



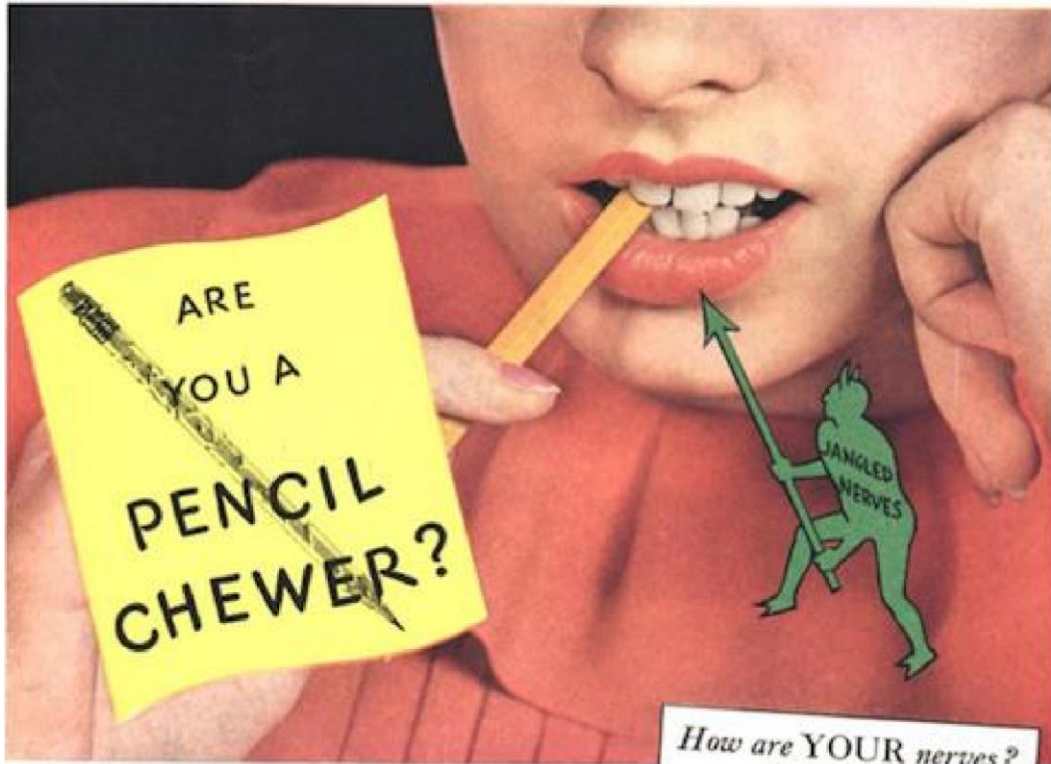
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CIGARETTE ADVERTS



Watch out for the telltale signs of jangled nerves

Other people notice them—even when you don't—little nervous habits that are the danger signal for *jangled nerves*.

And remember, right or wrong, people put their own interpretations on them. So it pays to watch your nerves.

Get enough sleep—fresh air—recreation—and make Camels your smoke, particularly if you are a steady smoker.

For remember, Camel's costlier tobaccos never jangle your nerves—no matter how many you smoke.



COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

How are YOUR nerves?
TRY THIS TEST



See how speedily you can complete this test. With your left hand (or with your right hand, if you are left-handed) unbutton your vest beginning at the top. Now button it again, beginning at the top. If you use more than one hand you are disqualified. Average time for six-button vest is 12 seconds.

Jack Summers (Camel smoker), national professional tennis racquet champion, completed the test in 7 seconds.

