. "I was with that man when he made his record. I was with him, in the same way, and I was with him when he was out of flying steadily at night. That is why I always quote Tareyton."

Crew of Question Mark got extra Tareyton supply in mid-air

"We smoke Tareytons—flying takes steady nerves," aviators everywhere say



THE RIGHT CIGARETTES DELIVERED IN MID-AIR

The Question Mark landings after landing without a single drop of fuel. The crew of that plane, the Question Mark, was with him, in the same way, and I was with him when he was out of flying steadily at night. That is why I always quote Tareyton."

150 miles in 100 air!

Motors roaring—wheels howling—six days, six nights of it. The hole of night on high above the earth—five men straining through the darkness for a record.

Only steady nerves could survive—bring those men through "it" in excellent condition.

They needed their nerves! An extra supply of 1000 Tareytons was taken aboard when the Question Mark refueled in mid-air.

The first cigarettes delivered by plane to plane—Tareytons for men whose work demanded steady nerves!

Los Angeles—Chicago—Portland—New York—dash up after dash up down the same thing . . . "Tareytons are the choice of busy, active people. People whose work requires steady nerves."

If you haven't tried Tareytons, please do. People say they can make two and three packs a day . . . and still keep nerves in fit condition.

That's true for 3 days. Smoke all you want . . . but make nothing else.

You'll like the mild, full-bodied flavor.

Then see if you don't notice a very marked improvement in the steadiness of your nerves.



Herbert TAREYTON

The twenty-five cent cigarette . . . none

15¢ for twenty

© 1929, The Union Tobacco Co., New York City

IT TAKES THE EXTRAS TO BE A FLIGHT SUPERINTENDENT

AND BILL MILLER HAS THOSE EXTRAS IT TAKES. HE LIKES THE EXTRAS IN SMOOKING, TOO — SMOOKES SLOWER-BURNING CAMELS.

FLASH! HURRICANE RIPS NEW ENGLAND SEABOARD! AUTHORITIES APPEAL FOR MEDICINE AND FOOD. EVERYTHING'S FLOODED UP THERE, BOSS! THEY'RE ISOLATED! NO TALKING—EVEN IF THERE'S ANY GETTING THROUGH, BILL MILLER WILL DO IT!

GET OVER TO THE AIRPORT! SEE FLIGHT SUPERINTENDENT BILL MILLER. IF THERE'S ANY GETTING THROUGH, BILL MILLER WILL DO IT!

MANAGING EDITOR

YOU CAN'T LAND THESE PLANES IN THE WATER. DON'T WORRY—BILL MILLER KNOWS EVERY INCH OF THAT COUNTRY UP THERE. CHECK THAT WEATHER AT PRUDENCE.

COME ON IN, FLIGHT 28—EMERGENCY!

YOU TAKE THE LEAD WITH THAT SERUM. IF THAT ONE FIELD IS FLOODED, I'LL FIND ANOTHER SPOT FOR YOU SOMEHOW.

OKAY, BILL—WE'LL GET THROUGH.

GET NO. 4 OUT ON RUNWAY FIVE—QUICK!

FLIGHT SUPERINTENDENT

NOT A CHANCE, BILL! SIX FEET OF WATER—WHAT DO I DO?

3 MILES NORTHEAST—THERE'S A SMALL FIELD I GOT INTO ONCE—TRY IT—WATCH FOR THE WIRES ON THE NORTH SIDE!

I DON'T KNOW HOW YOU GOT THROUGH.

HE'S GOT DOZENS OF PLANES ON THE WAY NOW, WITH FOOD—EVERYTHING.

YOU CAN THANK BILL MILLER, OUR FLIGHT SUPERINTENDENT, FOR FINDING US THIS SPOT.

