

Price 10 Cents

NEW YORK GIANTS

vs.

DETROIT LIONS



=====
POLO
GROUNDS
=====

=====
Sunday
November 9
1941
=====

WARD CUFF

HERE SUNDAY — NOVEMBER 16th
NEW YORK GIANTS vs. CLEVELAND RAMS, 2 P.M.



WITH MEN WHO KNOW TOBACCO BEST—
IT'S *Luckies* 2 TO 1

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Giants of the Week - - - -

Reliable Mr. Cuff

THE pro football seasons crowd each other. Great players come and marvels go. The years bear down on one and they push out the other. But Ward Cuff, somewhat like the durable and enduring Mel Hein, keeps right on starring. Old Reliable of the backfield, is this man Cuff, who is in his fifth year with the New York club, and still a standout. Consult the individual scoring records and you find Cuff with the nobility. Watch the Giants week in and week out and you know all the more emphatically how much this No. 14 means in the general well-being and success of Steve Owen's machine.

Cuff is one of the many stalwarts from Minnesota you will find in professional football. He was born at Redwood Falls, Minn., and got his college gridiron training at Marquette in Milwaukee. He makes that city his home. Ward is 27, is married. Yes, and he is the proud dad of a pair of daughters. Cuff stands 6 feet 1 and weighs 195 pounds.

Cuff is not alone a great back, but a master in every detail of kicking. Be it punting, be it



WARD CUFF
Backfield

goal kicking, Cuff is the man on the job. Coming into the 1941 season, Cuff, with 155 points, was the second highest scorer in the history of the Giants. The team mark was set at 194 points by Ken Strong, in 1933, 1934, 1935 and 1939. Cuff led the Polo Grounders in scoring for four years.

Quite often Cuff's field goal kicking has furnished the winning margin for the Giants. In the first meeting with the Dodgers in 1940, it was Ward's field goal that beat Brooklyn by 10 to 7.

Cuff very likely is headed for a career as a coach. He has a marked knack for imparting his stuff to youngsters. Ward is still taking some college work at Marquette and helps coach the track squad.

Let it not be suspected that Cuff is one of those kicking specialists. While, in the wing-back system used by Owen, Ward is not a frequent carrier, he yet has been a consistent ground gainer, and what with one thing and another, has managed to remain among the top ranking players of professional football.

Seagram keeps the
TOUGHNESS OUT
 ... blends extra
PLEASURE IN

They're smearing that guy—what a shame!
 But hold on! Just notice his name.

He's TOUGHNESS, the villain
 And Seagram's not willin'
 To let him remain in the game.

Yes, Seagram bids TOUGHNESS good-
 bye,
 Extra Pleasure's the main reason why
 Our 5 Crown is kinder,
 So here's a reminder
 To "say Seagram's" next time you buy.



Seagram's
5 Crown



SAY SEAGRAM'S... AND BE SURE!

Seagram's 5 Crown Blended Whiskey. 90 Proof. 72½% grain neutral spirits. Seagram-Distillers Corp., New York

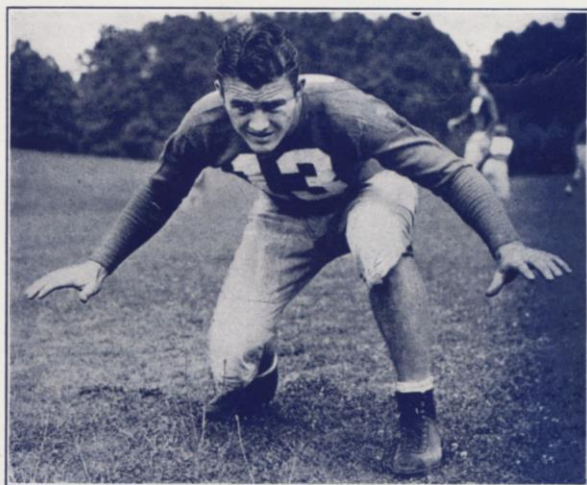
Three Men Bent on Another Surge for Giants