Copyright, 1954, R. J. Reppelle Tobacco Company

CAMELS

SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES



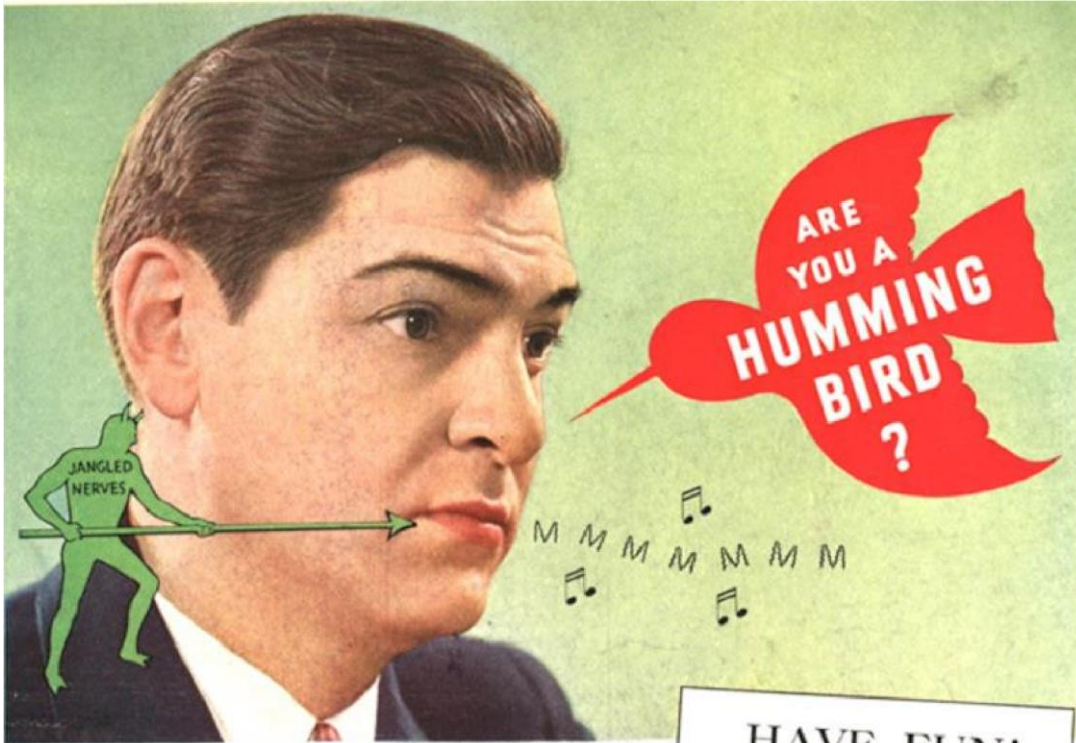
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CIGARETTE ADVERTS



It's irritating and it means...jangled nerves

Yes, it's irritating to listen to that constant, tuneless humming—and more than that, the humming is a sign of jangled nerves.

If you notice any of those telltale nervous habits in yourself—if you whistle through

your teeth—drum on the table—then it's time to start taking care of yourself.

Get enough sleep—fresh air—recreation—and watch your smoking... Remember, you can smoke as many Camels as you want. Their costlier tobaccos never jangle your nerves.



COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!

HAVE FUN!
Send for FREE Game Book

New—illustrated book of 20 ways to test nerves... Fascinating! Amazing! "Show up" your friends. See if you have healthy nerves. Send fronts from 2 packages of Camels with order-blank below. Free book is sent postpaid.



CLIP HERE... MAIL NOW

R. J. Reynolds Tobacco Company
Dept. 90-B, Winston-Salem, N. C.

I enclose fronts from 2 packs of Camels.
Send me book of nerve tests postpaid.

Name.....
PRINT NAME

Street.....

