

"SKIING IS WONDERFUL SPORT" WHEN YOUR NERVES ARE PLEASANTLY AT EASE

SAYS HANS THORNER, NATIONALLY
KNOWN SWISS SKIING EXPERT



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"MORNING, MR. THORNER"

"GOOD MORNING, EVERYBODY! I SEE YOU'VE BEEN PRACTISING WALKING ON THE LEVEL. THAT'S FINE. WHEN YOU CAN WALK ON SKIS THE REST COMES EASILY. NOW, LET'S PRACTISE WALKING UPHILL."



THE HERRING-BONE — THE NAME COMES FROM THE PICTURESQUE PATTERN THE SKIS LEAVE IN THE SNOW. COMMONLY USED ONLY ON SHORT, NARROW STRETCHES OF CLIMBING



STEM-CHRISTIANIA — SKIER POINTS IN WANTED DIRECTION, SIMPLY DIVING LEFT SKI AND PLACE SMALL WITH RIGHT



"TOO BAD, MISS ALICE. I'M AFRAID YOU'RE GETTING TENSE AND KEED-UP. HOW ABOUT STOPPING FOR A CAMEL?"

"WHILE WE'RE ENJOYING OUR SMOKE, PLEASE GIVE US AN EXHIBITION, MR. THORNER."



THE CLASS WATCHES THORNER DO SOME EXPERT SKIING

"GOSH, HE'S A WONDERFUL ATHLETE. ISN'T HE?"

CHRISTIANIA (DOWN-HILL) — CHANGING DIRECTION OF CONTINUOUS HIGH-SPEED RUN... FIRST, SKIER CROUCHES LOW, INSTANTLY RISES TO FULL HEIGHT WITH BODY TWIST TO NEW DIRECTION, THEN RESUMES FORWARD CROUCH TO COMPLETE TURN



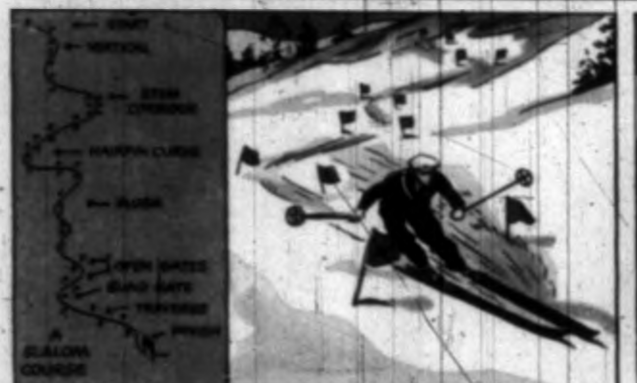
SNOW-FLOW... PUTTING ON THE BRAKES BY PUSHING APART TAIL-ENDS OF SKIS



STEM-CHRISTIANIA... TURN IS STARTED BY SINGLE STEM (EXTENDING ONE SKI FOR BROADER BASE)



JUMP-TURN... AVOIDING A DANGEROUS HAZARD BY CHANGING DIRECTION IN THE AIR



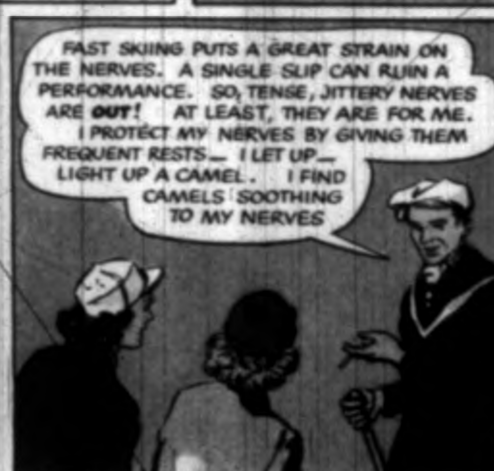
SLALOM (FROM SCANDINAVIAN WORD MEANING "INTERRUPTED COURSE")... AN EXTREME TEST OF FORM AND AGILITY IN DOWN-HILL SKIING



"SORRY, BUT I'M GOING TO LET UP AND LIGHT UP A CAMEL. HAVE ONE?"

"BRAVO, MR. THORNER! HOW ABOUT AN ENCORE?"

"YOU CERTAINLY ARE SOLD ON CAMELS, MR. THORNER."



"FAST SKIING PUTS A GREAT STRAIN ON THE NERVES. A SINGLE SLIP CAN RUIN A PERFORMANCE. SO, TENSE, JITTERY NERVES ARE OUT! AT LEAST, THEY ARE FOR ME. I PROTECT MY NERVES BY GIVING THEM FREQUENT RESTS — I LET UP — LIGHT UP A CAMEL. I FIND CAMELS SOOTHING TO MY NERVES"



(left) THE BOSTON TERRIER, shown relaxing, is often called the "American Gentleman" of dogdom. Yet at rough-and-tumble play he's a bundle of flashing energy. His nervous system is hair-trigger fast, sensitive — much like our own, but with an important contrast. Right in the midst of strenuous action the dog stops, calms down — *instinctively!* We humans are not so apt to favor our nerves. Too often, we grind on at a task, regardless of strain. Yet how well it pays to give your nerves *regular* rests. Do it the pleasant way — LET UP — LIGHT UP A CAMEL! In mildness — ripe, rich flavor — sheer comfort — Camels will add new pleasure to your smoking.



COSTLIER TOBACCOS
CAMELS ARE MADE FROM FINER, MORE EXPENSIVE TOBACCOS... TURKISH AND DOMESTIC

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Winston-Salem, N. C.

LET UP... LIGHT UP A CAMEL!
SMOKERS FIND CAMEL'S COSTLIER TOBACCOS ARE SOOTHING TO THE NERVES