ED DANOWSKI
Veteran Passer



NELLO FALASCHI
Quarterback



BILL EDWARDS
Tackle

Here is Mr. Danowski, big as life, back again with the Polo Grounders, with whom he was a hero for many years after his graduation from Fordham. Anybody who has been watching the Giants in recent years knows all about pitcher and punter Ed. Flashy Falaschi, who hails from Los Gatos, Cal., is in his fourth season with the Giants. He came here from Santa Clara, where he captained the unbeaten 1936 eleven which went to the Sugar Bowl. Falaschi specializes in throwing blocks. Edwards, sometimes called Monk, is in his second season with the Giants. He came from Baylor. Edwards is one of the youngest players in the National League, being only 22. He is married and going to law school. This broth of a tackle weighs a mere 205 and stands three inches over six feet.

How the Players Are Faring

Giant Statistics for Season of 1941 (seven games)

BALL CARRYING

	Attempts	Yards Gained	Longest Run
Tuffy Leemans.....	52	195	24
Andy Marefos.....	52	142	11
Len Eshmont.....	42	133	25
Ward Cuff.....	11	52	30
Howie Yeager.....	14	51	39
George Franck.....	20	30	9
Clint McClain.....	6	18	6

FORWARD PASSING

	Att.	Comp.	Yds. Gd.	Inter.	T.D.
Tuffy Leemans.....	34	13	192	2	1
Andy Marefos.....	8	2	79	0	1
Kay Eakin.....	13	4	59	0	1
Ed Danowski.....	6	3	15	2	0
Len Eshmont.....	2	2	32		

PUNTING

	No.	Ave.	Longest
George Franck.....	11	37.5	70
Kay Eakin.....	8	39	62
Len Eshmont.....	5	38	66

SCORING

	T.D.	Ex. Pt.	F.G.	Tot. Pts.
Ward Cuff.....	2	11	3	32
Andy Marefos.....	2	5	2	23
Jim Poole.....	3	0	0	18
Tuffy Leemans.....	2	0	0	12
Howie Yeager.....	2	0	0	12

National League Facts and Figures

NATIONAL LEAGUE INDIVIDUAL RECORDS

SCORING LEADERS

Year	Leader	Team	Touch.	P.A.T.	FG	Points
1940	Don Hutson,	Green Bay	7	15	0	57
1939	Andy Farkas,	Washington	11	2	0	68
1938	Clark Hinkle,	Green Bay	7	7	3	58
1937	Jack Manders,	Chicago Bears	5	15	8	69
1936	Earl "Dutch" Clark,	Detroit	7	19	4	73
1935	Earl "Dutch" Clark,	Detroit	6	16	1	55
1934	Jack Manders,	Chicago Bears	3	31	10	79
1933	Ken Strong,	New York Giants, and Glen Presnell,	6	13	5	64
		Portsmouth	6	10	6	64
1932	Earl "Dutch" Clark,	Portsmouth	4	6	3	39

BALL CARRYING

Year	Leader	Team	Yds. Gd.	Attempts
1940	Whizzer White,	Detroit	514	146
1939	Bill Osmanski,	Chicago Bears	699	121
1938	Whizzer White,	Pittsburgh	567	152
1937	Cliff Battles,	Washington	874	216
1936	Alphonse "Tuffy" Leemans,	New York	830	206
1935	Doug Russell,	Chicago Cardinals	499	140
1934	Beattie Feathers,	Chicago Bears	1,004	101
1933	Cliff Battles,	Boston	737	146
1932	Bob Campiglio,	Stapleton	504	104

PASS RECEIVING

Year	Leader	Team	No. Caught	Yds. Gd.	Touch.
1940	Don Looney,	Philadelphia	58	707	24
1939	Don Hutson,	Green Bay	34	846	6
1938	Gaynell Tinsley,	Chicago Cards	41	516	1
1937	Don Hutson,	Green Bay	41	552	7
1936	Don Hutson,	Green Bay	34	526	9
1935	Tod Goodwin,	New York	26	432	4
1934	Joe Carter,	Philadelphia	16	237	3
1933	John Kelly,	Brooklyn	21	219	3
1932	Luke Johnson,	Chicago Bears	24	321	2