2 WEEKS LATER—AFTER CARRYING TONS OF FOOD, MEDICAL SUPPLIES, AND THOUSANDS OF PASSENGERS ON EMERGENCY FLIGHTS.

HERE HE IS—HE'S HARDLY SLEPT SINCE THIS STARTED. HE'S SMOOKED PLENTY OF CAMELS, THOUGH.

YOU BET IT IS. A SLOWER-BURNING CAMEL ALWAYS TASTES GOOD, NO MATTER HOW MUCH I SMOKE. AND CAMELS ARE EXTRA MILD.

I NOTICED THAT SLOWER BURNING SEEMS TO BE A RULE WITH YOU, MR. MILLER.

SMOKING WOULDN'T BE SMOOKING TO ME WITHOUT THOSE 'EXTRAS' IN SLOW-BURNING CAMELS. CAMELS ARE EXTRA MILD AND COOL, BUT THE FLAVOR IS ALL THERE—EXTRA FLAVOR. I LIKE THAT EXTRA SMOOKING, TOO. I'D WALK A MILE FOR A CAMEL.

Bill Miller
FLIGHT SUPERINTENDENT
AMERICAN AIRLINES

IN RECENT LABORATORY TESTS, CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE IS OTHER OF THE LARGEST-SELLING BRANDS TESTED—SLOWER THAN ANY OF THEM. THAT MEANS, ON THE AVERAGE, A SMOOKING PLUS EQUAL TO

5 EXTRA SMOKES PER PACK!

EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

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

FAST BURNING...CREATES HOT FLAT TASTE IN SMOKE...RUINS DELICATE FLAVOR, AROMA...

SLOW BURNING...PROTECTS NATURAL QUALITIES THAT MEAN MILDNESS, THRILLING TASTE, FRAGRANCE...

FROM 50 TO 500 MILES AN HOUR
"I've flown 'em all!"
HOMER BERRY, VETERAN TEST PILOT, HAS BEEN FLYING 27 YEARS... SMOKING SLOW-BURNING CAMELS EVER SINCE THERE WERE ANY CAMELS

HOW DOES IT FEEL TESTING A NEW PLANE, MR. BERRY?
EVER HAVE TO BAIL OUT?
I'VE HAD WINGS BUCKLE—MOTORS FALL OUT—BUT NEVER HAD TO JUMP OUT YET. YOU SEE, I LEARNED TO FLY BEFORE THEY USED CHUTES.

1913—50 M.P.H.
THAT'S THAT YOUNG BERRY KID FROM OKLAHOGEE.
SO THAT'S WHAT THEY CALL A FLYIN' MACHINE, EH?
I'LL STICK TO MY HORSES.

1915—FLYING ONE OF THE ARMY'S FIRST SEAPLANES—FORCED DOWN IN SHARK-INFESTED WATERS OF THE CHINA SEA

1917—YES, THAT'S HOMER BERRY. HE'S TRAINING OUR SQUADRON.

1924-1926—BLAZING MODERN AIR TRAILS OVER SOUTH AMERICA.

1940—BERRY CHOSEN FOR TESTING OF AMAZING NEW BELL AIRACORBA—OVER 400 M.P.H. IN LEVEL FLIGHT!
ONE MORE FOR DINE—A COOL TASTY CAMEL!

I SEE YOU KEEP YOUR SMOKING ON THE SLOW-BURNING SIDE, MR. BERRY.
BUT I LIKE MY SMOKING SLOW. CAMELS BURN SLOWER AND GIVE ME EXTRA MILDNESS AND EXTRA COOLNESS. CAMELS LAST LONGER, TOO. I'VE ENJOYED A LOT OF EXTRA SMOKING IN THE 26 YEARS I'VE SMOKED CAMELS.
HAVE ANOTHER CAMEL, MR. BERRY.

Slower-Burning Camels give you
EXTRA MILDNESS **EXTRA COOLNESS** **EXTRA FLAVOR**

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CREATES HOT FLAT TASTE IN SMOKE... RUINS DELICATE FLAVOR, AROMA...

