



**"Guinea-Pig"**

Mary Ellen Brown, University of Kansas student, receives an injection of a new "flu" vaccine developed by Rockefeller Institute from nurse Louise Rundell. Half of the school's students were inoculated, the remainder were to be used for "control".

Acme

**\$10,000 Novel**

Prize-winning novel "Hildreth" is being discussed by its author, Mrs. Harlow Estes and Northeastern News interviewer D. Hubbard Freeman. Mrs. Estes, wife of the head of Northeastern University's psychology department, won the Redbook novel prize of \$10,000 last spring.

Collegiate Digest Photo by Schein



**THE SMOKE OF SLOWER-BURNING CAMELS GIVES YOU  
EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR**



**FLASH  
FROM SUN VALLEY!**

**Evelyn Doman  
Figure-Skating Star**

Breathtaking spins, spirals, jumps—there's a thrill in every click of her flashing blades. And afterwards—"A Camel tastes so good—they have so much more flavor," says Miss Doman. But *more flavor* is only one of the "extras" you get in slower-burning Camels.



IF YOU SKATE AT ALL, then you know that cutting a pretty figure is not as simple as pretty Evelyn Doman makes it appear. Behind her seemingly effortless grace are hours of hard practice.

She takes her skating seriously . . . her smoking, too. "I smoke a good deal," she ex-

plains. "The slower-burning cigarette—Camel—gives me the extra mildness I want."

Slower-burning . . . costlier tobaccos. Yes, slower-burning Camels give you a fuller measure of flavor without the harsh effects of excess heat . . . extra mildness, extra coolness, extra flavor—and less nicotine *in the smoke*.

BY BURNING 25% SLOWER than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus equal*, on the average, to 5 EXTRA SMOKES PER PACK!

**CAMEL** THE SLOWER-BURNING CIGARETTE

AND

**28%**

**LESS  
NICOTINE**

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent laboratory tests *of the smoke itself*

**N**O MATTER how much you smoke, all that you get from a cigarette—all the flavor, mildness—you get it in the smoke itself. The smoke's the thing!

Science has told you Camels are slower-burning. This slower way of burning means more mildness, more coolness, more flavor *in the smoke*.

Now, these new independent tests reported above—tests of the brands that most of you probably smoke right now—drive home another advantage for you in slower-burning Camels—*extra freedom from nicotine in the smoke*.

Try slower-burning Camels. Smoke out the facts for yourself. Dealers everywhere feature Camels at attractive carton prices. For convenience—for economy—buy Camels by the carton.

R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina



THE SMOKE'S THE THING!