

Not One Single Case of Throat Irritation

How MILD can a Cigarette be?
MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

**MORE PEOPLE SMOKE CAMELS
than any other cigarette!**

"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild"

John Wayne
POPULAR, HANDSOME
HOLLYWOOD STAR

"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a sensible test—my own 30-Day Camel Mildness Test!"

"I gave Camels a real tryout for 30 days. The most pleasure I ever had from smoking. My own 'T-Test' told me just how mild and good tasting a cigarette can be! I found out for myself why more people smoke Camels than any other cigarette!"

Make your own
30-Day Camel
MILDNESS Test
in your "T-Test"

(If You Throat, 8 Day Tests)

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

You, there were the findings of several dozen specialists after a total of 2,475 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

AND THE WOMAN AGREE! I bet a doctor, John Wayne has avoided his way to fame as dozens of knock-downs and long ones—hard riding... glances... (captioned)

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

John Wayne, died of gastric cancer June 11, 1979 at the age of 72. After being diagnosed with lung cancer (controlled by surgery), he made a series of noteworthy anti-smoking TV advertisements..

Why did you change to Camels, HENRY FONDA?

"My voice is important in my career. I smoke Camels because they're mild and have such rich flavor!"

Henry Fonda
One of Broadway's stage stars.
"Point of No Return"

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

Make your own remarkable 30-day Camel mildness test in your "I Love You" - 1 for Throat, 1 for Taste.

—that's what noted throat specialists reported in a continuous test of hundreds of people who smoked only Camels for thirty days!

Make your own thirty-day Camel test, the one sensible, thorough test of cigarette mildness. Enjoy Camel's rich, full flavor, a flavor no other cigarette has. See if you don't agree with Henry Fonda when he says, "The cigarette that suits my throat best is Camel!"

Start smoking Camels today and discover why, after all the mildness tests...

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!



Henry Fonda, prolific actor and father of Jane and Peter Fonda, died of heart failure August 12, 1982 at age 77. He is reported to have said: I've been close to Bette Davis for thirty-eight years - and I have the cigarette burns to prove it.

FAMOUS SPORTSCASTER
BILL STERN

"I'M ON THE AIR HOURS AT A STRETCH"
- naturally I have to think of my throat. The 30-day test proved to me how mild Camels are! "

HIS PLAY-AT-PLAY, blow-by-blow coverage of the nighttime sporting channels from coast to coast has a following that runs into the millions. Broadcasting from the major hotels, ball parks and circuses, Bill Stern's voice gets a real workout the year around.

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 nasal throat specialists after a total of 2,076 weekly examinations of the throats of hundreds of men and women who smoked Camels - and only Camels - for 30 consecutive days.

MAKE A NOTE... REMEMBER YOUR THROAT!

VINCENT PRICE
"I've smoked Camels for years. They're mild on the throat. That's why I can smoke them all day long - and still have a clear voice."

JOAN CRAWFORD
"I've smoked Camels for years. They're mild on the throat. That's why I can smoke them all day long - and still have a clear voice."

HUMPHREY BOGART
"I've smoked Camels for years. They're mild on the throat. That's why I can smoke them all day long - and still have a clear voice."

ALICE BRIDGES
"I've smoked Camels for years. They're mild on the throat. That's why I can smoke them all day long - and still have a clear voice."

Make your own 30-Day Camel MILDNESS Test
in your "T-ZONE"
(T for Throat - T for Taste)

Noted Throat Specialists Report Not a Single Case of Throat Irritation

Make a note Remember your throat.

"MY VOICE IS MY LIVING..."
says Vaughn Monroe
 RADIO AND RECORDING STAR

...so it's only common sense that I smoke the cigarette that agrees with my throat
-CAMEL!

HIS VOICE is in demand around the clock—network radio... theater appearances... motion pictures... dance shows (over 100 last year) from Maine to California... plus recording his tunes that will be the millions of copies. Vaughn Monroe is the singiest band leader in the U. S. A.

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 trial of 2,679 weekly examinations of the throats of hundreds of men and women who smoked Camels... and only Camels... for 30 consecutive days.

Make a Note... Remember Your Throat!

Make your own 30-Day Camel MILDNESS Test
 In your "T-ZONE"
 (T for Throat—T for Taste)

A. J. Brown, M.D., Boston, Mass., M. D.

1950 Aug

Not a Single case of Throat Irritation

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 3,478 weekly examinations of the throats of hundreds of men and women who smoked Camels--and only Camels--for 30 consecutive days.



As a singer, naturally I smoke the cigarette that agrees with my throat...CAMEL!

LANNY RASS

The World met Lanny over no Camels. The golden voice that has entertained millions explains: "The test showed me how much for smoking can be! Camels suit my throat, and they're a great-tasting smoke."

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

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

I TALK TO THOUSANDS OF SHOWERS WHEN I SMOKE. I HAVE TO THINK OF MY THROAT. THAT'S WHY CAMEL IS MY CIGARETTE. CAMELS ARE SO MILD!

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

• You have the word of Camel smokers... of noted throat specialists... but not Camels for yourself as your "T-Test" (T for Taste and T for Throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked!

