

"PARIS ON LOS ANGELES!" In the world of fashion and of Hollywood calls the charming Victor Hugo Bonnamy. And as the dinner enjoy Camels, they himself says: "Our guests know fine tobacco as well as fine foods. They have much Camels the outstanding favorite here."

MISS Wm. HOLLINGSWORTH, JR., of Los Angeles and Palm Springs, remarks: "How natural it is to smoke Camels. Camels stimulate my nerve, really aid digestion."

*— for Digestion's Sake — Smoke Camels —*

**GOLD-CUP WINNER!** George Bell won the famous Gold Cup three times in a row! He says: "I am healthily, smoke Camels, and enjoy good digestion."

**"YOU KNOW** what sometimes and eating fast can do to digestion," says Claire Harrington, newspaperwoman. "Camels make food more hearty and help digestion."

**COSTLIER TOBACCOES!**  
Camels are made from them, MORE EXPENSIVE TOBACCOES—TAMAKA and Domestic—than any other popular brand.

1936

## For Digestion's Sake - Smoke Camels

Scientific studies show clearly the manner in which camels aid digestion.

Experience the sense of well being they bring.



**CLAD IN AN ASSASSIN'S SUIT** (right) — "Pat" Patton looks a little nervous — the long hairs of which reaches the appalling temperature of 1012° Fahrenheit — quickly gets the entire order correct.

"Even after going out on oil-well fires, I can't sleep at night as I want," says Patton, giving words that mean in the picture above. "Probably," he adds, "I have plenty of Camel hands. Camels are right. Smoking Camels helps keep my digestion in proper tune. In my way of thinking, Camels make just the right call-up to a meal — give me a day's worth of being on top of the world. I never could handle this job if I for nearly got the jitters. That's another reason why I smoke in my cigarette. I smoke steady often. And I know that Camels don't get on my nerves."

## FOR DIGESTION'S SAKE... — SMOKE CAMELS!

"I'LL O.K. THAT!" — SAYS "PAT" PATTON,  
STEEL-NERVED OIL-WELL FIRE FIGHTER

**COSTLIER TOBACCOS**

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

Digestion often needs a "lift" too!

Often during a hard, tiring day, smokers pause to get a "lift" in energy with a Camel. And at meal-times Camels offer a helping hand to good digestion. They help you to enjoy your food more. And they increase the flow of fluids — alkaline digestive fluids — that are so vital to a sense of well-being after eating. Make every meal more zestful — more pleasant — by smoking Camels as a regular part of dining. With their mellow mildness, Camels are better for steady smoking. They don't get on your nerves or tire your taste.

"CAMELS ARE GRAND at meal-times," says New York actress, Mrs. Vincent Moore. "I smoke them during meals and after — and my digestion works like a top. Most of the women I know smoke Camels."





1937

## For Digestion's Sake - Smoke Camels

At meal times Camels offer a helping hand to good digestion.

Make every meal more zestful - more pleasant - by making camels a regular part of dining.

**"YOU KNOW HOW one ride feels," says Ed McKee, shown at controls. "I do it all day long. You see, I've found Camels promote good digestion."**

**Sir Hubert Wilkins, the Famous Polar Explorer**  
He has known eternal cold and fought his way up by icy through howling blizzards. He has lived on pemmican and lard. "Where I've gone, Camels have gone," says Sir Hubert. "An explorer needs good digestion," he comments. "In the Arctic, food is monotonous—concentrated. Smoking Camels adds zest to my meals and brings me a great feeling of well-being afterward. Camels are the right!"

**ENJOY CAMELS OFTEN...FOR A CHERRY "LIFT" ...FOR A SENSE OF WELL-BEING...AND**

*"For Digestion's Sake... Smoke Camels!"*

**IT'S not alone what you eat. How you digest it counts a lot. And, day by day, interesting men and women in every level of American life add new experiences, showing that smoking Camels encourages good digestion and a sense of well-being.**  
Camels help in two special ways. Tension is eased. And the flow of digestive fluids—salivary digestive fluids—is increased. Join the Camel smokers! Enjoy Camel's mildness and finer flavor—Camel's energizing "lift" and aid to digestion. Camels are the right!

**HE FORKS MOLTEN STEEL. C. V. Dierksen. "Smoking Camels makes food taste better and act better with me. Camels help my digestion."**

**COSTLIER TOBACCO CO.**  
CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCO—TASTIER AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

Copyright, 1936, R.J. Reynolds Tobacco Co., Winston-Salem, N.C.

1936

For Digestion's Sake - Smoke Camels

Smoking camels encourages good digestion and a sense of well being.

**HIGH-SCORING HOCKEY ACE**

**Herb Lewis of the Detroit Red Wings says: "I go for Camels in a big way!"**  
**T**HE lightning-quick camera eye caught Herb Lewis (above, left) in this starting crouch before the goal. Next split-second he scored! After the game, right, Herb said: "You bet I enjoy eating. And I'll give Camels credit for helping me enjoy my food. Smoking Camels with my meals and afterwards eases tension. Camels set me right! And they don't irritate my nerves."  
 Camels smokers enjoy smoking to the full. It's Camels for an invigorating "fill" in energy. At midpoints it's Camels again "for digestion's sake." Thanks to Camel's gentle aid, the flow of the important digestive fluids—allowing digestive fluids—speeds up. A sense of well-being follows. So make it Camels—the smoking day.

**COSTLIER TOBACCOS**  
 Camels are made from finer, more expensive tobaccos... Turkish and Sumatra... than any other popular brand.

**TUNE IN every Tuesday**  
 Camels are made from finer, more expensive tobaccos... Turkish and Sumatra... than any other popular brand.

**I'VE SMOKED**  
 Camels since they were introduced, says James Goodall, sports writer. "They help me digest well and cover get on my nerves. Camels set between the favorite smoke of athletes."

**MY DIGESTION**  
 keeps on so even here, says George, Chief Engineer, Camp Washington. "Smoking Camels at bedtime and after helps me enjoy my sleep and digest it better too."

**DIGESTION**  
 Goodall would hold it, Dorothy Biddleman, says. "Digging is thrilling, though nerve-shattering at times. Camels set me mild. Wrecking me I say that, Camels help my digestion me usually."

**OPERATING THIS**  
 10-ton motor launch for a man takes his digestion's O. K., says George. "That's why, the digestion's make... smoke Camels... smoke with me I like my Camels."

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

For Digestion's Sake - Smoke Camels

Smoking Camels with my meals and afterwards eases tension.



**11,000 VOLTS**

**What a power-line "trouble-shooter" is up against**

FOR 20 years, Al Telford has been working in a line of high-voltage wires—reporting no more as 100 short circuits per day. Around him—11,000 volts high. A more job than will test digestion if anything will! Here's Al's comment on the subject: "Sure! Working among high-voltage wires—in rain, snow, or heat—in's calculated to help one's digestion. But since I don't give me trouble, I smoke Camels with my meals and after. Camels are me right! They're right down my alley for outside. And no matter how many I smoke, Camels never get on my nerves or tug my stomach."

Make Camels a regular part of your dining. Smoking Camels speeds up the flow of digestive fluids—alkaline fluids. Being mild, Camels are better for steady smoking. And Camels are gentle to your throat.

**HEAR JACK OAKIE'S COLLEGE**

Agile show with "President" Jack Oakie in person. Fun and music by Hollywood comedians and singing stars! Tuesday—8:00 pm E.S.T. 7:30 pm E.D.S.T. 7:50 pm C.S.T. 7:20 pm M.S.T. 7:00 pm P.S.T., over WABC-Columbia Network

**WILDERNESS "MUTS"** "I have my hands full—planting seeds and machines," remarks Mrs. Richard Hare, "When I finished, I smoke a Camel and get the garden's life in energy. And I notice Camels help my digestion too!"

**PRIZES HEALTHY NERVES.** Fred Jacoby, Jr., Nat'l Champion Motor Boat Champion, tells why Camel is his cigarette. "There were a strain on my nerves. I smoke Camels regularly. They're mild—and never get on my nerves."

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

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

1937

For Digestion's Sake - Smoke Camels

Smoking Camels speeds up the flow of digestive fluids.

Think how our nervous, hurried way of living affects **DIGESTION!**

Smoking Camels assists digestion to proceed normally and promotes well-being and good feeling

We live in high gear. So much to do and so little time to do it in! All too often the rush and tension play havoc with nerves and the digestive system. How can one offset the effects of modern living—that's the problem! Here is an interesting, unobtrusive fact: Smoking Camels has been found a definite help in promoting natural digestive action. Steady smoking increases the favorable effects. Camels are supremely mild—never get on the nerves. Enjoy Camels as much as you like... for their good taste and "lik"... for their rare and delicate flavor! Smoke Camels' tender tobacco for digestion's sake—they are just right!

**SHE FEEDS THOUSANDS** daily. Miss Louise Flinn, director, says: "I always smoke Camels. Smoking Camels during meals and after promotes digestion, causing increased flow of the digestive fluids."

**I HAVE TO EAT IN 10** minutes a meal can be nothing around hundreds of feet in the air with my nervous indignation," says Harry Fisher, mail worker. "Smoking Camels helps my digestion."

**COSTLIER TOBACCOS!** Camels are made from the most expensive tobaccos—Turkish and Domestic—than any other popular brand.

**THE TERRACED MARINE DINING ROOM** of the Edgewater Beach Hotel in Chicago's famous "Gold Coast" "There who like an interesting feast... at home... with music... and get companying... after appropriate Camels for their aid in digestion. Camels make food taste better—help you to enjoy it more. "Good times and good values go together," says Paul, maître d'hôtel of the Marine Dining Room, famous restaurant of Chicago's elite. "Here, where fine foods are prepared and served for those who like the best—our many of our guests smoke Camels. They are immensely popular."

*For Digestion's Sake* *smoke Camels*

Copyright 1936 by J. P. Harcourt, Incorporated, New York, N.Y.

1936

Very much in the news of the society set in Mrs. Alexander Black, daughter of a family that has been prominent in California since the early Spanish settlements. This is her latest guest, a study by Horrell.



Mrs. Alexander Black  
of Los Angeles  
recalls with pleasure:

Lazy days at Del Monte...casual, informal house parties at her husband's Santa County ranch...the season's amusing new evening jackets...Lobster Thermidor...charity work...up-country hunting and fishing, dashing East on holidays...dancing the tango...attending the important film premieres in Hollywood...gathering a gay crowd about the theatre for a midnight snack from the chafing dish...perhaps sweetenings in cream with chopped almonds...Milk Toast...cherry...coffee.

And always within reach...Camels. Camels are a very important item in the success of this clever hostess. "For me and for most of my friends, Camels are a natural, necessary part of social life. Camels add a special zest to smoking," says Mrs. Black, "and they have a beneficial effect upon digestion. They give one—how shall I say it?—a sense of well-being, a comforting "lift," that is easy to enjoy but hard to describe."



The Terrace Room, Waldorf-Astoria Hotel, New York, where you see Los Angeles and New York too! John Gray, maître d'hôtel, says: "The Astor-Waldorf's discriminating clientele prefer fine food and fine tobacco. Camels are an outstanding favorite at our tables."

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

|                                       |                                      |
|---------------------------------------|--------------------------------------|
| MRS. NICHOLAS BIRCH, Philadelphia     | MRS. CHEWELL GURNEY LANGHORN, Eugene |
| MRS. WAREY BIRD, Richmond             | MRS. LOUISE BORGAN, New York         |
| MRS. POWELL CARTER, Boston            | MRS. NICHOLAS G. PENNOCK, St. Louis  |
| MRS. DORRIS DE CARVILLE, St. New York |                                      |
| MRS. J. GARDNER CHURCHILL, St. Boston | MRS. LANGDON WHITE, New York         |
| MRS. GEORGE AL FORT, St. Philadelphia | MRS. ANNE C. ROCKEFELLER, New York   |
| MRS. BRIDGES LEE BOWMAN, New York     |                                      |

**Both a pleasure and an aid to digestion: Smoking Camels!**

One of the happiest experiences of daily living is smoking Camels. Their grateful "lift" eases you out of a tired mood...their delicate flavor always intrigues the taste. Meals become more delightful with Camels between courses and after. They are a restorative flavor...and lend their subtle aid to

good digestion. For Camels stimulate the flow of digestion fluids, bringing about a favorable alkalizing effect. Camel's costlier tobaccos do not get on your nerves or tire your taste. They set you right. Make it Camels from now on—for pleasure...and for digestion's sake!



**COSTLIER TOBACCOS: CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS...TURKISH AND DOMESTIC...THAN ANY OTHER POPULAR BRAND.**

— for Digestion's sake... Smoke Camels

1936

For Digestion's Sake - Smoke Camels

One of the happiest experiences in daily living is smoking Camels.  
Meals become more delightful with Camel between courses and after.

*For Digestion's Sake — smoke Camels*



**664 PARACHUTE JUMPS—**  
the amazing record of Joe Crane  
(below). He says: "I'm a hearty  
eater. Camels help me get more  
enjoyment. They stimulate my  
digestion—set me right!"



**STUDYING** the effect on digestion of smoking Camels (above).  
Hurry and worry slow up the flow of digestive fluids. Smoking Camels  
restores and increases this necessary flow. Try Camels yourself.

