

# Basic Detail Report



## "I Tame Hellcats" Cigarette Advertisement

Date

1944

Primary Maker

R.J. Reynolds Tobacco Company

Medium

paper

Description

Advertisement; Camel cigarette advertisement from a magazine with color illustrations. The panels feature Teddy Kenyon, a woman test pilot who worked for the Grumman Aircraft Engineering Corporation. One plane that she flew was the Grumman F6F Hellcat. The images depict Kenyon flying the plane and smoking Camel

cigarettes. There are text boxes and dialogue bubbles. Large text at the top reads, "I tame Hellcats!" The main tagline for the ad reads "First in the service // The favorite cigarette with men in the Army, the Navy, the // Marines, and Coast Guard is Camel. (Based on actual sales records.)". On the reverse side of the page is an ad for Canadian Club Whiskey.

Dimensions

14 x 10 1/2 in. (35.6 x 26.7 cm)