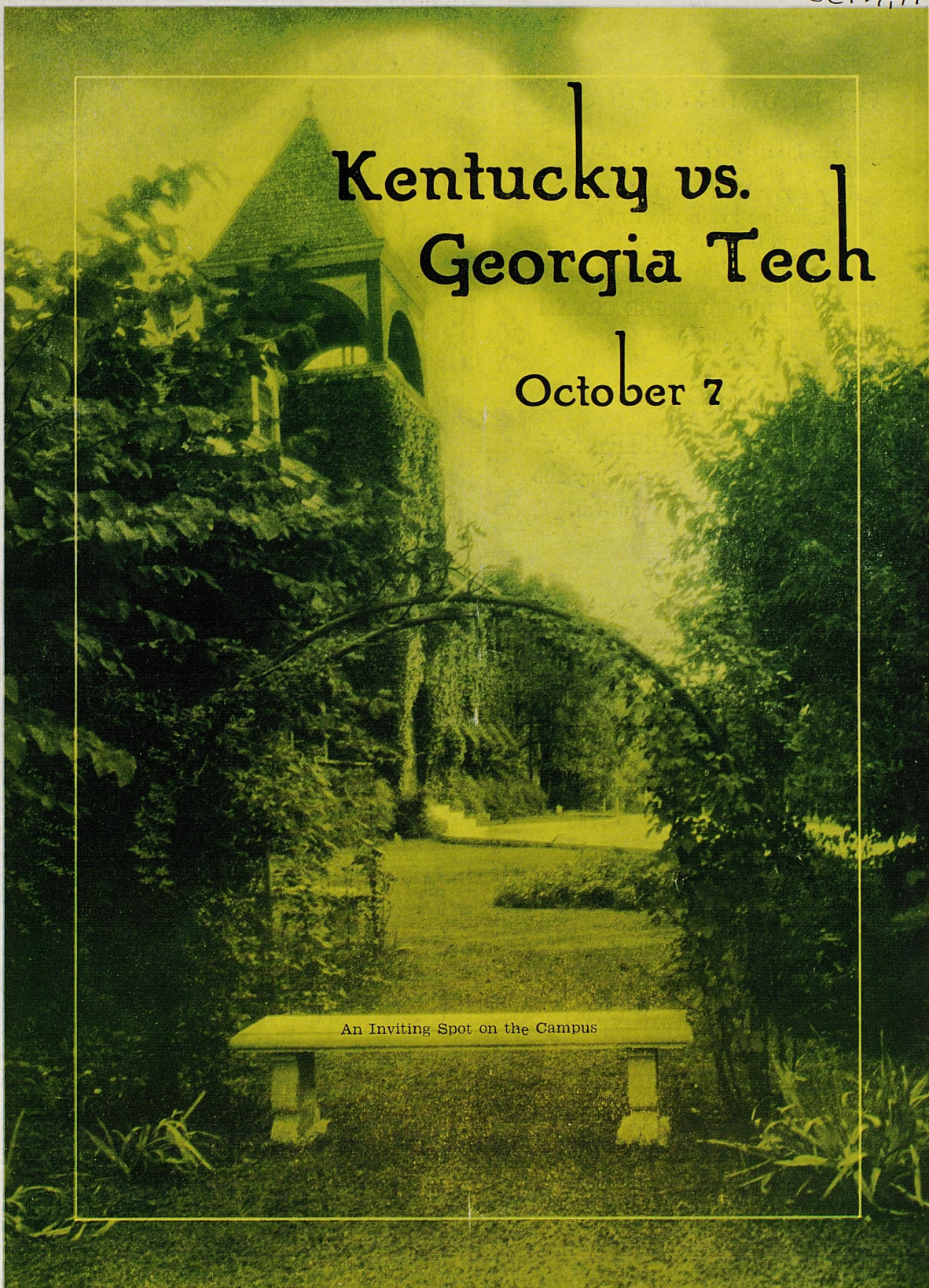


OFFICIAL PROGRAM

PRICE 25c

copy 2
Oct. 7, 1933



An Inviting Spot on the Campus

Kentucky vs. Georgia Tech

October 7

Stoll Field

2:30 P. M.

DUNN DRUG COMPANY

The Student's Hangout

They know that our Drinks and
Lunches are made right
and that the service
is prompt

DUNN'S DELICIOUS ICE CREAM
(Home Made)

DUNN DRUG COMPANY

Lime and Maxwell Phone Clay 200

Lexington's Most Beautiful
Drug Store

"PSYCHOLOGY"

Any athlete in any competition
when properly dressed or equip-
ped gets 100% out of his ability.
The old "mental attitude" does
the work.

SUTCLIFFE CO.

are outfitters of college and school
athletes and have been doing this
job for near on to 40 years. No
school too large or too small for
our order department.

COACHES

write for our athletic goods cata-
log and special wholesale school
prices.

THE SUTCLIFFE CO.

(Incorporated)

LOUISVILLE, KY.

CROPPER'S LAUNDRY

(Incorporated)

117 West Short Street

Lexington, Kentucky

EQUIPPED TO SATISFY THE
CUSTOMER ON ANY CLASS
OF SERVICE, EITHER LAUN-
DRY OR DRY CLEANING . . .