Start your own 30-Day Camel MILDNESS Test Today!

1933

Not a Single case of Throat Irritation

How MILD CAN A CIGARETTE BE ?

**"How Mild? I found the answer
when I changed to CAMELS
—they agree with my throat!"**

Dick Powell
STAR OF FILMS AND RADIO

“Being in show business, I can’t risk throat irritation. That’s why I was so careful in choosing the cigarette I smoke. I didn’t decide on one puff or one sniff. A fast inhale and exhale wasn’t enough proof for me.
“Instead, I made what I think is the one sensible cigarette test . . . my own 30-Day Camel Mildness Test. I smoked Camels regularly, day after day, for 30 days and found out for sure that Camels agree with my throat. And I like Camels’ rich flavor! Now I know why more people smoke Camels than any other cigarette.”

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

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

Yes, there were the findings of nasal throat specialists after a total of 1,070 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

LIBERALLY on “Archie
and Francis”, Dick
Powell’s choice in
showing a picture
where he smokes in a
show while a collage
appears on light bulbs.
The top of each of
the three or four of
half-sized models.
Dick’s cigarette has
now been hand-kissing
diamond value.

Make your own 30-Day Camel MILDNESS Test in your T-ZONE T-for Throat T-for Taste



Not a Single case of Throat Irritation

How MILD can a cigarette be?

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

Not one single case of throat irritation due to smoking

Camels

Yes, there were the findings of noted throat specialists after a total of 1,576 weekly measurements of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

“My throat sure gets a workout, so it’s easy to see why I smoke the mild cigarette... CAMEL!”

Peter Lind Hayes
STAR OF STAGE AND TELEVISION

“Shows and rehearsals put a lot of strain on my voice—my audience is important to me. My cigarette is Camel. The 30-Day Mildness Test proved Camels agree with my throat.”

“It’s the available test. No tricks. I didn’t have to decide on one puff or one sniff—a quick inhale or exhale. I enjoyed Camels’ fine flavor day after day for 30 days. I found out how mild a cigarette can be! No wonder more people smoke Camels than any other cigarette.”

★ **MAN OF A THOUSAND VOICES**—mildest mild... Brilliant creator of comic roles—Peter Lind Hayes even sold popular song recordings to his vocal admirers. Radio, night clubs and movies keep this showman—stage happiness from scene to scene.

MORE PEOPLE SMOKE CAMELS than any other cigarette!

Make your own 30-Day Camel MILDNESS Test in your “T-ZONE” (T for Throat, T for Taste!)



Not a Single case of Throat Irritation

After all the Mildness Tests,
**CAMEL'S LEAD
IN POPULARITY
GREATEST IN 25 YEARS!**

Latest Published Figures Show
Camel's lead is the greatest in 25 years!

**Why did
you change
to Camels,
PAUL LUKAS?**

WITH CAMELS—
EVERY PUFF'S A PLEASURE! CAMELS
HAVE A RICH FLAVOR THAT PLEASURES
MY TASTE—AND A MILDNESS THAT
AGREES WITH MY THROAT!

© J. B. Reynolds
Cigarette Co., Inc.
Richmond, Va., U. S. A.

PAUL LUKAS has delighted millions on stage, screen,
TV. He says, "There's no room for throat irritation
in my business and Camels agree with my throat!"

The smokers of America have made many
tests for cigarette mildness. The quick
tests. The trick tests. And the thorough
Camel 30-Day Test. After all the testing,
Camel has its biggest lead in 25 years!
Make your own 30-Day Camel Test.
Prove to yourself, in your "T-Zone",
that Camels have a full, rich flavor—and
a mildness that agrees with your throat.

*Make your own 30-Day Camel
Mildness Test and see why!*

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

Noted throat specialists report on 30-day Mildness Test:
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.

Not a Single case of Throat Irritation

[illegible]

1949

30-DAY TEST REVEALED

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

Yes, Camels are SO MILD that
in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking **CAMELS!**

Make your own CAMEL 30-DAY TEST in your "T-ZONE"

Thousands already have made this test... thousands more are making it right now! There's all you do: Smoke Camels for 30 consecutive days, breathe as much as you like—but smoke only Camels. Compare them in your "T-ZONE" (T for Throat, T for Throat, but if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked.



Lovely swimming star reports on the test:

"The 30-Day Test was a pleasant—every good-looking girl of it I've associated there's nothing quite like a Camel for flavor and mildness!"

JEANNE WILSON,
1936 Olympic swimmer



AT THE BIG GAMES, in homes, in offices... wherever smokers gather, the question of the day is, "How mild can a cigarette be?" The answer—thousands of smokers who know—is in "Smoke Camels and see!"

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

When thirty leading independent research organizations asked 115,000 doctors what cigarette they smoked, the brand named more was Camels!



Send the 30-Day Challenge Test... today

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.



Start your own 30-Day Camel MILDNESS Test Today!

UP AND DOWN THE COUNTRY: the talk of smokers here is Camels. Every week finds smokers comparing notes on the Camel 30-Day Test. Each week sees thousands making the change to Camels for keeps! Make the 30-Day Test yourself... see if it doesn't introduce you to something new in smoking enjoyment!