FORWARD PASSING

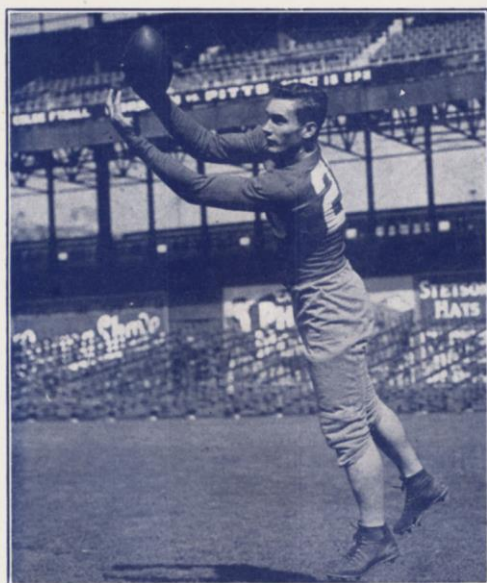
Year	Leader	Team	Passes	Comp.	Yards	Inter.
1940	Davey O'Brien,	Philadelphia	277	124	1,290	17
1939	Parker Hall,	Cleveland	208	106	1,227	13
1938	Ed Danowski,	New York	129	70	848	8
1937	Sammy Baugh,	Washington	171	81	1,127	14
1936	Arnie Herber,	Green Bay	173	77	1,239	13
1935	Ed Danowski,	New York	113	57	795	9
1934	Arnie Herber,	Green Bay	115	42	799	12
1933	Harry Newman,	New York	132	53	963	17
1932	Arnie Herber,	Green Bay	101	37	639	9

Vital in Polo Grounds Machine



STEVE OWEN, Coach, and MEL HEIN,
Great Center

This small collection of art masterpieces shows considerable of the physical and mental strength of the New York Club. Steve Owen, once of Phillips University down in Oklahoma, is in his eleventh year as pilot of the Giants. In coaching service, Steve bows only to George Halas of the Chicago Bears, and Curly Lambeau, of Green Bay Packers. Hein, year after year listed as the greatest pivot in the country, also is in his eleventh season with the Polo Grounders. Steve's younger brother Bill and Mike Palm, of Penn State, help with the coaching. Poole is playing his fifth year of football here and for the third season is fastening his clutches on the designation of all-National League end.



JIM POOLE
End



BILL OWEN
Steve's Assistant

PROBABLE DETROIT LIONS LINE-UP

Time 2:00

Left End SZAKASH 84	Left Tackle TRIPSON 70	Left Guard WIETHE 68	Right Guard LIO 61	Right Tackle FURST 73	Right End FISK 80
Center WOJCIECHOWICZ 50					
Quarterback CALLIHAN 25		Left Halfback BOOTH 11	Right Halfback WHITE 44	Fullback HOPP 31	

DETROIT LIONS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	School
11	Booth, Richard	H.B.	185	6:02	Western Reserve
12	Mathews, Ned	H.B.	190	5:09	U. C. L. A.
14	Noppenberg, John	H.B.	189	5:08	Miami (Fla.)
15	Tomasetti, Louis	H.B.	195	6:00	
23	Moore, Paul	Q.B.	200	5:10	Presbyterian
25	Callihan, Bill	Q.B.	215	6:02	Nebraska
30	Belichick, Steve	F.B.	187	6:00	Western Reserve
31	Hopp, Harry	F.B.	207	6:00	Nebraska
32	Parsons, Lloyd	F.B.	197	6:00	Gustavus Adolphus
33	Piepul, Milt	F.B.	210	6:01	Notre Dame
42	Price, Charles	H.B.	185	6:01	Texas A. & M.
44	White, Byron	H.B.	188	6:01	Colorado
46	Jefferson, Bill	H.B.	213	6:03	Mississippi State
50	Wojciechowicz, Alex	C.	204	6:01	Fordham
51	Nelson, Robert	C.	212	6:00	Baylor
61	Lio, Augie	G.	230	6:00	Georgetown
62	Mattiford, Jack	G.	210	5:11	Marshall
65	Batinski, Stan	G.	218	5:10	Temple
66	Radovich, Bill	G.	235	5:09	U. S. C.
68	Wiethe, John	G.	205	5:11	Xavier
70	Tripson, John	T.	219	6:01	Mississippi State
71	Pavelec, Ted	T.	217	6:00	U. of D.
72	Crabtree, Clem	T.	228	6:03	Wake Forest
73	Furst, Tony	T.	216	6:02	Dayton
75	Uremovich, Emil	T.	230	6:02	Indiana
76	Logan, Andrew	T.	222	6:00	Western Reserve
79	Shibanoff, Alex	T.	220	6:02	
80	Fisk, Bill	E.	198	5:11	Southern Calif.
81	Britt, Maurice	E.	206	6:04	Arkansas U.
82	Andersen, Stan	T.	220	6:02	Stanford
84	Szakash, Paul	E.	215	6:01	Montana U.
86	Thuerk, Owen	E.	200	6:02	St. Joseph's

