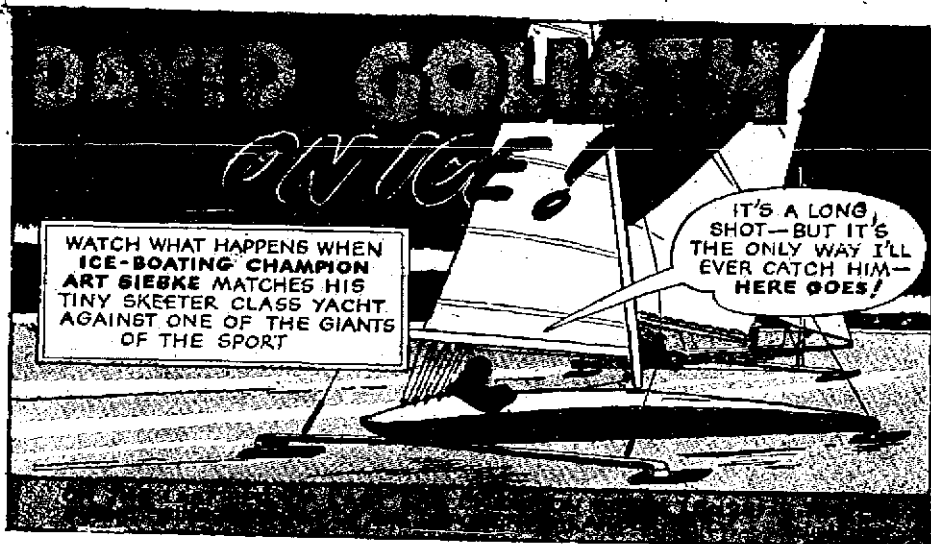


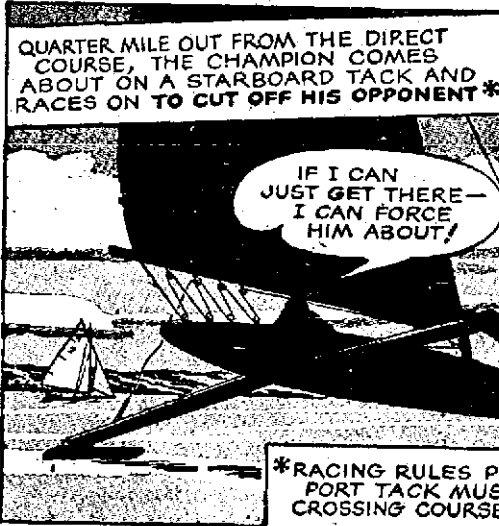
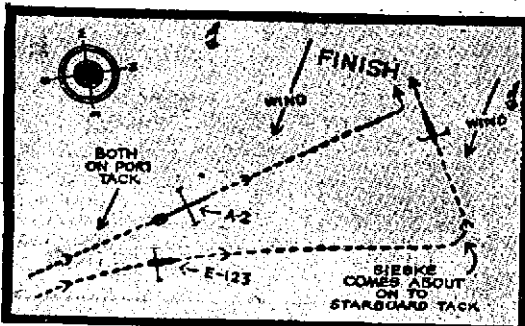


WATCH WHAT HAPPENS WHEN ICE-BOATING CHAMPION ART SIEBKE MATCHES HIS TINY SKEETER CLASS YACHT AGAINST ONE OF THE GIANTS OF THE SPORT

IT'S A LONG SHOT—BUT IT'S THE ONLY WAY I'LL EVER CATCH HIM—HERE GOES!



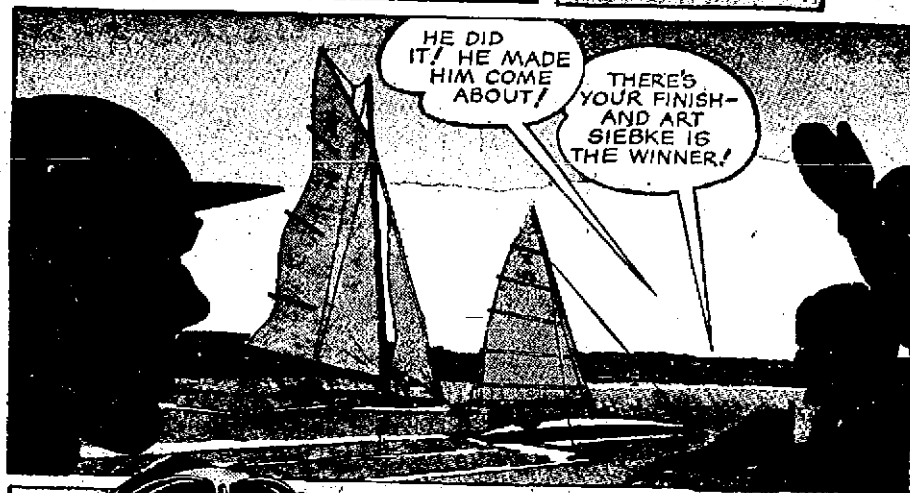
BECAUSE ICE-BOATS PICK UP SPEED TREMENDOUSLY AS THEY ARE POINTED FARTHER FROM THE DIRECTION OF WIND, SIEBKÉ BEARS OFF SHARPLY TO STARBOARD, GAMBLING ON HIS ABILITY TO TRAVEL THE LONGER ZIGZAG COURSE IN FASTER TIME THAN OPPONENT CAN COVER THE DIRECT COURSE—BUT THAT'S NOT ALL OF THE MANEUVER...



QUARTER MILE OUT FROM THE DIRECT COURSE, THE CHAMPION COMES ABOUT ON A STARBOARD TACK AND RACES ON TO CUT OFF HIS OPPONENT*

IF I CAN JUST GET THERE—I CAN FORCE HIM ABOUT!

*RACING RULES PROVIDE THAT YACHT ON PORT TACK MUST GIVE WAY TO YACHT CROSSING COURSE ON STARBOARD TACK



EXPERIENCE TAUGHT ME THE BIG DIFFERENCE IN CIGARETTE QUALITY. I LEARNED THAT CAMELS SUIT MY "T-ZONE" TO A "T"

J. Arthur Siebke OPEN CHAMPION
EASTERN ICE YACHTING ASSOCIATION

Camels



YOUR "T-ZONE" WILL TELL YOU
T for Taste... T for Throat... that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

"In ice-boating," says Champion Siebke, "I've had years of experience. My experience with different cigarettes came during the wartime shortage when I couldn't always get Camels and had to smoke a lot of different brands. That's when I really learned how much I appreciated the flavor and mildness of Camels!"