



Chivalry

1940 version of ancient courtesy is demonstrated on the University of Nebraska campus when Freshman Bill Sullivan carries Ella Owen across a campus mud-puddle.

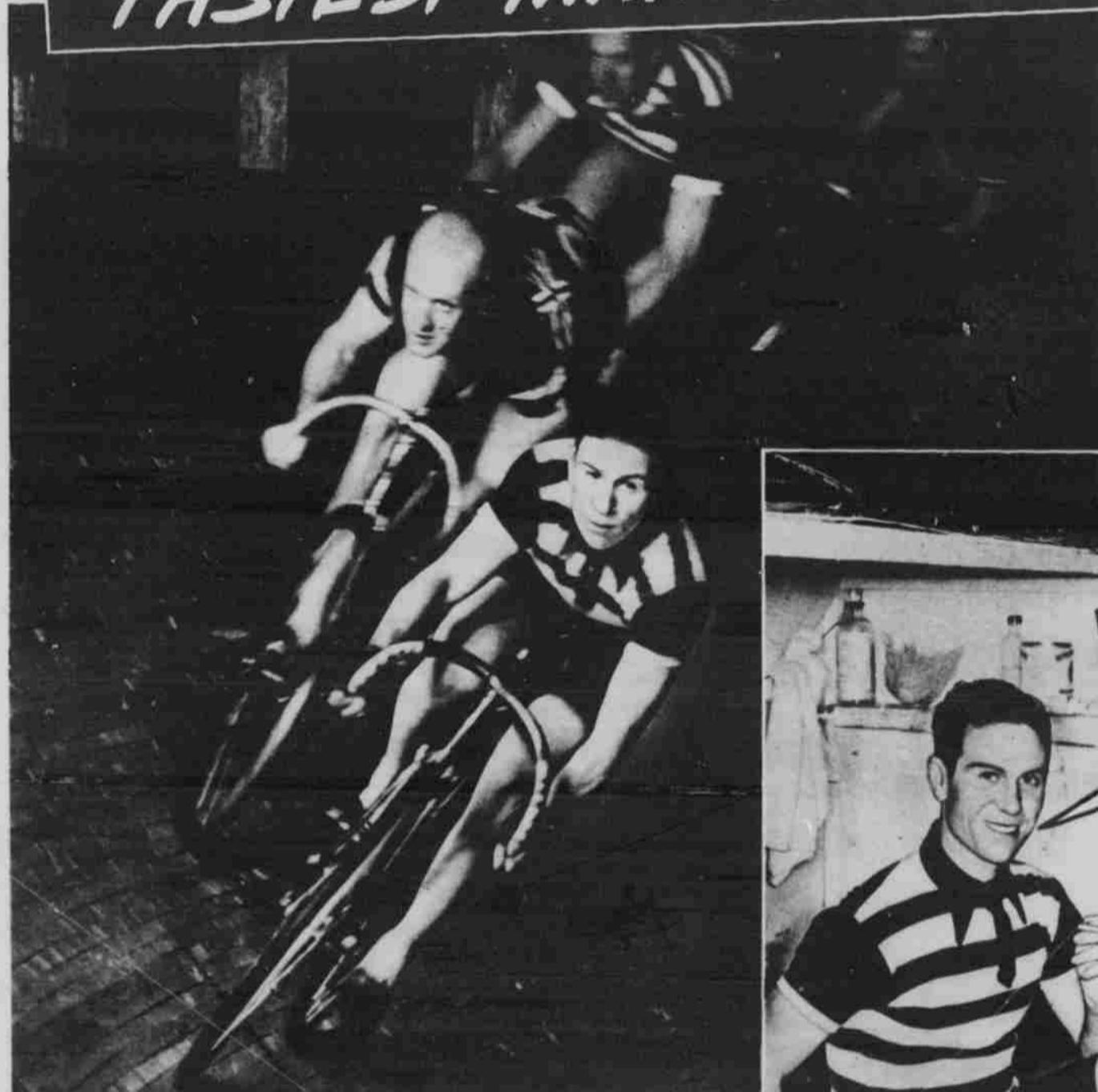
Jelinek

Looking Up

... toward a successful season, these Kent State cagers are confident they'll flash through to win a majority of the contests on their 24-game schedule.



"FASTEST MAN ON WHEELS"



Here's ace bike rider Cecil Yates burning up the track at Madison Square Garden. He's won *eight* six-day bike races!

Time out... for a few winks of sleep, a meal, a quick massaging of weary muscles—and a mighty welcome Camel cigarette. How *good* it tastes!

WHEN Cecil sprints, the track fairly smokes. But when Cecil smokes, speed's the last thing he wants in his cigarette. Because cigarettes that burn fast can't help but burn hot. And this fiery excess heat burns away the tobacco's subtle elements of flavor and fragrance. The result is a hot, flat, unsatisfactory smoke.

