



Get the Honest Taste of Lucky Strike

All spacecraft of this era, before the tragic 1967 Apollo 1 fire, were filled with 100% oxygen.

YOU WANT *STEADY NERVES*

to tackle the
"NO MAN'S LAND"
of the skies

UP...UP...UP...40,000 feet,
and beyond! When temperatures drop
to -100° and below. When altitude
changes happen in minutes and more.
That's where aviation experts have an-
swered for the brave warriors of American
air.

Index: an special laboratory at
Douglas Aircraft Company, engineer
Tom Flinn (right) and technician Art Brundage (left) in Douglas cold chamber.

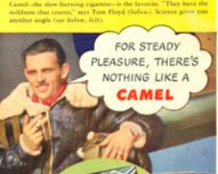
BEHIND this horizontally sealed window (below),
engineer Flinn tests a new bomb-resistant ice cold
resistor for 8 miles high. You could even go higher
in a Camel. But when the time comes, you'll
find smooth, beautiful Camel your friend.



"CAMELS are 'standard equipment' with me," says Tom Flinn, taking off his check and smoothes into his actual flight. That goes for even in the Arctic, Peru, Mexico, and Kam Gair, too. You could also Camel the Arctic.

FOR ALL OF US in uniform or otherwise it's only a "test of nerves." You may be making more than you ever did. All the more reason to give your thoughts to choosing your cigarette. Camel, the slow-burning cigarette in the desert. "That's how the soldiers that count," says Tom Flinn (below). Science gives you another angle too below left.





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!



© 1954 Camel Co., Inc., N.Y.C.



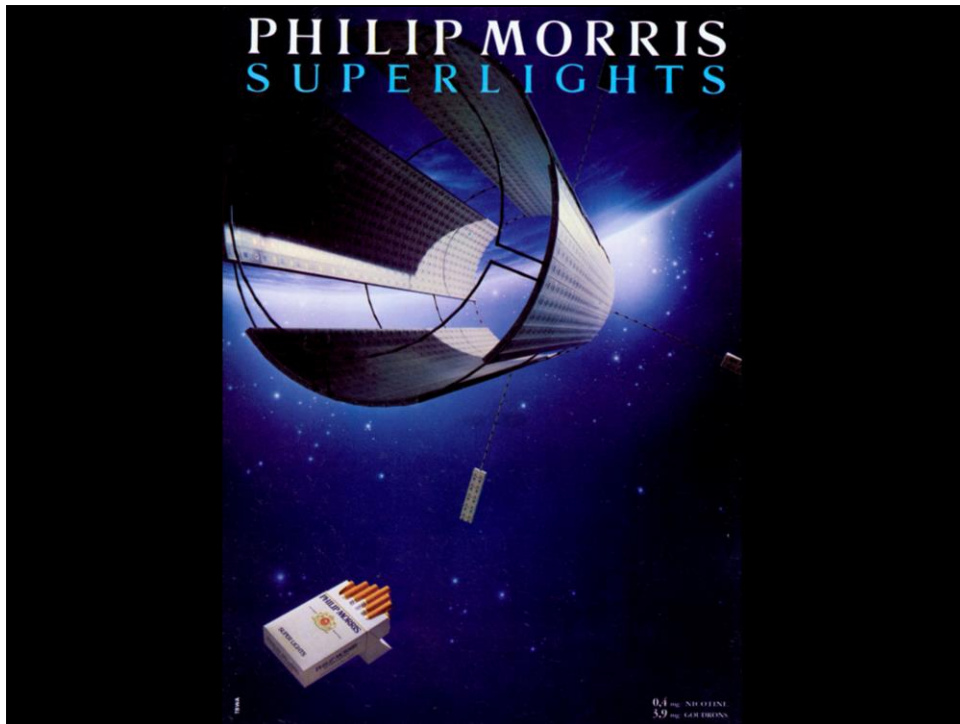


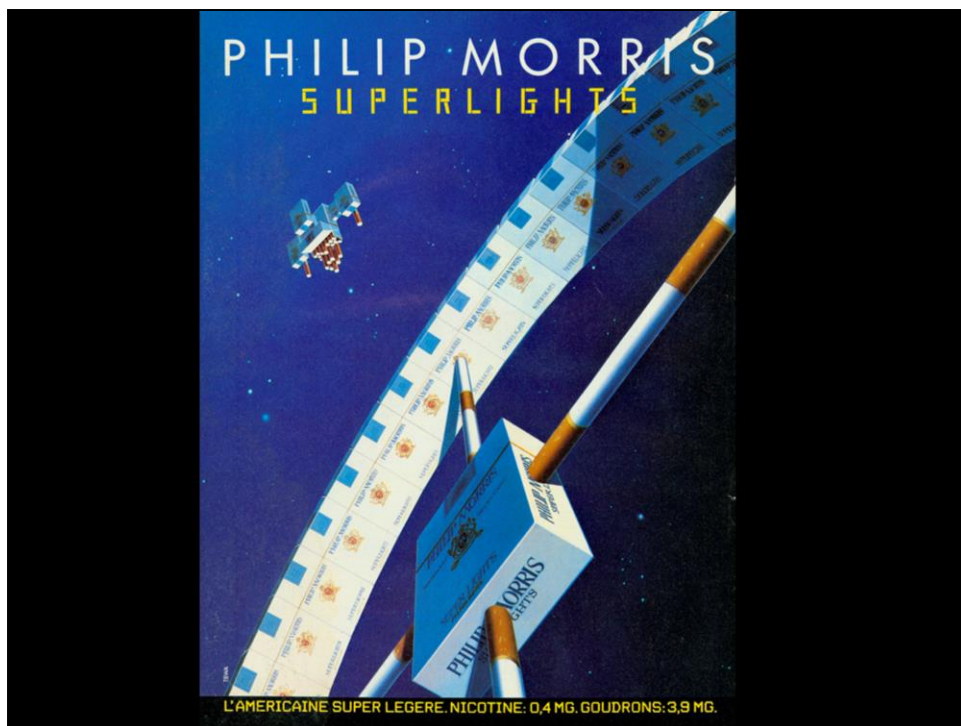




All the World Enjoys A Marlboro









MEN OF AMERICA: THE MISSILE ENGINEER
Lancaster photo— ©1954 Chester Field Advertisers, 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...

