

YOUR "T-ZONE"
WILL TELL YOU!

T for Taste ...
T for Throat ...

That's your own proving ground for any cigarette

YES, the "T-Zone" is your own critical laboratory for any cigarette. That's where you learn by actual smoking experience the particular cigarette that suits you best.

For your taste and your throat are individual to you. Only your taste and throat can decide which cigarette tastes best to you...and how it affects your throat.

Try Camels. See how your taste responds to the rich, full flavor of Camel's choice, properly aged tobacco. See how your throat reacts to the

delightfully cool mildness of Camels.

On the basis of the experience of many, many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

According to a recent Nationwide survey:

More Doctors smoke Camels
than any other cigarette

Like the rest of us, doctors smoke for pleasure. They appreciate flavor and mildness just as you. When 113,597 doctors were asked by three independent research organizations to name the cigarette they smoked, more doctors named Camels than any other brand.

R. J. REYNOLDS TOBACCO CO., WASHINGTON, D. C.

1947 Aug

T-Zone. T for Taste . . T for Throat . .

See how your throat reacts to the delightfully cool mildness of Camels.

HOW MILD CAN A CIGARETTE BE?

Make the Camel 30-Day Test — PROVE
CAMEL MILDNESS
IN YOUR "T-ZONE"!



YES, make the Camel 30-day mildness test. Smoke Camels for 30 days... it's revealing—and it's fun to learn for yourself.

Let **YOUR OWN THROAT** tell you the wonderful story of Camel's cool, cool mildness. Let **YOUR OWN TASTE** tell you about the rich, full flavor of Camel's choice tobacco—so carefully aged and expertly blended.

In a recent national test, hundreds of men and women smoked Camels, and only Camels, for thirty consecutive days—an average of 1 to 2 packs a day. Special throat specialists examined the throats of these smokers every week (a total of 2470 examinations) and reported:

NO THROAT IRRITATION
due to smoking **CAMELS!**

Money-Back Guarantee!

Try Camels and see them as you smoke them. If, at any time, you are not convinced that Camels are the mildest cigarettes you have ever smoked, return the package with the unsmoked Camels and we will refund in full purchase price, plus postage.

(Happ!) R. J. REYNOLDS TOBACCO COMPANY
Winston-Salem, North Carolina

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE

Remain mild as always, too! And when three leading independent research agencies have asked 10,000 doctors what cigarette they smoked, the brand named more than Camels!

More Doctors smoke *CAMELS* than any other cigarette

TENS OF THOUSANDS OF DOCTORS appear in every branch of medicine—general practitioners, surgeons, dental specialists—doctors from coast to coast were asked what cigarette they smoked. The brand named most was **CAMELS!**

Reported nationwide surveys show that more doctors smoke Camels than any other cigarette!



YOUR "T-ZONE" WILL TELL YOU

how Mild and Flavorful Camels are, pack after pack!



DOCTORS want the same things you want in a cigarette—mildness and flavor! Try Camels in your steady smoke! Smoke Camels—and only Camels—for 30 days! Judge Camel's expertly blended tobacco on a pack-after-pack, day-after-day basis.

Your own "T-Zone" (T for Throat, T for Taste) is your proving ground for a cigarette. Your Throat will tell you how cool and mild Camels are, your Taste will tell you how flavorful Camels are—for steady smoking! You'll see why so many smokers throughout America say, "I'd walk a mile for a Camel!"



Start your own 30-Day Camel Test today
Your "T-Zone" (T for Throat, T for Taste) will tell you how mild and good-tasting Camels are—in your steady smoke!

America's most popular cigarette by billions!



1952

Your "T- Zone" Will Tell You

IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS, NOTED THROAT SPECIALISTS REPORTED:


Not one single case of throat irritation due to smoking **CAMELS!**

These stars tested for Mildness — and chose Camels!




John Wayne

"My friends often ask for brand names on my visits—I don't risk brand names. So I smoke Camels—they're mild!"