**CAMELS** *Costlier Tobaccos!*

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



**A RARE PLEASURE.** At the left—usually dinner, enjoying the continental cuisine at Jacques French Restaurant, a nationally famous eatery in Chicago. Here it is that soft light and imperishable service give the perfect setting for such dishes as baked Camels in a Japane and other specialties of the house. And Camels add the final touch to dining. "Camels are most popular here," Jacques here will confess cheerfully. "They are clearly the favorite with those who know fine living."

**Smoking Camels a Pleasant Way to Ward Off Effects of Worry and Stress on Digestion. Camels Set You Right!**

Machinists days are tense and trying. So much to do. So little time. So many responsibilities and worries. Nerves get "wound up." Digestion slows up. Hungry, weary, and strain tend to interfere with normal processes of digestion.

It is a scientific fact that smoking Camels helps to keep digestion on its proper course, restoring and increasing the flow of fluids to necessary to good digestion. You wear a comforting "lid" and feeling of well-being as you enjoy the delicate fragrance of your Camel.

Camels open a new world of pleasure. The fine, more expensive substances in Camels insure a superb satisfaction, a flavor known by connoisseurs to be unequalled. You can smoke Camels readily. The machine blend of Camel's cooler substances never gets on your nerves or into your taste.

**MRS. HAL LEE**, pictured here in the kitchen, says: "When my husband, dentist, housework, and playing tennis on some two—'it's hard on digestion. I smoke Camels to help keep my digestion in healthful working order."

**THE FLAVOR** of the rolling cigarette is a temperature of 750° Fahrenheit. But better, never walks, never "Smoking Camels during and after meals helps my digestion. Camels taste mild and rich."

**THE WINNER:** Kelly Peltis (shown) takes the 1934 Indianapolis Speedway classic. Peltis says: "Smoking Camels—during and after meals—gives a long way in helping to keep my digestion in good shape."



**COSTLIER TOBACCOS**

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

1936 May 9



# High-Speed Living *Taxes Digestion*

Smoking Camels found to have a positive beneficial effect upon Digestion...

Our modern "on-and-off" way of living is hard on digestion. Experiment with indulgence are all too common! Hence unusual interest attaches to the following facts: that smoking Camels has been found to have a marked beneficial effect on digestive action. You'll find Camels milder too, more delicate in flavor, packed with the rich enjoyment of choice tobaccos. You'll find them truly, Camels never tire your taste. Turn to Camels for digestion's sake...for the pleasure to be found in Camel's excellent tobacco. Camels are you right!

**THE RUSH HOUR.** The moment the clock strikes as to the toll is no change in enjoy food. Camels help the stomach after, during and after meals, of adding and promoting digestion.

**A SENSATION!** Henry Tall Swenson, 34, an energetic working champion. Swenson says: "I've experienced that smoking Camels after meals and between meals aids digestion."

**LESTER STOEVEN,** soccer champion, says: "Camels help food to digest easier. Being at odd hours and places—in different parts of the country—I smoke Camels for digestion's sake."

**OTIS BARTON,** during a recent episode of the "backlog," says: "Smoking Camels after meals and between meals aids digestion."

**NEW YORK'S GLAMOROUS Hollywood Boulevard.** "Camels have long been a favorite with us here," says Joe Moran, famous entrepreneur, who proclaims over the gay scene above: "when dinner back to enjoy too fast!" he'll look over the crowd, I see Camels on lips of sales. We've found the reason comes through giving people the best. The fact that Camels have become delicious and people prefer Camels shows that they appreciate the same policy in other lines too."

**TUNE IN!** Camel Camels, and Walter "Camel" • Great Song • Ted Hodge • Give time and love to your Camels

**Costlier TOBACCOS!** Camels are made from pure, more expensive TOBACCOS in Turkish and Domestic — than any other cigarette brand.

**For Digestion's Sake** *smoke Camels*

1936



*For more information contact the Archives Center at [archivescenter@si.edu](mailto:archivescenter@si.edu) or 202-633-3270*

**LOS MEYER—WINNER OF THE INDIANAPOLIS AUTO CLASSIC—AFTER ZOOMING ACROSS THE FINISH LINE!**  
A quick smoke break is not hard and his Camel is the only, Los shows little of the strain of the winning, burning 300-mile grind... it's been behind the wheel of a speed hulk, with every muscle and nerve taxed to the limit. Here is an apt example of how Camels aid digestion and encourage a sense of well-being. In Los Meyer's own words: "After all that speeding, I'd find it so Camels for seeing my digestion so right! They make my food more tasty and help me to digest more. As long as I have a Camel, I know I'm headed for a feeling of well-being. I'd say that Camels are my right!"

OTHERS HAVE FOUND THAT GOOD DIGESTION AND A SENSE OF WELL-BEING ARE ENCOURAGED BY CAMELS... SO

*"for Digestion's Sake — Smoke Camels"*

**NEW YORK SUBWAY MOTORMAN** tells of his experience: "I smoke Camels every chance I get for a smoke," says Charlie Smith. "I like Camels at my meals especially. I see what I want... when I want it... and then smoke Camels."

**NEWS BAWE**, Press Editor, reporter, says: "Harris, Harris, here's what's the life of a newspaper man. That's one of the very good reasons why I smoke Camels. It's really the way Camels help my digestion—make my food more tasty and so better. Camels are soldiers and they don't flinch my nerves."

**Good digestion and good feeling, helpful allies for every one, promoted by smoking Camels**

It's the experience of Los Meyer that, even after hectic work, digestion goes along more smoothly when he smokes Camels. People in every walk of life... men and women... agree that Camels ease strain and encourage digestive well-being. Camels are your right!

This is a fact you may discover yourself. Smoke Camels at mealtimes. The enjoyment of smoking Camels is followed by increased flow of the digestive fluids... stimulates digestive fluids... an incentive to proper nutrition. Mild, invigorating, refreshing Camels add to your enjoyment at mealtimes or at any time! Make Camel your cigarette. Finely packed—no loose particles. Camels never tire your taste or get on your nerves. They bring a "cherry" "low" when you need it most.

**COSTLIER TOBACCOS!**

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

THE SATURDAY EVENING POST June 6, 1936



**UNDER THE BIG TOP** Great life past performers on their own. Yes, working like Doolittle, holder of Ringling Bros. Circus, you marvel at her grace and daring. Overcome your Camel! She'll show you "The showman's Camel" and I wonder if I want anything I can't get. Camels make headwork better and digest easier. Camels have a real flavor!



**BEHIND THE SCENES IN THE BROWN SHIRT** The chef's putting the final touches on a lobster Thermidor, while the famous props the glowing stars of Hollywood gather to chat...in fact, and to enjoy Camels. Many famous and famous have been seen in The Brown Shirts. And some in these pictures here that "For Digestion's Sake...Smoke Camels." In the glamorous life of Hollywood, Camels give a special gift. The millions and tens of millions of dollars have been made Camels at wonderful parties. As Mr. Robert H. Galt, the man behind The Brown Shirts, says and has at one time or another to every great personality in Hollywood, remarks: "Camels are the choice of the majority of our people."

*for Digestion's sake  
...Smoke Camels*



Smoking Camels stimulates the natural flow of digestive fluids...increases alkalinity

Life sometimes proves to us hard that we feel too worn-down fully to enjoy eating. Science explains that heavy, mental strain, and constant tension reduce the flow of the digestive fluids. Evidence shows that smoking Camels increases the flow of digestive fluids...stimulates digestive fluids...accelerates the enjoyment of food and so good digestion. No wonder—when you enjoy Camels with your meals and afterwards—you experience such a feeling of cheer and well-being!

Camel's rich and creamy substances are mild beyond words. Enjoy Camels usually—each meal—any time—for their charming "taste"...for their aid to digestion—for the pleasure they bring. Camels are just right! And never jangle your nerves or tire your taste.

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

**COSTLIER TOBACCOS!**

1936 Jun 6

## Thanksgiving Dinner

...and then the peaceful feeling that comes from good digestion and smoking Camels!

**GET TO A GOOD START**—with hot spiced mince soup. And then—for digestion's sake—smoke a Camel right after the soup.

**THE MAIN EVENT**—The time-honored turkey of our forefathers—done to a crisp and golden brown—and flanked by a mountain of rich cranberry jelly. Be all smiles today a second helping. But before you do—smoke another Camel. Camel's ease soothes. Speeds up the flow of digestive fluids. Insures digestion. Help your digestion to run smoothly.

**SOUSE PRIZE**—First—for the very refreshment of a Waldorf salad—then come again, for the share pleasure of Camel's cooler tobacco. This double prize clears the palate—and sets the stage for dinner.

**SO TO A HAPPY ENDING**—over coffee and your after-dinner Camel. Enjoy Camels—every meal—every occasion—and after eating—and you are back to your true feeling on top of the world.

**WHAT WILL YOU HAVE FOR DESSERT?** Roasting in a circle, there's Boston Pumpkin Pie. Mince Pie if it suits—then add with indulging icing—a piping hot Plum Pudding—and Camels to aid the final touch of comfort and good cheer. For when digestion gives you smoothness, you experience a sense of ease and well-being.

**FOOD EDITOR**—Miss Dorothy Malone says: "My experience is that smoking Camels with my meals and afterwards builds up a sense of digestive well-being."

**"THE BEST MEAL I ever ate would be a disappointment if I couldn't enjoy Camels,"** says William H. Ferguson, salesman, "Camels and digestion. There's nothing like Camels to set you right."

Roll down the line—don't enslave living on "atom ration" to the millions of men and women who'll enjoy a big Thanksgiving dinner—it is agreed that Camels are you right! You enjoy food more—have a feeling of ease after eating when you smoke Camels between courses and after meals.

Enjoy Camels all through the day. Camel's cooler tobacco soothes and eases. Steadily smokers say that Camels never tire the taste or get on the nerves. And when you're tired, try this: get a "fill" with a Camel!

**COSTLIER TOBACCO**

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

## FOR DIGESTION'S SAKE—SMOKE CAMELS

1936



**"AFTER RIDING HERD** from sun-up to sun-down, the chuck-wagon looks mighty good to me," says Fred McDaniel (above, also right). "But I wouldn't enjoy my 'chuck' half as much without the pleasure I get from smoking Camels with my meals and afterwards. After a good meal and Camels I feel plenty O.K. Camels set me right! And they never get on my nerves."

## "For Digestion's Sake Smoke Camels!"

**"MIGHTY GOOD ADVICE," SAYS THIS  
HARD-RIDING TEXAS COW PUNCHER**

Copyright, 1936, W. D. Burroughs Tobacco Company, Winston-Salem, N. C.





**COSTLIER TOBACCOS**

CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS  
—TODAY AND DOMESTIC— THAN ANY OTHER POPULAR BRAND

Smoking Camels, you enjoy a sense of ease while eating, and afterwards too!

**W**HAT Fred McDaniel says about Camels is backed up 100% by bushwhacker "Iron Man," Lou Gehrig—by Frank Buck, of "Bring 'Em Back Alive" fame—by Eleanor Tennant, outstanding woman tennis coach—and by millions of other Camel smokers in all walks of life. Enjoy Camels at every meal. They speed up the flow of digestive fluids. Increase alkalinity. Help you enjoy food. Camels set you right!



**BUSY SECRETARY.** "I smoke Camels," says attractive Joselyn Libby. "Camels put more fun into eating and smoking too. So many girls smoke Camels."

1936

**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 ROW** 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-Landover, Fayette    |
| Mrs. Alexander Black, Los Angeles         | Mrs. Roger 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. Gardner-Carlisle, 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 TOBACCO...  
Turkish and Domestic...  
than any other popular brand



**Deep in the jungle fastness  
of Central America amid  
the ruins of a lost city . . .**

Lieutenant T. K. Gatewood (right) has headed expeditions to Tibet, Kamboja, the Andes, and the lost cities of the ancient Mayas. He likes Camels as one of the necessities on the trail. "Getting good water and food is a daily problem," says Gatewood. "As long as I'm in the jungle, I'm thirsty. I've found that smoking Camels—no matter where, when, or how I use—is an aid to my digestion. Camels cost me less and give me a lift in energy when I need it most. After a day of tough going, with no more than a few miles left, I look forward to the taste of new Camels. Camels never get on my nerves."



**Good digestion helps bring a sense  
of well-being and contentment—so**

## FOR DIGESTION'S SAKE SMOKE CAMELS

**COSTLIER  
TOBACCOS**

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





**THIS "CO-OP" RATE: "CAMELS GET ME  
RIGHT!"** Mental work often has an  
effect on digestion too," adds Miss  
Josephine O'Neill—photographed by  
the cameramen on her way to a lec-  
ture. "During meals Camels are a big  
aid to digestion. After meals they  
make food seem twice as good."

**A FLUENT DISPATCHER needs to be on  
the alert. "I often eat my meals right  
on the job," says H. G. Andrews,  
TW A flight dispatcher at the Newark  
Airport. "And always smoke Camels  
with my meals and after. Camels help  
my digestion before, after. Being  
mild, Camels don't get on my nerves."**

1936

THE SATURDAY EVENING POST

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

"That tells one big reason why I smoke Camels," says SIG BUCHMAYR, skiing wizard

THERE are many hazards to skiing," cautions Buchmayer, "one of the most serious is a difficulty in jumping over a rocky ridge. Skiing takes a healthy set of nerves and good digestion. I smoke Camels a lot. I know they don't get on my nerves. And they help my digestion. Camels and food are always in the same picture when I'm concerned. I wouldn't enjoy my meals as much if I couldn't smoke Camels at my meals and afterwards. Camels are my right! Lighting up a Camel seems to give me new 'zip'."