SAVE AT SEARS

A STUDENT STORE

We Carry a Complete Line of

SPORTING EQUIPMENT

SUEDE JACKETS

STUDENT RADIOS

ALL-STATE TIRES

CROSS COUNTRY MOTOR OIL
(100% Pure Pennsylvania)

Sears, Roebuck and Co.

(Incorporated)

254-268 East Main Street

UNIVERSITY OF KENTUCKY

DR. FRANK L. McVEY
President of University of Kentucky

S. A. BOLES
Athletic Director

ATHLETIC COUNCIL

DR. W. D. FUNKHOUSER, Chairman
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WILLIAM RODES
PROF. M. E. LIGON
MAJOR B. E. BREWER
WALLACE MUIR
JAMES MINER

COACHES

HARRY GAMAGE, Head Coach
BERNIE SHIVELY, Line Coach
JOHN CAMPBELL, Backfield Coach
LEONARD MILLER, Asst. Coach
B. L. PRIBBLE, Freshman Coach
A. F. RUPP, Head Basketball Coach

NIEL PLUMMER
Director of Sports Publicity
Editor of Programs

Official Football Program

Question: Where do the College Folk Hang Out?

Answer: At UK Grill Room, Mecca of College Folk!

THE ROSE STREET GRILL

(Two Short Blocks North of the Stadium)

We Feature Good Food

30c Dinner Daily

LINKED with the courageous story of Kentucky's growth, is the life of the University of Kentucky. Its high standard of learning, sportsmanship and chivalry are indelibly stamped upon the characters of the youth who have passed beneath its portals.

Lexingtonians are justly proud of the prestige of the University located within the confines of their city. The Athletic Association is to be commended for its efforts in building up cooperative efforts in athletics, particularly exemplified in the game of football, which requires the coordinated movement of the team as a whole.

From a well wisher who joins in the tribute of acclaim to the University and its student body.

Jerseys by O'Shea

Here at Kentucky O'Shea

Stands for the best in

Knitted Wear

—Ask the Wildcats



O'Shea Knitting Mills

2414 Sacramento Avenue
CHICAGO

"The Coldest Draught Beer in Town"

BLUE AND WHITE

Limestone and Euclid
SANDWICHES LUNCHES

VISIT OUR TAP ROOM AFTER THE GAME

Football and Other Things

By NIEL PLUMMER
Program Editor

At this writing—exactly 88 hours before the Kentucky-Tech game is scheduled to start—your program editor and author of this page is fit for a wonderful case of the jitters. He hates to think what may be the state of his nerves by the time game time rolls around.

You see, it's this way—he witnessed that 12 to 6 victory the Wildcats snatched from the Yellow Jackets at Atlanta last year. The action was so bewildering; the fortunes of the game switched so quickly, and the plays were so devastating in their precision, that your editor fears the consequences should such another game be enacted.

He can only say that there won't be in the stadium a set of finger nails worth even a tiny gnaw.

So it is that your editor has searched for some words of encouragement, or some idea that may be of help to Kentucky's own Wildcats. It's simply this:—Here is Kentucky's favorite, old "On, On U. of Ky." Come on, folks, bear down on it—and don't spare the tonsils.

The Battle Hymn for Today

On! On! U. of K.

TROY PERKINS

C.A. LAMPERT

On On U. of K. We are right for the fight to-
day Hold that ball and hit that line Every
Wild cat star will shine We'll fight fight fight for the
Blue and White and we'll roll to that goal Varsity and we'll
kick pass 'n' run till the battle is won and we'll bring home the Victo-
ry

Copyright 1925 by Frank H. Carter & W.H. Skinner

Kentucky and Its University

By Elmer G. Sulzer

(For the Official Kentucky Program)

From Mills Point to the "Breaks of the Sandy" the influence of the University of Kentucky is felt in one way or another by every resident of the Commonwealth. To several thousand individuals this takes the form of class room instruction in Lexington during the two winter terms and the two summer sessions. Another group gains an acquaintance with the University of Kentucky by means of extension classes held in strategic cities of the state. Many students gain University credit by means of correspondence courses conducted by the University Extension department.

No one activity of this department perhaps reaches so many persons at a stroke as the achievement and music contests. Beginning with the preliminaries which affect virtually every school child in Kentucky above the fourth grade, the contests proceed through successive eliminations and culminate in two achievement contest finals, and a music festival week in Lexington. The women's club service renders assistance of an invaluable nature to the club women of the state, and the lecture bureau provides speakers who talk before countless thousands.

The College of Agriculture, Experiment Station, and Extension Division have thorough contact with rural Kentucky through County Agents, Field and Research Workers, Short Courses, 4-H Clubs, and other activities.

Fifteen to seventeen radio programs weekly from the University of Kentucky studios of WHAS with an average audience of 25,000 provide systematic agricultural, educational, and musical features. To those remote portions of the Kentucky mountain districts which have hitherto been without radio reception, Listening Centers are being set up and within a few years it is hoped that no portion of the Kentucky mountains will be subjected to radio isolation.