IT'S FUN--IT'S REVEALING! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked. See how enjoyable smoking can be when you smoke Camels!



"THE 30-DAY SMOKING TEST" just proves what I learned about Camels years ago!" says outboard racing ace Vic Scott, two-time winner of the classic Albany to New York Outboard Marathon. "Camels always agree with my throat and they certainly taste great! That good, rich Camel flavor really makes smoking a pleasure!"

© R. M. B. Inc. New York, N.Y.

Why did you change to Camels, ANN SOTHERN?

"Because my voice is so important, I wanted a cigarette that agreed with my throat. I tried different cigarettes and I chose Camels...for mildness and flavor!"

Ann Sothern
One of America's loveliest movie, stage and radio comedians.

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

—that's what noted throat specialists reported in a most-recent test of hundreds of people who smoked only Camels for thirty days!

Make your own 30-day Camel test—just as Ann Sothern did. It's the one sensible test of cigarette mildness. Smoke Camels, and only Camels, for 30 days—not just a puff or a sniff. You'll discover how rich and flavorful Camels are, puff after puff. You'll see how mild Camels are, how well they agree with your throat. Then you'll know why, after all the mildness tests, CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

Make your own sensible 30-day Camel address test to prove "It Agrees" — 1 for throat, 2 for taste.

1951 Sept. 10

Not a Single case of Throat Irritation

Why did you change to Camels, EVA GABOR?

"I had to be sure my cigarette agreed with my throat. So I tried many different brands. I chose Camels for their day-in, day-out mildness and flavor!"

Eva Gabor
Star of Television, Screen and Stage

NOTED THROAT SPECIALISTS REPORTED AFTER TESTS:

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

 This was the finding of noted throat specialists in a coast-to-coast test of hundreds of people with normal throats who smoked only Camels for 30 days. Find out about Camel mildness yourself—do it the sensible way, the thorough way. Smoke only Camels for 30 days and compare them with any cigarette you've smoked before. You'll see how flavorful Camels are, puff after puff... you'll see how mild Camels are, how well they agree with your throat in your steady smoke. Then you'll know why, after all the mildness tests...

 Make your own sensible 30-day Camel mildness test in your "3-Week" — 3 for throat, 1 for taste.

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

© J. B. Ruppel, Inc. 1955

Eva Gabor, Hungarian born actress with no less than 5 husbands, died of respiratory failure July 4, 1995 at the age of 75.

As a singer, I welcome Camel mildness. **Camels** agree with my throat...and they taste so good!"

Nanette Fabray
STAR OF MUSICAL COMEDY

She acts...she sings...she dances...she headlines the Broadway stage with a gusto that has landed her the lead roles in nearly a dozen musicals. The punch with which pocket-sized Nanette puts over a song shows how surprisingly she uses her voice, day in and day out.

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

Not one single case of throat irritation due to smoking CAMELS

Make your own 30-Day Camel MILDNESS Test in your "T-ZONE" (T for Throat...T for Taste)!

ME: "OO, MISS FABRAY! I'M NO SINGER...BUT THROAT IRRITATION DOESN'T GO WITH ME EITHER. YOU BET I SMOKE CAMELS...THEY'RE MILD AND WHAT FLAVOR!"

Yes, these were the findings of recent throat operations after a total of 2,670 weekly examinations of the throats of hundreds of men and women who smoked Camels - and only Camels - for 30 consecutive days.

© J. B. Roseberry Tobacco Co., Winston-Salem, N. C.

Nanette Fabray, movie actress, born October 27, 1920 is 86 in 2007.
"As a singer, I welcome Camel mildness. Camels agree with my throat .
. . And they taste so good!"

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.



Start your own 30-Day Camel MILDNESS Test Today!

UP AND DOWN THE COUNTRY, the talk of smokers everywhere is Camels. Every week finds smokers comparing notes on the Camel 30-Day Test. Each week more about Camels making the change to Camels for keeps! Make the 30-Day Test your own... see if it doesn't introduce you to something new in smoking enjoyment!

IT'S FUN—IT'S REVEALING! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). See if you don't agree that Camels are the mildest, least-irritating cigarette you ever smoked. See how enjoyable smoking can be when you smoke Camels!

"THE 30-DAY SMOKING TEST just proves what I heard about Camels years ago!" says world-famous ace Vic Kenna, two times winner of the classic Albany or New York Oultonville Marathon. "Camels always agree with my throat and they certainly taste great! That good, rich Camel flavor really makes smoking a pleasure!"




Nanette Fabray, movie actress, born October 27, 1920 is 86 in 2007.
 "As a singer, I welcome Camel mildness. Camels agree with my throat .
 . . And they taste so good!"

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 convinced that Camels are the mildest cigarette you've ever smoked, return the unlighted cigarettes with the unopened Camels and we will refund in 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 find when their bodies demand throaty cigarette, they select the mild, smooth, white cigarette. They choose the brand known best by name.

More Doctors Smoke Camels

Joan Crawford says "I've made those mildness tests you've read about—my choice is **Camels!**"

I wanted a cigarette with rich **flavor** that agreed with my throat. Camels have a wonderful **flavor** and the **mildness** I demand!

