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NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST OF CAMEL SMOKERS...

Not one single case of throat irritation due to smoking CAMELS

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



THE 30-DAY TEST won Lanny over to Camels. The golden-voiced singer who has entertained millions explains: "The test showed me how much fun smoking can be! Camels suit my throat, and they're a great-tasting smoke."

Start your own 30-Day Camel Mildness Test Today!



MAKE A NOTE... REMEMBER YOUR THROAT!

"ON MY JOB, MY THROAT GETS A WORKOUT. THAT'S WHY I MADE MY OWN 30-DAY TEST AND CHANGED TO CAMELS FOR KEEPS!"



TELEPHONE OPERATOR ART ETHEL JONES

"THROAT IRRITATION DOESN'T GO IN MY JOB—I SMOKE ONLY CAMELS. THEY'RE RIGHT FOR MY THROAT—THEY'RE COOL AND MILD!"



RADIO ANNOUNCER GEORGE ANTONIO

"30-DAY MILDNESS TEST? I'VE SMOKED CAMELS FOR 17 YEARS AND I KNOW THEY AGREE WITH MY THROAT! THEY'RE A GREAT-TASTING CIGARETTE, TOO!"



MUSEUM GUIDE WALTER MCKEITH

HERE'S THE TEST! Smoke only Camels for 30 days. Compare them to your "X-Zone" (X for throat, Z for zesty). See if you don't agree Camels are the mildest, best-tasting cigarette you ever smoked.



A. J. Kessler, Bureau of Health, U. S. C.

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