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PROTECTS NATURAL QUALITIES THAT MEAN MILDNESS, THRILLING TASTE, FRAGRANCE...

THE CIGARETTE OF COSTLIER TOBACCO

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ACE OF THE STRATOSPHERE
MORE THAN A PILOT, **"TOMMY" TOMLINSON** HAS THOSE EXTRAS OF THE FLYING PIONEER. HE GETS THE EXTRAS IN HIS SMOKING WITH SLOWER-BURNING CAMELS...

1935
NICE THEORY, TOMLINSON, BUT IS OVER-WEATHER FLYING PRACTICAL?
WE DON'T KNOW ANYTHING ABOUT FLYING CONDITIONS IN THE STRATOSPHERE.
GIVE ME AN EXPERIMENTAL SHIP, AND I'LL SHOW YOU HIGH-ALTITUDE FLYING IS FASTER AND SAFER.

STRATOSPHERE 30,000 FEET
SUB-STRATOSPHERE 20,000 FEET
10,000 FEET

YEAH, THAT'S TOMLINSON, IN THE FUR SUIT.
DOESN'T HE KNOW THAT IT'S 90° IN THE SHADE?
SO THAT'S THE FLYING TEST TUBE.

IN SNOW, RAIN, HAIL, SLEET... TOMLINSON "ASKED FOR TROUBLE" TO GET HIS PRECIOUS FACTS.
SHE'S 'CHIN' UP FAST, TOMMY. HOW ABOUT DROPPING DOWN?
NOT YET. I WANT TO GET TO THE CENTER OF THIS STORM.

FLIGHT LOG
• 35,000 FEET
• 35,000 FEET
• 35,000 FEET
• 35,000 FEET

1940
THAT'S OKAY, WE'LL GET BACK! I'VE GOT THE ANSWERS NOW.
PITTSBURGH, MY EYE! THIS IS THE OCEAN.
AND TOMLINSON'S VISION CAME TRUE... IN JULY, 1940, THE FIRST STRATOLINER WENT INTO REGULAR SERVICE.

WE'VE LOST HIM! HE REPORTED HE WAS OVER PITTSBURGH AN HOUR AGO.
KEEP CALLING. DID HE HAVE PLenty OF OXYGEN?
WHY, TOMMY?
WHY, TOMMY?

IF IT HADN'T BEEN FOR YOUR EXTRA VISION AND EXTRA PERSEVERANCE, TOMMY, THIS STRATOLINER WOULDN'T BE FLYING TODAY.
IT'S VICE-PRESIDENT TOMLINSON, NOW.
NO SPEECHES. I WANT TO ENJOY THIS CAMEL.

I PREFER THE SLOWER-BURNING CIGARETTE FOR EXTRA MILDNESS. CAMEL'S SLOWER WAY OF BURNING MEANS SEVERAL OTHER SWEET EXTRAS TOO... INCLUDING EXTRA SMOKING. BELIEVE ME, THERE'S A GRAND THRILL IN CAMEL'S EXTRA FLAVOR.

D.W. Anderson
VICE-PRESIDENT AND CHIEF ENGINEER OF TWA

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THE FLYING NEWS- PHOTOGRAPHER

HERBERT MICOBY SCORES MANY A PICTURE SCOOP THRU HIS DARING - HEALTHY NERVES - AND TIRELESS ENERGY. HE LIKES CAMELS FOR THEIR FLAVOR - "I CAN SMOKE CAMELS ALL I WANT WITHOUT UPSETTING MY NERVES," MAC SAYS.

An ADVERTISEMENT of R. J. REYNOLDS TOBACCO CO. © 1938, R. J. REYNOLDS TOB. CO.

GET WHAT A TOUGH ONE. LET'S HAVE A CAMEL.