Test Camels in your "T-Zone" 3 DAY TEST!
The most for 30 days and you'll know who's right. (Camels' mildness is proven!)

MILLIONS MUST AGREE — BECAUSE CAMEL LEADS ALL OTHER BRANDS!
Smokers all over the country have made the mild test, the puff test — and the thorough 30-day Camel test to find out the same on cigarette mildness.
Now, after all the mildness tests, the smoke has cleared and Camel has its biggest lead in popularity in 25 years! The latest published figures show that *Camel leads all*

other brands by billions of cigarettes!
Joan Crawford made her own 30-day Camel test — and compared for mildness and flavor. So have many other smokers. Start your own sensible 30-day Camel test today. Enjoy Camel's rich, full flavor — a flavor no other cigarette has. And see just how mild a cigarette can be — pack after pack, week after week!

Not one single case of throat irritation due to smoking **CAMELS!**
THAT'S WHAT NOTED THROAT SPECIALISTS REPORTED IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKE ONLY CAMELS FOR 30 DAYS!

1951

Joan Crawford died of pancreatic cancer May 10, 1977 aged 72. She employed smoking as a gesture of glamour. Reputed, Joan would never smoke a cigarette unless she opened the pack herself.

THE NEW YORK EVENING POST

Why did you change to Camels, MAUREEN O'HARA?

MAUREEN O'HARA,
lovely movie star

—I wanted to be sure
the brand I picked
agreed with my throat
and tasted good, too.
Camels have everything
I wanted... more
smoking pleasure than
any other brand!
Maureen O'Hara

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

— that's what nasal throat specialists reported in a
costly recent test of hundreds of people who
smoked only Camels for 30 days!

Make your own 30-day Camel test — the one sensible
test of cigarette mildness. Smoke only Camels for 30 days...
enjoy Camel's rich, full flavor... compare Camels
with any other cigarette you've ever smoked. You'll
discover how mild Camels are... how well they agree
with your throat, pack after pack and work after work.
Then you'll know why, after all the mildness tests....

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

Make your own
sensible 30-Day
Camel mildness test
in your "T-Zone"—
T for Throat,
T for Taste.

1952 Jan. 12

Maureen O'Hara, born in Ireland in 1920 and still alive in 2007. Reputedly, she is a life long non-smoker whose cigarette endorsement was arranged by her movie studio's PR department.

Quote from Larry King Live October 28, 2000. "I was a fine talent with a bull whip. I could take a cigarette out of your mouth and toss it in the air and catch it."

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270

"30-Day Mildness Test?
That proves what I've known
about Camels for years! They
are mild—and taste great"...
COLE PORTER

PATRICIA MORISON, singing star of musical comedy and numerous pictures. Talented Patricia, an ardent Cole Porter fan, is right to be enthusiastic: "So in Love" in "Kim Me, Kim." After making the "Bride" with Miss Marlowe, says, "I've changed to Camels for keeps!"

COLE PORTER, world famous song writer. Father of such successful hits as "Begin the Beguine," "Night and Day" and "We Heart Belgium so Duh!." The prolific Porter (over 30 musical comedies) agrees with another Broadway hit, "Kim Me, Kim."

SMOKERS' REPORT

 GENE RAYMOND, actor from "The Sign of the Cross." "Camels give me the throat relief I need after a long day's work."	 GLADYS FITZGERALD, Broadway star. "Camels are the only cigarettes I can smoke after a long day's work."	 JENNIE ROGERS, actress. "Camels are the only cigarettes I can smoke after a long day's work."
 GENE RAYMOND, actor from "The Sign of the Cross." "Camels give me the throat relief I need after a long day's work."	 GLADYS FITZGERALD, Broadway star. "Camels are the only cigarettes I can smoke after a long day's work."	 JENNIE ROGERS, actress. "Camels are the only cigarettes I can smoke after a long day's work."

DOCTORS' REPORT

In a recent 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. & B. Smokers' Report. Copyright 1935 by A. & B.

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!

COLGIER STUBBART Assoc. Surgeon "My doctor's report after my 30-day test proved what my own throat told me from the start—Camels are wonderfully mild. And they taste so good!"

MR. AND MRS. HENRIER KING of Fresh Meadows, N. Y., made this test under the observation of a throat specialist. Both agree, "Camels are the mildest, best-tasting cigarette I ever smoked!"

PERSONNEL DIRECTOR Robert E. Larkin: "Camel mildness agreed with my throat right from the start. I like everything about Camels—they're my cigarette from now on!"

CONNIE SCHWOEGLER
TWICE WINNER OF NATIONAL INDIVIDUAL MATCH GAME CHAMPIONSHIP AND 1935 "GOLFER OF THE YEAR"

THE 30-DAY TEST SURE WON ME OVER TO CAMELS... THEY TASTE GREAT AND THEY AGREE WITH MY THROAT!

Start your own 30-Day Camel MILDNESS Test Today!

Smoke Camels... and only Camels... for 30 days. Compare them to your "old man" (if he smokes) or your "old woman" (if she smokes). Let your own throat tell you about Camel's mild, and mildness let your own taste tell you about Camel's wonderful taste.