Bill Edwards, Coach; Roy Miller, Assistant Coach



Clear Heads

BLENDED WHISKEY Calvert "Reserve": 86.8 Proof—65% Grain Neu

PROBABLE NEW YORK GIANTS LINE-UP

Left End POOLE 23	Left Tackle MELLUS 33	Left Guard SOHN 44	Right Guard YOUNCE 32	Right Tackle PEDERSEN 66	Right End HOWELL 21
Center HEIN 7					
Quarterback FALASCHI 28		Left Halfback ESHMONT 2	Right Halfback EAKIN 12	Fullback LEEMANS 4	

NEW YORK GIANTS FOOTBALL ROSTER

No.	Name	Position	Weight	Height	Age	College	Years Giant	Years Pro
2	Leonard Eshmont	Back	180	5:10½	23	Fordham	1	1
4	Tuffy Leemans	Back	200	6:00	28	Geo. Washington	6	6
5	Kayo Lunday	Center	225	6:03	28	Arkansas	5	5
6	Howie Yeager	Back	178	6:00	26	Santa Barbara	1	2
7	Mel Hein (Captain)	Center	235	6:04	32	Washington State	11	11
8	Francis X. Reagan	Back	190	5:11	22	Penn	1	1
11	Chet Gladchuk	Center	245	6:04½	22	Boston College	1	1
12	Kay Eakin	Back	190	6:00	24	Arkansas	2	2
14	Ward Cuff	Back	195	6:01	27	Marquette	5	5
15	Hank Soar	Back	215	6:00	26	Providence	5	5
17	Clinton "Red" McClain	Back	190	5:09	23	SMU	1	1
20	Leland Shaffer	Back	202	6:02	29	Kansas State	7	7
21	Jim Lee Howell	End	215	6:06	26	Arkansas	5	5
22	Ed Danowski	Back	204	6:01	29	Fordham	7	8
23	Jim Poole	End	235	6:03	26	Mississippi	5	5
24	Will Walls	End	220	6:04	27	TCU	4	4
25	Dominic Principe	Back	205	6:00	24	Fordham	2	2
28	Nello Falaschi	Back	195	6:00	27	Santa Clara	4	4
29	Jack Lummus	End	200	6:03	23	Baylor	1	1
30	Marion C. Pugh	Back	190	6:01	22	Texas A. & M.	1	1
32	Leonard Younce	Guard	205	6:01	24	Oregon State	1	1
33	John Mellus	Tackle	223	6:00	26	Villanova	4	4
36	Frank Cope	Tackle	230	6:03	25	Santa Clara	4	4
37	George Franck	Back	180	6:01	23	Minnesota	1	1
39	Doug Oldershaw	Guard	195	6:01	26	Santa Barbara	3	3
42	Orville Tuttle	Guard	205	5:09	28	Oklahoma City	5	5
44	Ben Sohn	Guard	230	6:03	22	So. California	1	1
49	Don Vosberg	End	190	6:02¾	21	Marquette	1	1
52	Vincent Dennery	End	200	6:00	24	Fordham	1	1
55	Louis P. DeFilippo	Center	225	6:02	24	Fordham	1	1
60	Bill Edwards	Guard	205	6:03	22	Baylor	2	2
66	Win Pedersen	Tackle	220	6:03½	26	Minnesota	1	2
69	Tony Blazine	Tackle	240	6:00	29	Ill. Wesleyan	1	7
70	Andy Marefos	Back	225	6:00	24	St. Mary's (Calif.)	1	1

Head Coach—Steve Owen, Phillips U.