Geographical explorations are being conducted in Kentucky as thoroughly as funds will permit. The Archaeological and Anthropological work of the University is especially noteworthy and sites of remains have now been located in almost every county. Bureaus such as those of Business Research and School Service are called upon countless times during the year for assistance in various fields. In fact, every department of the University is asked to serve in an advisory capacity at frequent intervals.

In research, both pure and applied, the University of Kentucky is constantly at work. Detailed enumeration of the projects under way and completed would be impossible, but mention should at least be made of the national prominence the College of Engineering has gained in the field of Ventilating Engineering investigation. The department of Mining and Metallurgical Engineering, Anatomy and Physiology, and Psychology are also doing notable work in original investigation.

Artistically and spiritually the University is extending its sphere of influence. The weekly Sunday afternoon musicales conducted through the winter months, the six or more yearly dramatic presentations of the Guignol theatre, and the numerous art exhibits present opportunities for cultural development to everyone within traveling range of Lexington.

Truly every man, woman and child in Kentucky is in some manner touched by the work of the University of Kentucky.

To these people belong this institution to SUPPORT, APPRECIATE and UTILIZE.
Those interested in any phase of the work of the institution are invited to address

THE UNIVERSITY OF KENTUCKY, LEXINGTON.



ADMINISTRATION BUILDING
North Entrance

Georgia School of Technology

Georgia Tech is a comparatively young school—yet its fame has spread throughout the educational and athletic world. From an enrollment of 130 students in its first year in 1888, Georgia Tech has seen its student population grow steadily until now there are over 3,000 studying in Tech halls.

The first move for the founding of Georgia Tech came in 1882, when on November 24, the legislature of Georgia passed a resolution for the consideration of a technical school in the state. A commission of ten was appointed to visit the leading engineering institutions of the country, and in 1885, the law was passed appropriating \$65,000 for the institution. In January, 1886, the first commission was appointed, and five places offered bids for the new school. On October 20, 1886, Atlanta was chosen as the location. Prof. M. P. Higgins, of the Worcester Institute, was secured to supervise the new work, and on October 7, 1888, the installation ceremonies were held at the Opera House in Atlanta.

Five acres of land were purchased from the Peters Land Company at the outset, and later, Richard Peters donated four additional acres. The campus has been increased by the purchase and gifts from time to time until it now comprises 44 acres. The original buildings were destroyed by fire, but were replaced in 1891, and today Georgia Tech's campus includes many fine buildings.

Since 1925 the following buildings have been erected: Julius Brown Memorial Hall, Grant Field Stadium, Emerson Addition to the Chemistry Building, N. E. Harris Dormitory, Army Headquarters Building, Dining Hall, Guggenheim Building, and Cloudman Dormitory.

Several of these in part and much of the machinery and the apparatus have been given by friends of Georgia Tech, Alumni and others in subscribing to The Greater Tech Campaign fund of \$1,585,080.11.

Dr. I. S. Hopkins was the first president of the Georgia School of Technology. While at the head of Emory College in 1886, there was built under his direction the first shop for technical training of college men in the state. Naturally, he was the choice of the trustees for leadership in the new work. He served until his health failed in 1896.

Dr. Lyman Hall, professor of mathematics in the school and a graduate of West Point, was the second president. Upon his death in 1905, Dr. K. G. Matheson, who was then professor of English at the school, was chosen by the trustees, and he held the post until 1922 when he resigned to become president of Drexel Institute in Philadelphia.

Shortly afterward Dr. M. L. Brittain was named the new president of Georgia Tech, and he continues to hold the leadership of this great technical school.

Georgia Tech grants the following Bachelor of Science degrees: Electrical Engineering, Mechanical Engineering, Civil Engineering, Textile Engineering, Chemical Engineering, Chemistry, Architecture, Engineering Courses, (co-operative plan); Ceramic Engineering, Aeronautical Engineering, Bachelor of Science, and Master of Science.

Referee's Signals

Published through the courtesy of the "Sportsman"
Magazine



Incomplete Pass



Holding



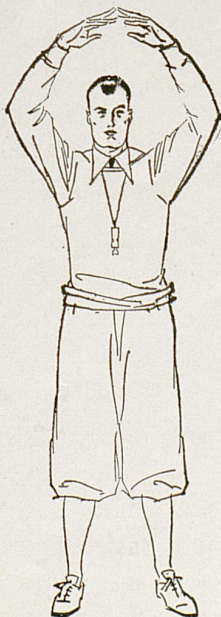
Interference



Roughness



Offside



Foul by Both Sides



Dead Ball



Touchback



Safety



Touchdown

KENTUCKY LINEUP

RUPERT (28)	188	Left End
WAGNER (84)	186	Left Tackle
DAVIDSON (48)	215	Left Guard
JANES (86)	195	Center 187
ALDRIDGE (49)	176	Right Guard
MURPHY (60)	170	Right Tackle
KREUTER (33)	182	Right End

1312
JEAN (40)
Quarterback

180 BACH (25) Left Halfback PRITCHARD (70) 170 Right Halfback

KERCHEVAL (11)