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.



Meet Miss RITA TENNANT, secretary, who recently made the 30-Day Test of Camel MILDNESS under the observation of a noted throat specialist.



ALTHOUGH SHE'S SMOKED most brands, Rita changed to Camels for her 30-Day Test. Like the other smokers in the remarkable test, her throat is maintained every week by a specialist.



ANY SATURDAY—OFFICE CLOSED! On the main reason for Rita's call, however, for a Camel and smoking. "I am really satisfied as to reaching the top. Every Camel seems to go!"



30th DAY...FINAL EXAMINATION! The throat experts in top of throat irritation due to smoking Camels! Rita, herself, remarks: "Just smoking is really so much fun with Camels!"

IT'S FUN! Smoke Camels—and only Camels—for 30 days. Compare them in your "E-Zone" (E for easy, T for throat). Let your throat tell you about Camel's mildness. Let your taste tell you about Camel's wonderful flavor.

YES, MY DOCTORS BEFORE JUST PROVED WHAT MY OWN THROAT TOLD ME ABOUT CAMELS... THEY'RE SO MILD! AND THEY TASTE SO GOOD!

Rita Tennant

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

**"30-Day Mildness Test?
That proves what I've known
about Camels for years! They
are mild—and taste great"...**

COLE PORTER

COLE PORTER, world famous song writer. Father of such immortal hits as "Begin the Begonia", "Night and Day" and "My Heart Belongs to Daddy". The prolific Porter wrote 20 musical comedies scores with another Broadway hit, "Kin Me, Kin."

SMOKERS REPORT



JOE HARRISON, who has
halfhearted "The Jack
the Jack" I smoking with
Camels for 30 days
from now on!"



ELVIS PRESLEY, who
"Whisper is a cigarette
and a cigarette is a
smoke!"



MARLENE DIETRICH, who
"I've smoked Camels for
years and I've found
that they are the only
cigarettes I can smoke
without feeling any
discomfort!"



JOHN GARFIELD, who
"I've smoked Camels for
years and I've found
that they are the only
cigarettes I can smoke
without feeling any
discomfort!"



STEVE MCQUEEN, who
"I've smoked Camels for
years and I've found
that they are the only
cigarettes I can smoke
without feeling any
discomfort!"



"BETTE" DAVIS, who
"I've smoked Camels for
years and I've found
that they are the only
cigarettes I can smoke
without feeling any
discomfort!"

PATRICIA MORISON, singing star of musical comedy and motion pictures. Patricia, an ardent Cole Porter fan, is right at home singing "Be In Love" in "Kin Me, Kin." After making the 30-day test, Miss Morison says: "I've changed to Camels for keeps!"





DOCTORS REPORT

In a recent 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**

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.




HOW MILD CAN A CIGARETTE BE?
Smoke CAMELS for 30 days, and see!

You've read the doctor's report (above). But you can't know, first hand, how mild a cigarette can be—until you've made your own test! Smoke only Camels for the next 30 days. Compare them to your "B-Zone", lot of you, too, don't you Camels the mildest, most satisfying cigarette you ever smoked!



30-DAY MILDNESS TEST WINNING SMOKER AFTER 30 DAYS TO CAMELS!

The expert gets around! One smoker tells another, until whole crowds are making the Camel 30-Day Test... and changing to Camels for keeps! To smokers, every all-around Camel cigarette is one more, in the "B-Zone", Jim Williams (right) puts in "30 days of Camels every year, and that's how mild they are—how good they taste!"



AQUA-SKING STARS AGREE!

A spectacular team in a spectacular sport, Martha Matlock and Margie Fanning join together to their favorite cigarette, Camel. "Camels are my mildest, best 100's," Margie adds. "And every Camel team is good—every puff of it!"

Start your own 30-Day Camel Mildness Test Today!

1949

30-DAY TEST REVEALED

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

Yes, Camels are SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels—and *only* Camels—for 30 consecutive days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking Camels!



MAKE THE CAMEL 30-DAY TEST IN YOUR "T-ZONE"

Every day, every week since the doctors' report on Camel millions was made public, smokers by the hundreds have been making their own tests—on just 12 Camels exclusively for 30 days. Make your test in your own "T-Zone"—the T-zone, too, don't find Camels the mildest, best-tasting cigarette you ever smoked.

"How mild can a cigarette be?"

Whenever this question comes up at luncheons, dinners, and cigarette gatherings, experienced smokers—men and women who know—have this to say: "Just smoke Camels and see!"



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

When these leading independent doctors began their 30-day tests, they found the throat tested more with Camels!



"The doctors' report checks with my own smoking experience. I've given Camels a 30-YEAR test! Camels are mild all right! And they taste great!"

Sireni "Dusty" Campbell
BIG-GAME FISHERMAN



30-DAY TEST REVEALED

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

Yes, Camels are SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels--and only Camels--for 30 consecutive days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking CAMELS!





MAKE YOUR OWN 30-DAY TEST--IN YOUR "T-ZONE"!

Over and beyond the reports of noted throat specialists on Camel smokers, the final judge is you. Challenge to Camels for 30 days. Compare them to your "T-zone". See if you don't find Camels the mildest, soothingest cigarette you ever smoked!