Joan Crawford

"I wanted a cigarette with rich flavor that suited my throat. I've made these mildness tests you've read about... My choice is Camels!"



Dick Powell

"What with movies and radio shows, the cigarette I smoke must agree with my throat. My own 30-day Camel test proved it was Camels for me!"



Test Camels in Your "Y-Zone"

Smoke only Camels for 30 days — it's the simple test. Your "Y-Zone" (Y for Throat, Y for Taste) will tell you how mild and flavorful a cigarette can be!

- You can't judge cigarette mildness from one puff or one visit. That's why the famous thirty-day Camel test is so convincing. Hundreds of people smoked only Camels for thirty days. Noted throat specialists examined their throats each week and reported not one single case of throat irritation due to smoking Camels!

The stars shown above have made their own thirty-day Camel tests—so have so many other smokers. Not your today and not here rich and famous, how mild Camels are... have well they agree with your throat+pack after pack.

You'll see why, after all the mildness tests, Camel leads all other brands by billions of cigarettes!

© J. Donaldson Brown Co., Winston-Salem, N. C.

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 for 30 consecutive days.



Makes the 30-Day Mildness Test in your "T-Zone"!
There's nothing like convincing yourself. Smoke Camels for the next 30 days. Let your "T-Zone" do the reporting for you. See how Camel flavor appeals to your taste. See how Camel mildness agrees with your throat. See if you don't make Camel your brand!



ACROSS THE DINNER TABLE, across the nation — whenever smokers stir the talk to cigarettes — Camels get the nod. Thousands upon thousands pass the word around. "Smoke Camels for 30 days and see how mild a cigarette can be!"



"THE 30-DAY TEST STEERED ME into something new in smoking pleasure", says auto-racing champion Bill Holland. "Camels are mild... they're a great smoke!"

Start your own 30-Day Camel Mildness Test Today!

Prove **CAMEL MILDNESS**
for Yourself!

In a recent 30-day test of hundreds of Camel smokers, noted throat specialists reported
NOT ONE SINGLE CASE OF THROAT IRRITATION
due to smoking **CAMELS!**

How mild was a cigarette for? Make the 30-day Camel mildness test and then you'll know! A similar test was recently made by hundreds of smokers from coast to coast. These men and women smoked Camels, and only Camels, for 30 days - an average of one to two packs a day. Each week, noted throat specialists examined the throats of these smokers - a total of 2370 examinations. And these specialists reported not one single case of throat irritation due to smoking Camels! Put Camels to the test yourself - in your "I Zone." Let YOUR LIPS TALK will you about the truth, full flavor of Camel's choice tobacco. Let YOUR EYES TALK give you the good word on Camel's cool, cool mildness.

Money-Back Guarantee!
The Camels and not them to test smoke them, if at any time you are not satisfied that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund to full purchase price, plus postage.

Copyright © R. J. Reardon Tobacco Co., Winston-Salem, N. C.

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS than any other cigarette

Doctors smoke for pleasure, too! And when these leading independent research organizations asked 115,000 doctors what cigarette they smoked, the brand named most was Camel!

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.



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. Tobacco of uncompromising quality... tobaccos blended in the fine, traditional Camel way.

See how your throat reacts to the cool mildness of Camels.

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



1947

PROVE
CAMEL MILDNESS
IN YOUR "T-ZONE"!

MAKE THE CAMEL 30-DAY MILDNESS TEST in your "T-Zone." Smoke Camels, and only Camels, for 30 days. Let **YOUR OWN TASTE** be the judge of the rich, full-bodied flavor you get from Camels. Let **YOUR OWN THROAT** report to you on just how *mild* Camels are!

IN A RECENT TEST, hundreds of men and women, from coast to coast, smoked Camels for 30 days — an average of 1 to 2 packs a day. Each week, their throats were examined by nasal throat specialists. After a total of 2470 thorough examinations, these doctors reported

NO THROAT IRRITATION due to smoking CAMELS!