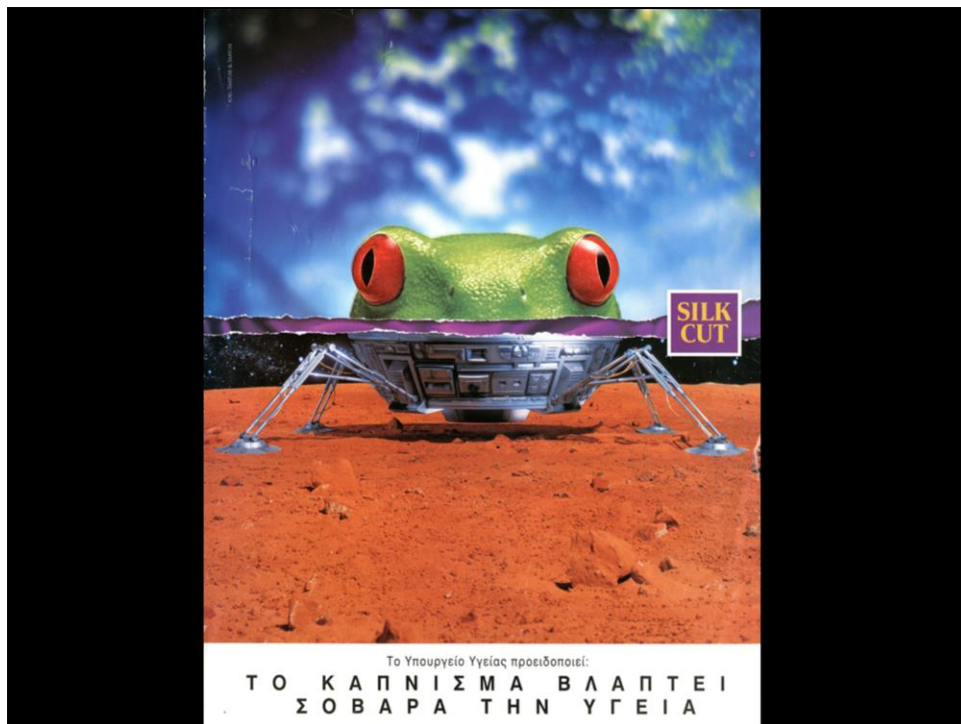
That you're smokin' smoother and you're smokin' clean!

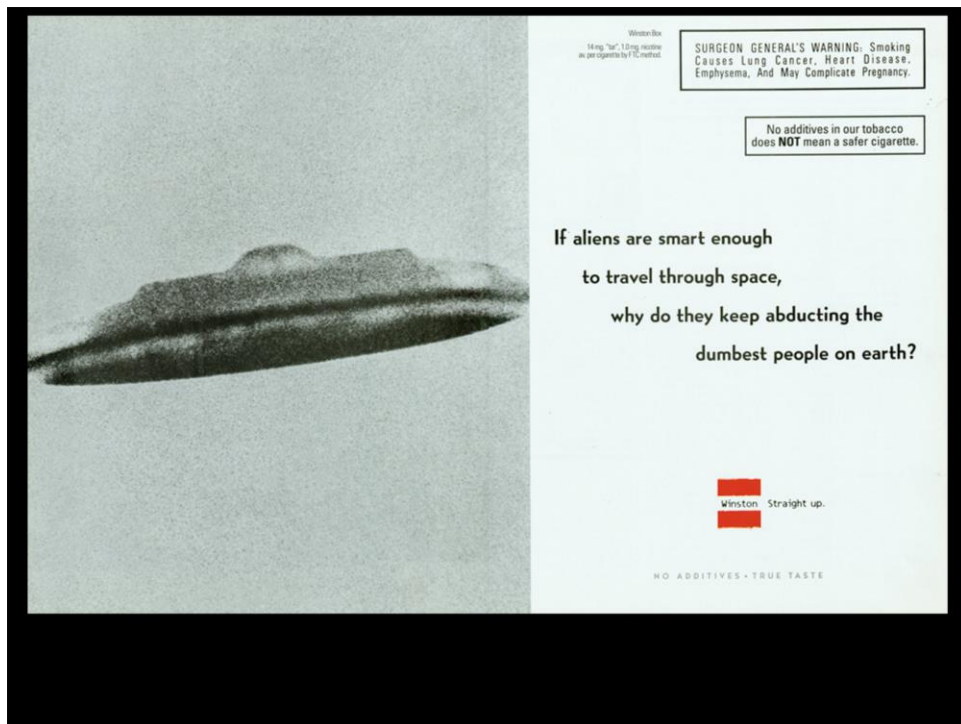
The very best tobacco in the U. S. A. gives you big clean flavor in a big, big way.

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

CHESTERFIELD

REGULAR KING







American Tobacco Contribution to Winning the Cold War.