"I MADE MY OWN 30-DAY TEST--IN MY 'T-ZONE'!"

Here's what I found: "I smoked Camels for 30 days. No throat irritation at all. In fact, I feel better than I ever did. Camels are the mildest, soothingest cigarette I ever smoked. I'll stick with them from now on."

—Mrs. J. H. Smith, New York

JOHN SMITH, 35, of New York City

"I've smoked Camels for 30 days. No throat irritation at all. In fact, I feel better than I ever did. Camels are the mildest, soothingest cigarette I ever smoked. I'll stick with them from now on."

—John Smith, New York

DR. ROBERT H. SMITH, M.D.

"I've smoked Camels for 30 days. No throat irritation at all. In fact, I feel better than I ever did. Camels are the mildest, soothingest cigarette I ever smoked. I'll stick with them from now on."

—Dr. Robert H. Smith, M.D., New York

"I SMOKE TO CAMELS!"

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—Dr. Robert H. Smith, M.D., New York

"How Mild can a cigarette be?"

Whether men and women gather for a smoke, the question comes up: "How mild can a cigarette be?" The answer is: "Camels." Camels are the mildest, soothingest cigarette you ever smoked. I'll stick with them from now on."

—John Smith, New York



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

Doctors smoke for pleasure, not! And when doing leading independent research investigations about 15,000 doctors what cigarette they smoked, the brand named most was Camels!

1949

How MILD can a cigarette be?

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

Not one single case of throat irritation due to smoking

Camels

You, there were the findings of noted throat specialists after a test of 2,478 weekly smokers of the brand of Camels of men and women who smoked Camels - and only Camels - for 30 consecutive days.

“My career depends on my voice. I smoke cool, mild Camels—the cigarette that agrees with my throat!”

Patrice Munsel

CONCERT AND OPERA STAR

“Singing opera can put a strain on any voice. That’s why I had to be sure my cigarette suited my throat! My own 30-Day Camel Mildness Test gave me the proof I needed. “Smoking Camels day after day gave me plenty of time to decide on Camel mildness. I didn’t have to make up my mind on a quick-trick, one-puff test or on a single sniff. I enjoyed Camels’ rich flavor—pack after pack. They’re such fun to smoke!”

MORE DOCTORS SMOKE CAMELS than any other cigarette!

In a recent nationwide survey, doctors in every branch of medicine were asked what cigarette they smoked. The brand named more was Camels!

Make your own 30-Day Camel MILDNESS Test in your T-Zone

(T for Throat, T for Taste)

© J. B. Jacobsen Tobacco Company, Winston-Salem, N. C.

A vintage advertisement for Camel cigarettes. The central figure is a woman, Vivian Blaine, with blonde hair, wearing a yellow dress, holding a cigarette. To her left, a blue box contains the text: "A singer must think of her throat. I've found the cigarette that suits my throat best is 'CAMEL!'". To her right, the text reads: "Vivian Blaine says: 'I've tried the different mildness tests. My throat made my choice — **Camels!**'". Below this, a paragraph describes her 30-day test. Further down, it mentions that smokers all over America have made these tests. At the bottom right, there is a small inset photo of a man with the text: "Test Camels in your 'F-Zone'". Below the main image, a large banner states: "Not one single case of throat irritation due to smoking **CAMELS**". At the very bottom, in small print, it says: "THAT'S WHAT THROAT SPECIALISTS REPORTED IN A 60-TO-60-TO-60 TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS".

A singer must think of her throat. I've found the cigarette that suits my throat best is "CAMEL!"

Vivian Blaine says:
"I've tried the different mildness tests. My throat made my choice — **Camels!**"

VIVIAN BLAINE, glamorous singing star of Broadway hit, "Guys and Dolls", made different cigarette mildness tests—the sniff test, the puff test... and her own 30-Day Camel Test, the one thorough test. It was the 30-day test that gave her the answer. She found Camels exactly to her liking! They have rich flavor and the mildness her throat demands.

Smokers all over America have made these tests. And after all the tests, published figures show Camel is by far America's most popular cigarette!

Test Camels in your "F-Zone"

IT FOR THROAT, 1 FOR TASTE.
Try them for 30 days and you'll know why Camel is America's most popular cigarette!

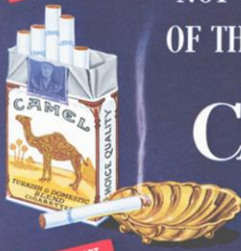
Not one single case of throat irritation due to smoking CAMELS

THAT'S WHAT THROAT SPECIALISTS REPORTED IN A 60-TO-60-TO-60 TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS

30-DAY TEST REVEALED

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

DOCTORS' REPORT



Yes, that's what noted throat specialists reported after making weekly examinations of the throats of hundreds of people, from coast to coast, who smoked Camels, and only Camels, for 30 consecutive days!

SMOKERS' REPORT



WILL BRIDGES *Wellesley, Mass.*
"I smoke the Camel 30 days and noticed throat and chest irritation and throat dryness. I don't smoke any other cigarettes."