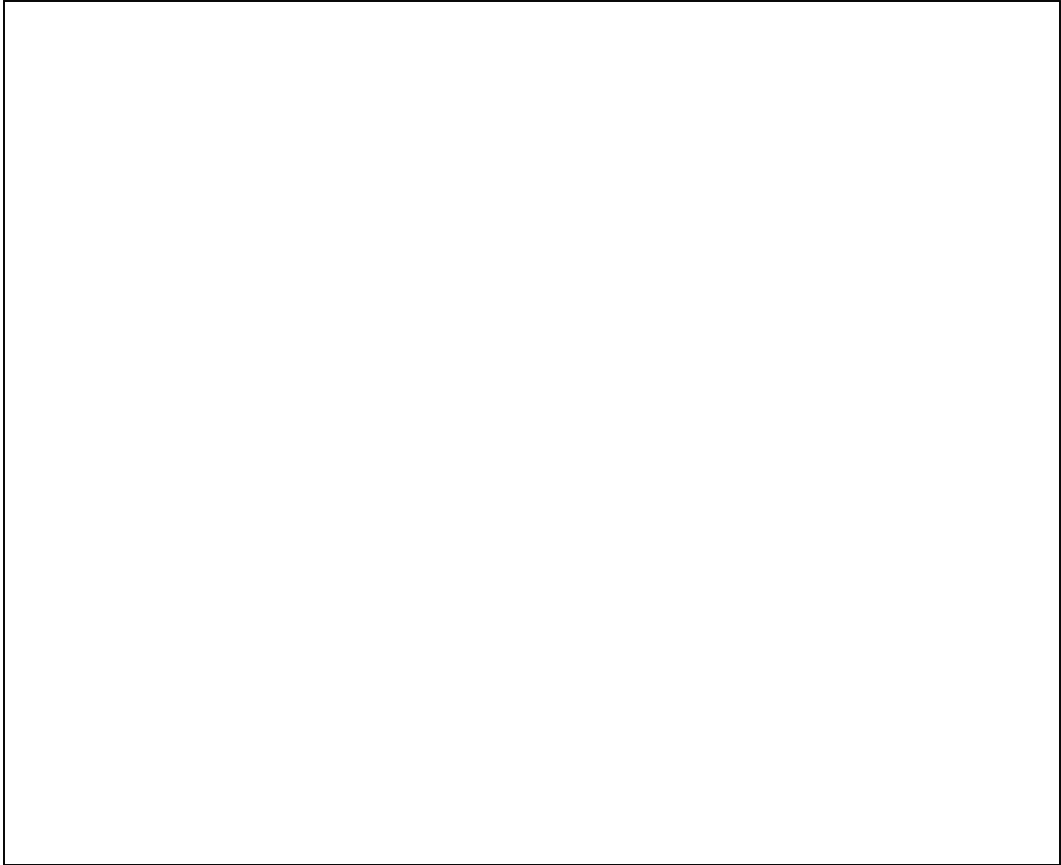
Money-Back Guarantee!

The Camels and you share an even greater bond. If, at any time, you are not satisfied that Camels are the mildest cigarette you ever smoked, return the package with the unused price, plus postage, and we will refund its full purchase price.

(Signed) W. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

According to
a Nationwide survey:
**MORE DOCTORS
SMOKE CAMELS THAN
ANY OTHER CIGARETTE**

Doctors smoke for pleasure, too! And when these leading independent research organizations asked 113,997 doctors what cigarette they smoked, the brand named most was Camel!



ALL OVER AMERICA... THE "CHOICE OF EXPERIENCE"!

More people are smoking CAMELS than ever before!



Jerry Ambler
RODOLPH BRONCEKING STAR
I SMOCKED MANY DIFFERENT BRANDS AND COMPARED...IT'S CAMELS WITH ME!

