

**"Give your throat a vacation...  
Smoke a  
FRESH  
cigarette"**

If the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.  
It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.  
It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.  
There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.  
There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.  
This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.  
Camels are milder and more throat-friendly because they are dust-free and fresh.  
Give your throat a vacation, switch to Camels for just one day. They leave them—if you can.  
There is NO PEPPERY DUST in Camels. Humidor Pack and Humidor Pack—Camel Cigarettes, American Cigarette Company—Camels are milder and more throat-friendly.

**CAMEL**  
MILD... NO CIGARETTE AFTER-TASTE

**HUMIDOR  
PACK**

**CAMEL**

Don't remove the moisture-proof wrappings from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of arid climates, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

Date: 1931

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Smoke a fresh cigarette

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Give your throat a vacation

Key Words: Doctor, throat, otolaryngologist, fresh

Quote: "It's the peppery dust left in by inefficient cleaning methods that makes you cough." "Camels are milder and more throat-friendly because they ate dust-free and fresh"

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.

**"GIVE YOUR THROAT A VACATION**  
**Smoke a FRESH cigarette"**

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It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but *moisture-proof* Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat-friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

True to CAMEL QUARTER HOUR Smoking Motion Pictures and True Wares. Camel Cigarettes, distinctive because Remond - Columbia System - every night except Sunday

**CAMELS**  
Mild... NO CIGARETTE AFTER-TASTE

© 1931, R. J. REYNOLDS TOBACCO COMPANY, WASHINGTON, D. C.

Don't remove the moisture-proof Cellophane from your package of Camels after you open it. The Humidor Pack is protective against dust and germs. Even in open and closed, in humid atmosphere, or exposed to heat, the Humidor Pack allows fresh Camels and keeps them ready until the last one has been smoked.

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Quote: *"It's the peppery dust left in by inefficient cleaning methods that makes you cough." "Camels are milder and more throat-friendly because they ate dust-free and fresh"*

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor. Note the almost feminine hands

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 TEST**  
**WAS REALLY FUN!**  
**EVERY CAMEL TASTED**  
**SO GOOD! AND I**  
**DON'T NEED MY**  
**DOCTOR'S REPORT**  
**TO KNOW CAMELS**  
**ARE MILD!**


**RIANA O'BRIAN**, real estate broker, one of the hundreds of people first tested to prove who made the 30-Day Test of Camel Mildness under the observation of noted throat specialists.

... AND THOUSANDS MORE AGREE!



*Start your own 30-Day Camel MILDNESS Test Today!*

It's fun—it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your T-zone. It's fun—it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your T-zone.



**CAMELS** make your throat feel like a garden. You'll love the taste, the feel, the feel. You'll love the taste, the feel, the feel.

**WILSON** says, "I don't need a doctor's report to know Camels are mild!"

**THE 30-DAY TEST** was a real adventure. It brought me into the world of throat specialists. It brought me into the world of throat specialists.

**SPRINGFIELD** says, "I don't need a doctor's report to know Camels are mild!"

Date: 1947

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Start your 30 day Camel mildness test today!

Key Words: Doctor, throat, otolaryngologist,

Quote: "It's fun – it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your T-zone.

Comment: The mirror held in the doctor's right hand is used for visualizing the throat.

# THROAT DOCTORS VOTE OLD GOLD BEST FOR YOUR THROAT



**A** GAIN, I TESTED the 4 leading cigarette brands with a group of throat specialists. "Doctors," I said, "the names of these cigarettes are covered up. Don't try to guess which is which. Just smoke them—and tell me which cigarette is easiest on the throat."

"They did that . . . And again OLD GOLD won by a big majority."

(Signed) ROBERT RIPLEY,  
CREATOR OF "BELIEVE IT OR NOT"

Voted the best for taste and throat comfort.

"Throat doctors know what harsh tobacco does to throat membranes. They voted for O. G. because its clean *sun-ripened queen-leaf* tobacco is like *honey* to the throat. You can't hide O. G.'s *BESTER* tobacco. Its throat-ease wins . . . even when the name is covered up."