City..... State.....
Offer expires December 31, 1954

CAMELS

**SMOKE AS MANY AS YOU WANT
...THEY NEVER GET ON YOUR NERVES**



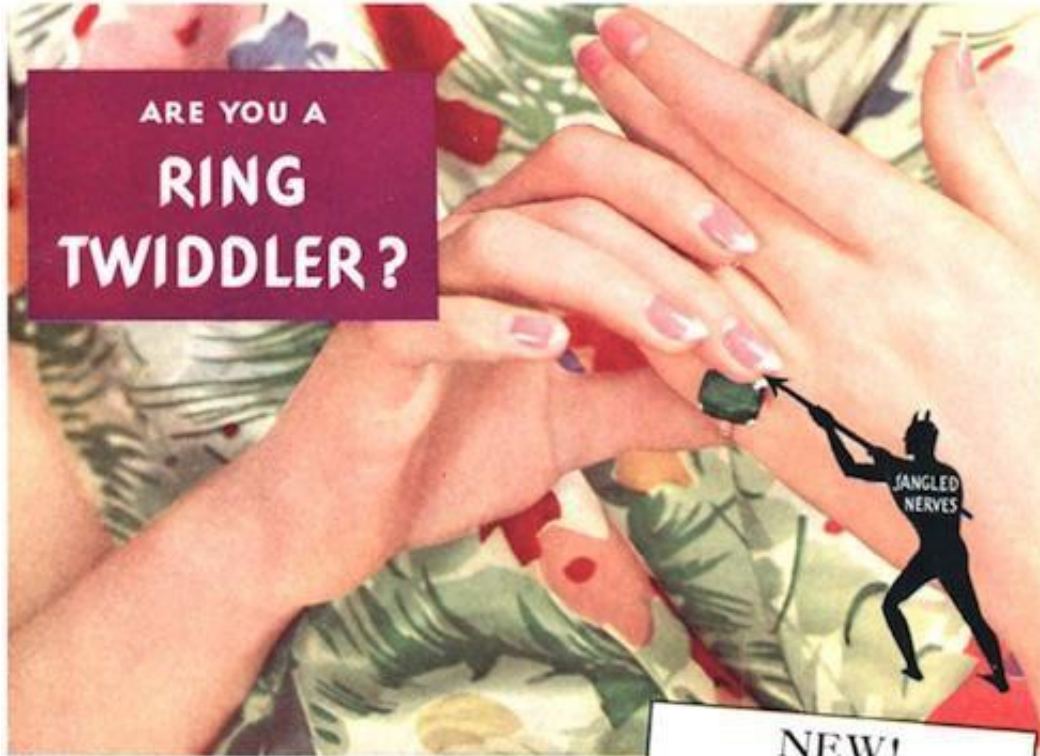
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CIGARETTE ADVERTS



ARE YOU A
**RING
TWIDDLER?**

Copyright, 1951, R. J. Reynolds Tobacco Company

**Check your nervous habits
for signs of jangled nerves**

Are you worried? Do you sometimes have trouble in getting to sleep? Have you any of those little nervous habits such as twisting your handkerchief—frowning—playing with your ring?

These may all be signs of jangled nerves. And jangled nerves can frequently make you look years older than you are.

So now is the time to check up. Get enough sleep—fresh air—recreation. And watch your smoking.

Remember, if you smoke Camels—you can smoke as much as you like—for Camel's costlier tobaccos never jangle your nerves.

COSTLIER TOBACCOS

Camels are made from finer, MORE EXPENSIVE TOBACCOS than any other popular brand of cigarettes!



NEW!
Game Book Sent FREE

New—illustrated book of 20 ways to test nerves... Fascinating! Amazing! "Show up" your friends. See if you have healthy nerves. Send fronts from 2 packages of Camels with order-blank below. Free book is sent postpaid.

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CIGARETTE ADVERTS

It takes Healthy Nerves



TO BE A CHAMPION SKI JUMPER



ANTON LEKANG
NATIONAL CLASS A SKI JUMP CHAMPION OF THE UNITED STATES. With over forty titles and trophies behind him, Anton Lekang turned in a brilliant ski jumping record at Lake Tahoe to win the 1932 National Championship of the U.S.A. Lekang has been smoking Camels for many years. He says: "A day's last Camel tastes just as good as the first one. They never interfere with healthy nerves."

HOW ARE YOUR NERVES? TRY THIS TEST

A MATCHLESS BLEND



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

Steady Smokers turn to Camels

ANTON LEKANG, winner of over 40 titles and trophies, smokes Camels steadily—without a sign of jangled nerves. He says: "The most important elements in ski jumping are correct timing and healthy nerves. In fact, they add up to the same thing because you cannot have correct timing without healthy nerves. I have been jumping at championship ski-runs for years. And I have smoked Camels steadily for even longer. They are the only cigarette that I don't get tired of. A day's last Camel tastes just as good as the first one. And Camels never interfere with healthy nerves." Countless thousands are changing to Camels. And they are urging others to join them! Camels are milder. They have a rich, satisfying flavor. And they leave your nerves smooth and unruffled.

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



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CIGARETTE ADVERTS

THE SATURDAY EVENING POST

Let up before your nerves get Tired, Tense

HE'S GIVING HIS NERVES A REST... AND SO IS HE

GREYHOUND
Swift, graceful, and remarkably wise. Ancient Egyptian and Greek royalty stamped him as a symbol of aristocracy. Distinguished lines and proud bearing can be found in Egyptian carvings dating to 1500 B. C. Racing has made this breed popular in the U. S.