WHERE'S HERBERT MICOBY-ON THE JOB? HE FLIES OVER WHEN THE U.S. MAIL PLANE IS GROUND - HAS BEEN IN A FLAMING LAND PLANE 50 MILES OUT OVER THE ATLANTIC OCEAN - FLIES EVERY DAY - ALWAYS GETS HIS PICTURE - NEVER SEEMS TO BE TIRED. HE GETS A "LIFT" IN ENERGY WHEN HE SMOOKS A CAMEL.

DEE, IT'S QUIET TODAY.

YEAH - BUT MAYBE THIS IS SOMETHING.

OH, TANK! EXPLOSION! BIG FIRE - SAVOINNE!

OH, BOSS.

LET'S GO.

ALL SET, MAC?

DEE, MAC - CAN I GO?

EARLY BIRD MAN - "WOW BACK IN 1900, MAC FLEW OVER PAIDMONT PARK IN KANSAS CITY IN AN OLD CORTISS BOM-BODY-POSSIE-TRUCK. WHAT ARE BELIEVED TO BE THE FIRST AERIAL PHOTOS."

WOW! THIS IS A BLAZE?

OH BOY WHAT A PICTURE!

HERE WE GO - RIGHT INTO IT!

WHO'S THAT CRAZY LOOK DIVING INTO THE FIRE?

THAT MUST BE MICOBY. COULDN'T BE ANYBODY ELSE.

GET IN CLOSE - WHAT A CHANCE FOR A PICTURE!

BOOM!

THE WINDS ON - AND NO CHANCE TO DUCK.

SUDDENLY, OH TANKS BEGAN TO EXPLODE! FIFTEEN THOUSAND FEET IN THE AIR.

RUSH THESE PICTURES TO THE OFFICE!

WE'RE ON OUR WAY.

NEXT AM - FRONT PAGE NEWS

I'VE SMOOKED CAMELS FOR 20 YEARS - THEY NEVER UPSET MY NERVES AND WHEN I'M TIRED A CAMEL QUICKLY RESTORES MY ENERGY AND I'M READY TO GO PLACES AGAIN.

CAMELS ARE MADE FROM FOUR MORE EXPENSIVE TOBACCOS - PURCHASER AND MICOBY - THAN ANY OTHER POPULAR BRAND. (CIGARETTES AND TOBACCOES BY R. J. REYNOLDS TOBACCO CO., N.C.)

CAMELS ARE BETTER FOR STEADY SMOKING - THEY NEVER GET ON THE NERVES!

FLYING BLIND
in a **STORM-LASHED ANDES CANYON!**
AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

JOHNNY WAGNER,
FAMOUS
TEST PILOT

THEY KNOW REAL SMOKING PLEASURE
SEE GORDON, TEST PILOT
HARRY McMAHON, PARACHUTE JUMPER
JOHN STUNT MAN

THEY LET UP... LIGHT UP A CAMEL

LIFE AS A
CHIEF TEST PILOT
MUST BE FLUENT
EXCITING.
JOHNNY

SEE AND NO. FLYING THESE NEW
PLANES IS SAFE AND EASY
COMPARED TO THE OLD
DAYS. I REMEMBER
YEARS AGO...

SOUNDS LIKE
A STORY COMING
NOW ABOUT
LIGHTING UP
A CAMEL!

"IN 1912 I HAD A ROUTE FROM SANTIAGO, CHILE TO
AFONCOCA, ARGENTINA. PASSENGERS WERE FROWN
IN UNCERTAIN WEATHER. SO ONE DAY I HAD JUST
FLYING OVER THE ANDES—IN 30,000 FEET UP...

30,000 FEET, YET I CAN'T
CLIMB OVER THIS GALE.
I'LL HAVE TO DIVE DOWN
TO THE CANYON!

BUT THE STORM DROPPED TOO. THE 400-YARD-HIGH CANYON
GOT DARK—AND CURRENTS SNAPPED ME UP AND DOWN...

IT'S NO JOKE
I'VE GOT TO
TURN HER
BACK ON
A CAMEL!