**CERTIFIED PROOF!**

"I hereby certify that the following is the correct name of the cigarette not conducted by Ripley, among Throat Doctors, OLD GOLD 50%; Brand 'X' 4%; Brand 'Y' 25%; Brand 'Z' 20%."

(Signed) J. H. H. GOODWIN  
Certified Public Accountant  
1st Broadway, New York

**Not a Cough in  
a Carload**

Time in on OLD GOLD Character Readings . . . Tuesdays at 8:15 P. M., Thursdays at 9:15 P. M., Eastern Standard Time . . . Coast-to-Coast Columbia Network

**Ripley** CREATOR OF **BELIEVE IT or NOT- PROVES IT**

# THROAT DOCTORS *pick* OLD GOLD

*in PUBLIC TEST*  
*of 4 leading Cigarettes.*



By **Ripley**, Himself

"Believe it or not... Here's real authority. Registered physicians, specializing in the care of the nose and throat! Doctors who see every day the ill-effects of cigarettes that are too harsh, too raw, too irritating to delicate membranes.

"I picked the Doctors as taste-testers because they just naturally judge cigarettes for their throat-ease.

"This was to be a taste-test... but I knew every doctor would instinctively rate the four cigarettes on their smoothness and throat-comfort as well as their flavor.

"Believe it or not... these registered physicians, without knowing what brand they were choosing... with all names concealed... picked OLD GOLD by the decisive ratio of 2 to 1.

"I'm getting used to amazing OLD GOLD victories... but I'll admit this one would be hard to believe if I hadn't personally counted the votes. A Certified Public Accountant also audited the score."

**BELIEVE IT OR NOT, HERE'S THE FINAL SCORE!**

"I certify that an audit of the complete and final results of the Ripley taste test conducted with Throat Specialists gave OLD GOLD 86%, Brand X 25%, Brand Y 8% and Brand Z 2%."

Signed, J. S. M. Goodwin, Certified Public Accountant. Above you see the Throat Doctors actually making the test. In circle at the left, Ripley and nurse checking one Doctor's vote.



**NOT A COUGH IN A CARLOAD**

1930 Dec22

Throat Doctors Pick Old Gold. Not A Cough in A Carload

Here's what throat specialists  
reported about Camel Mildness—



In a recent coast-to-coast test, hundreds of men and women smoked Camels—and only Camels—for 30 consecutive days. They smoked on the average of one to two packs a day. Each week throat specialists examined the throats of these smokers, a total of 2470 careful examinations, and reported

**“NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS”**



Money-Back Guarantee!

Try Camels and test them as you smoke them. If, at any time, you are not satisfied that Camels are the mildest cigarette you've ever smoked, return the package with the unused Camels and we will refund the full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

According to a Nationwide survey:

**MORE DOCTORS SMOKE CAMELS**  
than any other cigarette

Doctors smoke for pleasure, but when they smoke, they smoke Camels. Camels are the mildest cigarette you've ever smoked. They are mild, smooth, and throat-soothing. They are the only cigarette that is so mild, so smooth, and so throat-soothing.

Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Here's what throat specialists reported about Camel mildness

Key Words: Doctor, throat, otolaryngologist,

Quote: *“Each week throat specialists examined the throats of these smokers, a total of 2470 careful examinations . . .”*

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.

**IF YOU HAVE  
A  
COLD  
SEE YOUR  
DOCTOR!**

**... A  
CIGARETTE  
MANUFACTURER  
IS NOT A  
PHYSICIAN**

It is not within the province of cigarette manufacturers to prescribe for human health. The manufacturers of Spud Cigarettes have never claimed that, because Spud smoke is cooled by menthol, Spuds are a remedy for throat or nose irritation, coughs or colds. If you are troubled with any of these, consult your doctor. He has spent many years in study to benefit you in such matters. Astor-Fisher Tobacco Co., Inc., Louisville, Kentucky, makers of



**MENTHOL-COOLED SPUD CIGARETTES**

**JUDGE SPUD**...Not by first puff, but by first pack. Surveys show frequent continued choice highlights enjoyment of full tobacco flavor.



**"SMOKE IT, COOLER BY TEST"...**a little book telling how Spud's great cooling was proved scientifically and what it means to you...see gladly on request.