It's thrilling to watch the flashing greyhound in full flight. But it's important to note that when the race is over he rests—as the greyhound above is doing now. Though the dog's highly keyed nervous system closely resembles our own, the dog *relaxes sensitively!* Life as it is today leads us to ignore fatigued nerves. We carry on despite increasing tension, strain. Be kind to your nerves if you want them to be kind to you. Pause a while, now and then. **LET UP—LIGHT UP A CAMEL!** Let the frequent enjoyment of Camel's mild, ripe tobaccos help you take life more calmly, pleasantly, profitably!

These busy, happy folks give their nerves a chance — they "Let up — Light up a Camel"

A SOUND ENGINEER controls the complicated equipment which puts a radio program "on the air." You'll find many a Camel smoker in this nerve-straining profession.

WORKING UNDER CONSTANT STRAIN, salesman John K. Spore finds Camels good partners in his business. "On my job, I can't afford tense nerves," says Mr. Spore, "so I ease nerve strain often. I let up and light up a Camel. A pause and a Camel gives me a swell sense of well-being."

X-RAY TECHNICIAN Audrey D. Covert says: "My work requires great concentration. Naturally, it's a strain on the nerves. My method for avoiding ragged, upset nerves is to rest now and then, and let up and light up a Camel. That's a simple, pleasant way to relieve nerve tension."

Smoke 6 packs of Camels and find out why they are the **LARGEST SELLING CIGARETTE** in America

DID YOU KNOW? —that tobacco is remarkably sensitive to moisture? That at one stage, practically all the moisture is removed from cigarette tobacco, and just the proper amount restored for manufacturing purposes? That there are more than 40 huge air-conditioning machines where Camels are made? Camel spends millions to preserve for you all the *softness and ripe richness* of Camel's finest, more expensive tobacco.

LET UP — LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are SOOTHING TO THE NERVES



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CIGARETTE ADVERTS

THE SATURDAY EVENING POST

IT TAKES HEALTHY NERVES

TO BE A CHAMPION BRONK RIDER!

STEADY SMOKERS turn to Camels

EDDIE WOODS, one of the "top hands" of the cowboy world, says:
"Ten seconds on the back of an outlaw horse is about the hardest punishment for a man's nerves that anybody can imagine. To have nerves that can take it, I smoke only Camels. I've tried them all, but Camels are my smoke! They have a natural mildness, and I like their taste better. Most important of all, Camels do not jangle my nerves, even when I light up one Camel after another."

"OUT ON THE RANCH I became devoted to riding and smoking Camels. Even if I am not in the championship class I need healthy nerves. And Camels do not upset my nerves. They are the mildest cigarette I know!"

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

CAMEL'S COSTLIER TOBACCOS

NEVER GET ON YOUR NERVES **NEVER TIRE YOUR TASTE**

Copyright, 1946, by T. W. Merrill, Tobacco Company



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CIGARETTE ADVERTS

IT TAKES HEALTHY NERVES TO BE A FOOTBALL REFEREE




(Above) IF YOU WANT TO SEE nerve strain, look at "Mike" Thompson's job—refereeing tons of football brawn, seeing every detail but never getting in the players' way!

Steady Smokers turn to Camels

M. J. ("Mike") Thompson, football's most famous referee, is a steady smoker who has to keep healthy nerves. He says:
"Because nothing can be allowed to interfere with healthy nerves I smoke *Camels*. I have tried them all—given every popular brand a chance to show what it can offer. *Camels* don't upset my nerves even when I smoke constantly. And the long-

er I smoke them the more I come to appreciate their *mildness* and *rich flavor*."
• • •
Many smokers have changed to *Camels* and found that they are no longer nervous... irritable... "jumpy." Switch to *Camels* yourself. Smoke them steadily. You will find that *Camels* do not jangle your nerves—or tire your taste.

Copyright, 1953, R. J. Reynolds Tobacco Company

How are YOUR nerves?
TRY THIS TEST



Fasten one end of a short string to a finger ring. Have a second person hold string at arm's length above shoulder. The test is for you to make a full-arm swing downward and up... and try to put a pencil, held 3 inches from the point, through the ring. Good performance is being successful once in the first 3 tries.
George Santilli (Camel smoker, champion fencer, did it on the first try.

