

Why CAMELS are first
with famous sports stars...



Mickey Mantle STAR SLUGGER

of the N. Y. Yankees, says: "So many of the Yanks smoke Camels I decided to try them. I smoked Camels a while and I knew—Camels are for me! They're mild and swell tasting!"

Zoe Ann Olsen OLYMPIC DIVER

"My husband, Jack Jensen, the ball player, is a long-time Camel smoker. To keep peace in the family I tried Camels. I've smoked them ever since. No other cigarette tastes so good!"

Julius Botes STAR GOLF PRO

"What I like so much about Camels is the way they keep on pleasing you. I count on Camels for that wonderful flavor and mildness every time I light up. Why don't you try them?"

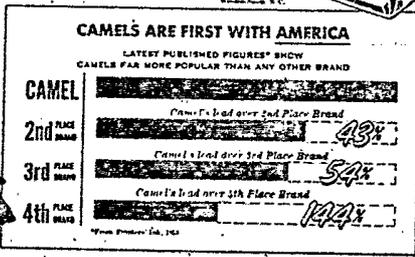


Pauline Betz PRO TENNIS QUEEN

"Sometimes in tennis you change your grip or footwork and suddenly all your shots click. It was like that when I changed to Camels—they clicked. Just the right flavor and mildness!"

Make the 30-Day Test. Smoke only Camels... convince yourself!

See for yourself why:
**Camels agree with
more people than
any other cigarette**
for Mildness and Flavor



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