1930

A Cigarette Manufacturer is Not a Physician



Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 30 day test revealed no throat irritation

Key Words: Doctor, throat, otolaryngologist, T-zone, more doctors

Quote: “. . . So mild that, in a total of 2470 exacting throat examinations, hundreds of men and women who smoked Camels exclusively for 30 consecutive days, throat specials found not one single case of throat irritation . . .”

Comment: The head mirrored physician is an otolaryngologist, an ear, nose and throat doctor.



**30-DAY SMOKING TEST PROVES CAMEL MILDNESS!**

**For 30 consecutive days** in a recent test, hundreds of men and women all across the country smoked Camel—and only Camel—on the average of one to two packages a day.

**Every week**, since throats were carefully examined by noted throat specialists—a total of 2470 examinations from coast to coast.

And these famous throat specialists reported that they found **not one single case of throat irritation** due to smoking Camels!

**But prove it yourself!** In your "T-Zone"—T for Taste and T for Throat. Smoke Camels for 30 days. Let YOUR OWN TASTE tell you about that full, rich Camel Flavor. Let YOUR OWN THROAT tell you how mild a cigarette can be! You prove for yourself that there's

**NO THROAT IRRITATION DUE TO SMOKING CAMELS!**

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

**Heavy Back Throatsmen!** Smoke Camels for 30 days. If in any one week you find your throat irritated, return the pack to the nearest Camel store and we will refund your full purchase price, plus postage. This offer good for 90 days from this date.

Winston & Strawn TOBACCO COMPANY, WASHINGTON, D.C. NORTH CAROLINA

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

Doctors used to be patients and now some smoking patients' throat examinations find 100% more throat irritation among those who smoke.

Date:

Brand: Camel

Manufacturer: RJ Reynolds

Campaign: Not One Single Case of Throat Irritation

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 30 day test revealed no throat irritation

Key Words: Doctor, throat, otolaryngologist, T-zone

Quote: “. . . An average of one to two packs a day. . .” “Let your own throat know how mild a cigarette can be.”

Comment: The head mirrored physician uses a tongue stick to examine the woman's throat



**makes ANY cigarette less irritating!**

**HERE IS THE PROOF**

**Nicotine and tars trapped in the Denicotea crystal filter can't reach your nose, throat, and lungs.**

**Here's why so many doctors recommend Denicotea**

The harmful effects of nicotine and tars on the human system are of deep concern to the medical profession. Doctors who have tested Denicotea have been quick to recommend it.

*Nubbing* filters like the Denicotea crystal filter. You can see the evidence in the *blackened* filter, soaked with the harmful residue that otherwise would have entered your mouth, throat, nose and lungs . . .

*No matter what cigarette you smoke, Denicotea definitely filters the smoke, cuts down nicotine and tars!*

**Used by millions for smoking health and pleasure**

If you have sinus trouble, smoker's cough, asthma, irritation, or have other reasons to cut down on smoking—don't fail to use a Denicotea cigarette holder . . .

Many dentists recommend Denicotea to guard teeth and gums against the stains and irritants in tobacco smoke. Your breath is fresher, your mouth feels cleaner, when you use Denicotea!

**Denicotea holder**  
With polished aluminum exterior and 10 extra filters. \$2.95

**Lady Denicotea holder**  
Long, and slim, and your choice in black or custom colors, 12 filters. \$3.95

**Dunhill DE-NICOTEA CRYSTAL FILTER CIGARETTE HOLDER**

At tobacco counters, drug stores and jewelry stores • Alfred Dunhill, 660 Fifth Ave., New York 19, N.Y.

Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Nicotine and tars trapped in the Denicotea crystal filter can't reach your nose, throat, or lungs

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "Makes any cigarette less irritating"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Anti-nicotine diet

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "if you smoke a pack a day, it is estimated that you take in a full ounce of nicotine and tars every 11 days (that's almost a whiskey glass full)"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Makes Any Cigarette Less Irritating!

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote:

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: "Makes Any Cigarette Less Irritating!"

Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote: "you can really do something about nicotine and throat irritants"

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist

**You don't have to change your brand**

TO ENJOY THE PROTECTION OF FILTERED SMOKING

Smoke any cigarette you like!