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

CAMEL'S COSTLIER TOBACCOS

—THEY NEVER GET ON YOUR NERVES



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CIGARETTE ADVERTS

What every woman should know about her nerves

COCKER SPANIEL

Spaniels have been bred back to 15th Century and are one of the oldest of breeds. Many popular pure-bred dogs (e.g. Blood and others) range from wild black, red to shades of cream, liver and gold combinations. Versatile in the field, can be trained into desirable services. Great love of human family.



HE'S GIVING HIS NERVES A REST.

AND SO IS SHE



YOU and the cocker spaniel have something important in common. A complicated nervous system, highly strung! But the cocker is kinder to his nerves... *lets up frequently to rest. And you???* All day, you probably go without a real let-up... household duties, social activities, each with its own contribution to nervous tension. Your nerves can stand so much—and so more. So, when you feel yourself getting jumpy or irritable, just ease up and smoke a Camel. You'll find Camels so mild—pleasantly soothing and comforting to the nerves. Make it a point to “Let up... light up a Camel.” Notice the difference in the way you feel at the end of the day. Nerves smooth—unruffled—your daily life far more enjoyable. Be kind to Camels’ hands—let their routine mechanics be your frequent reminder that your nerves enjoy a rest when you “Let up... light up a Camel.”

These happy busy people find more joy in living because they “Let up—light up a Camel”



“A NEWSPAPER JOB is one rushed assignment after another,” says Estelle Karun, writer on a New York daily. “Honestly, I’d feel like a wreck if I didn’t let up now and then. I ease up frequently and smoke a Camel. Camels soothe my nerves. A bit of rest with a Camel helps me work better!”



RALPH GULDAHL, U.S. Open golf champion, reveals a bit of the “inside” story of his steady nerves. “I don’t have to worry about my nerves. I’ve learned to ease up now and then—to take time for a Camel. And I’ve discovered that Camel is a cigarette that is actually soothing to my nerves!”



Smoke 6 packs of Camels and find out what they are the **LARGEST-SELLING CIGARETTE IN AMERICA**

Camels are a matchless blend of four, **MORE EXPENSIVE TOBACCOS**... *Tasteful and Delicious. A supremely enjoyable cigarette—made from natural tobacco!*

LET UP—LIGHT UP A CAMEL!

Smokers find Camel’s Costlier Tobaccos are Soothing to the Nerves



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CIGARETTE ADVERTS

TIRED FROM SHOPPING?...

get a Lift with a Camel!

• Every woman knows what one shopper meant when she said recently: "I don't know any task as exhausting as shopping. I often slip away for a Camel when I'm getting tired. A Camel restores my energy. And I enjoy Camel's mild flavor so much that I smoke a lot. I can smoke as many Camels as I like, though, without bothering my nerves."

BUSINESS MAN, Irving J. Pyrchard says: "Camels give me a 'lift' in energy that eases the strain of the business day, and drives away fatigue. Since turning to Camels, I smoke all I want, without upset nerves."

SQUASH CHAMPION, John L. Summers, National Pro Champion, says: "After a tournament, I smoke a Camel. In no time at all my energy is brimming again. And Camels, I find, never jangle my nerves."

AVIATOR, Colonel Roscoe Turner: "A speed flyer uses up energy just as his motor uses 'gas'—and smoking a Camel gives one a 'rebill' on energy. After smoking a Camel, I get a feeling of well-being and vim."

All Tobacco Men Know:
"Camels are made from finer, More Expensive Tobaccos — Turkish and Domestic — than any other popular brand."

For Your Enjoyment!
THE CAMEL CARAVAN
featuring
ANNETTE HANSHAW
WALTER O'KEEFE
GLEN GRAY'S
CASA LOMA ORCHESTRA

TUESDAY
10:00 P.M. E.S.T.
9:00 P.M. C.S.T.
8:00 P.M. M.S.T.
7:00 P.M. P.S.T.

THURSDAY
9:00 P.M. E.S.T.
8:00 P.M. C.S.T.
7:30 P.M. M.S.T.
6:30 P.M. P.S.T.

Over Coast-to-Coast WABC-Columbia Network

Camel's Costlier Tobaccos never get on your Nerves!