JOHN BRIDGES *Wellesley, Mass.*
"I smoke the Camel 30 days and noticed throat and chest irritation and throat dryness. I don't smoke any other cigarettes."

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"I smoke the Camel 30 days and noticed throat and chest irritation and throat dryness. I don't smoke any other cigarettes."

JOHN BRIDGES *Wellesley, Mass.*
"I smoke the Camel 30 days and noticed throat and chest irritation and throat dryness. I don't smoke any other cigarettes."



Make your own
Camel 30-Day Test in your "I-Zone"

Over and beyond the reports of noted throat specialists, the final authority on Camel mildness and flavor is your own "I-Zone" (I for taste, T for throat). Test Camels yourself for 30 days. See how your taste appreciates the rich, full flavor of Camel's choice tobacco. See what your throat reports on Camel's mild mildness. See if you, too, don't change to Camels for keeps!

Why did you change to Camels, Patrice Munsel?

"As an opera singer, I must think of my voice and throat. My cigarette must be mild..."

PATRICE MUNSEL, Metropolitan Opera Star

"By smoking only Camels for 30 days, I found Camels suit my throat...and taste grand!"

SMOKE ONLY CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL

Camels agree with your throat!

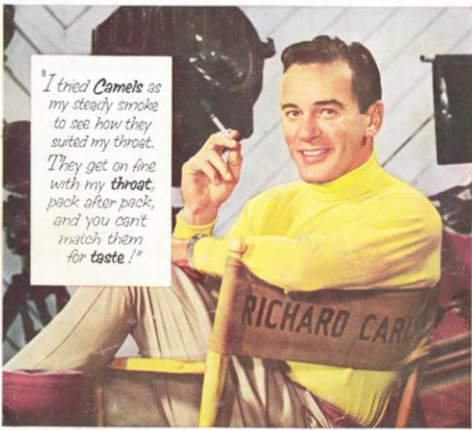
IT MAKES SENSE to see how well a cigarette suits your throat, pack after pack. So, for 30 straight days, test the cigarette that more people enjoy than any other — Camels!

Your "T-Zone" will tell you how mild Camels are, how well they agree with your throat as you steadily smoke! You'll see how flavorful, how enjoyable a cigarette can be!

Test Camels in your "T-Zone"—T for Throat, T for Taste—see why **Camel is America's most popular cigarette—by billions!**

Camels Agree with Your Throat

Why did you change to Camels, RICHARD CARLSON?



"I tried Camels as my steady smoke to see how they suited my throat. They get on fine with my throat, pack after pack, and you can't match them for taste!"

Smoke only Camels for 30 days...see for yourself how well

Camels agree with your throat!

● See for yourself why Camel is America's most popular cigarette—leading all other brands by billions. Smoke only Camels for thirty days and see how Camel's rich flavor pleases your taste...see how Camel's cool mildness agrees with your throat, pack after pack! Prove to yourself in your own "T-Zone" how mild and flavorful Camels are!

TEST
CAMELS IN
YOUR "T-ZONE"
(T FOR THROAT,
T FOR TASTE)



CAMEL leads all other brands by billions!

1952

*Why did you change to **Camels**, DOROTHY KIRSTEN?*



DOROTHY KIRSTEN,
Metropolitan Opera star

"Singing is my love—and my living. So my voice and throat mean a lot to me. When I made my own 30-day Camel test, I found Camels suit my throat. I've smoked Camels ever since...and smoking has never been so pleasant!"



Smoke only Camels for 30 days...see for yourself how well

CAMELS AGREE WITH YOUR THROAT!

Try America's most popular cigarette as your steady smoke. Make the Camel 30-day test. Smoke Camels and only Camels for 30 days. Enjoy their rich, full flavor... enjoy their cool, cool mildness. You'll see how Camels keep on pleasing your taste. You'll see how Camels suit your throat — pack after pack, week after week!

You'll prove to yourself in your own "T-Zone" (T for Throat, T for Taste) how mild and good tasting Camels are. You'll see why so many smokers say, "I'd walk a mile for a Camel".

**CAMEL OUTSELLS ALL OTHER BRANDS
BY BILLIONS OF CIGARETTES!**

Test Camels in your "T-Zone"



(T for Throat,
T for Taste)

1952

Why did you change to Camels, **ROBERT YOUNG?**

"My voice and throat were important factors—I found that Camels suit my throat..."

"As for taste, Camels give me more smoking pleasure than any other brand!"

ROBERT YOUNG
SCREEN AND RADIO STAR

SMOKE CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL.

Camels agree with your throat

THE PROOF of a cigarette is in the smoking. Do as Robert Young did. Try Camels as your steady smoke. Smoke only Camels for the next 30 days and see how rich and flavorful Camels are. See how mild Camels are... how well they agree with your throat—pick after pick, week after week!

Among the millions of Camel smokers are many, many doctors. When tens of thousands of doctors—in every branch of medicine and from coast to coast—were asked what cigarette they smoked, the brand named most was Camel. Yes, according to this and other surveys...

**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE!**

Make your own sensible 30-day Camel mildness test in your T-Zone!
—T for Throat,
T for Taste

© R. R. RICHARDSON Tobacco Co., Winston-Salem, N. C.