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"BUT I WON'T! I'LL STAY DOWN IN AFONCOCA WITH HARDLY A DROP OF GAS LEFT!"

JOHNNY WAGNER!
YET ABOUT
GIVEN YOU
UP?

NEARLY GAVE MYSELF UP.
NOW ABOUT ONE OF YOUR
CAMELS FOR ME?

HEART IN MOUTH. I BEANED VERTICALLY TURNED SHARP
— MISSED THE CLIFF BY A SKY-SHIP-LENGTH...

"BUT TO MY HORROR, I SAW MY GAS WAS TOO LOW
TO FLY BACK TO SANTIAGO. MY ONLY CHANCE WAS
TO FLY BLIND THROUGH THE STORM TO AFONCOCA."

THIS IS LIKE
FLYING A
STOVEPIPE!

I WANT ALL THE
PLEASURE THERE IS IN
SMOKING — SO IT'S
CAMELS FOR ME!

True smoking enjoyment! That's just another
way of saying "Camel's Better Tobacco." Both
mean native wildness — extra-rich, ripe flavor!

LET UP... **LIGHT UP A CAMEL**
SMOKERS FIND: CAMELS NEVER JANGLE THE NERVES

SMOKE 6 PACKS OF CAMELS
AND FIND OUT WHY THEY ARE
THE LARGEST-SELLING
CIGARETTE IN AMERICA

CAMELS ARE A MATCHLESS BLEND
OF FINER, MORE EXPENSIVE
TOBACCOS — TURKISH AND DOMESTIC
— BY R. J. REYNOLDS TOBACCO COMPANY
WINSTON-SALEM, N.C.

DARE-DEVIL DICK GRACE

WHO CHANGES PLANES IN MID-AIR WITHOUT THE USE OF A LADDER.....

THE EXPLOITS OF THIS QUIET, UNASSUMING, KNIGHT OF THE AIR HAVE A MODERN SAGA OF MARVELOUS COURAGE AND MARVELOUS PHYSICAL CONDITION. NERVES—BESIDE—DIGESTION—ALL MUST BE IN TOP FORM ALL THE TIME. BECAUSE DICK'S JOB IS STUNTING PLANES FOR THE MOVIES. BELOW HE GIVES HIS OPINION ON SMOKING CAMELS.

© 1935 E. J. Barnhill, Inc. N.Y.

ARE YOU CRAZY, DICK? KNOW HAS EVER MADE PLANE CHANGES IN MID-AIR WITHOUT THE USE OF A LADDER.

IT CAN'T BE DONE.

WE'RE WITH YOU—ARE YOU GOING TO JUMP?

NO, I'M GOING TO HANG HEADFIRST FROM THE UNDERCARRIAGE AND DROP OFF.

HERE HE COMES—GET, LOOK AN AIRCRAFT—IT DOESN'T BOUNCE UP TOGETHER!

THEN IT HAPPENED! ROUGH AIR SHOT THE LOWER PLANE UP—DICK SWUNG UP ON TO THE WING JUST AS THE OTHER PLANE CRASHED THROUGH THE UNDERCARRIAGE.

YEAH, LATER IN HOLLYWOOD THE CHANCE—GARE—SAVE DICK! I HAVE NEVER ADMITTED FAILURE—SOMETIME I WOULD PUT IT OVER....

THIS SCENE CALLED FOR CHANGING PLANES IN MID-AIR—AND GOOD, I'D DO IT WITHOUT A LADDER!

BOY, IT'S GOING TO BE CLOSE WE'LL BE CLOSE!

GIVE 'ER THE GUN, JACK, HE'S FALLING SHORT!

DICK PLUNGED HIS RIGHT ARM OUT DESPERATELY, CAUGHT A TIE-ROPE BY HIS FINGERS, AND WAS SAFE BY A SPLIT SECOND!