Copyright, 1945, R. J. Reithel Tobacco Company

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CIGARETTE ADVERTS

The Literary Digest for February 16, 1929 47

**Do you
SMOKE AWAY
ANXIETY?**



... THEN YOU'LL APPRECIATE SPUD'S GREATER COOLNESS!

Do you await an important event, an important decision, lighting one cigarette from another? Then smoke Spud. Even after hours of waiting and smoking, a Spud tongue and throat are still moist and cool ... tobacco enjoyment still keen, not killed ... no "smoked-out" let-down to mar the good

JUDGE SPUD... Not by first puff...but by first pack. Surprise of first puff soon forgotten...continued coolness heightens enjoyment of the full tobacco flavor.

news. Spud's smoke is scientifically proved 16% cooler. This refreshing coolness heightens your enjoyment of Spud's full tobacco flavor. That's why Spud is the new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Axton-Fisher Tobacco Co., Inc., Louisville, Ky.

How the coolness of Spud smoke was proved scientifically, and what "Smoke 16% Cooler by Test" means to you, are told in this little book, sent gladly on request.

**SMOKE
16%
COOLER
by
TEST**

MENTHOL-COOLED SPUD CIGARETTES

CONSULTANT PAEDIATRICIAN
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CIGARETTE ADVERTS

THE SATURDAY EVENING POST July 7, 1934

A FACT!

SCIENCE ADVANCES NEW DATA THAT MAY COMPLETELY CHANGE YOUR IDEAS OF CIGARETTES!

YOUR ENERGY VARIES DURING THE DAY

Experience of Camel Smokers Confirmed

Here's a basic discovery that throws new light on our past knowledge about cigarettes. It embodies an "energizing effect" ... a quick restoration of the flow of natural body energy ... a delightful relief from fatigue and irritability. Thus an ex-

perience long known to Camel smokers has received full scientific confirmation. You do "get a lift with a Camel," and it is a pleasure that you can repeat as often as you like—all day long. For Camels never get on your nerves.

CAMELS can literally relieve fatigue and irritability

Are you irritable ... cross and fussy when tired? Then light a Camel. As you enjoy its cool, rich flavor, you will quickly feel your flow of natural energy being restored. That "done-in" feeling drops away. Your pep and cheerfulness come flooding back. You are once again able to face the "next move" with a smile!

EFFECT IS NATURAL

The effect is produced by Camels in a wholly natural and utterly delightful way.

So, whenever you feel run-down, tired and irritable, just light a Camel.

You can smoke just as many of these delightful Camels as you want. You can increase your flow of energy over and over again. And you need never worry about your nerves. For remember: *Camel's costlier tobaccos never get on your nerves.*

TOO TIRED FOR FUN ... and then she smoked a Camel!

CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

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

KNOW THIS FEELING? The feeling of being too "all in" to respond to the gaiety of the crowd? That's one of the many times to light a Camel and enjoy its rich flavor while your flow of beautiful energy is restored. You'll like Camels—a matchless blend of costlier tobaccos!

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"Get a LIFT with a Camel!"



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CIGARETTE ADVERTS

IT TAKES HEALTHY NERVES TO PLAY CHAMPIONSHIP BRIDGE!

ABOVE—SHEPARD BARCLAY, who in ten months won twenty tournaments with twenty brand-new partners, smokes steadily while playing.

LEFT—WHETHER YOU smoke while you play bridge or play bridge while you smoke...change to Camels...for more pleasure, for the sake of your nerves...and your bridge!

CONCENTRATION is impossible, says Mr. Barclay, if your nerves are jangled. "I prefer Camels because I can smoke as many as I want without jangled nerves."

Steady Smokers turn to Camels

Shepard Barclay says: "Every bridge player can and should learn every system of contract bridge...but it takes real concentration to play a different system with every partner. That kind of concentration naturally involves terrific nerve strain. Personally, I find smoking a decided help to concentration. I prefer Camels...I can smoke them steadily without experiencing jangled nerves...they're always mild!"

Steady smoking brings out what a cigarette's really got. Smoke Camels yourself. Make your own comparisons. Your own experiences will endorse all that Mr. Barclay says.

IT IS MORE FUN TO KNOW

Camels are made from finer, more expensive tobaccos than any other popular brand. Leaf tobacco for cigarettes can be bought from 1¢ a pound to \$1.00...but Camels give the million more that insure your enjoyment.

CAMEL
A WATERLESS BLEND

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



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