Your De-Nicotea Holder filters any cigarette—regular, long or filter tip. And each De-Nicotea filter contains thousands of finely silica gel crystals to trap and absorb nicotine and tar that would otherwise reach your nose, throat and lungs.

**Nothing Filters Like De-Nicotea**

About four times longer than a filter tip, even as long as the extra length of a "long" cigarette—no cigarette can contain a filter as long as this—no other filter for nicotine and tar!

That's why so many physicians and dentists recommend the De-Nicotea Holder to their patients. Start using De-Nicotea today! It saves everywhere.

Short or standard models with \$2.50  
Long model with gold tone sleeve \$3.50

**SEE FOR YOURSELF**

**Mild one**  
De-Nicotea mild filter in your hand

**After one**  
De-Nicotea filter turns black as it absorbs tar and nicotine

**dunhill**

**DE-NICOTEA**  
FILTER HOLDER



Date:

Brand: Denicotea

Manufacturer: Dunhill

Campaign: Doctors recommend Denicotea

Theme: Doctors, dentists, and nurses smoking

Key Phrase: Really filters the smoke


Key Words: Doctor, otolaryngologist, holder, filter, nicotine

Quote:

Comment: The head mirrored doctor is an otolaryngologist, an ear, nose, and throat specialist



Leading Nose  
and Throat Specialists  
Suggest...




*"Change to*  
**PHILIP MORRIS!**"

**HERE'S WHY:**

Because PHILIP MORRIS is the ONLY cigarette proved definitely far less irritating . . . top-ranking nose and throat specialists suggest PHILIP MORRIS to their patients in cases of irritation due to smoking.

*Remember: LESS IRRITATION MEANS MORE ENJOYMENT . . . the perfect enjoyment in PHILIP MORRIS of the fine flavor and aroma of the world's choicest tobacco.*

Yes! If every smoker knew what PHILIP MORRIS smokers know, they'd all change to PHILIP MORRIS . . . America's FINEST Cigarette!



**CALL FOR PHILIP MORRIS**

# NOSE, THROAT,

and Accessory Organs not Adversely Affected by Smoking Chesterfields

**FIRST SUCH REPORT EVER PUBLISHED ABOUT ANY CIGARETTE**

**A responsible consulting organization** has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.


**A group of people** from various walks of life was organized to smoke only Chesterfields. For six months this group of men and women smoked their normal amount of Chesterfields—10 to 40 a day. 45% of the group have smoked Chesterfields continually from one to thirty years for an average of 10 years each.

**At the beginning** and at the end of the six-month

period each smoker was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examination covered the sinuses as well as the nose, ears and throat.

**The medical specialist**, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

ASK YOUR DEALER FOR CHESTERFIELD... EITHER WAY YOU LIKE 'EM



CONTAINS TOBACCO OF BETTER QUALITY & HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

**Buy CHESTERFIELD... Much Milder**

**... TELL HIM TO SWITCH TO KOOLS**  
and he'll be all right

DOCTORS... lawyers... merchants... chiefs in every walk of life agree that KOOLS are soothing to your throat. Is this soothing process a secret? Not a bit of it! KOOLS are a blend of the choicest Turkish and Domestic tobaccos... with a touch of mild menthol added for refreshing, cooling flavor. And each pack brings you a valuable coupon, good in the U.S.A. for a wide choice of beautiful, practical premiums. Switch to KOOLS and save those coupons! Brown & Williamson Tobacco Corp., Box 399, Louisville, Ky.

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**RAZOR SHAVERS... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS**

**SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS**

<p><small>2000'S SHAVERS: 2000's Series, 2000's Series, 2000's Series, 2000's Series. Price as shown. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00.</small></p>	<p><small>2000'S LAMP: 2000's Series, 2000's Series, 2000's Series, 2000's Series. Price as shown. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00.</small></p>	<p><small>2000'S IRON: 2000's Series, 2000's Series, 2000's Series, 2000's Series. Price as shown. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00.</small></p>	<p><small>2000'S COUPON: 2000's Series, 2000's Series, 2000's Series, 2000's Series. Price as shown. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00. Coupon good for \$1.00.</small></p>
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**I didn't want LANNY ROSS to see me crying!**

ALICE, DON'T LET THESE REHEARSALS GET YOU DOWN! ALL YOU NEED IS CONFIDENCE... HERE, HAVE A CAMEL!