Vigorous, active people—in sport, society, and the world of work—count on healthy nerves and proper nutrition to see them through. Take your cue from them and make Camel your cigarette. Camels are you right!



WHEN YOU SMOKE CAMELS at your meals and enjoy more Camels afterwards, digestion gives a welcome "hi." The flow of digestive fluids—the alkaline digestive fluids so vital to proper nutrition—speeds up. Stress and tension are banished. And you have a delightful sense of digestive well-being. Camels are better for steady smoking. They don't get on your nerves—don't your nerves—our nerves sensitive disease.

CHAMPION GOLF BRIDGE MASTER, Alice Greenough's digestive nerve sends her body ready, powerful and joyful. "I smoke Camels," says this attractive modern star. "In fact, Camels are one of the big pleasures in my life. The digestive tube—smoke Camels—stands with me at every occasion."




**COSTLIER TOBACCOS**

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

1937

*Louise Knight Weygard*  
AMERICA'S PREMIERE  
MERMAID

**Holds 7 world's Records**  
IN  
SPEED SWIMMING  
300 yards - 440 yards - 500 yards  
100 meters - 200 meters - 1500 meters  
and 1 mile  
plus 18 United States Championships

OTHER coffee and hot after-dinner Camels, Louise says: "For digestion's sake—smoke Camels is a rule with me. Camels help me enjoy my food no matter how tired or tense I may be. Camels are the right! I smoke them as often as I wish, and always with keen enjoyment." Because

Camels are so mild, you can enjoy them freely. At meal-times, Camels encourage a free flow of digestive fluids—alkaline digestive fluids—and lend a helping hand to good digestion. Camels give you a "lift" in energy. And they don't get on the nerves or irritate the throat.

**NO LET-UP**—"My work is a dependant more upon it all hours and hours," says Miss Lou Gray. "A quick fix is often all I have time for. So I smoke Camels. Thanks to Camels—my digestion runs smoothly."

**HUNT WILD GAME** with love and nerve. "It calls for healthy nerves," says L. E. Bessette. "It's no wonder I smoke Camels. Camels help me relax. At meals for the past 5 years, I have smoked my Camels."

*Camel*  
Tobaccoes  
Camels are made from the finest TOBACCOES... Turkish and Domestic... from any other popular brand.

**For Digestion's Sake  
Smoke Camels**

Copyright 1937 by J. B. Harrell, Inc., Winston-Salem, N.C.

1937

**SPRINGBOARD ART.** Joe Favara Marcho, of Chicago, says: "Normally, I think good digestion is important. The moments of competition and all the changes of diet when traveling are liable to be upsetting. When I smoke Camels at luncheons and dinners, I find that my digestion runs smoothly." The best of meals digest easier when you have an abundant flow of digestive fluids—abundant digestive fluids. Smoking Camels encourages this flow—helping you enjoy a sense of well-being.

**THREE-TIME OLYMPIC WINNER** in the spectacular high dive, Dorothy Peterson Hill, of Los Angeles, expresses Camels' aid to her. "As an athlete," she says, "I prefer Camels because they don't get on my nerves. And, like so many other women, she adds, "I like Camels' delicious flavor."

**WHAT SOME OF AMERICA'S AQUATIC STARS SAY ABOUT SMOKING...**

**(Left) LENORE KENT WILKINS**—a champion of champions, the two-time 1936 World's Records—10 Nat'l Records—in speed swimming. Lenore comments on smoking: "Camels are certainly mild on smoking. They never irritate my system. I think it is grand when I relax after a strenuous swim, to get a 'fix' with a Camel!"

**(Right) HAROLD "BUTCH" SMITH**, who holds Olympic diving championships, says: "The brand gives pleasure in Camels. I'm glad to discover that a Camel restores my energy after strenuous work. There's no doubt in Camels!"

**(Left) PENE DELANDER**—Internationally famous diver—speaking: "Divers and swimmers like a mild cigarette that doesn't upset their nerves. That's why I prefer Camels. They're so mild I can smoke as many as I like. Camels never give me indigestion—they're made from fine, more expensive tobacco. Yes, I'd wish a mile for a Camel!"

**MISSING BOARD MEMBER** in a speed swimming equipture doesn't desert Miss Gloria Winslow. After a meeting of swimming on the board, she's eager for lunch. "And she says, 'I always think of smoking Camels and eating as going together.'"

**MILLIONS MORE FOR COSTLIER TOBACCOS!**

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

**FOR DIGESTION'S SAKE — SMOKE CAMELS**

1937

**WORLD'S CHAMPION HIGH-DIVER...**  
 SOME OF HER TITLES: NATIONAL HIGH-DIVING CHAMPION (55 FT. TOWER)  
 FOR 4 YEARS... U.S. NATIONAL SPRINGBOARD CHAMPION  
 WINNER IN 3 OLYMPICS

"I put great emphasis on good digestion," says Dorothy Peyton Hill, Camel Smoker.  
 "It's a long way down when I dive from the high board," Dorothy continues, "and if you add all the spins and twists I do—you can see why I enjoy Camels 'for digestion's sake.'"  
 "Medicine (right) and between meals, too," Dorothy professes Camel's mildness. "I'm always in training," she says, "and I smoke whenever I want to. I've found that Camels never jangle my nerves, upset my stomach, or figure my physical condition." By speeding up the flow of digestive fluids and relieving ailments, Camels give digestion a helping hand. Take your cue from the steady smokers. Make it Camels! They set you right!

**"JACK BAKER'S COLLIER"** It gets down with Jack Baker in person! Baker (right), "The Big Boy" (left), "The Big Boy" (right), and "The Big Boy" (left) are the only ones who can get down with Jack Baker in person! Baker (right), "The Big Boy" (left), "The Big Boy" (right), and "The Big Boy" (left) are the only ones who can get down with Jack Baker in person!

**INFORMATION WANTED QUOTE!** Ray Jones puts in long hours answering questions in Great Camel Cigarettes, New York City. "A sure-making job," he says. "I'm a pretty good hand with the facts and facts, smoking Camels with much and afterwards keeps my digestion on the right track."

**LEON TERRY MEAL and Camels.** Camels are the only ones who can get down with Jack Baker in person! Baker (right), "The Big Boy" (left), "The Big Boy" (right), and "The Big Boy" (left) are the only ones who can get down with Jack Baker in person!

**COSTLIER TOBACCOS**

**FOR DIGESTION'S SAKE—SMOKE CAMELS**

1937

FOR DIGESTION'S  
SAKE...  
SMOKE CAMELS

**"That's what I do—and my digestion goes along O.K.,"** says Glenn Hardin, world's record holder—champion hurdler—and Olympic winner



**"I'M A GREAT BELIEVER** in the way Camels help to ease stress and tension," says Glenn, one of America's great athletes. "It's no wonder Camels are the favorite cigarette of athletes in many lines of sport. Take my own case. It wouldn't do me much good to eat and not digest properly. So I smoke Camels with my meals and after for digestion's sake. Camels give me an invigorating 'lift' when I need it most. And Camels are mild. You'll notice, the same as I do, that Camels don't get on your nerves."

Around the clock—Camels are you right! Choose Camels for steady smoking—they don't get on your nerves—or irritate the throat.



**Enjoy the grand feeling of well-being that comes after a good meal...and plenty of Camels**

Even that lousiest feeling of rest—no work—while at mealtime—light up a Camel. Fatigue and irritability begin to fade away. At the first few fragrant puffs, the flow of digestive fluids—abundant digestive fluids—speeds up. You get in the right mood to enjoy eating. Camels at mealtime and afterwards help to keep digestion on its proper course. A sense of well-being follows. You'll welcome Camels between meals too! They bring an invigorating 'lift' in energy and brightness just when you need it with the enjoyment of comfort tobacco.

COSTLIER  
TOBACCOS

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




**MRS. ANTHONY J. DREXEL 3rd** of the famous Philadelphia family, has won international recognition for her charm and grace as a hostess. "Camels are a bright spot in my entertaining," she says. "I think a meal is not complete without Camels. Camels make food more enjoyable—encourage a pleasant sense of well-being. And Camels are so mild—so gentle on my throat that I smoke as many as I like. They never get on my nerves."

Copyright, 1937, R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, North Carolina

1937



DEEP INTO THE BIG WOODS on a hunting trip. No tenting here, no "fluffy" White—Moose Hunter Gills—makes more camp and serves up hours, Johnny, take and coffee has from the campfire, winding up with Camels all around. Heavy outdoor appetites welcome the sense of digestive well-being that smoking Camels encourages. As "Buddy" says: "Anything that goes into the woods with me has to earn its way. Camels more than earn theirs. I've lived on one meal a day—just dried meat and water at that—and I've dined on the best that the State of Maine offers—but no matter what I'm eating, it always seems better and digests better when I smoke Camels."



WHEREVER...  
WHATEVER...  
WHENEVER  
YOU EAT—

*For Digestion's Sake...  
Smoke Camels!*



*Cottler Tobacco Co.*

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

Smoking Camels encourages a proper flow of digestive fluids...increases alkalinity...brings a sense of well-being

YOU eat over a thousand meals a year! Food is varied. Place and time often differ. Sometimes you are free of care—at other times, worried and tense. Yet, thanks to Camels, you can help digestion meet these changing conditions easily. Smoking Camels speeds up the flow of fluids that start digestion off well and keep it running smoothly. Tension eases. Alkalinity increases. You enjoy your food more—and have a feeling of greater ease and contentment after eating. Midtime or any time—make it Camels—for digestion's sake, for Camels' invigorating "bite" for midtime and fine flavor. Camels do not get on your nerves.



ROUTES 100 TRAINS A DAY. H.W. Wright, movie director, says "I smoke Camels and here I can count on good digestion!"



GLIDER CHAMPION. Mrs. D. Halden says "A few Camels, and I eat with more relish and feel clean and at ease afterward!"

Need Date

*For more information contact the Archives Center at [archivescenter@si.edu](mailto:archivescenter@si.edu) or 202-633-3270*

**NEWS BREAKS! HE FILMS IT...**

HISTORY is in the making. And the newest cameraman is on the job—hundreds of clapper and clapperboards. Behind the camera is actor Al Riegman. "I count on healthy nerves and good digestion to see me through," he says. "So I smoke Camels. They don't

jangle my nerves. And they give me a feeling of well-being as machines..." You, with mild, low-tar Camels, digress yourself to a smooth start! Smoke Camels and the flow of digestive fluids speeds up—blazingly fast! As smoky smokers say: "Camels are you right!"

(Copyright © 1977, R.J. REYNOLDS TOBACCO COMPANY, Winston-Salem, North Carolina)

**CHAMPION PISTOL SHOT:** Miss Delores Bruce of the Empire State is used again and again at its parks. "Camels came because," she says, "my digestion never let me get along more smoothly and I got better enjoyment out of life."

**"I DON'T HAVE much time for eating," says H.J. Harlow, bus owner manager.** "But I've found a great way to aid digestion...if Camels like road wouldn't be complete without Camels. They help me food onto night."

**COSTLIER TOBACCOS**

Camels are made from finer, more expensive tobaccos.  
Turkish and Connecticut... than any other popular brand.

**PICKER in America's No. 1 long reach, Johnny Bate gives the nation such a smile when he says: "I believe that smoking Camels is a good way to ease of mind. And besides, I get great emphasis on good digestion—no matter how close Camels."**

**TUNE IN EVERY THURSDAY NIGHT—Blue Jay Radio's Collier—"a full hot picture of the latest news stories, sports, music, and anything else topical or interesting around town." Thursday 10:00 p.m. to 11:00 p.m. K.C.B.T., 1200 p.m. to 1:00 p.m. P.M.T., and 9:00 p.m. Canadian Network.**

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

Need Date



**AROUND THE WORLD IN 14 DAYS.** "It was a breathless dash," said Miss Dorothy Kilgallen, famous girl reporter, back at work (above) after finishing her assignment to circle the world by air in record-breaking time. (Right) Her exciting arrival at the Newark Airport. "I searched inside anywhere," she says, "and all kinds of food. But Camels helped me keep my digestion turned up. I'll bet on them any time—for millions, for their delicious flavor, and for their cheery 'id.' Camels set me right!"

**For Digestion's Sake...  
Smoke Camels**

"I'll back that to the limit," says Miss Dorothy Kilgallen, spunky globe-circling girl reporter

**HEALTHY** nerves and good digestion enable you to glide over trying incidents and get the full enjoyment out of working, eating, and playing. No wonder that so many who make their mark in the world today are steady Camel smokers!

At mealtimes—enjoy Camels for the aid they give digestion. By speeding up the flow of digestive fluids and increasing alkalinity, Camels contribute to your sense of well-being. Between meals—get a "lift" with a Camel. Camels don't get on the nerves, or irritate the throat. Join the vast army of smokers who say: "Camels set me right!"

COSTLIER  
TOBACCOS




"MY BUSINESS MAKES me careful about my digestion," says B. C. Simpson, oil-well shouter. "I find Camels put a happy mood just when I need it."



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

# A man is happier when his digestion is working smoothly

Illustration, left, A. J. Bannett. Photographs, top, right, bottom, from Gooding.