THAT WAS A CLOSE ONE, DICK. IT SHOWS YOU NEED IN CONDITION. HAVE A CAMEL.

THAT'S MY BRAND! WHAT YOU SAY ABOUT CONDITION BRINGS UP AN INTERESTING POINT. NO ONE NEEDS TO TELL ME THE VALUE OF HEALTHY NERVES AND—

GOOD DIGESTION—WATCH MY DIGESTION LIKE A HAWK. I FIND THAT CAMELS SMOCKED DURING MEAL AFTER A MEAL, ARE A DEFINITE AID TO DIGESTION. I ENJOY THEIR GOOD TASTE TOO.

CAMELS EASE STRAIN ON DIGESTION

SMOKING CAMELS WITH MEALS AND BETWEEN MEALS PROMOTES NATURAL PROCESSES OF DIGESTION. THEY'RE MILDLY—ATTENDED BY PHILLES—CAMELS LET YOU RIGHT! THEY ARE MADE FROM FINE, MORE EX-PENSIVE TOBACCOS—FOREIGN AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

(Sponsored) E. J. BARNHILL TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA.

TUNE IN! CAMEL CARAVAN

WITH MUSIC, DANCE, AND MORE, THE CAMEL CARAVAN IS A SENSATION! LISTEN TO THE CAMEL CARAVAN—BROADCASTING FROM NEW YORK, N.Y., 12 P.M. TO 1 P.M. MONDAY, WEDNESDAY, FRIDAY, SUNDAY—COLUMBIA BROADCASTING SYSTEM.

For Digestion's Sake—Smoke Camels

HAPPY LANDINGS

THE EXPLOITS OF FEARLESS

UVA KIMMEY

THE SOUTHERN BELLE WHO BECAME AMERICA'S MOST DARING GIRL PARACHUTE JUMPER



IVAN PAVLOV
FAMOUS RUSSIAN
WINNER OF THE NOBEL PRIZE
FOR PHYSIOLOGY
OF THE DIGESTIVE PROCESS
HE OPENED THE DOOR FOR
TENS OF THOUSANDS
PROVES THAT SMOKING
CAMELS WOULD IMPROVE
AND AFTERWARDS DERIV-
TIVELY ALSO DISSECTION

AT THE AIRPORT

HERE IN LUCK, GIRL—HERE COMES MISS KIMMEY—WELL, I WANT YOU TO MEET HER—

OH—

WELL, SHE'S A REAL ONE—

THE GIRL ARE YOU SURE SHE'S AIRPORT, UVA—

OH, MISS KIMMEY—WELL, YOU TELL US HOW IT FEELS TO JUMP FROM A PLANE

I'D LOVE TO— I'VE MADE OVER AS JUMPER AND IT'S STILL A THRILL

IMAGINE CLINGING TO THE PUSSELLAGE OF A SPEEDING PLANE HIGH ABOVE TINY TREES AND HOUSES— I LEAD THE BUS BOND WITH ONE HAND—

THOUSANDS OF FEET OF EMPTY AIR—WELL, BEHOLD UVA KIMMEY AS SHE SALES OUT—FALLS AT BULLET SPEED! HERE'S A SUPREME TEST OF PHYSICAL FITNESS—OF HEALTHY NERVE, OR GOOD DISCRETION, MISS KIMMEY TELLS WHY SHE SHOOTS CAMELS!

"MY LIFE DEPENDS ON MAKING NO MISTAKES—I HAVE TO CHOOSE A CIGARETTE THAT DOESN'T JANGLE MY NERVE—CAMELS ARE SO SILENT! I SMOKE AS MANY AS I WISH!"

AND JUMP— A BREATHE-LESS PUSH OF AIR— THE SKY— AND EARTH— TURN— DIZZY— SCALDS AROUND— SUDDELY—

A TERRIFIC JERK AS MY WHITE GAYNES THE WIND— THEN THE DROP TO EARTH

LET'S HAVE LUNCH, MISS KIMMEY, AND TELL US ABOUT YOUR BIGGEST THRILL!