Fullback

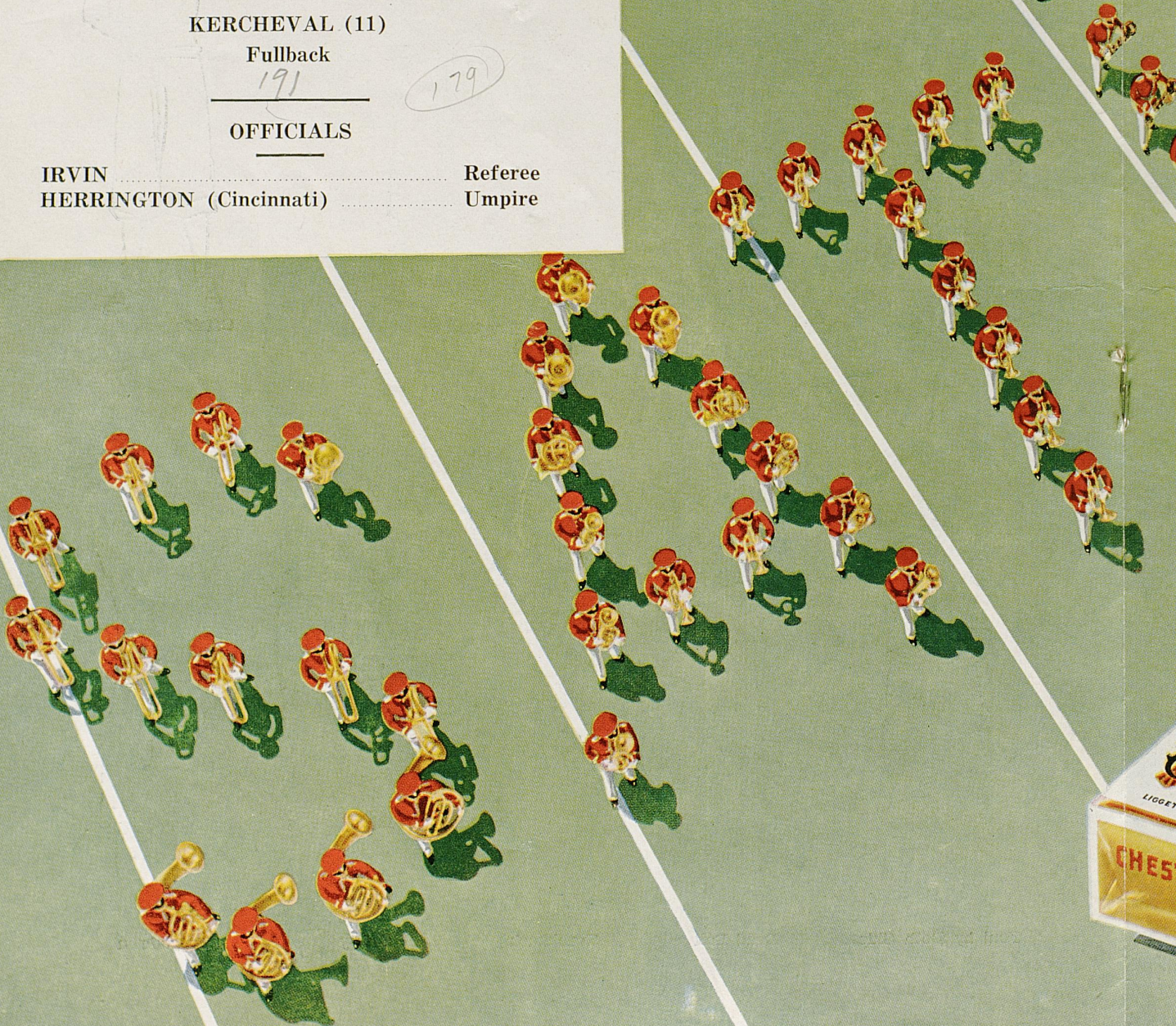
191

179

OFFICIALS

IRVIN	Referee
HERRINGTON (Cincinnati)	Umpire

Chester sign



erfield
gnal



GEORGIA TECH LINEUP

SLOCUM (71)	475	Left End
EUBANKS (62)	207	Left Tackle
LACKEY (55)	184	Left Guard
POOL (51)	167	Center
LAWS (54)	216	Right Guard
WILLIAMS (85)	207	Right Tackle
SPRADLING (68)	160	Right End