**THE WOMEN FOLKS LIKE TO** see the men enjoy 3 hearty meals a day—365 days a year—without regrets after eating. Some days are busied in feeding a time killing child, some, or worried in a way that interferes with good digestion. That's when a fellow specially well-known Camel's a heavy pull. For when you smoke Camels at meal-time and afterwards, tension, stress, food tastes good, and digestion is stimulated. So smoke Camels and enjoy your meals.

**Camels help digestion in a special way**

**H**EARTY meals and Camels go together! Smoking Camels is as good as good digestion. It speeds up the flow of digestive fluids—increases alkalinity—helps you follow up a hearty meal with a sense of digestive well-being. So how much better your food tastes—how much more you enjoy it—how comfortable you feel—when you smoke Camels? "For digestion's sake," Camels set you right! And, of course, when you feel tired—got a welcome "fill" in energy with a Camel. Camels are made from fine, more expensive tobaccos. Camels are so mild—better for steady smoking. Enjoy Camels freely at mealtime and afterwards—they don't jangle the nerves or fire your taste!



**AN OIL WELL FIRE. FIGHTER:** "For Penn Grady, there's nothing a sandwich after getting out a few '75 always smokes Camels—they help keep my digestion in proper trim," says "Pat." "And Camels don't get on my nerves."



**FAMOUS BOXING COACH:** Johnny Hollo (left) says "My cigarettes is Camels. I like smoking my Camels with my meals and after. Camels help my digestion just fine. That's I have a swell sense of ease and well-being."




**"I EAT HEARTILY—** usually twice," "Sporting-Kentucky carpenter (above). "I enjoy Camels all I want and I enjoy my meals more when I smoke Camels at mealtime. I'm convinced they help my digestion."



**RADIO'S NEW SMASH HIT**  
"Squak Squak's College"

The famous Jack "Squak" College, who starred in the famous "Squak Squak's College" radio show, says "I smoke Camels and I like them very much. They are a real treat and I like them very much. They are a real treat and I like them very much."



**COSTLIER TOBACCO'S!**

Camels are made from the MOST EXPENSIVE TOBACCO'S—tasteful and carefully blended—more an other popular brand.

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



**MY LIFETIME OF ADVENTURE** By A. HYATT VERRILL

VERRILL'S TRUSTY MACHETE  
NEW IN ITS FOURTH YEAR OF SERVICE

EXPLORING PUTS A MAN'S DIGESTION UP AGAINST MANY DIFFERENT OBSTACLES. ONE I REMEMBER VIVIDLY. IT HAPPENED IN THE LITTLE WEST INDIAN ISLAND OF ROMANICA. I HEARD THE CAJIBO SPEAK OF A MYSTERIOUS "BOILING LAKE"—I WENT TO INVESTIGATE. OUR PATH LED OVER A VOLCANO'S CRATER—

HEY, THAT BOILING GEYSER POPPED UP ONLY A COUPLE OF YARDS AWAY

STEP GINGERLY. THE CRUST OF MUD IS ONLY 2 INCHES THICK. IF YOU STAY TOO LONG IN ONE SPOT IT'S GOODBYE

—THEN ON THE BOILING LAKE

THIS OLD VOLCANO SURELY PICKED THE WRONG MOMENT TO ERUPT. ANOTHER SECOND AND THIS BOILING WATER WOULD HAVE SWAMPED US

I DON'T WANT TO DO THIS AGAIN...

ANOTHER NERVE-TENSING EXPERIENCE! I WAS HUNTING. MY HORSE SUDDENLY REARED AND PLUNGED IN TERROR. FROM OVERHEAD A GIANT JAGUAR STREAKED AT ME—CLAW'S OUTSTRETCHED. THERE WASN'T TIME TO DRAW MY GUN. I HAD TO SAVE MYSELF WITH MY MACHETE... WHAT AN EXPERIENCE!

YET THAT NIGHT I ENJOYED MY MEAL

LOOK AT THESE CLAWS! THEY'D SLICE YOU UP LIKE A THRASHING MACHINE—I SHOULD THINK YOU'D FEEL QUEER IN THE STOMACH INSTEAD OF EATING SO HEARTILY

WELL, YOU'LL NOTICE I'M SMOKING CAMELS TO HELP EASE TENSION AND SET ME RIGHT!

—AND OF COURSE THE HARDEST OBSTACLE IS TO LOSE ALL YOUR FOOD SUPPLY. I WOKE ONE DARK NIGHT TO FIND MY CAMP FLOODED BY MY CANOE FORTUNATELY DRIFTED IN REACH! AND I HAD ALREADY GRABBED UP MY ARMS AND WHAT CAMELS I COULD—

THIS IS NO SPOT FOR A TENDERFOOT. WE'LL HAVE TO LIVE OFF THE COUNTRY

YES—AND IT'S JUST WHEN YOU'RE HUNGRY THAT GAME AND FISH ARE HARDEST TO FIND. WE'LL HAVE TO GO ON SHORT CIGARETTE RATIONS TOO

—TOLLING OVER THE SCORCHING SAND DESERTS OF PERU WAS AN UNFORGETTABLE ORDEAL

—AND IN RUNNING THE RAPIDS OF THE AMAZON I WAS THANKFUL FOR HEALTHY NERVES

HERE'S AN INDIAN ROPE SUSPENSION BRIDGE TO THE ANDES. DON'T TRY WALKING OVER IT UNLESS YOUR NERVES AND STOMACH CAN TAKE IT. IT SWAYS UP AND DOWN AS WELL AS FROM SIDE TO SIDE. AND THE CHASM IS OVER 1000 FEET STRAIGHT DOWN

EATING IS OFTEN A DASH-AND-DITCH CAN AFFAIR FOR ME... BUT EVER WHEN I FIND CAMELS ADD RELIEF TO IT. FOR DIGESTIONS TAKE SMOKE CAMELS IS A REAL BULL WITH ME

FINDING THE LONG-LOST SPANISH GOLD MINE OF TIOHUAL WAS ONE OF THE MOST EXCITING MOMENTS OF MY LIFE. REGARDING THE KNOWLEDGE THAT AN ATTEMPT TO TAKE EVEN ONE TINY NUGGET WOULD HAVE BROUGHT A DOZEN PIRATE ARMS INTO MY BACK, HELPED MAKE IT SO TENSE

**WHAT FAMOUS EXPLORERS SAY ABOUT CAMELS**

A CAMEL OFFER GIVES ME THE LIFT I NEED TO CARRY ON

THE HOLLAR PARROT'S *William H. Harkness*

NEW MOUNTAIN GORILLA *Kenneth P. Townsend*

EATING IN THE JUNGLE IS NO PLEASURE. I NEED TO GET PLENTY OF CAMELS

SMOKE? YOU BET! ALL I WANT CAMELS BRING GET ON MY NERVES

SMOKE! YOU BET! ALL I WANT CAMELS BRING GET ON MY NERVES

YES, ENJOY CAMELS FREELY! CAMELS SPEED UP THE FLOW OF DIGESTIVE FLUIDS—INCREASE ALKALINITY—BRING A SENSE OF WELL-BEING

WILL YOU PLEASE READ THE FOLLOWING STATEMENT CAREFULLY: I HAVE BEEN SMOKING CAMELS FOR YEARS AND I HAVE FOUND THEM TO BE THE MOST EFFECTIVE AND RELIABLE MEANS OF BRINGING ABOUT A SENSE OF WELL-BEING. I HAVE BEEN SMOKING CAMELS FOR YEARS AND I HAVE FOUND THEM TO BE THE MOST EFFECTIVE AND RELIABLE MEANS OF BRINGING ABOUT A SENSE OF WELL-BEING.

**"For Digestion's Sake... Smoke CAMELS"**



# Johnny Follows

## THE 2 MILE KING

**A BRILLIANT SCHOLAR** — FOLLOWS WENT TO ENGLAND TO CONTINUE HIS STUDIES AFTER GRADUATING FROM AN AMERICAN UNIVERSITY. IN 1932, RUNNING AGAINST THE ODDS OF 11-1, HE WON THE 2 MILE RACE AT THE BRISTOL UNIVERSITY. FOLLOWS (UNDERWENT A WITHERING SPRINT IN THE LAST 200 YARDS) AND BROKE THE TIE IN 11 MINUTES AND 17 SECONDS.

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

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

**FOLLOWS' FAULTLESS STYLE**

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

**FOLLOWS IS AIR-MINDED — OFTEN FLIES TO MEETS**

**For Digestion's Sake — Smoke Camels**

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

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

**HUGO AND MARIO ZACCHINI**

# THE HUMAN COMETS!

**HURLED FROM THE MAW OF A MONSTER CANNON**

© 1936, E. J. Bayne & Co., Inc.

HERE'S THE GRAND FINALE OF RINGING BELL—BANGING AND BOOM—CRASHING—A SPARK-SPARKING EXHIBITION OF SKILL AND COURAGE, STEEL NERVES AND GOOD DIGESTION. WHAT'S THE ZACCHINI'S FAVORITE CIGARETTE? IT'S CAMELS. "WE ENJOY CAMELS," THEY SAY, "CAMELS ARE TIPS IN WILDERNESS AND FLAVOR!"

AT THE AGE OF SIXTEEN, HUGO IS CALLED TO HIS FATHER'S SIDE.

"I'M TOO OLD TO REALIZE MY LIFE'S AMBITION—TO EXHIBIT A MAN BEING SHOT OUT OF A CANNON."

HUGO GAINED ON—

"WELL, YOU GRADUATE IN ENGINEERING TOMORROW."

"NOW AT LAST I CAN PERFECT MY PLANS FOR A GUN THAT WILL SHOOT A HUMAN BULLET, AND I WILL BE THE BULLET MYSELF."

ZACCHINI BUILDS HIS CANNON—OVERNIGHT HE BECOMES A SENSATION—VAST CROWDS GASP IN AWE AT HIS NERVES OF STEEL AND HIS COURAGE.

THE ROYAL FAMILY THEMSELVES ARE HERE TO SEE THE GREAT ZACCHINI.

HIS ROYAL HIGHNESS PERSONALLY DECORATES HUGO WITH A MEDAL.

AND NOW COMES THE GRAND SUPER-FINALE—NOT ONE, BUT TWO LIVING PROJECTILES—HUGO AND MARIO ZACCHINI.

RISE WHEN YOU'RE READY.

FIRE!

HOW—WHAT A JOLT THEY TAKE!

SWISH

THEY'RE GOING A MILE A MINUTE!

SWISH—WHAT IF THEY MISS THE NET?

FLUMP!

SWASH—WHAT THAT MUST DO TO YOUR INSIDES.

Overhead!

TONIGHT HE HAD YOUR FAVORITE DISH—A NICE RICH STEW WITH PLenty OF DRINKS.

THAT'S GREAT! I'VE HAD TWO SERVINGS OF LEAST.

WELL, MARIO AND I BOTH SMOKE CAMELS! THERE'S THE CIGARETTE TO SET YOU RIGHT!

WHEN MY WEARISOME ACT PUTS A STRAIN ON MY DIGESTION—BUT YOUR ACT—GOSH! HOW DO YOU MANAGE TO ENJOY YOUR MEALS SO MUCH!

YOU'LL FIND US AT REALITIES ENJOYING OUR CAMELS. SMOKE CAMELS KEEPS MY DIGESTION WORKING SMOOTHLY.

HUGO

MARIO

I AGREE WITH HUGO! BEING SHOT FROM A GUN IS A REAL TEST OF DIGESTION, BUT I EAT HEARTY—THEN HAVE ANOTHER CAMEL.

**FOR EXTRA PLEASURE IN SMOKING AND EATING—ENJOY CAMELS!**

SMOKING CAMELS AIDS DIGESTION BY STIMULATING THE FLOW OF DIGESTIVE FLUIDS—INCREASING ALKALINITY. YOU ENJOY FOOD MORE AND EXPERIENCE A CHEERY SENSE OF WELL-BEING. CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS—TURKISH AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

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

**For Digestion's Sake—Smoke Camels**







[illegible]

**HEADLONG INTO SPACE!**  
with *Floyd Simson*  
OFFICIAL PARACHUTE TESTER

PARACHUTE TESTING IS NO JOB FOR A NERVOUS MAN... DURING ALL THE 10 YEARS FLOYD SIMSON HAS BEEN IN THIS NERVE-RACKING WORK, HE HAS BEEN A STEADY CAMEL SMOKER. "CAMELS NEVER JANGLE MY NERVES," HE SAYS.

LOOK, BOB — THAT MUST BE FLOYD SIMSON GETTING INTO THE PLANE NOW — HE DOESN'T SEEM A BIT JITTERY!

NO, HE'S COOL AS A CUCUMBER — IN SITU OF HAVING MORE THAN A THOUSAND JUMPS TO HIS CREDIT

— AND NOW THE DEATH-DEFYING PARACHUTE JUMP BY... FLOYD SIMSON — FROM A PLANE FLYING UPSIDE DOWN!

HAPPY LANDING, FLOYD!

FLOYD TURNS A COMPLETE SOMERSAULT — PULLS THE RIP CORD — AND THE 'CHUTE BLOOMS

— AND NOW FOR A GOOD MEAL!