"Slow-burning cigarettes are cooler, milder,

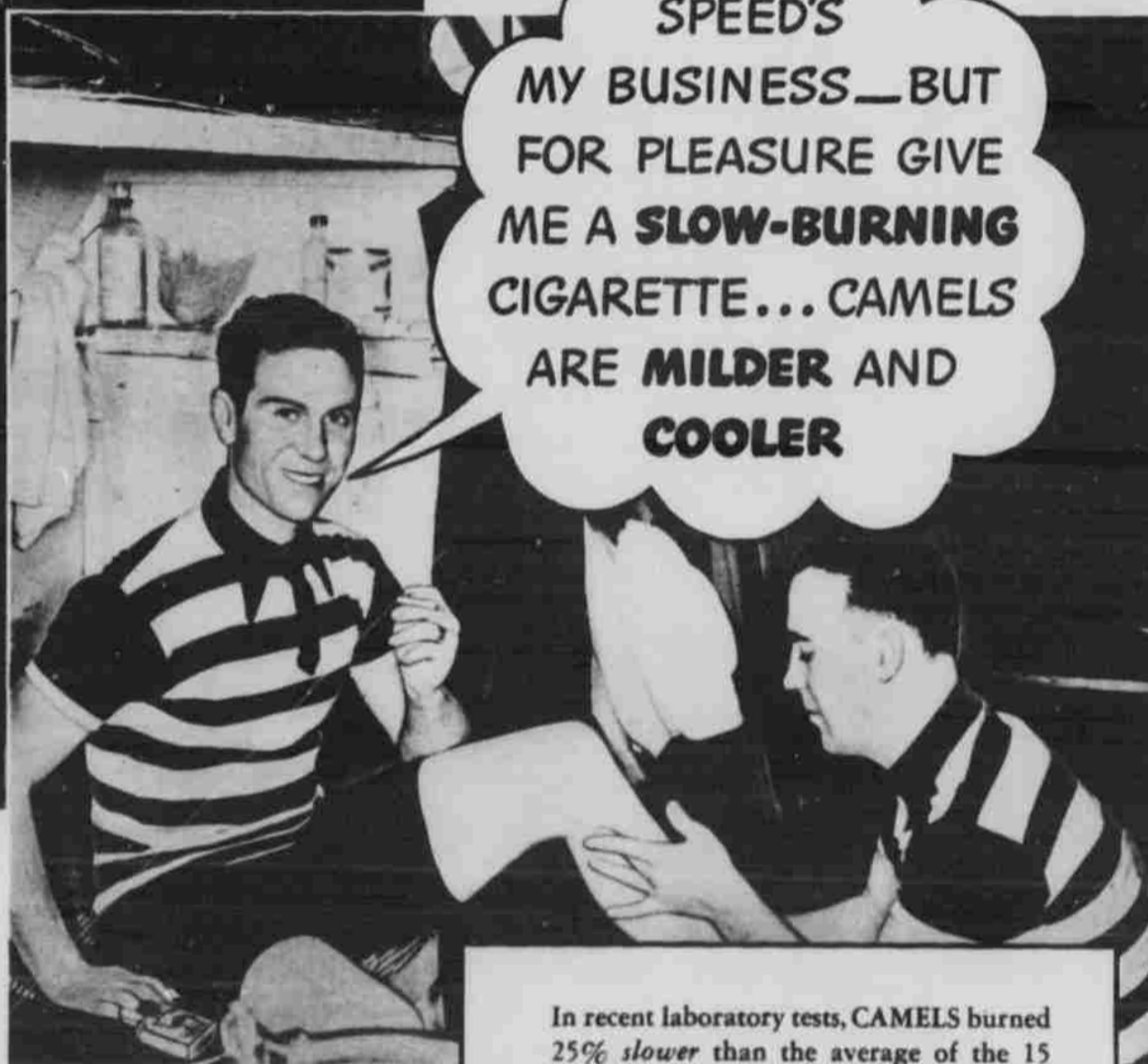
tastier, and more fragrant"—science and common sense both say so.

And the *slowest*-burning cigarette of the 16 largest-selling brands tested was *Camel*! (*The panel to your right gives details.*) A few puffs of a Camel tell you that there's more pleasure per puff...and then you find that there are more puffs per pack—an average smoking equivalent of 5 extra smokes!

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

...he smokes
slow-burning Camels for
EXTRA MILDNESS
EXTRA COOLNESS
EXTRA FLAVOR

SPEED'S
MY BUSINESS—BUT
FOR PLEASURE GIVE
ME A **SLOW-BURNING**
CIGARETTE... CAMELS
ARE **MILDER AND**
COOLER



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



**5 EXTRA
SMOKES
PER
PACK!**

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Camels — the cigarette of Costlier Tobaccos