GALLOWAY (82)
Quarterback

160 BOYD (80)
Left Halfback

168 DAVIS (81)
Right Halfback 162

PHILLIPS (61)
Fullback
192

170

OFFICIALS

CHAMBERS (Cincinnati)	Field Judge
COLLINS (Vanderbilt)	Head Linesman

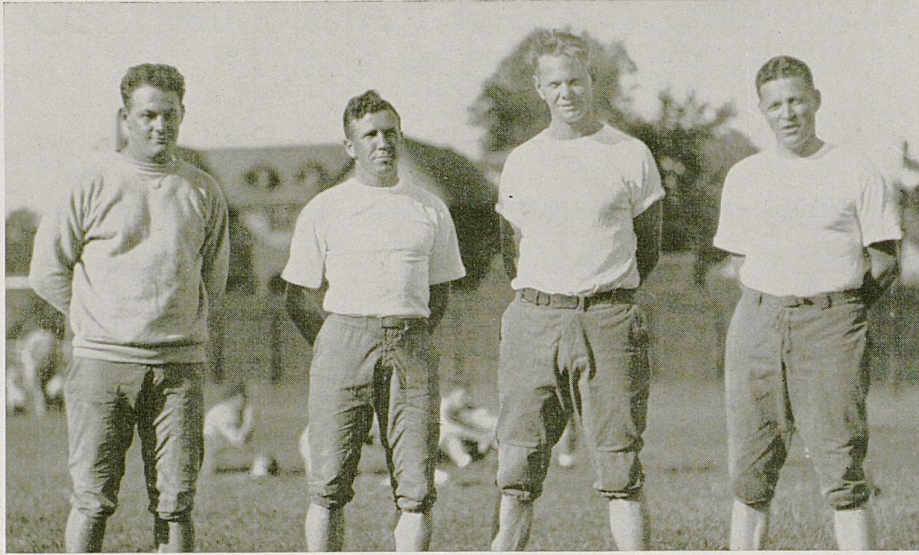
Jersey Numbers and Statistics of the 1933 University of Kentucky Squad

BLUE	WHITE	NAME	HOME	POS.	YR.	WT.	HGT.
00	00	McMillan, Norris	Millington, Tenn.	Back	2	152	5.9
11	11	Kercheval, Ralph	Lexington	Back	4	191	6.1
18	37	Jobe, William	Youngstown, Ohio	Tackle	2	245	6.3
22	21	Darnaby, James	Lexington	Guard	3	170	6
24	12	Parrish, Douglas	Paris	End	4	180	6.1
25	23	Bach, Stanley	Lexington	Back	4	180	5.11
26	26	Walker, Harry	Glendale	Back	3	165	5.10
27	Nicholson, Ken	Ashland	Back	4	165	5.11
28	18	Rupert, Joe	Catlettsburg	End	3	188	6.3
29	32	Fish, William	Lexington	Guard	3	225	6.2
30	27	Olah, Arperd	Conneaut, Ohio	Center	2	205	6.2
31	43	Miller, James	Henderson	Back	3	162	5.9
32	34	Cassady, Tom	E. St. Louis, Ill.	Back	3	180	5.11
33	33	Kreuter, H. (c)	Newport	End	4	182	5.11
34	44	Hay, Langon	Irvine	Back	2	170	5.11
35	42	McClurg, Charles	Erlanger	Back	2	170	6
38	35	Long, James	Smithfield	End	2	175	5.10
39	Shanklin, E. C.	Elkhart, Ind.	Back	4	170	5.10
40	40	Jean, Jack	Owensboro	Back	2	175	5.10
41	Bryant, Eugene	Lexington	End	2	180	6.1
42	25	Ayers, Clarence	Corbin	Back	2	157	5.10
43	Huddleston, Joe	Winnemack, Ind.	Back	2	170	5.11
45	19	Kelley, Henry	Sturgis	Guard	2	200	5.10
46	Ross, D.	Ashland	Tackle	3	170	6
48	29	Davidson, O. L.	Evansville, Ind.	Guard	4	215	6
49	15	Aldridge, Burton	Benham	Guard	3	176	5.11
50	38	Frye, John	Louisville	End	4	155	5.11
51	31	Tichenor, William	Lexington	Tackle	2	190	6.1
52	36	Potter, Sam	Whitesburg	Back	2	170	5.11
57	13	Jackson, Doty	Kosciusko, Miss.	End	2	175	6
58	28	Dickey, Robert	Conneaut, Ohio	Center	2	220	6.2
60	20	Murphy, O. B.	Lexington	Tackle	3	170	6.2
61	Asher, Letcher	Pineville	End	4	152	5.8
62	45	Gilmer, Fillmore	Big Stone Gap, Va.	Back	2	160	5.9
64	McCool, Frank	Kosciusko, Miss.	Back	2	165	5.10
65	16	Jacobs, William	Cumberland	Tackle	3	191	6.2
67	Fehrman, Ray	Newport	Guard	4	178	6
68	10	Potter, Lexie	Whitesburg	Guard	2	190	5.11
69	17	Aulick, Wade	Latonia	Tackle	2	219	6.3
70	39	Pritchard, Robert	Princeton	Back	2	170	6
84	30	Wagner, Frank	Newport	Tackle	3	186	6.2
86	14	Janes, Ernest	Bardstown	Center	3	195	6.2
90	41	Sympson, Gordon	Bardstown	Back	2	173	6