I NOTICE YOU GO FOR FOOD IN A BIG WAY, FLOYD — YOUR DIGESTION MUST BE IN SWELL SHAPE

YES, IT IS! AND I ALWAYS ENJOY CAMELS WITH MY MEALS AND — AFTER, THEY LEAD A — HELPING HAND TO MY DIGESTION. ALSO — I'VE FOUND CAMELS DON'T GET ON MY NERVES. FOR INSTANCE — ONE TIME —

I MADE A JUMP TRYING AT 2,000 FEET OVER THE AIRPORT AT OCALA, FLORIDA

— IN A SPLIT SECOND I WAS REACHING FOR MY EMERGENCY 'CHUTE RIP CORD. IT OPENED JUST IN TIME! AT THAT, MY FEET WERE PLANTED NEARLY TWO FT. DEEP IN SAND WHEN I LANDED! A CLOSE CALL BUT A HAPPY LANDING JUST THE SAME

I SKEAKED DOWN 300 FT. BEFORE I PULLED THE RIP CORD — THE BIG 'CHUTE FAILED TO OPEN — IT WAS NO PLACE FOR JITTERY NERVES

**For digestion's sake — smoke Camels**

SO MANY PEOPLE — LIKE FLOYD SIMSON, "OLD" GEMER, AND FRANK BUCK — WHO LEAD INTENSE, VIGOROUS LIVES — CHOOSE CAMELS FOR THEIR CIGARETTE! AT MEALTIMES CAMELS ARE AN AID TO DIGESTION. AND — THANKS TO CAMELS' MILDNESS — YOU CAN ENJOY STEADY SMOKING. CAMELS DON'T GET ON YOUR NERVES.

**COSTLIER TOBACCO!**  
CAMELS ARE MADE FROM FINEST, MORE EXPENSIVE TOBACCO — YOUNGER AND DOMESTIC — THAN ANY OTHER POPULAR BRAND



**UNDER-SEAS EXPLOITS**  
of **HANK SIEMER**  
MASTER DIVER

© 1950, R. J. Reynolds Tob. Co.

**For Digestion's Sake—Smoke Camels**

# AMERICA'S NO.1 TEST PILOT

## LEE GEHLBACH

### IN A GRIPPING DRAMA OF THE SKIES

LEE GEHLBACH SAYS "MY BUSINESS IS TO DRIVE A PLANE TO THE ULTIMATE LIMITS OF ENDURANCE—TO PROVE BEYOND DOUBT THAT THE PLANE WILL BE AS SAFE IN ORDINARY FLYING AS HUMAN SKILL CAN MAKE IT. CHANCE IS ONLY 10%—KEEPING ALERT AND IN THE FINEST POSSIBLE CONDITION IS THE OTHER 90%. I'M A STEADY CAMEL SMOKER, AND WHEN I SAY 'STEADY' I MEAN IT. CAMELS ARE MILD AND THEY DON'T GET ON MY NERVES"

© 1936, R. J. REYNOLDS TOB. CO.

AT THE HAIR- RISKING MOMENT, GEHLBACH HEARS THE SOUND OF THE ENGINE.

WELL, THERE SHE IS, LEE. THE NEWEST FIGHTING PLANE NOW HAS ONLY ONE QUESTION: CAN SHE STAND THE SAFF?

THAT'S UP TO ME—I'LL PICK UP HER TO THE END.

GOON, AM I THRILLED TO BE HERE!

GEHLBACH CLIMBS TO 25,000 FEET, FLIPS INTO A UPRIGHT POSITION, HEADS STRAIGHT DOWN AT FULL SPEED.

25,000—20,000—15,000—10,000—5,000—0—THE ALTITUDE GAUGE IS PUZZLED—5,000 FT.—HE TRIES TO LEVEL OFF! GEHLBACH WHIRLS WITH THE CONTROLS—

BUT NOTHING HAPPENS—THE PLANE PLUMMETS CRAZILY EARTHWARD.

AS SEEN THROUGH BINOCULARS.

THEY SAID GEHLBACH, I HEARD A REPORT LIKE A BOMB! "78"—I LOOKED TO THE RIGHT—NO SIGNAL! I LOOKED TO THE LEFT—NO SIGNAL!

TOO FAST TO PULL THE RIP CORD! AND THE PLANE KEPT CHASING HER LIKE A BLOODHOUND—AT LAST WITH ONLY 500 FEET ALTITUDE, SHE DROPPED IN THE WRECK, CRASHING ON BY A SCANT MARGIN!

THAT WAS CLOSE! AS YOU SAY, IT COULDN'T HAPPEN—BUT IT DID! BOWEN, LEE?

NO—IT'S ALL IN A DAY'S WORK—AND WHEN I FINISH MY CAMEL, I'LL BE WANTING SOME MORE!

CAMELS SET THE RIGHT TONE! THEY KEEP AN OCEAN OF SMOKE UP AND FLOWING SMOOTH AS A RIVER. WHEN I FEEL A LITTLE BOUGIE DOWN, IT'S GREAT TO SMOKE CAMELS AND GET THAT "CHEERY" LIFT.

AT MEALTIMES... AT ALL TIMES... CAMELS ADD CHEER.

AS EVERY CAMEL SMOKER KNOWS, CAMELS SHOW THE WAY TO GOOD PINESTON, STRAIN AND NERVOUSNESS ARE EASED—THE FLAVOR OF SWEET TASTE AND RELAXATION ARE INCREASED A SENSE OF WELL-BEING FOLLOWS. SO MAKE CAMEL YOUR DIARY, AND DISCOVER FOR YOURSELF NEW ENJOYMENT IN BOTH EATING AND SMOOKING.

**COSTLY TOBACCO!**

CAMELS ARE MADE FROM FINE, MORE EXPENSIVE TOBACCO—TAMARISK AND DOMESTIC—THAN ANY OTHER POPULAR BRAND.

(SMILE) R. J. REYNOLDS TOBACCO COMPANY WINSTON-SALEM, NORTH CAROLINA

**For Digestion's Sake—Smoke Camels**

**MAN HUNT-IN THE JUNGLES OF BRAZIL**

EXPLORER DVOYT PENETRATES DEEP INTO THE JUNGLE OF THE KINGU COUNTRY TO FIND COL. FAWCETT, LONG LOST IN THESE WILDS. THIS REGION IS FULL OF SAVAGE INDIANS, AND SO MANY OTHER DANGERS THAT IT IS SAID: FROM THE KINGU COUNTRY NO ONE EVER RETURNS!

THIS IS AS FAR AS WE CAN TAKE THE BULLOCKS. WE'LL HAVE TO RUN THESE BASTARDS NOW!

I'VE ALREADY LOCATED A 50- FEET-HIGH JAGGED TRUNK...PEEL OFF ITS BARK... AND WE'LL HAVE OUR CANOE!

WE PICK UP FAWCETT'S TRAIL AGAIN.

LOOK! SAVAGES!

ANALOGOUS, I'LL BET...AND TOUGH! CUSTOMERS!

DEEP INTO UNMAPPED JUNGLE... AFTER UNTOLD HARDSHIPS...

HELLO! THIS QUARTER IS A PLATE FROM FAWCETT'S BAGGAGE!

THAT LOOKS BAD FOR FAWCETT...AND NOT TOO GOOD FOR US!

HUNDREDS OF HOSTILE INDIANS SURROUND THE CAMP DEMANDING GIFTS!

WHITE MAN KNOW TOO MUCH--UGH!

WE'LL KILL OTHER WHITE MAN, WE'LL KILL THESE TOO!

SAME BOLDING KILL WHITE MAN YOU LOOK FOR, NOW COME! KILL YOU!

POOR OLD FAWCETT? QUICK! RUN! THEY COME, THEY COME, THEY COME!

THE GUIDE RUSHES INTO DVOYT'S TENT WITH NEWS OF THIS TREACHERY!

ALL EMERGENCY RATIONS ABOARD, COMMANDER? ...AND I DON'T FORGET OUR CAMELS!

ABANDON THE REST OF THE PROVISIONS AND SHOVE OFF! WE'VE NO TIME TO LOSE!

THIS CONCENTRATED FOOD IS A STRAIN ON DIGESTION, BUT I FEEL TIPTOP JUST THE SAME!

GIVE CAMELS THE CREDIT FOR THAT THEY HELP EVEN BACK TO DIGEST EASILY!

QUICK! MEN! AND PADDLE FOR YOUR LIVES!

DAYS LATER

I ALWAYS CARRY CAMELS WITH ME INTO THE JUNGLES. CAMELS SET ME RIGHT! THEY'RE GOOD FOR MY APPETITE AND GOOD FOR MY DIGESTION. AND I KNOW THAT SMOKING CAMELS NEVER JAGGERS MY NERVES!

ENJOY CAMELS OFTEN  
SMOKING CAMELS IS ONE OF LIFE'S UNFADING PLEASURES... AT MEALTIME AND AFTER... INCREASED ALKALINITY... AND WITH THEIR CHERRY "LIFT"--THEIR MILDNESS AND UNFORGETTABLE FLAVOR--CAMELS BEING YOUR SUPREME SMOKING PLEASURE THE WHOLE DAY THROUGH.

SMOKING CAMELS IS ONE OF LIFE'S UNFADING PLEASURES... AT MEALTIME AND AFTER... INCREASED ALKALINITY... AND WITH THEIR CHERRY "LIFT"--THEIR MILDNESS AND UNFORGETTABLE FLAVOR--CAMELS BEING YOUR SUPREME SMOKING PLEASURE THE WHOLE DAY THROUGH.

© 1938 W. F. Brumfield, Inc. N.Y.

**For Digestion's Sake--Smoke Camels**



**IN THE ARCTIC'S ICY CLUTCH!**  
by SIR HUBERT WILKINS—FAMOUS ARCTIC EXPLORER

FOR HIS FEARLESS DEEDS IN ADVANCING SCIENCE, WILKINS WAS KNIGHTED BY HIS KING

WE WERE FLYING IN THE MOST DANGEROUS SECTOR IN THE ARCTIC. IN A WILDERNESS OF JAGGED ICE! FOR TWO HOURS, WE'D BEEN CLAWING STRAIGHT INTO THE TEETH OF A HOWLING BLIZZARD.

SUDDENLY THE MOTOR CUT OUT—

THE GAS TANKS WERE DRY.

GUIDE AS FAR AS YOU CAN—THEN BRACE FOR THE CRASH!

THE PLANE DROPPED THROUGH THE INKY INTERIO OF THE SKY—TOWARD THE PINNACLES OF PACK ICE WE STRUCK! MIRACULOUSLY A FINDER OF ICE CAUGHT THE WING FABRIC. WE WERE SAFE, BUT THE PLANE WAS A TOTAL WRECK.

I FIX OUR POSITION AT 73°30' N. LAT. AND 155° E. LONG.

THE RADIO'S NOT GETTING THROUGH.

SOMEWHERE THE NEXT DAY WE FOUND OURSELVES STRANDED ON AN ICE FLOE—SEVENTY MILES AWAY FROM THE NEAREST LAND.

TUCK IN YOUR BELT FROM NOW ON WE LIVE ON THE CHANCES OF FOOD A DAY.

ANOTHER LEAD—JUST FROZEN TOO! WAIT HERE WHILE I SEE IF ITS SOLID ENOUGH TO HOLD US.

WE DRIFTED HELPLESSLY FOR 5 DAYS, WAITING FOR THE OPEN WATER LEADS TO FREEZE FOR OUR LONG TRIP OVER THE ICE. WE COULD CARRY ONLY BARELY ENOUGH FOOD TO SUPPORT LIFE. AT LAST THE TEMPERATURE FELL TO 30° BELOW ZERO.

WE HAD HOPED TO WALK, ACTUALLY WE HAD TO CRAWL BRIBBLY OVER THE UP-ENDED ICE BLOCKS—WIDE WAIST DEEP THROUGH BRIT SNOW.

FOOT BY FOOT I EASED OVER THE SPINDLY ICE. WITHIN 5 YARDS OR SO I'D BE STRAINED TO WALK TO MY COMPANION. THEN THE ICE GAVE WAY!

I SANK UNDER THE ICE SHELF, BUT SOMEHOW MANAGED TO HOLD THE EDGE WITH MY ICE PICK. I PULLED MYSELF OUT—AND ROLLED TO SAFETY.

ONLY PENICILLIN AND DRY BISCUITS... BUT A FEW CAMELS MAKE IT TASTE GOOD AND FEEL GOOD INSIDE.

LOOK—THERE'S SMOKE!

YES! AND SOLID EARTH, WARMTH, REST—AND GOOD FOOD ONCE MORE!

YOU BET! THE TOUGHER THE GOING, THE MORE I APPRECIATE THEIR CHEERY "LIFT."

**SIR HUBERT WILKINS**

AN EXPLORER NEEDS GOOD DIGESTION. I FIND THAT CAMELS ADD GUSTO TO MY MEALS AND BRING ME A GREAT FEELING OF WELL-BEING AND CAMELS NEVER GET ON MY NERVES.

THEY ALL SAY: "CAMELS SET YOU RIGHT!" LIKE SIR HUBERT WILKINS, FRANK BUCK, GENE SARAZEN, OIL ROSSOR TURNER, BILL TILDER AND MILLIONS OF OTHERS—YOU, TOO, WILL FIND THAT CAMELS SET YOU RIGHT! ENJOY THEM OFTEN... AT MEALTIMES FOR THEIR AID TO DIGESTION—INCREASE IN ALKALINITY... AT ALL TIMES FOR THEIR CHEERY "LIFT," THEIR MATCHLESS FLAVOR AND MILDNESS.