Mrs. Dorothy Allen
HONOR OF NATIONAL WOMEN'S FISHING RECORDS
I'VE TRIED OTHER BRANDS...NOTHING SUITS MY "T-ZONE" LIKE A CAMEL!

Cecil Smith
INTERNATIONAL 10-GOAL POLO STAR
CAMELS ARE THE 'CHOICE OF EXPERIENCE' WITH ME!

Mary Reilly
TABLE TENNIS STAR
CAMELS SUIT ME BETTER ALL WAYS. THEY TASTE SO GOOD...THEY SMOKE SO MILD AND COOL!

Let your "T-Zone" tell you why!



**T for Taste...
T for Throat...**
That's your proving ground for any cigarette.
See if Camels don't suit your "T-Zone" to a T.

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

• All over America, the story's the same! With smoker after smoker who has tried and compared different brands of cigarette, Camels are the "Choice of Experience"!
Try Camels in your "T-Zone"—that's T for Taste and T for Throat—and you'll see the reasons why! Compare Camels for rich, full flavor; for mild, cool smoking—and you'll agree with the millions of smokers who say that Camels suit them to a "T"!
Let your own experience tell you why more people are smoking Camels than ever before!

When 100,000 doctors from coast to coast...the every 4th of medicine men voted on their independent research...Camels were the most popular brand...and the most popular brand...and the most popular brand...

IT TAKES EXPERIENCE TO SKIM THE SURF AT

40 miles an hour on one foot!

...and Champion NANCE STIBBLEY agrees that in water skiing—and in cigarettes too...
EXPERIENCE IS THE BEST TEACHER!

You watch her in action and you know Champion Nance Stibbley is the best teacher of experience. Her cigarette? That's a "house of experience" too... *Camel!*

In exciting action... in tricky jumps... this girl, young Nance Stibbley, is a class by herself... a champion water skier.

I NOTICE MORE AND MORE PEOPLE SMOKING CAMELS. THEY'RE GREAT!

I LEARNED BY EXPERIENCE... BY COMPARING... THAT CAMELS SUIT MY "T-ZONE" BEST!

THE "T-ZONE"
**T for Taste...
 T for Throat...**
 your final proving ground for any cigarette

Let your  Zone tell you why

More people are smoking Camels than ever before!

• Now that people can get all the cigarettes they want... any brand... now that they once again can choose their cigarette on a basis of personal preference... quality... more people are smoking Camels than ever before.

Why? The answer is in your "T-Zone" (T for Taste and T for Throat). Let your own taste tell you what a difference Camel's expert blending of choice, properly aged tobaccos can mean in cigarette flavor. Let your throat tell you about Camel's cool, wonderful richness. Discover for yourself why, with smokers who have tried and compared, Camels are the "house of experience!"

CHOICE OF EXPERIENCE!

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

When 15,000 doctors from coast to coast—in every field of medicine—were asked by three independent research organizations to name the cigarette they smoked, more doctors named Camel than any other brand!



EXPERIENCE IS THE BEST TEACHER!



1945 NEWS ITEM
Cigarette Shortage Still Acute
Crowds Queue Up... Millions Try Different Brands... Smoke Whatever They Can Get.



EXPERIENCE TAUGHT MILLIONS THE DIFFERENCES IN CIGARETTE QUALITY!

Result: Many millions more people found that they liked Camels best.

Your "T-Zone" will tell you...
T for Taste... T for Throat...
That's your proving ground for any cigarette. See if Camels don't out your "T-Zone" to a T.



IT'S ONLY a necessary war, the 1945 cigarette shortage, but it was during that shortage that people found the world's comparing brands whether they smoked or not.

That's "T-Zone"—the "T" for Taste and "T" for Throat—tested some different brands than they'd normally try in a lifetime.

And millions more people found that the rich, full flavor of Camels' superb blend of choice tobaccos would give "Taste" a "T." And that their Throats welcomed the kind of cool, mildness Camels deliver.

