

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

● Like the rest of us, doctors smoke for pleasure. Their taste recognizes and appreciates full flavor and cool mildness just as yours does.

And when 113,597 doctors were asked to name the cigarette they smoked, more doctors named Camels than any other brand.

Three nationally known independent research organizations conducted the survey. They queried doctors in every branch of medicine.



R. J. Bernally
Tobacco Co.,
Winston-Salem,
North Carolina



*Your "T-Zone"
will tell you*

T for Taste...

T for Throat...

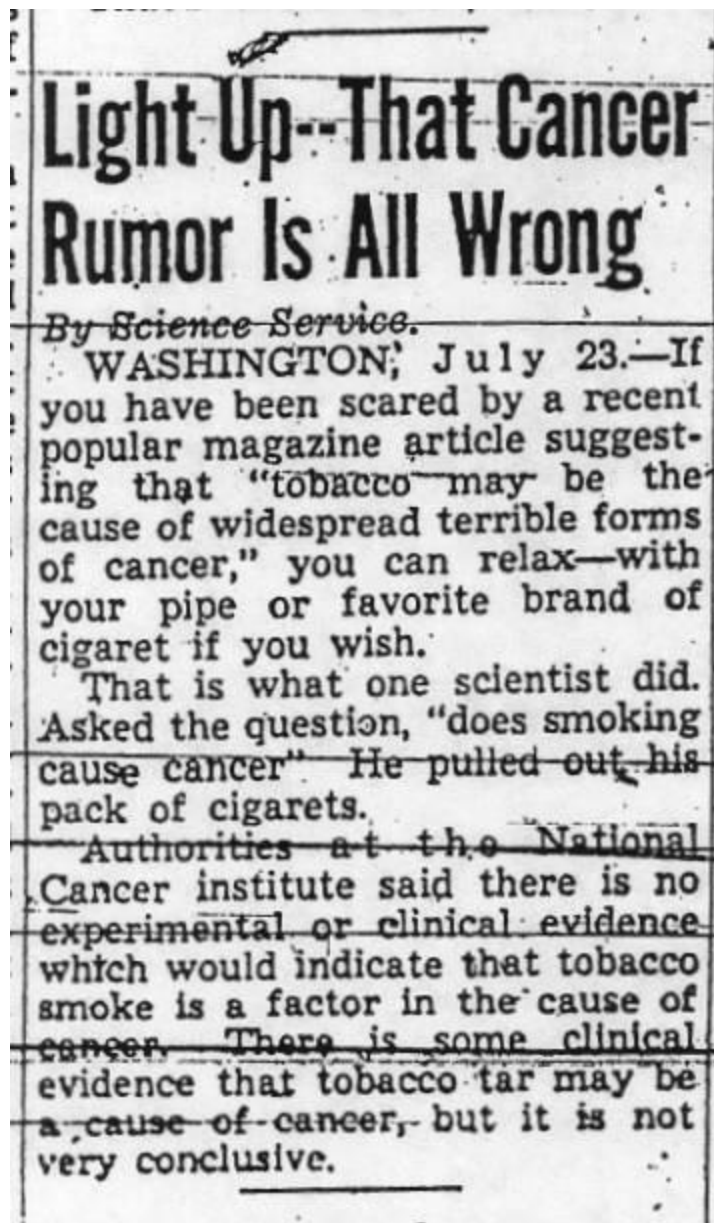
● Taste and Throat...your "T-Zone"
...that's your proving ground for
any cigarette.

See how your own critical taste
responds to the rich, full flavor of
Camel's choice tobaccos.
Tobaccos of uncompromis-
ing quality... tobaccos
blended in the fine, tra-
ditional Camel way.

See how *your* throat
reacts to the cool mild-
ness of Camels.

See if Camels don't
suit *your* "T-Zone"
to a "T."





Cincinnati Post Article, July 23, 1946 Says It All!

According to the National Cancer Institute there is “No experimental or clinical evidence which would indicate that tobacco smoke is a factor in the cause of cancer...”

This was the mentality of the National Cancer Institute at the time they were being called by the U.S. Government as “expert witnesses” during the 1946 F.D.A.-Koch Trial. Under oath, they claimed Dr. Koch as a fraud and a charlatan for stating that smoking caused some forms of cancer! They also ridiculed him, in the Official Court Transcripts, for stating that coal tar products, exhaust fumes, pesticides, food additives, industrial solvents, and even X-ray, are carcinogenic and must be removed from our environment.