CAMELS ARE MADE FROM FINEST, PUREST, MOST APPROPRIATE TOBACCO—PURE AND SWEET—THAN ANY OTHER POPULAR BRAND.

**For Digestion's Sake—Smoke CAMELS**

**UNEARTHING A LOST CITY OF THE VANISHED MAYAS!**

LONG BEFORE COLUMBUS AND THE CONQUISTADORES, A MIGHTY CIVILIZATION FLOURISHED IN AMERICA THE RACE THAT BUILT IT VANISHED, LEAVING THEIR LOFTY PYRAMID TEMPLES, THEIR SPACIOUS CITIES, TO THE CREEPING JUNGLE. TODAY THEIR RUINS CHALLENGE THE WORLD. LAWRENCE GRISWOLD HAS BEARED UNTOLD HARDSHIPS TO SOLVE SOME OF THE MYSTERIES OF THESE MAYAS. GRISWOLD KNOWS THE IMPORTANCE OF STEADY NERVES IN HIS ADVENTUROUS WORK. HE SAYS: I'M SURE I HAVE A GENEROUS SUPPLY OF CAMELS. CAMELS NEVER GET ON MY NERVES!

LYING TO PANAMA ON THE TAIL OF A HURRICANE, GRISWOLD'S PLANE IS BLOWN FAR INLAND OVER THE UNEXPLORED CENTRAL AMERICAN JUNGLE. SUDDENLY THROUGH A RIFT IN THE CLOUDS—

HE SAYS: NO SAVVY LOST CITY INDIAN NEVER GOES ON HERE—BAD COUNTRY—NO WATER, PLUNTY DANGER!

WEEKS OF SCORCHING, BACK-BREAKING WORK, ACTUALLY TUNNELING FOOT BY FOOT THRU THE JUNGLE

THEN—WITHOUT WARNING, UNSEEN SKUNKS BUSH MAYAS ATTACK—

ONLY FOUR MILES A DAY. ANOTHER MILE OF THIS AND I'LL HAVE THE JIM-JAMS

FLATTEN OUT MEN? WHY THEY'RE CRUSHING ARROWHEADS—THE ANCIENT MAYAS THEMSELVES USED CRUSHING

THAT'S ALL PART OF THE GAME! GET GOING MEN! CHOP A PATH THROUGH THIS JUNGLE

HERE OLD MAN, HAVE A CAMEL THAT'LL SET YOU RIGHT!

OUT OF THE JUNGLES FINALLY—ONLY TO FIND AN IMPASSABLE SWAMP

4 DAYS LATER...AT SUNRISE!

WORKING FEVERISHLY AGAINST TIME, GRISWOLD SCIENTIFICALLY SURVEYS THE LOST CITY

LOW! A CITY OVER 4 MILES IN AREA, WITH TEMPLES, PYRAMIDS, COURTS, HOUSES, ROADS, EVERYTHING. WE'VE CALLED BACK THE MAYAS

CONGRATULATIONS! I CAN SEE IN MY MIND'S EYE HOW IT REALLY WAS

NOTHING TO DO BUT BUILD A CORDUROY ROAD OVER THIS!

HEY! THERE SHE IS AT LAST—RIGHT UNDER OUR NOSES!

RIGHT! AND WORK LIVELY TOO! WE'VE ONLY SIX WEEKS' PROVISIONS LEFT

BUT MEANWHILE, THEIR PROVISIONS HAVE DWINDLED SO ON THE RETURN JOURNEY—

UUGH! NOTHING TO EAT BUT RICE—AND NO WATER EXCEPT WHAT WE GET FROM SUCKING LIANAS

CIVILIZATION...AND THE FIRST SQUAKE MEAL IN WEEKS!

YOU MUST HAVE THE 'IRON' STOMACH, SENIOR!

NOT AT ALL—I JUST HAVE GOOD HEALTH! NO MATTER WHAT I EAT, I SMOKE CAMELS AND MY DIGESTION BEHAVES ITSELF

EATING IN THE JUNGLE IS NO PICNIC. I'VE FOUND THAT SMOOKING CAMELS IS A GREAT AID TO MY DIGESTION. CAMELS CERTAINLY EASE TENSION AND HELP ME ENJOY MY FOOD!

CAMELS COMPLETE A MEAL—WHEN YOU ENJOY CAMELS WITH YOUR MEALS AND AFTER DIGESTION IS STIMULATED, FOR THE PLAN OF DIGESTIVE FLUIDS—SPEEDS UP CAMELS SET YOU RIGHT!

**For Digestion's Sake—Smoke CAMELS**

CAMELS DO NOT FEED THEM. MORE. GENUINE TOBACCO. PREPARED BY AMERICAN TOBACCO COMPANY, PHILADELPHIA, PA. © 1954 AMERICAN TOBACCO COMPANY





**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.

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! 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—BY TWO FINGERS! AND WAS SAFE BY A SPLIT SECOND!

THAT WAS A CLOSE ONE, DICK. IT SHOWS YOU KEEP 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... I 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 by R.J. REYNOLDS 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—SUNDAY AND THURSDAY, 8 P.M. TO 11 P.M. ON THE RADIO. WINSTON-SALEM, NORTH CAROLINA. ALLEN GRAY

**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**

PARADE MEDALS  
WINNER OF THE NOBEL PRIZE  
HIS STUDIES  
OF THE DIGESTIVE PROCESS  
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 TUGGLE

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

THOUSANDS OF FEET OF EMPTY AIR WAIN BEARS UVA KIMMEY AS SHE BAILS OUT— FALLS AT BULLET SPEED! HERE'S A SUPREME TEST OF PHYSICAL FITNESS—OF HEALTHY NERVE, OR GOOD DISCRETION: MISS KIMMEY TELLS WHY SHE SHOES CAMELS!

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

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

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 THWILL?

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

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

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

I STEPPED INTO SPACE AT 4000 FEET— BUT THE WET SILK WAS STUCK—

TURKED PRANTICALLY AT THE RIBB CURDS

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 CHEERING LIFT AND A SENSE OF HAVING BINED 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

**WILD-RIDING KELLY PETILLO**

HOW A PLUCKY DARE-DEVIL IN A HOME-MADE RACER WON THE INDIANAPOLIS SPEEDWAY CLASSIC

BEHIND THE WHEEL OF A STEEL SPEED MONSTER... HAMMERING OVER 800 MILES OF ROUGH BRICK AT LIGHTNING SPEED... KELLY PETILLO HAD TO BE IN SUPREME CONDITION. HE TELLS YOU IN HIS OWN WORDS, WHY HE IS A STEADY CAMEL SMOKER! AS A RACING DRIVER, WITH CONCENTRATION ALWAYS IN MIND, I MUST BE SURE ABOUT THE SMOOTHNESS OF THE CIGARETTE. I SMOKE. YOU'VE GUESSED IT... CAMELS!

KELLY PETILLO, AS A YOUTH LOVED SPEED, DRIVING HEAVY TRUCKS OVER MOUNTAIN ROADS WITH UNCANNY SKILL, HE BECAME KNOWN AS "KING OF THE RIDGE."

YOU OUGHT TO BE A RACING DRIVER, KELLY—YOU'RE A WONDER!

THAT'S A GOOD IDEA!

THEY CALL THIS KELLY'S "CAMEL" BRAND!

SOME OF THE PARTS IT'S THE BEST POWER PLANT IN THE RACE!

SEE KELLY, IT'S OVERBEAR—YOU MUST BE ALL IN!

SHE'S IN PERFECT SHAPE—LET ME HAVE A CAMEL. A GET A LIP!

PETILLO NODS UNTIL FOUR O'CLOCK THE MORNING OF THE GREAT DAY!

AT LAST WITH ONLY 15 LAPS TO GO, THE GREEN FLAG SIGNALS "GO!" PETILLO'S CAR LEAPS FORWARD—CAN HE MAKE IT?

AT 200 MILES, PETILLO, IN A SLIP, IS STEERING ALONG THE SECOND PLACE SUDDELY AT THE FATAL NORTHWEST TURN, HE HITS AN OIL SLICK!

HURTLING AT RECORD SPEED, PETILLO JUMPS INTO THE LEAD, HOLDS IT—THEN?

YOU'VE LOST THE LEAD—YOU'LL HAVE TO DRAG THE RECORD TO WIN!

MEANTIME—RAIN!—THE TRACK GETS TREACHEROUS!

THE YELLOW FLAG FLIES "SLOW DOWN AND KEEP POSITION!"

PETILLO WINS!! AND HE HAS SET A NEW TRACK RECORD OF 105.24 M.P.H.

YOU SURE HAVE A WONDERFUL DIGESTION FOR A FELLOW WHO GOES THROUGH SUCH GRUELLING EXPERIENCES!

YES, BUT AFTER ALL THAT DINNER ILL NEED A FEW CAMELS!

I'VE FOUND THAT SMOKING CAMELS IS A DEFINITE AID TO DIGESTION! AND, TOO, THEY TAKE THE PAIN OF MEALS OR AT ANY OTHER TIME!

**CAMELS STIMULATE DIGESTION**

SMOKING CAMELS WITH MEALS AND BETWEEN MEALS ADDS TO YOUR EQUIPMENT OF BOTH EATING AND SMOKING. CAMELS SET YOU RIGHT! THEY ARE MADE FROM FINER, MORE EXPENSIVE TOBACCO... TURKISH AND DOMESTIC... THAN ANY OTHER POPULAR BRAND.

(©) R.J. REYNOLDS TOBACCO COMPANY WINSTON-SALEM, NORTH CAROLINA

**For Digestion's Sake—Smoke Camels**





*For Digestion's Sake — smoke Camels*



**DOWN FROM THE CLOUDS** comes Joe Crane, ace of parachute jumpers. How about *his* digestion? He says: "It's just natural for me to turn to Camels for digestion's sake. Camels set me right! Help me enjoy my food more!"

**DIETITIAN.** Miss Lenora Flinn says: "Smoking Camels causes increased flow of the digestive fluids." Camels never get on your nerves.

**CAMELS** *Costlier Tobaccos!*

1936 Apr 20

*—for Digestion's sake... smoke Camels*

**FIRE-CHIEF FRANK GILLIAN.** Sleepless nights—catch-as-catch-can meals—nervous tension are all in line of duty for him. "Smoke? You bet I do," he says.—"Camels. Camels put back into eating the joy that nervous strain takes out of it. I find that digestion goes along smoother. Camels set me right!"

**BASEBALL'S BEST** smoke Camel cigarettes. Witness "Gaby" Hartnett shown here—voiced most valuable player in the National League last season. "A Camel with meals and after," explained "Gaby" when chatting to a newspaper man, "sets my digestion right—sets me right."

Digestion proceeds smoothly... alkalinity is increased... when you enjoy Camels

Modern life hammers at our nerves and digestion. Camels restore and increase the flow of digestive fluids... alkaline digestive fluids... so vital to the enjoyment of food... so necessary for good digestion. You feel cheered and experience a sense of well-being. And Camels never jangle the nerves!

Enjoy Camels at will—with meals—between meals—for a refreshing "lift"—for sheer contentment. Camels set you right! And your taste does not tire of their mild flavor.

**AT THE COPLEY-PLAZA** in Boston. Two recent *dilettantes* and their escorts were snapped by a society photographer as they posed for their Camels. *The maître d'hôtel*—Louis (left, left)—says: "Good food and good tobacco are naturally found together. It goes without saying that Camels are favored at the Copley-Plaza."

**JOHNNY FOLLOW** popular 2-mile king. "I enjoy smoking Camels," says Johnny. "Smoking Camels aids digestion and brings grand feeling of well-being."

*...made from Costlier Tobaccos!*

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



***DIGESTION*** is often overtaxed by our tense  
....hurried existence!

**Smoking Camel Cigarettes  
Aids in Assuring Natural  
Digestive Action**

"Hurry—hurry—hurry" seems to be the order of the day. People get caught in the lockstep of modern life. Tension finds the weak spot, so often—digestion. It has been shown that smoking Camels improves digestion . . . wards off the consequences of hurried, nervous living. Camels stimulate digestive action. They promote the feeling of well-being and good cheer so necessary to the proper assimilation of food. Camels are you right! And, in smoking Camels for digestion's sake, you may enter a whole new world of smoking pleasure. So turn to Camels. Expect an exciting millions. Enjoy the appealing favor of costlier tobacco! They never tire your taste!

**COSTLIER TOBACCOS**

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

**WATCH YOUR STEP—**  
a scene in which we all are actors. The rush tells us even the strongest. It's comforting to know that smoking Camels promotes healthy digestion . . . gently stimulates the natural processes.

**F. B. FOWLER** on Star Route 1392, Maine, says: "It's eat-and-run with me, but I always top off with Camels. They are good for digestion."

**HARD HITTER.** Jane Sharp, tennis champion, says: "Smoking Camels helps me to digest my meal. Camels taste grand!"

**HERE DELICIOUS FOODS TEMPT APPETITE—**the famous Gold Coast Dining Room (above) at the Drake Hotel in Chicago. And here the fragrant, delicate smoke of Camels rises while Erik, famous master of hotel, watches alertly over all to see that no wish goes unsatisfied. "So many of our guests smoke Camels," Erik says, "for they have found that choice tobacco add to the pleasure of the meal. Camels are tremendously popular—a leading favorite here."