Thus the demand for Camels... always great... grew greater still... so great that today more people are smoking Camels than ever before.

But, no matter how great the demand, this you can be sure of: Camel quality is not to be tampered with. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS than any other cigarette



When nine independent research organizations asked 133,392 doctors—What cigarette do you smoke, Doctor?—the brand named most was Camels!

HERE'S A LESSON ON
How to Dive!
 Petite diving star "JIM" FAIRBROTHER
 says that in diving...or choosing a cigarette...
EXPERIENCE IS THE BEST TEACHER!

I LEARNED FROM EXPERIENCE... BY COMPARING... THAT CAMELS SUIT ME BEST!

It takes a lot of trying...and experience tells you that you've finally found perfection!

Here's how a 115 centimee should think. Study it carefully...and see what you can do!

Let your -Zone tell you why **More people are smoking CAMELS than ever before!**

Your "T-Zone"
T for Taste...
T for Throat...
 That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" in a "T."

● Here's a lesson in choosing a cigarette, too! Like Miss Fairbrother, countless smokers have tried different brands—and compared—for full flavor and cool-smoking mildness. Camels—made from choice tobaccos, properly aged and expertly blended—are the choice of experience with millions!
 Try Camels yourself in your "T-Zone"... that's T for Taste and T for Throat. See how their rich, full flavor suits your taste. See how Camel's cool mildness suits your throat! Learn from your own experience in your own "T-Zone" why more people are smoking Camels than ever before!

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Three leading independent research organizations asked 112,897 doctors what cigarette they smoked. The brand named most was Camels!

SOLDIERS ON SKIS

THE CIGARETTE FOR ME IS **CAMEL**. THEY'RE SMOOTH AND EASY ON MY **THROAT**... AND A REAL TREAT TO MY **TASTE!**

— says former Olympic ace **DICK DURRANCE** who trains ski troopers for the Army

■ A new set of champions is in training on America's ski trails today—the champions, 1933 model, U. S. Army!

You, from jungles in Canada, these new champions are soldiers through and through—even to their liking for Camels. For Camels are the favorite in all the services.

As instructor Dick Durrance labels says: "I've smoked Camels for years. They suit my throat as a 'T'—and there's nothing like Camels for throat."

SALES IF there is a boy anywhere, Mr. Ruth Martin (below). When it comes to enjoying some pleasure out of every smoking moment, Camels really hit the spot. You, their number one tobacco in Camels mean more pleasure in every puff.

THE F-ZONE

where cigarettes are judged

The "F-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your nose and throat can decide which cigarette suits best to you... and how it affects your throat. For your nose and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "F-ZONE" as a "T" — Please try for yourself!

FIRST IN THE SERVICE

The favorite cigarette with men in the Army, Navy, Marine, and Coast Guard is Camel. Based on actual sales records in Post Exchanges, Ship's Service Stores, Ship's Stores, and Canteens.

CAMEL

COSTLIER TOBACCO'S

Throat specialists report on

CAMEL MILDNESS

30-Day Test of hundreds of Camel Smokers revealed


NO THROAT IRRITATION DUE TO SMOKING CAMELS

In a recent test, hundreds of men and women all across the country smoked Camels – and only Camels – an average of one to two packages a day – for 30 consecutive days. Each week their throats were examined by noted throat specialists – a total of 2470 examinations – and these doctors found not one single case of throat irritation due to smoking Camels.



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

**PROVE
CAMEL MILDNESS
IN YOUR "T-ZONE"!**



MAKE the Camel 30-day mildness test—and see how mild a cigarette can be! When hundreds of men and women made this same test—smoking Camels exclusively for 30 days—an average of one to two packs a day—noted throat specialists who examined the throats of these smokers every week (a total of 2470 examinations) reported

**NO THROAT IRRITATION
due to smoking CAMELS!**

EXPERIENCE IS THE BEST TEACHER!