I WAS JUMPING FOR A FLYING CIRCUS ONCE— PARACHUTES ARE EXCITING— GIVE AND WE HAD TO RE-FOLD THEM AND RE-USE THEM—THE PERFORMER BEFORE ME HAD LANDED IN A HORN—

IT'S DANGEROUS TO TRY TO USE THAT CHUTE, UVA—

IT'S RATHER DANGEROUS, BUT IT'S ALL WE'VE GOT AND THE CROWD'S WAITING

I STEPPED INTO SPACE AT 4000 FEET— HOPING THE CHUTE WOULD OPEN

BUT THE WET SILK WAS STUCK—

I TURNED FRANTICALLY AT THE RIBB CORDS

OH, THAT MUST HAVE RUINED YOUR APPETITE FOR A WEEK!

SLOWLY IT OPENED— I WAS SAFE A BARE FOO FEET FROM THE GROUND!

I DID GET QUITE A BOOK OUT OF IT, BUT FORTUNATELY I DON'T HAVE TO WORRY ABOUT NERVE OR APPETITE

CAMELS MAKE FOOD TASTE BETTER AND ENCOURAGE DIGESTION IN A PLEASANT WAY— LEAVE ME WITH A SENSE OF HAVING DINED WELL

Uva Kimmey

TAKE UP CAMELS YOURSELF

SCIENCE AND COMMON EXPERIENCE AGREE THAT SMOKING A CAMEL IS A PLEASANT AND EFFECTIVE WAY TO PROMOTE GOOD DIGESTION. CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS— TURKISH AND DOMESTIC— THAN ANY OTHER POPULAR BRAND.

(OWNERS: R.J. REYNOLDS TOBACCO CO. WINSTON-SALEM, NORTH CAROLINA)



For Digestion's Sake—Smoke Camels





TESTING NEW THINGS FOR AMERICA

TEST-DRIVE AMERICA'S PURSUIT OF SUPERB PERFORMANCE TO HANDLE SUPER SPEEDS

BOB FAUSEL, AGE 40, TEST PILOT, HAS THE EXTRAS IT TAKES. HE SMOKE SLOWER-BURNING CAMELS FOR EXTRA MILDNESS, EXTRA COOLNESS, AND EXTRA FLAVOR.

EVERYTHING DEPENDS ON YOU, BOB. TAKE CARE OF YOURSELF.

OH, BOB, CHIEF—KEEP YOUR FINGERES CROSSED.

THE MEASURED MILE TEST—25 FEET ABOVE THE GROUND AT FULL THROTTLE.

30,000 FEET—CHIEF, NOW FOR THE SHOT. OVER 800 FEET LET'S SEE IF YOU CAN TRICK IT.

HE HADN'T GOT THE GHOST OF A CHANCE IF ANYTHING HADN'T NOW.

DON'T WORRY, BOB FAUSEL, WE'VE WHAT IT TAKES—EXTRA MILD PLUS EXTRA SMOOTH.

THE TEST OF TASTE—THE POWER OF IT.

AS PRETTY A TEST AS I'VE EVER SEEN. WHAT A PILOT!

YOU SAID IT! IT TAKES THE EXTRAS TO HANDLE EXTRA SPEEDS LIKE THIS.

A SMALL PERFORMANCE, BOB—THEY CALLED FOR A CAMEL.

YOU BET, CHIEF. BUT WE'VE GOT DOWN TO THE REALS. THESE EXTRAS ARE AGE WORTHY.

A SMOKE A LOT—NO LARGER THE SLOWER-BURNING CAMEL. CAMELS' FLAVOR APPROPRIATE THAN FLAVOR, MORE SMOOTHING FOR PICKY IS ANOTHER CAMEL EXTRA THAT COUNTS EXTRA.

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