**TUNE IN! CAMEL CARAVAN with WALTER O'KEEFE, DEANE JANIS, TED HUSING, GLEN GRAY and the CASA LOMA ORCHESTRA**  
Tuesday and Thursday—9 p. m. E. S. T., 8 p. m. C. S. T., 1937-38. M. S. T., 8:30 p. m. P. S. T.—over W.A.B.C.—Columbia Network.

*For Digestion's Sake* —smoke Camels

**THE WORLD-FAMOUS "COCONUT GROVE" IN LOS ANGELES.** This famous restaurant of the Ambassador Hotel is a center for dining *à la carte*. Stars of stage and screen—California's gay society—parade by...famous faces everywhere. Camels are first choice at the Coconut Grove. Jimmy, the well-known master of the Coconut Grove, says: "People who are good judges of food are equally discriminating in their choice of a cigarette. Here they all seem to smoke Camels."

**"CAMELS ALWAYS SET ME RIGHT,"** reports Sydney Jones, expert electrician, who likes to feel his digestion is going along smoothly. "Make my food taste better and help my digestion."

Smoking Camels with meals and after helps bring a sense of well-being.

**E**ATING is one of life's real pleasures. Camels make it more enjoyable! Smoking Camels speeds up the flow of digestive fluids... alkaline digestive fluids, which good digestion requires. Mild, rich-tasting Camels are a refreshing stand-by the whole day through. Camels set you right! They never get on your nerves... tire your taste... or irritate your throat.

THOSE WHO

*"for Digestion's Sake  
— Smoke Camels!"*

EXPERIENCE A DELIGHTFUL SENSE OF DIGESTIVE WELL-BEING

Copyright, 1936, W. A. Rorertson Tobacco Company, Winston-Salem, N. C.

**NATIONAL BOWLING CHAMP,** Charlie Warren, says: "It's Camels for me. When I smoke Camels at bedtime and after, I have a great feeling of comfort. And I enjoy my meals more now."

**COSTLIER TOBACCOS**

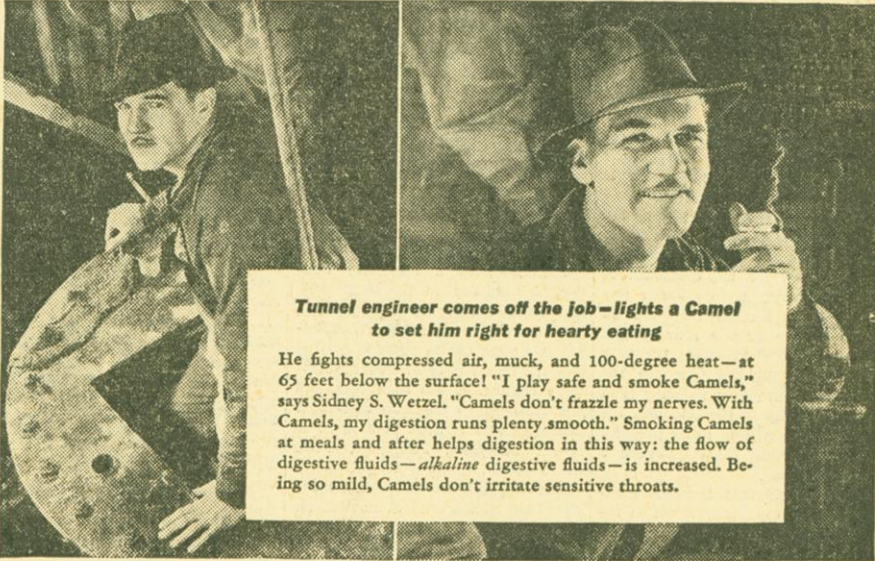
Camels are made from fine, MORE EXPENSIVE TOBACCO—Turkish and Domestic—than any other popular brand.

**HOLLYWOOD RADIO TREAT:** Camel Cigarettes bring you a FULL HOUR'S ENTERTAINMENT! Two great comedies and dramatics Hollywood. Great Stars. Tuesday—8:30 p.m. E.S.T. (9:30 p.m. E.D.S.T.). 7:30 p.m. C.S.T. 6:30 p.m. M.S.T. 1:30 p.m. P.S.T. over "WABC-Columbia Network."

**"ONE PLEASURE I NEVER DENY MYSELF** is smoking Camels during meals and after," says Mrs. H. W. Robinson, busy mother. "Camels help my digestion. And they are so mild."

**LESTER STOEFFEN,** tennis champ. Like so many of sportsman's top-notchers, he prefers Camels. "An athlete has to have good digestion," says Lester. "I smoke a lot during meals and after Camels make food digest easier."

## WORKS UNDER HUDSON RIVER



***Tunnel engineer comes off the job—lights a Camel  
to set him right for hearty eating***

He fights compressed air, muck, and 100-degree heat—at 65 feet below the surface! "I play safe and smoke Camels," says Sidney S. Wetzel. "Camels don't frazzle my nerves. With Camels, my digestion runs plenty smooth." Smoking Camels at meals and after helps digestion in this way: the flow of digestive fluids—*alkaline* digestive fluids—is increased. Being so mild, Camels don't irritate sensitive throats.

## FOR DIGESTION'S SAKE—SMOKE CAMELS!



# \_for Digestion's sake...smoke Camels

Copyright, 1935, B. & J. Barnhill Tobacco Company, Winston-Salem, N. C.



**BARONIAL DINING** at the Winter Place Tavern in Boston. Theodore Roosevelt, Emilio Caruso, Henry Cabot Lodge praised its famous fare. Here Camels reign supreme. Nick Smith (left), maître d'hôtel, says: "Camels have the gift of making great dishes more enjoyable. Camels are the most popular cigarette at the Winter Place Tavern."



**MEASURING THE EFFECT** on digestion of smoking Camels (above). Delicate machines measure the flow of digestive secretions. The evidence shows that smoking a Camel increases the secretion of digestive fluids. The importance of this extra secretion in facilitating digestion is a matter of common knowledge. So smoke Camels... for digestion's sake...and for their costlier tobaccos. Camels set you right!



**PARACHUTE JUMPER.** Miss Uva Kimmer says: "My life depends on making no mistakes. I smoke Camels for digestion's sake. They encourage digestion in a pleasant way. Camels set me right!"



**WORKING AGAINST TIME.** Bob Duffey, steam-shovel operator, says: "Work comes first—eating, second. You grab a bite when you can. But even Camels to make even a quick meal taste good and feel good."



Smoking Camels Promotes Enjoyment of Good Food and Stimulates Digestion

Our nervous modern life often affects digestion. Mental effort—physical rush—slow down the flow of the digestive fluids. Smoking Camels restores and increases this necessary flow. Scientific research definitely confirms the fact that Camels encourage digestion in this pleasant way. Enjoy Camels as much as you like. They never irritate your nerves.

## Costlier Tobaccos!

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


# "Why I Choose CAMELS"




**JIMMIE FOXX**  
slugging first baseman of  
the Boston Red Sox says:

"I STICK by Camels and Camels stick by me. Camels set me right. I smoke Camels for their refreshing 'lift,' and for the aid they give my digestion. Camels help me feel my food agrees with me."


At mealtimes Camels are an aid to digestion—speeding up the flow of digestive fluids—increasing alkalinity—bringing a sense of well-being. Steady smokers prefer Camels. They are so mild!



"I'M A SECRETARY," says Judy Lally, "and I often eat in a hurry. When I enjoy Camels with my food, I feel on top of the world."



"I WANT A CIGARETTE that doesn't jangle my nerves," says master welder Dan Rafferty. "And Camels don't. Camels are mild!"




**THE CHAMPION GIRT** broom-sticker and radio star, Fred Davis, says: "The Camels I smoke with my meals and after are most enjoyable."




"MARK ME DOWN as a man who appreciates how mild and tasty Camels are," says all-events bowling champion, Jelmy Hiepp.



**GOING DOWN** the compression locks, Sidney S. Fétis, naval engineer says: "My work involves danger. But Camels don't frizzle my nerves."



**THE LIGHTNING SWORD** play of Bela de Tasson, fencing instructor, is faster than the eye. He says: "I welcome the 'lift' in energy I get with a Camel."




**N'TL OUTBOARD MOTOR-BOAT CHAMPION**, Fred Jacoby, Jr. "My condition is important! That's why Camel is my cigarette," says Fred.



"CAMELS help keep me pepped up," TWA hostess, Betty Griffin, says. "I see many famous people. And most of them smoke Camels."



**CHIEF ENGINEER** George J. Buckingham moves up with Camels before clearing port. He says: "It's a stress keeping machinery under control. Camels help ease the tension."



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

*—for Digestion's sake—smoke Camels!*

Copyright, 1935, B. & W. Smith Tobacco Company, Winston-Salem, North Carolina.

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



**"GOOSE" GOSLIN** (*left*), of the Detroit Tigers, says: "Camels help me to enjoy my meals more." Science confirms the fact that smoking Camels increases the flow of digestive fluids—alkaline digestive fluids.



**DARE-DEVIL.** Uva Kimmey (*above*) has made over 48 jumps. "Camels don't jangle my nerves," says Uva, "and they encourage good digestion in a pleasant way." Enjoy Camels for their rich flavor—their cheery "lift."

**CAMELS COSTLIER TOBACCOS**





**FOR DIGESTION'S SAKE—SMOKE CAMELS**



**TENNIS STAR.** Miss Jane Sharp (*below*) says: "Smoking Camels helps my digestion—makes my food taste better." Enjoy Camels—for their flavor, "lift," and aid to digestion!



**KELLY PETILLO**, winner of the 1935 Indianapolis Race, says: "I've found that smoking Camels stimulates my digestion." Camels encourage the flow of digestive fluids ...alkaline digestive fluids...necessary for good digestion.

**CAMELS** **COSTLIER TOBACCOS**

**"FOOD TASTES BETTER—  
DIGESTS EASIER"**

**LAWSON LITTLE, JR.,**  
twice winner of the  
British and American  
Amateur Champion-  
ships. His smoke is  
Camel. "Camels help  
my digestion," he says.  
Smoking Camels in-  
creases the flow of di-  
gestive fluids — alka-  
line digestive fluids.

**JUNGLE EXPLORER:**  
Commander George M.  
Dyott (*below*). Explor-  
ing is often a severe  
strain on digestion.  
"Food tastes better—di-  
gests easier with Camels  
along," Commander  
Dyott says.

**CAMELS** **COSTLIER TOBACCOS!**





**"MY DIGESTION  
TAKES IT!"**  
says  
crack newsreel cameraman  
**AL MINGALONE**



**HE GRABS HIS MEALS** as he can, but getting the picture comes first! "With Camel's help," Al says, "my digestion always stands up under the strain. I smoke Camels right around the clock—they don't jangle my nerves, irritate my throat, or tire my taste." Enjoy mild, fine-tasting Camels throughout the day. Smoking Camels at mealtimes and afterwards aids digestion with an increased flow of digestive fluids—*alkaline* digestive fluids. Camels set you right! And they're gentle to the throat.

**CAMELS COSTLIER TOBACCOS  
BETTER FOR STEADY SMOKING**



# What some of America's aquatic stars say about Camels



**SPRINGBOARD ACE.** Lovely Jane Fuenta Manake, of Chicago, says: "My Camels for me! Good digestion is of prime importance to me. Tense competition and all the changes of diet when traveling are liable to upset digestion. But I smoke Camels at machines and after and my digestion runs smoothly."

The best of meals tastes better and digests easier when you have an abundant flow of digestive fluids—alkaline digestive fluids. Smoking Camels encourages this flow—helps you enjoy a sense of well-being. Steady smokers say: "Camels are me right!"



**HAROLD ("DUTCH") SMITH,** Olympic diving champion, would "walk a mile for a Camel!" "I find a great deal of pleasure in Camels," says "Dutch." "I long ago discovered that smoking a Camel restores my flow of energy after a strenuous meet—gives an invigorating 'lift.'"



**THREE-TIME OLYMPIC WINNER** in the high-diving event. Dorothy Poynton Hill, of Los Angeles—a steady Camel smoker—says: "I prefer Camels because they don't get on my nerves. And they have such a rich, delicate flavor and never tire my taste."



**"PETE" DESJARDINS**—another famous diver—speaks: "Divers like a mild cigarette that doesn't upset their nerves. That's why I prefer to smoke Camels."



**LINORE NIGHT WINGARD**—a champion of champions in speed swimming, comments on smoking: "After an exhausting swim, I get a 'lift' with a Camel."



**AQUAPLANE EXPERT.** Miss Gloria Wheeden can do hand-stands on an aquaplane. Launching on the speed boat, she says: "I get so much benefit smoking Camels at meals."




**MILLIONS MORE FOR COSTLIER TOBACCOS**

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


**For Digestion's sake... Smoke Camels!**

Copyright, 1935, W. J. Barnhill Tobacco Company, Winston-Salem, North Carolina


# "Why I Choose CAMELS"




**JIMMIE FOXX**  
slugging first baseman of the Boston Red Sox says:  
"I STICK by Camels and Camels stick by me. Camels set me right. I smoke Camels for their refreshing 'lift,' and for the aid they give my digestion. Camels help me feel my food agrees with me."  
At mealtimes Camels are an aid to digestion—speeding up the flow of digestive fluids—increasing alkalinity—bringing a sense of well-being. Steady smokers prefer Camels. They are so mild!