Jersey Numbers and Statistics of the 1933 Georgia Tech Squad

NO.	NAME	HOME	POS.	YR.	WT.	HGT.
51	Pool, J. M.	Byron, Ga.	Center	4	167	6
53	Shaw, C. F.	Memphis, Tenn.	Center	3	190	6.1
54	Laws, E. E.	Columbus, Miss.	Guard	4	216	5.8
55	Lackey, J. D.	Statesville, N. C.	Guard	4	184	6
56	Wilcox, E. D.	Tyler, Texas	Guard	3	180	5.10
57	Wilcox, J. R.	Tyler, Texas	Guard	2	181	5.10
58	Warner, R. J.	Hickory, N. C.	Guard	3	177	5.11
61	Phillips, D. J.	Statesville, N. C.	Fullback	3	192	5.11
62	Eubanks, R. W.	Macon, Ga.	Tackle	2	207	5.11
63	Chance, P. M.	Floral, Ala.	Center	2	199	6.4
64	Brady, C. C.	Leesburg, Fla.	Tackle	4	202	6
66	Brittain, J. F.	Birmingham, Ala.	Tackle	2	187	5.11
67	Tharpe, R. H.	Moultrie, Ga.	End	4	183	6
68	Spradling, T. L.	Atlanta, Ga.	End	4	160	5.7
69	Gibson, E. H.	Atlanta, Ga.	End	2	170	6
70	Thompson, O. H.	Atlanta, Ga.	End	2	170	5.11
71	Slocum, J. R.	Macon, Ga.	End	4	175	5.11
73	McKinley, J. E.	Decatur, Ga.	Halfback	2	155	6
74	Petersen, W. B.	Chattanooga, Tenn.	Quarter	4	161	5.11
75	Roberts, C. H.	Atlanta, Ga.	Quarter	3	135	5.2
77	Martin, W. S.	Chester, S. C.	Halfback	2	170	6
78	Street, W. O.	Atlanta, Ga.	Halfback	2	177	5.8
79	Perkenson, J. G.	Atlanta, Ga.	Halfback	3	155	5.10
80	Boyd, A. M.	Atlanta, Ga.	Halfback	2	160	5.9
81	Davis, W. A.	Atlanta, Ga.	Halfback	4	162	5.8
82	Galloway, C. M.	Greenville, S. C.	Quarter	4	168	5.10
83	Katz, Morris	Atlanta, Ga.	End	2	162	5.10
84	Dean, N. C.	Meridian, Miss.	Fullback	3	190	6.1
85	Williams, C. W.	Little Rock, Ark.	Tackle	3	207	6.1
86	Lindsay, J. B.	Irwinton, Ga.	Tackle	2	200	6.1

KENTUCKY'S VARSITY COACHES



Here are the gentlemen who direct the Wildcats in their preparations for their 10-game schedule. Reading left to right, they are: Len Miller, assistant coach, who once played brilliantly for Kentucky; John Campbell, backfield coach, one of Alabama's immortals; Bernie Shively, line coach, one of Illinois' All-Americans, and Harry Gamage, head coach, once of the Illini and now regarded throughout the South as one of Dixie's finest coaches.

Some Kentucky Wildcats



KERCHEVAL (11)



KREUTER (33)



BACH (25)

NEXT SATURDAY!
COME TO CINCINNATI

KENTUCKY vs. CINCINNATI—NIGHT GAME, OCT. 14

After the Game Follow the Crowd to the

Pavillon *Caprice of the Netherland Plaza*

the Midwest's Smartest Supper Club

\$1.50 PER PERSON—Includes | CHARLIE DAVIS
Supper—All You Can Eat | and His Orchestra

NETHERLAND PLAZA

Cincinnati's Newest and Finest Hotel

DIRECTED BY RALPH HITZ... WILLIAM O. SEELBACH, Manager

Lexington's Most Complete
Hardware and Sporting
Goods Store

The
Smith - Watkins
Company, Inc.