From the simple forward dive, off the top boards to the reverse, spine and back, all the high boards and revers, Mildred O'Donnell learned them all in six New York's Hempstead during championship.

"In diving, you practice and try until you find the particular form and style that will give you the best," explains Champion Mildred O'Donnell.

IT'S TRUE IN DIVING... EXPERIENCE IS THE BEST TEACHER! ...AND IN SMOKING TOO. THE CIGARETTE FOR ME IS CAMEL!

Mildred O'Donnell
DIVING CHAMPION

More people are smoking CAMELS today than ever before in history!

YOUR 'T-ZONE' WILL TELL YOU...
T for Taste...
T for Throat...
That's your proving ground for any cigarette. See if Camels don't suit your T-Zone to a T.

Yes, experience during the shortage taught millions the differences in cigarette quality!

DIVING Champion Mildred O'Donnell hasn't forgotten the war shortage of cigarettes. "I never realized there were such differences in cigarettes until the shortage," she recalls. "That's when I really learned what cigarette suits me best - Camel." Millions of others had the same experience, and reached the same conclusion—with the result that today more Camels are being smoked than ever before in history.

But, no matter how great the demand, we don't tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.

IT HELD ME DOWN. The cigarette shortage had to have a real experience, even a 10% of different brands. That's when millions of smokers found the meaning of the words "Camels suit my T-Zone" to a T.

According to a recent Nationwide survey:
MORE DOCTORS SMOKE CAMELS than any other cigarette

These nationally known independent medical organizations asked 115,000 doctors—in every branch of medicine—to name the cigarette they smoked. None doctor wanted Camel than any other brand.

WHY ARE MORE PEOPLE SMOKING CAMELS THAN EVER BEFORE?

BECAUSE EXPERIENCE IS THE BEST TEACHER!

Vic Scott

Champion Outboard Racing Driver

He holds the world's record for Class C Outboard Motorboats—57,325 miles per hour for 5 miles! 1947 winner of the Famous Albany-to-New York Outboard Marathon.

"In 12 years of outboard racing, I've found that 'experience is the best teacher,'" says Vic Scott. "And that's true in choosing a cigarette, too. Through the years, I've tried many brands. I've compared them—for mildness, for cool smoking, for full flavor. I learned from that experience that Camels suit me to a 'T'!"



I TRIED MANY DIFFERENT BRANDS—CAMELS ARE THE CHOICE OF EXPERIENCE WITH ME!



LET YOUR "T-ZONE" TELL YOU WHY!

T for Taste . . .
T for Throat . . .
T for Taste . . .

That's your proving ground for any cigarette. See if CAMELS don't suit your "T-Zone" to a "T."

ALL OVER America—from coast to coast—from **Z** border to border—more people are smoking Camels than ever before. Millions of smokers have found by experience that cool, mild Camels suit them to a "T."

Try Camels yourself. Compare them—for mildness, coolness; for full, rich flavor. Let your "T-Zone"—that's T for Taste and T for Throat—tell you why Camels are the "choice of experience" with millions of smokers—with more people than ever before!

According to a Nationwide survey:

More Doctors smoke Camels than any other cigarette

These nationally known independent research organizations reported that 75% of the doctors in the U.S. smoke Camels. This doesn't mean that all doctors smoke Camels, but more than any other brand.



"Experience is the Best Teacher!"

in aerial acrobatics... and in smoking too," says **ROSE GOULD**, aerial sensation of the Big Top.

ROSE GOULD HANGS BY HER FEET— WITH NO OTHER SUPPORT AND NO NETS— STUNNED THAT PACE WITH VETERAN CIRCUS HANDS BLINK?

... SHE DIVES INTO SPACE!

YES, SHE WILL BRING— CABLE BRINGS— THE CABLE WITH HER— APPEARANCE SINCE SHE'S GETTING READY FOR THE COVER SHOW!

AND IS SHE...? NO! IT'S ME!