Assistant Coach—Mike Palm, Penn State

Assistant Coach—Bill Owen, Phillips U.

Choose Calvert



SAMMY BAUGH HERE NOVEMBER 23

Don't miss the Giant's game with the Washington Redskins, pass pitchers par excellence, at the Polo Grounds on November 23. Baugh is rated one of the grandest passers of all time, a show in himself.



"MEET ME AT
THE ASTOR"



COLUMBIA ROOM

Harold Nagel and his Orchestra

BROADWAY COCKTAIL LOUNGE

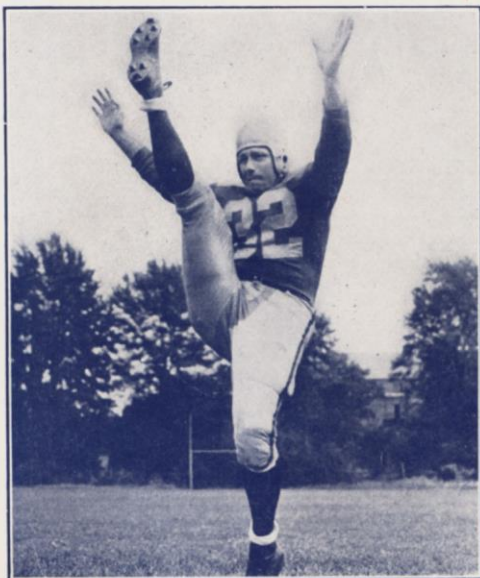
Dick Kuhn and his Orchestra

ASTOR BAR ★ HUNTING ROOM

Hotel Astor

TIMES SQUARE · NEW YORK

HEROES OF THE OPPOSITION



PARKER HALL
Cleveland



ACE PARKER and BRUISER KINARD
Dodgers

Parker Hall is one of the standouts of the Cleveland Rams, who will be at the Polo Grounds against the Giants next Sunday, November 16. Ace Parker and Kinard will be the guests of the Giants here on Sunday, December 7. As you know, the Giants have a little score to settle with the Dodgers, who won that game at Ebbets Field not so long ago. Hall, Parker and Kinard are among the greatest football players the pro ranks yet have flashed.

National League Title Winners

- 1921—Chicago Bears
- 1922—Canton Bulldogs
- 1923—Canton Bulldogs
- 1924—Cleveland
- 1925—Chicago Cardinals (New York Fourth—First Year)
- 1926—Frankford (Phila.) (New York Seventh—22 team league)
- 1927—New York Giants
- 1928—Providence—(New York Sixth)
- 1929—Green Bay (New York Second)
- 1930—Green Bay (New York Second)
- 1931—Green Bay (New York Fifth)
- 1932—Chicago Bears (New York Fifth)
- 1933—Chicago Bears (N. Y. beaten 23-21 in play-off game)
- 1934—New York (Bears beaten 30-13 in play-off game)
- 1935—Detroit (N. Y. beaten 26-7 in play-off game)
- 1936—Green Bay (Boston beaten 21-6 in play-off game) (New York Third)
- 1937—Washington (Bears beaten 28-21 in play-off game) (New York Second)
- 1938—New York (Green Bay beaten 23-17 in play-off game)
- 1939—Green Bay (N. Y. beaten 27-0 in play-off game)
- 1940—Chicago Bears (Washington beaten 73-0 in play-off game)

It's the same
EXTRA Refreshing Drink

Vanti **PA·PI·A**

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PAR

REG. U. S. PAT. OFF.

Made from
GOLDEN PAPAYA MELONS

Contains
NATURAL VITAMIN A
Plus a
NATURAL DIGESTIVE AID

ON SALE HERE



Numbers For Game Officials

This year all officials working National Football League games have numbers which will remain unchanged through the season. No club knows who the officials are to be until the day of the game. The following are the National Football League officials and their respective numbers:

<i>Referees</i>	<i>Umpires</i>	<i>Field Judges</i>	<i>Headlinesmen</i>
Cahn 3	Schommer ... 12	Sweeney 22	Cavanaugh ... 30
Gibbs 5	Rupp 14	Rebele 24	Barry 31
Hughitt 7	Robb 15	Campbell 25	Lipp 33
Heintz 9	French 17	Miller 26	Conover 34
	Kelly 18	Tehan 29	Gordon 35
			Downes 36

Tickets for Cleveland Rams game next Sunday are on sale at offices of New York Football Giants, No. 11 West 42nd Street.
Courtesy books on sale in rear of Section 16.