GOLDSMITH ATHLETIC
EQUIPMENT
CORBIN HARDWARE

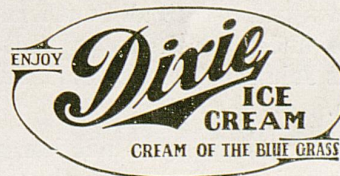
Phones—Ashland 28 and 702

263 East Main Street

The Home of
GOOD GOODS AND
SATISFIED CUSTOMERS

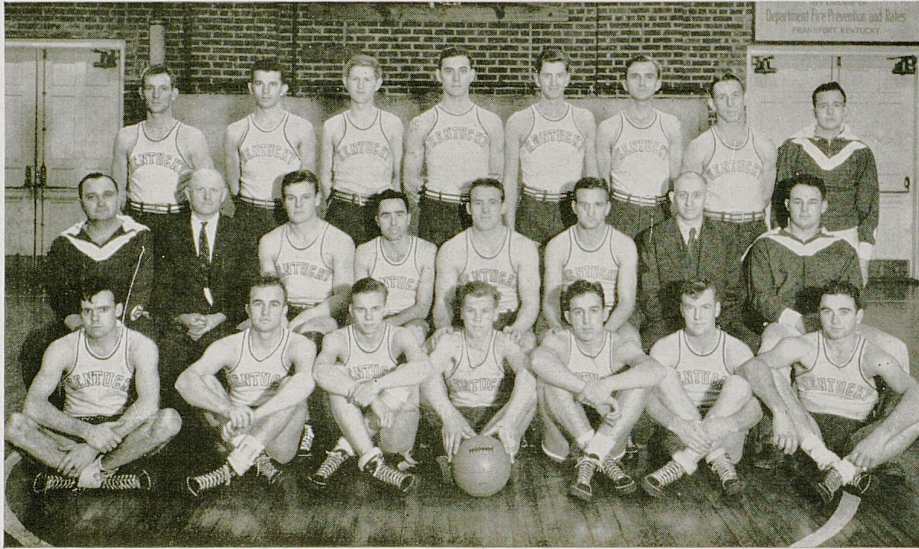
Felix Kennedy Tom A. Gooding

THERE'S A
DIXIE DEALER
NEAR YOU



SUKY CIRCLE
SERVING YOU

Presenting the Champions



Above is shown Coach A. F. Rupp and his Southeastern Conference basketball team. Front row, left to right: Biggerstaff, Settle, Gates, Nugent, Tucker, Jackson, and Lawrence. Second row: Coach Rupp, Athletic Director S. A. Boles, Kercheval, Bill Davis, Johnson, Darby, Trainer Frank Mann, Assistant Coach Miller. Back row: Blair, L. B. Davis, Morris, Captain Sale, Captain-elect DeMoisey, Yates, Kreuter, and Manager Maxson.

SOME FACTS —

Kentucky's Wildcats were hailed at the tournament at Atlanta as the greatest team ever seen in the South.

Led by Sale and DeMoisey, the Wildcats broke all scoring records for the tournament. The sweep of the tournament left the Wildcats undefeated by any member of the Conference for the entire season.

Coach Rupp's three-year record now stands at 50 victories and only 8 defeats.

Out of a possible 15 all-Southern players in three years, the following Wildcats have won this honor under Coach Rupp: "Little" McGinnis, Carey Spicer, George Yates, Jake Bronston, Ellis Johnson, Forrest Sale, John De Moisey, and Darrell Darby. Sale was named All-American.

The Wildcats will have another good team in 1933-34, despite the graduation of two all-Southerns and an all-American.

We salute Coach Rupp, of Kansas, and his Kentucky Wildcats—the champions.

An evening program devoted to the University of Kentucky and re-enacting portions of three Kentucky-Tennessee football games, will go on the air from WSM, Nashville, at 8:30 p. m., the night of Friday, October 6. This program will be one of a series to be devoted to leading colleges of the United States. Besides the football episodes, the program will contain similar sketches dealing with the founding of the University, and a dramatization of the University Listening Center system in action.



OLAH
Kentucky Tackle



PRICHARD
Kentucky Halfback



JEAN
Kentucky Fullback

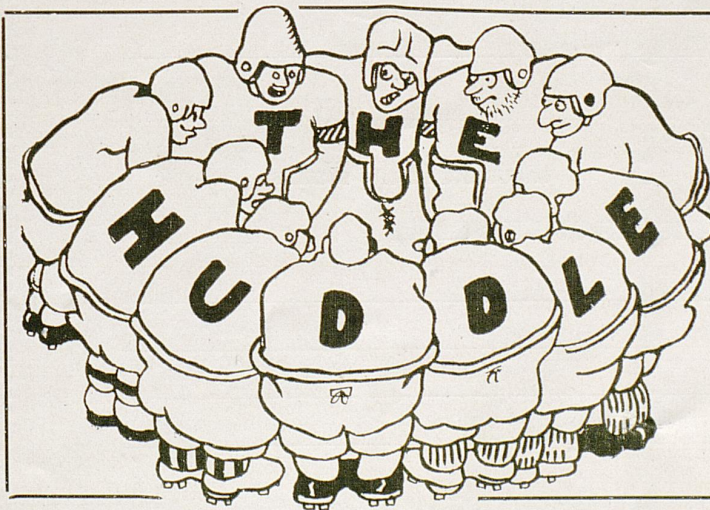
ANNOUNCING

Lexington's Newest and Most Up-to-Date Laundry and Dry Cleaning Plant

Ashland Family Laundry

J. P. WRIGHT, Proprietor

Flowers for the University of Kentucky band sponsor are given by Keller Floral Co., "At the Sign of the Rose."



After the Game Come Into

THE HUDDLE

for the Next Play

Fountain Service and Lunches

For Delivery Call Clay 390

Corner Rose and Euclid

SCORING PAGE
MAKE YOUR PROGRAM COMPLETE

Kentucky	First	Second	Third	Fourth	Final
First Downs					
Forward Passes					
Passes Completed					
Penalties					
Georgia Tech	First	Second	Third	Fourth	Final
First Downs					
Forward Passes					
Passes Completed					
Penalties					

THE SCORE BY QUARTERS

Kentucky					
Georgia Tech					

THE SCORES MADE BY:

For Kentucky

For Georgia Tech

The weather was

There was a crowd of _____ thousand in the stands.

SIDE-LIGHTS OF THE GAME

Football Schedule

AND TICKET INFORMATION UNIVERSITY OF KENTUCKY

September 23 (Night) MARYVILLE, at Lexington
 September 30 (Night) SEWANEE, at Lexington
 October 7 GEORGIA TECH, at Lexington
 October 14 (Night) CINCINNATI, at Cincinnati
 October 21 WASHINGTON & LEE, at Roanoke
 October 28 DUKE UNIVERSITY, at Lexington
 November 4 ALABAMA, at Birmingham
 November 11 V. M. I., at Lexington, Va.
 November 18 TULANE, at New Orleans
 November 30 TENNESSEE, at Lexington
 (Homecoming)

(Tear off and mail with check to Manager Football Ticket Sales, University of Kentucky, Lexington)

UNIVERSITY OF KENTUCKY FOOTBALL RESERVATIONS FOR 1933 SEASON

NAME.....
 (Print Name and Address in Ink)

ADDRESS.....