I'VE BEEN THRILLING PERFORMANCES, AND GOULD— BUT NOTHING TO WATCH YOURS.

HAVE A CAMEL, AND TELL US HOW YOU DEVELOPED THOSE STUNTS!

I LEARNED FROM EXPERIENCE— I JUST AS I LEARNED FROM EXPERIENCE THAT CAMEL IS THE CIGARETTE FOR ME!

I SMOKED MANY BRANDS DURING THE WARTIME CIGARETTE SHORTAGE— CAMELS SUIT ME BEST!

Rose Gould

Camel

Camels

MORE PEOPLE ARE SMOKING THAN EVER BEFORE

YOUR T-ZONE WILL TELL YOU... T for Taste... T for Thrill...

That's why growing ground for any cigarette, few of Camels don't suit you? T-Zone? No! T-Zone!

Featured in *Journal of Smoking, Wine, and Recreation* © Betty Carter

NIGHT FLIGHT

takes
practice and
teamwork in
**SPLIT-
SECOND
TIME**

• Not only those men training to man the bombers but all of us are working in split-second time today. Smoking more, too, most of us. And when it comes to crowding more pleasure into each smoking moment, well, ask those "D musketeers" plotting their night training flight (above, right). You bet it's Camels—they're the favorite cigarette with men in all the services.*

And—Camel's the cigarette you find so regularly with the skilled artisans who "keep 'em flying"...like Charlotte Thon (below). "Camels suit me to a 'T,'" she says. And that's a language any smoker will understand (see "T-Zone" below, right).





SUIT ME TO A 'T'
THEY'RE EASY ON MY
TONGUE—AND
THEY ALWAYS
TASTE JUST
RIGHT

WHEN YOU'RE MAKING fighting maps, you're working on split-second time. Charlotte Thon, cartographer, smokes Camels. All over the map it's the same—wherever you find men and women fighting for Uncle Sam—you find Camels.

The "T-Zone"
where
cigarettes
are judged

The "T-ZONE"—Tone and Thoroughness the peering around for cigarettes. Only your nose and throat can decide which cigarette comes best to you...and how it affects your throat. For your sake and those are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T."

CAMEL

R. J. REYNOLDS TOBACCO COMPANY, WINTHROP, N.C.

it's radio!
it's theatre!
it's screen!
it's television!

And Loretta A. Brophy,
one of television's leading program directors,
will tell you that with her
Camels are always in the picture



It's a long and short scene from the television hour. Tomorrow it may be missing from a past program or grand affair. But in Director Loretta Brophy's 1950-51 season (most shows), it's all "Tobacco, too!"




"This is a make-up room for control room. Director Brophy (on left) gives the signal that indicates the scene is over. And when she calls "Cut," that means the show is over... But Camels are still in order (see right).

"The grand flavor and mildness of the tobaccos in Camels suit my 'T-Zone' to a 'T'"

WHEREVER you go these days, you'll find Camels more and more in the picture. And if you're a Camel smoker you'll appreciate the words of Director Loretta Brophy when she tells of her experience during the late cigarette shortage.

"When I couldn't get Camels, I smoked anything I could get... most different brands than I can remember," Miss Brophy says. "That's when I learned really to appreciate Camels—there's nothing like a Camel."

You there's simply no substitute for another tobacco, properly aged and blended in the time-honored Camel way. Rich, full flavored, and so mild! And now that Camels are again easier to get, more people want Camels than ever before! Ask for them every time you buy.

S. L. Brown-Brother & Co. Inc. - Phoenix, Arizona, U.S.A.

Costlier tobaccos



THE "T-ZONE" TEST
WILL TELL YOU

The "T-Zone" is the zone used by the throat to taste and inhale the most flavorful tobacco. For one cigarette, the only good taste and throat-clearing effect which cigarette smoke has to me... and here is where your throat, the old hand in the experience of many, many millions of smokers, will believe Camels will suit your "T-ZONE" to a "T."

Camels