OH, MR. ROSS, I'M ABOUT READY TO QUIT THE SHOW... AND CIGARETTES, TOOK MY VOICE SEEMS TO HAVE LET ME DOWN!

I WAS ABOUT READY TO GIVE UP SMOKING MYSELF... UNTIL I CHANGED TO CAMELS. WHY DON'T YOU MAKE THE CAMEL 30-DAY MILDNESS TEST?

THIS CAMEL TASTES FINE! I'M GOING TO TAKE YOUR TIP AND START MY TEST TODAY!

**THROAT SPECIALISTS' REPORT—**  
IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS, NOTED THROAT SPECIALISTS, MAKING WEEKLY EXAMINATIONS, REPORTED  
**NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!**

**A FEW WEEKS LATER... AT A BIG TELEVISION BROADCAST**  
THE AUDIENCE CERTAINLY LOVES LANNY — HE ACTS OVER A SCENE!

AND ALICE HAS A MARVELOUS VOICE!

WONDERFUL, ALICE! YOU'VE EARNED A SPOT COACHING! EVEN TO THE RIGHT CIGARETTE — CAMEL! LET'S HAVE ONE NOW!

THANK YOU, LANNY ROSS... IT WAS YOUR COACHING! EVEN TO THE RIGHT CIGARETTE — CAMEL! LET'S HAVE ONE NOW!

AS A SINGER, NATURALLY I SMOKE THE CIGARETTE THAT AGREES WITH MY THROAT — CAMEL! CAMELS ARE MILD AND TASTE GREAT!

**Lanny Ross**  
FAMED SINGING STAR OF STAGE, RADIO, THEATRE AND TELEVISION

**CAMELS FOR MILDNESS**  
Start your own 30-Day Camel MILDNESS Test Today!

**CAMEL**  
MILDNESS  
30-DAY MILDNESS TEST

**"CAN YOU BLAME ME FOR TRYING TO BE TEACHER'S PET?"**

INCIDENT IN A SKI CLASS CONDUCTED BY DOBIS HEWITT, AT A NEW ENGLAND UNIVERSITY

YOU MAKE SKIING LOOK SO EASY, MISS HEWITT—HOW ABOUT A CIGARETTE?

I'D LIKE A SMOKE, BUT I'VE JUST ABOUT GIVEN UP CIGARETTES—THEY DON'T SEEM TO AGREE WITH MY THROAT.

NOW IT'S MY TURN TO BE TEACHER, TRY CAMELS! I MADE THE 30-DAY THROAT TEST AND WHEN I SAY CAMELS ARE MILD—I KNOW!

THIS CAMEL TASTES FINE. I BELIEVE I'LL MAKE THE TEST MYSELF!

**THROAT-SPECIALISTS REPORT—**  
IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKE ONLY CAMELS FOR 30 DAYS, NOTED THROAT SPECIALISTS, MAKING WEEKLY EXAMINATIONS, REPORTED:  
**NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!**

A FEW WEEKS LATER... DOBIS PUTS HER PUPIL THROUGH A NERVING DOWN-HILL COURSE. WILL HE KEEP HIS FEET?

KEEP YOUR KNEES FLEXED—WE'RE GOING INTO A JUMP TURN!

I'M PROUD OF YOU, PETE / GREAT SKIING / AND THANKS FOR YOUR LESSON ON CIGARETTES. CAMELS ARE THE ANSWER FOR ME!

DOBIS, YOU'RE REALLY TIGHT / AND I THINK THIS CALLS FOR A CAMEL RIGHT NOW, DON'T YOU?

MY 30-DAY TEST WAS REALLY FUN! CAMELS CERTAINLY AGREE WITH MY THROAT, AND THEY TASTE SO GOOD!

*Dobis Hewitt*

Start your own 30-Day Camel MILDNESS Test today!

**CAMELS**  
FOR MILDNESS



