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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!



*Prove it Yourself!*  
 Make the Camel 30-Day Test in Your "T-Zone"

**Money-Back Guarantee:** Make the 30-day Camel test yourself. If, at any time during these 30 days, you are not convinced that Camels are the mildest cigarettes you have ever smoked, return the package with the unused Camels and we will refund your full purchase price, plus postage. This offer is good for 90 days from this date.

(Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

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