Summary of More Important Penalties

1 Offside, both sidesNo penalty	11 Illegal use of hands and arms by offense 15 yards
2 Offside 5 yards	12 Roughing kickers 15 yards
3 Holding, etc., by defensive side..... 5 yards	13 Unnecessary roughness 15 yards
4 Man in motion—no shift..... 5 yards	14 Intentional throwing forward pass to ground 15 yards
5 Crawling 5 yards	15 Unsportsmanlike conduct 15 yards
6 Taking out time more than three times during half 5 yards	16 Man in motion on shift..... 15 yards
7 Running into kicker 5 yards	17 Interference on forward by passing team.. 15 yards
8 Substitute failing to report..... 5 yards	18 Clipping from behind 15 yards
9 Unreasonable delay in putting ball into play 5 yards	19 Interference on forward by defense.....1st down at point of foul
10 Starting forward before ball..... 5 yards	20 Penalty declined

Difference in Rules Between Professional and Collegiate Football



The National Football League Rules Committee has made several changes in the rules for 1941, the most important of which reduces the penalty for clipping from 25 yards to 15 yards. Another important change prevents a team, incurring a penalty, from being penalized more than half the distance to the goal when the penalty is enforced in the field of play.

In professional football, the goal posts are on the goal lines; in collegiate, ten yards back of the goals on the end lines.

In professional football, passes may be thrown from any point behind the line of scrimmage. In collegiate football, they must be thrown from any point at least five yards behind the line of scrimmage.

Professional football does not recognize the "dead ball" rule. In collegiate football if any portion of the ball-carrier's body, excepting his hands or feet, touches the ground the ball is dead at that point. This is not so in professional football.

In professional football the defensive team may recover and advance the ball on fumbles, except where a backward pass has been attempted, or a punt is being received.

Flying blocks and flying tackles are permitted in the professional game.

Professional substitute players may communicate with their team mates immediately upon entering the game. College players must wait one play before communicating.

In professional football the offside penalty on the defense within the ten-yard limit is loss of half the distance to the goal, instead of five yards as in the college game.

In professional football defensive players are permitted wider latitude in the use of open hands on opposing players' necks and head without penalty. This rule prohibits striking but does allow the use of hands to force offensive blockers off balance.

In professional football a team is allowed to substitute in the fourth quarter only at the most three players who have previously played in the same quarter. This is not allowed under college players.

Here is what Giants Did Last Season



Just to refresh your memory, here is the record of the New York Giants for the 1940 season:—

Won 6 — Lost 4 — Tied 1

New York		Opponents
10	at Pittsburgh	10
7	at Washington	21
20	at Philadelphia	14
17	Philadelphia	7
12	Pittsburgh	0
21	Chicago Bears	37
10	at Brooklyn	7
0	Cleveland	13
7	Green Bay	3
21	Washington	7
6	Brooklyn	14
131		133

Giants Face Three More Foes Here



THE New York Giants football team has only three more games listed for the Polo Grounds. In fact, these three are the only remaining contests on their schedule. In these battles will be settled the aspirations of the Polo Grounders to represent the East in the annual playoff, which this time will be staged in the West. Coach Owen and his men believe they have a fine chance to make up for Brooklyn and Cardinal defeats in these contests:

November 16—Cleveland Rams

November 23—Washington Redskins

November 30—Open date

December 7—Brooklyn Dodgers

What Giants Have Done In National League Races

Year	Won	Lost	Tied	Pts.	Opp. Pts.
1925	8	4	0	119	65
1926	8	4	0	133	38
1927	11	1	1	172	20
1928	4	6	2	73	129
1929	12	1	1	298	77
1930	13	4	0	308	98
1931	6	6	1	133	90
1932	4	6	2	93	113
1933	11	3	0	244	101
1934	8	5	0	147	107
1935	9	4	0	179	96
1936	5	6	1	115	163
1937	6	3	2	128	109
1938	9	2	1	194	79
1939	9	1	1	168	85
1940	6	4	1	131	133
Totals	129	60	13	2635	1503

Winning Percentage .683.

