



On Patrol Duty
 During initiation week at Knox College, Scabbard and Blade pledges had to patrol in front of all college buildings, call out "all's well" every 15 minutes. Here is Sonny Freda on guard duty. Photo by Rennie

Coaches Convene
 Coaches Henry Iba of Oklahoma A and M, Sam Berry of Southern California, Nat Holman of C. C. N. Y., and Nels Norgren of Chicago talk things over before the National Association of Basketball Coaches annual convention gets under way in New York. Acme



"YOU SAVVY QUICK, SOLDIER!"

DAD ought to know. Look at the wall behind him—his personal military history. Photo of the troop. Dad by himself, very proud in his old-style choker-collar blouse. And his decorations—the Order of the Purple Heart, Victory Medal, Croix de Guerre *with* palm.

"You savvy quick, soldier," he says to his son as that chip off the old block in the new uniform proffers Camels. "These were practically 'regulation' cigarettes with the army men I knew. Lots of other things have changed, but *not* a soldier's 'smokin's.'"

Right! Today, and for more than 20 years, reports from Army Post Exchanges show that Camels are the favorite. And in Navy canteens, too, Camels are preferred.

Just seems that Camels click with more people than any other cigarette—whether they're wearing O.D., blues, or civvies. You'll savvy, too—and quick—with your first puff of a slower-burning Camel with its extra mildness, extra coolness, and extra flavor, why it's the "front-line" cigarette!

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

28% Less Nicotine

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

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

● What cigarette are you smoking now? The odds are that it's one of those included in the famous "nicotine-in-the-smoke" laboratory test. Camels, and four other largest-selling brands, were analyzed and compared...over and over again...for nicotine content *in the smoke itself!* And when all is said and done, the thing that interests you in a cigarette is *the smoke*.

YES, SIR, THE SMOKE'S THE THING! SMOKE CAMELS!



**BUY CAMELS BY THE CARTON—
 FOR CONVENIENCE, FOR ECONOMY**

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 CIGARETTE OF COSTLIER TOBACCOS