**THE CHAMPION GIRL**, biceps-buster and red-hot star *Roni Davis*, says: "The Camels I smoke with my meals and after are most enjoyable."  
"MARK ME DOWN as a man who appreciates how mild and tasty Camels are," says all-around bowling champion, *Johnny Murphy*.



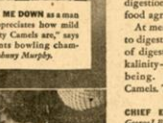
**CHIEF ENGINEER** *George J. Buckingham* moves up with Camels before clouting port. He says: "It's a strain keeping machinery under control. Camels help ease the tension."  
TIME IN every Yankee right. Hear "Jack Bailey's" *Congress* full-time editor! *Benny Goodman's* "Benny" *Boyd* *Billboard* and *Columbia* too. C.A.T. 7:00 pm M.T. 8:30 pm P.S.T. WABC-CBS Network.



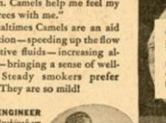
"I'M A SECRETARY," says *Joan Lynne*. "And I often eat in a hurry. When I enjoy Camels with my food I feel on top of the world."  
"I WANT A CIGARETTE that doesn't 'jungle my nerves,'" says master welder *Dan Refferty*. "And Camels don't. Camels are mild!"




**THE LIGHTNING SWORD** *PLAY of Rite de Trium*, fencing instructor, is faster than the eye. He says: "I welcome the 'lift' in energy I get with a Camel."




**NTL OUTBOARD MOTOR-BOAT CHAMPION**, *Fred Jansky, Jr.*: "My condition is important! That's why Camels is my cigarette," says *Fred*.



"CAMELS help keep me pepped up," *TWA* hostess, *Betty Steffen*, says. "I see many famous people. And most of them smoke Camels."



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



Copyright, 1955, R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, North Carolina

## —for Digestion's sake—smoke Camels!

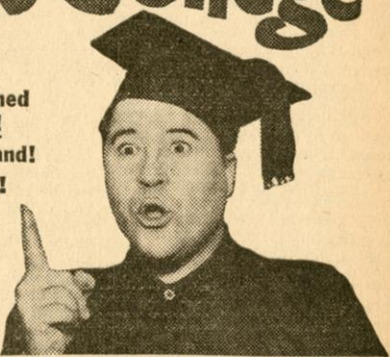
**EDDIE CANTOR—** TONIGHT'S GUEST  
"PROFESSOR"

**"Jack Oakie's College"**

"PRESIDENT" OAKIE, distinguished  
Hollywood educator, in person!  
BENNY GOODMAN'S "Swing" Band!  
"PROFESSOR" EDDIE CANTOR!

HOLLYWOOD COMEDIANS AND SINGING STARS!  
SPECIAL AMATEUR TALENT FROM  
AMERICA'S GREAT COLLEGES!

*Every Tuesday Night*  
TIME: 9:30 pm E. S. T., 8:30 pm C. S. T.,  
7:30 pm M. S. T., 6:30 pm P. S. T.,  
WABC - CBS Network.



The great scholar, "President" Oakie himself,  
photographed in the full glory of his academic  
roles. Imagine Jack Oakie running a college!

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

**CAMELS**

Copyright, 1937, R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



**"CAMELS HIT THE SPOT!"**



**HENRY PICARD**—broke par or tied it in 50 out of 54 tournaments—an all-time record. He says: "I find Camels a real aid to my digestion. Camels set me right! I smoke lots. Camels never get on my nerves."


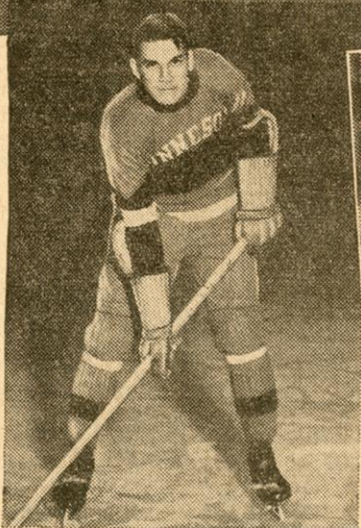
**"I SMOKE ALL I WANT,"** says Bill Ferguson, star salesman. "There's nothing like Camels to set you right. I smoke them for digestion's sake. Camels give me a sense of well-being." Camels add extra pleasure to eating by encouraging the flow of digestive fluids—increasing alkalinity. And they give you a pleasant "lift."

**CAMELS** **COSTLIER TOBACCOS!**



**"Good digestion is a 'must' in this game"**  
—PHIL LABATTE

**"AFTER A SLASHING SET-TO** on the ice, I head straight for Camels," says Phil LaBatte, hockey star. "I smoke Camels as much as I want—with meals and afterward—for digestion's sake—for that cheery 'lift.' Camels don't affect my condition. And they never get on my nerves." Enjoy Camels yourself. Camels encourage a sense of well-being. They set you right!



**MRS. C. SICKLES**, a busy mother, says: "Hard work seems easier—life looks rosier—as I get a 'lift' with a Camel. And what a pleasant help they are to good digestion!" Make Camels a part of your dining. For digestion's sake—smoke Camels.

**CAMELS** COSTLIER TOBACCOS

**"I SMOKE AS MANY CAMELS AS I WANT!"**

says  
**SIG BUCHMAYR,**  
*skiing wizard*



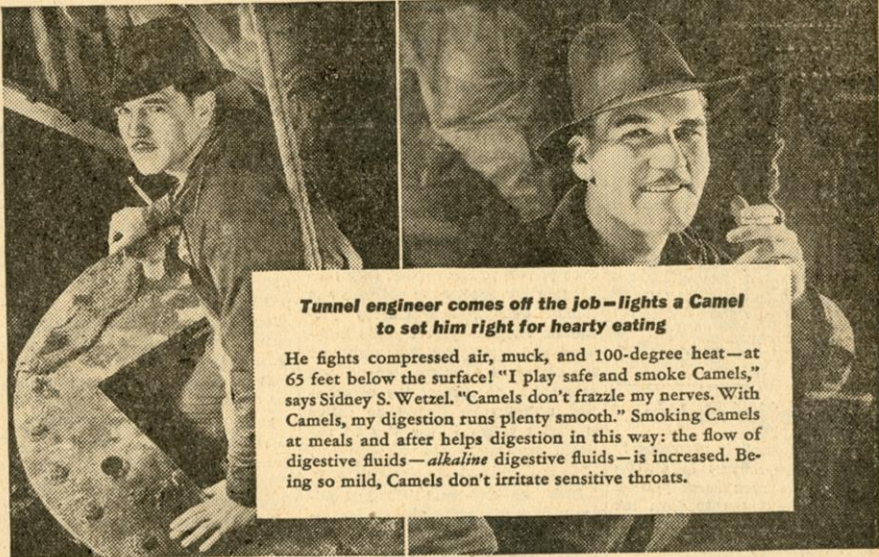
**"SKIING TAKES GOOD DIGESTION** and healthy nerves," this great skiing master (*above*) explains. "Camels definitely help my digestion—don't get on my nerves or rasp my throat."

**SOCIETY HOSTESS** (*right*), Mrs. Nicholas G. Penniman III, of Baltimore, says: "Camels brighten any party. And I've noticed Camels help digestion too." Make it Camels and enjoy a sense of well-being. They set you right!

**CAMELS COSTLIER TOBACCOS**



## WORKS UNDER HUDSON RIVER



**Tunnel engineer comes off the job—lights a Camel  
to set him right for hearty eating**

He fights compressed air, muck, and 100-degree heat—at 65 feet below the surface! "I play safe and smoke Camels," says Sidney S. Wetzel. "Camels don't frazzle my nerves. With Camels, my digestion runs plenty smooth." Smoking Camels at meals and after helps digestion in this way: the flow of digestive fluids—*alkaline* digestive fluids—is increased. Being so mild, Camels don't irritate sensitive throats.

## FOR DIGESTION'S SAKE—SMOKE CAMELS!



*For Digestion's Sake — smoke Camels*



**JUNGLE BOUND!** "I always smoke Camels for digestion's sake," says Frank Buck, famous wild animal collector, whose expedition is shown above entering the depths of the tropical jungle of Malaysia. "I recommend Camels for flavor," he continues. "They are rich and mellow. And they are a delightful help to digestion." Science confirms Mr. Buck's reliance upon Camels as an aid to digestion and well-being. It has been definitely established that smoking Camels increases the flow of digestive fluids and gives a cheering, comforting "lift"!

**CAMELS SET YOU RIGHT!**  
They are a friendly aid to digestion.  
And no matter how many you smoke  
Camels never get on your nerves.

**CAMELS** *Costlier Tobaccos!*



**THE MAN AT THE  
THROTTLE OF THE  
20<sup>TH</sup> CENTURY LIMITED**



YOU BET IT'S A PLEASURE TO  
SMOKE CAMELS! THEY HELP ME  
ENJOY MY MEALS. FOOD TASTES  
BETTER—SETTLES BETTER.  
CAMELS HELP KEEP MY DIGES-  
TION ON THE RIGHT TRACK



Charlie Chase has been rail-  
roading for 40 years — and  
enjoying Camels for 23.

*For Digestion's sake—smoke Camels!*

# AMERICA'S PREMIERE MERMAID

**LENORE KIGHT WINGARD**  
who holds 7 World's Records!

**B**EING a Camel smoker for over four years, Lenore is well qualified to say: "It's grand the way Camels help me enjoy eating, even when I've been feeling tense." Yes, good digestion is aided by smoking Camels. Camels help speed up the flow of digestive fluids—increase alkalinity.



**FOR DIGESTION'S SAKE — SMOKE CAMELS**



**HIS DIGESTION MUST STAND UP**



**CLAD IN ASBESTOS SUIT, "Pat" Patton** puts out oil-well fires. This photograph was snapped after a big one. "Smoking Camels helps keep my digestion in trim," he says. "I smoke Camels mighty often. They set me right." Yes, Camels are mild—better for steady smoking.


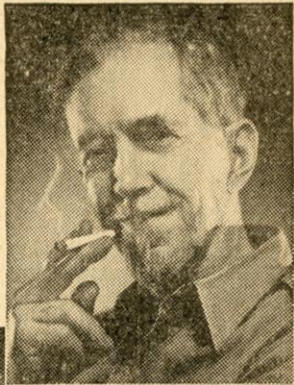
**CHAMPION PISTOL SHOT.** Miss Arlayne Brown says: "I'll say Camels don't get on my nerves. And I smoke them 'for digestion's sake' at mealtimes." Camels aid digestion—speed up the flow of digestive fluids—**increase alkalinity.**

*—for Digestion's sake—smoke Camels*

**“FOR DIGESTION’S SAKE  
— SMOKE CAMELS’**

*is a No. 1 rule with me,” says noted explorer*

**RUNNING THE RAPIDS** of jungle river (*below*)—one of A. Hyatt Verrill’s nerve-racking experiences. “No matter what I may have to go through,” he explains, “smoking Camels eases tension and, at mealtime, starts me on the trail to good digestion.” Let Camels help *your* digestion by speeding up the flow of digestive fluids, increasing alkalinity. Camels set you right. They are mild—better for steady smoking.



**CAMELS COSTLIER TOBACCOS!**



November 11, 1916



**"I used to wonder what was wrong with my digestion!"**

That now I'm as fit as a fiddle. Chances to Girard made all the difference in the world. And the best of it is—I get a full-bodied man's smoke and not one jot or tittle of harm.

That's another thing I've learned. And for a long time, that man used to laugh and say: "Heavy cups don't suit me!" But he learned his mistake—and now he smokes all the time and perfectly, because he smokes

**Girard**  
cigar

He's one of the vast army of Girard smokers who owe the pleasure of being full-bodied smokers to the fact of a combination of two things. The Girard

combination of things gives smokers that action effects from them, now come to your attention. This one method of making being by up alone, and one process of blending

best with the finest

of the

Now look at every where. You'll find the Girard

and one of them and he'll tell you it represents the high tide of value in

the

It gives you a dealer

that is really Girard

smoke and you have to give

the best of it. And he's

for satisfaction.

It's not just any part of

the world's product

to suit its purpose for you.

**14 sizes—life and up**

Get started on Girard enjoyment today.

**Dealers—**  
**Look at this**

If you are not handling

the Girard cigar, you are

losing your share of the

most important

combination of things

in the world. For

smoking is a pleasure

and the Girard

is the best of it.

Thousands of dealers

are now writing to

the World to get

**Admiral Ray & Lougher**  
Sole U.S. Agents  
PHILADELPHIA

1916



"Viceroy's got the taste that's right!"

Also! New "Slide-Top" Case! Successor to the Flip-Open Box. Just slide it open—slide it shut.

Smoke all seven filter brands and you'll agree: some taste too strong...some too light...but

Viceroy's got the taste that's right!

The advertisement features a central photograph of four people: three men in white chef uniforms and hats, and a woman in a red and black patterned dress. They are all smiling and looking at each other. One of the chefs is holding a lit cigarette. In the bottom left corner, there is a small inset image of a Viceroy cigarette pack with the text "Also! New 'Slide-Top' Case! Successor to the Flip-Open Box. Just slide it open—slide it shut." In the bottom right corner, there is a larger image of a Viceroy cigarette pack with the text "Smoke all seven filter brands and you'll agree: some taste too strong...some too light...but". The main headline at the top reads "Viceroy's got the taste that's right!" and the bottom headline reads "Viceroy's got the taste that's right!".