1927—National League Champions.

1933—Eastern Champions, beaten 23-21 by Bears in Chicago playoff.

1934—National League Champions, victors 30-13 over Bears in playoff.

1935—Eastern Champions, beaten 26-7 by Lions in Detroit playoff.

1938—National League Champions, victors over Green Bay 23-16, in playoff.

1939—Eastern Champions, beaten by Green Bay, 27-0, in Milwaukee playoff.

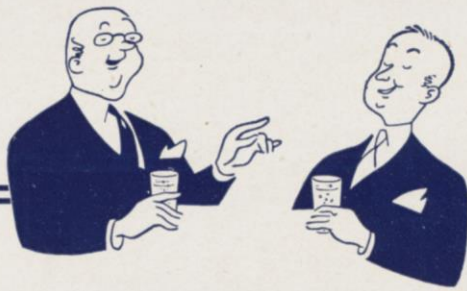
Note—The 308 points scored in 1930 constitutes a league record for high scoring in one season and the defensive mark of only 20 points scored against the Giants in 1927 is a league mark also.

Note—In games at the Polo Grounds the Giants went into 1941 with a winning percentage of .750. They had lost only 26 of 106 games in fifteen years. Seven of these home defeats were inflicted by the Chicago Bears.

GIANTS' ALL-TIME SCORING LEADERS

(Including 1933, 1934, 1935, 1938 and 1939 Playoff Games)

Player	College	Yrs.	Touch.	Pts.	Touch.	F.G.	Total Pts.
Ken Strong, New York U.....		'33-'35, '39	16	44	18		194
Ward Cuff, Marquette		'37, '39, '40	10	35	20		155
Dale Burnett, Emporia Teachers		'30-'39	25	4	0		154
Jack McBride, Syracuse		'25-'28, '32	12	37	6		127
Kink Richards, Simpson		'33-'39	19	5	1		122
Hinkey Haines, Penn State		'25-'28	19	3	0		117
Len Sedbrook, Oklahoma City		'29-'31	18	0	0		108
Hap Moran, Carnegie Tech.		'29-'32	14	11	1		98
Ray Flaherty, Gonzaga		'29, '31-'34	15	1	0		91
Harry Newman, Michigan		'33-'35	9	13	2		85
Tuffy Leemans, Geo. Washington		'36-'39, '40	13	0	0		78
Tony Plansky, Georgetown		'26-'30	9	2	2		62
Jack Hagerty, Georgetown		'26-'30	10	0	0		60



After the game... ENJOY THE BUBBLE DANCE!

PLEASE DON'T KNOCK ANYBODY DOWN getting to the exit, but at the nearest grill or night spot there's a little treat in store for you.

It's the bubble dance inside every sparkling drop of... but

DON'T FLIP THIS PAGE... we've another secret to tell you.

This titillating treat won't cost you one red cent more than the rather ordinary mixer you might get if you just look meek when you give your order.

SO WHY CHEAT that nice palate of yours out of a good time? Give it a break—let it utter: “— and Canada Dry Water” or “— and Canada Dry Ginger Ale, please.”

Pin-point carbonation, you know.

ON THE WAGON? “The Champagne of Ginger Ales” will make things a lot easier.

CANADA DRY

SPARKLING WATER • GINGER ALE

For quick refreshment right now—call the boy!
Canada Dry products sold here.



After a **P**erfect day

Packed with **P**unts and **P**asses

Take time out for a few

Mellow **M**oments for **M**ild

pm
DE LUXE

*Blended
Whiskey*



Rye
or
Bourbon

National Distillers Products Corporation, New York. 90 Proof. 49% grain neutral spirits.



THE SMOKE OF SLOWER-BURNING CAMELS CONTAINS

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*

• 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!



R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Camel—THE CIGARETTE OF COSTLIER TOBACCOS

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