SCHEDULE AND PRICES—HOME GAMES

Sept. 23—Maryville: Gen. Admission, \$0.75; Box Seats, \$1.10;	Total \$.....	
Sept. 30—Sewanee: Gen. Admission, \$1.25; Box Seats, \$1.75;	Total \$.....	
Oct. 7—Georgia Tech: Res. Seats, \$2.25; Box Seats, \$2.75; Bleachers, \$1.25;	Total \$.....
Oct. 28—Duke: Res. Seats, \$2.25; Box Seats, \$2.75; Bleachers, \$1.25;	Total \$.....
Nov. 11—V. M. I.: Res. Seats, \$1.25; Box Seats, \$1.75; Bleachers, \$0.55;	Total \$.....
Nov. 30—Tennessee: Res. Seats, \$2.25; Box Seats, \$2.75; Bleachers, \$1.25;	Total \$.....

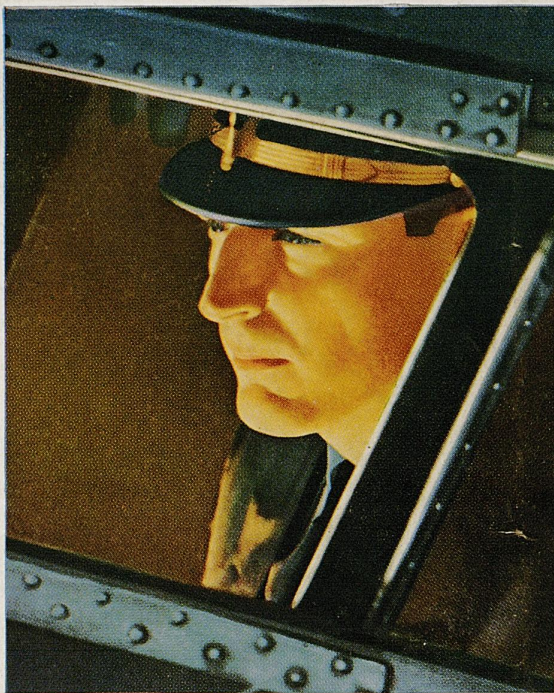
(All Prices include Federal Ticket Tax)

Indicate choice of South or North side of Stadium Add 20 cents registry fee for each game

GAMES AWAY FROM HOME

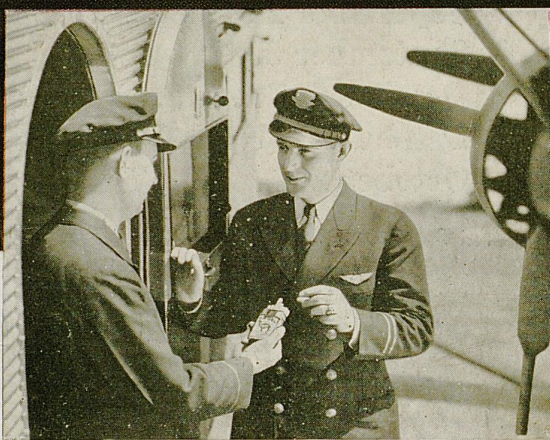
Oct. 14—Cincinnati, at Cincinnati; Reserved Seats	\$.....
Oct. 21—Washington & Lee, at Roanoke; Reserved Seats	\$2.00
Nov. 4—Alabama, at Birmingham; Reserved Seats	\$2.20
Nov. 18—Tulane, at New Orleans; Reserved Seats	\$2.00

Home night games at 7:30 p. m. October home games at 2:30 p. m., except Duke, which will be at 2:00 p. m. November home games at 2:00 p. m.



**IT TAKES
HEALTHY NERVES
TO FLY THE MAIL
AT NIGHT**

● A. M. WILKINS has flown the night air mail over 150,000 miles for TWA. It takes healthy nerves to hang up a record like that!



● WILKINS joins a fellow pilot, W. Niedernhofer, at Newark Airport, for a chat and a smoke. "Camels never ruffle or jangle my nerves," Wilkins says.

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. They are milder, richer in flavor. They never tire your taste or get on your nerves.

**A
MATCHLESS
BLEND**



**STEADY SMOKERS
TURN TO CAMELS**

A. M. WILKINS, air-mail ace, says: "It's a steady grind, all right, living up to our tradition that *the mail must go through!* That's why I smoke Camels. And I smoke plenty! Camels never ruffle or jangle my nerves, and I like their mild, rich flavor."

Camels never tire the taste—never get on the nerves. *Your* taste and *your* nerves will confirm this. Start smoking Camels today and prove it for yourself.

Copyright, 1933,
R. J. Reynolds
Tobacco Company

Camel's Costlier Tobaccos
**NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE**