

26

3508 N.

Recd - 10/23/48
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CAMEL MILDNESS

30-Day test of hundreds of Camel smokers revealed
NO THROAT IRRITATION DUE TO SMOKING CAMELS!



{Not a single case!}

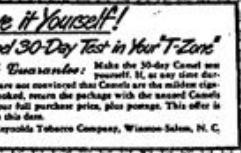
From coast to coast, the reports were the same. Not one single case of throat irritation due to smoking Camels!

These reports were based on a total of 2470 examinations by noted throat specialists of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

And these men and women smoked on the



Average of one to two packages of Camels a day! Yes, Camels are that mild! But prove it for yourself. In your own "T-Zone"—T for Taste and T for Throat. Smoke Camels—and only Camels—for 30 days. Let YOUR OWN TASTE tell you about the full, rich flavor of Camel's choice, properly aged tobaccos. And let YOUR OWN THROAT tell you about that marvelously cool Camel mildness!



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