1945

Robert Young Played the Physician, Marcus Welby, MD, on ABC TV
1969 - 1976.

Lew Worsham

One of golf's ablest young cup-winners, "Punchball" Lew, whose nickel-club shooting captured both the National Open and the Duane Open the same year, 1917.

Gene Sarazen

The ever-unsinkable shot-maker of the golf ... U.S. Open and P.G.A. Champion back in '25, and evidence of a long line of American and British stars ever since.

THE BRILLIANT YOUNG STAR AND THE GREAT VETERAN OF GOLF AGREE:

Camels for Mildness!

In a recent test of hundreds of people who smoked only Camels for 30 days, good throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS

Every day...every week...all over the nation...smokers are making this simple "prove-it-yourself" test—smoking Camels, and only Camels, for 30 days! There's change in the air and this change is to Camels...for mildness, for flavor! Make your 30-Day Test in your "T-Zone". See if your taste doesn't prefer Camel flavor. See how your throat welcomes Camel mildness. See if you, too, don't change to Camels!

"Money-Bird"
"Smokesmiths!"

Yes, smoke Camels and see them as you smoke them. It is not only you are not convinced that Camels are the best cigarette ever smoked, smoke the pack-ager with the correct Camels and you will receive an full purchase price, plus postage! (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

YES, GENE, I LEARNED SOMETHING IN THE 30-DAY TEST! — CAMELS ARE REALLY MILD...TASTE GREAT, TOO!

RIGHT, LEW! THAT'S WHY I'VE SMOKEZ CAMELS FOR ALL THESE YEARS!

According to a nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

When their doctors' independent research experiments asked 115,597 doctors what cigarette they smoked, the brand named more than Camels!

1947



Camels

FOR MILDNESS!

Gene Bearden

Voted the "Rookie of the Year" in the American League with an earned run average of 2.45, Gene was the pitching hero of the '49 World Series... snuffing out on the mound to win up two big climax games for the Cleveland Indians.

Johnny Vander Meer

He has more strikeouts in his mound than any other pitcher in the Cincinnati Reds. Vander Meer is the only big leaguer to ever pitch two "no-hit" games — in a row.



I'VE SMOKED CAMELS FOR 10 YEARS, GENE! THEY'RE MILD AND THEY SURE TASTE GREAT!

RIGHT, VAN! IT'S CAMELS FOR ME, TOO—EVER SINCE I MADE THE 30-DAY MILDNESS TEST!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported



• Have YOU made the Camel 30-Day Test? The doctors' findings in the recent coast-to-coast test of Camel mildness speak for themselves. But why not make your own personal 30-day test of Camel Mildness? Yes, smoke Camels and test them in your "T-Zone". Let your taste tell you about the rich flavor of Camel's choice tobaccos. Let your throat report on Camel mildness.

NOT ONE SINGLE CASE OF 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 cigarette you ever smoked, return the package with the unsmoked Camels and we will refund in full purchase price, plus postage. (Signed R. J. Reinecke) Tob. Co., Winston-Salem, N. C.

Gladys Swarthout

One of America's most popular singers... star for many years of the Metropolitan Opera, motion pictures, concert, radio and recordings.



Virginia MacWalters

She has scored brilliant successes with the New York City Opera Company at Carnegie Garden in London, and in concert.

The famous mezzo-soprano and opera's brilliant, new coloratura agree...

Camels for Mildness!

In a recent 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!

MILIONS of people who have smoked Camels for years already know about Camel's mild, cool mildness. If you're not among these Camel smokers... if you've never given Camels a real, 30-day trial... start your new 30-day trial of Camel mildness today!

Try the mildness and rich, full flavor of Camels in your own "T Zone" (throat T for Taste and T for Throat)—your proving ground for cigarette mildness... for smoking enjoyment. Put Camels in the test—and see how mild a cigarette can be!

Heavy Rock Testimonial!

Try Camels and see them at low smoke-test. In every instance we are convinced that Camels are the mildest cigarette ever smoked, without losing the rich taste with the usual Camels and we will refund in full smoking price, after genuine "T-Zone" R. J. REYNOLDS Tobacco Company, Winston-Salem, N. C.



I AGREE, MISS SWARTHOUT—EVER SINCE I MADE THAT 30-DAY MILDNESS TEST, IT'S BEEN CAMELS WITH ME!

AND WHEN YOU'VE SMOKED CAMELS AS LONG AS I HAVE, VIRGINIA, YOU'LL APPRECIATE THAT MILDNESS AND FLAVOR EVEN MORE!

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

Doctors make for pleasant, cool, and extra throat-soothing, independent research reported from about 10,000 doctors what cigarette they smoked, the brand named most was Camel!

1949

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 3,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 days.



"QUEEN OF SONG"
Fran Warren

"My career depends on my voice. Thanks to the 30-Day Mildness Test, I've found the cigarette that agrees with my throat—mild, flavorful Camels!"



MAKE A NOTE... REMEMBER YOUR THROAT!

SECRETARY Agnes Doyle: "I use eye drops for my eyes, but I made the 30-Day Test and found that mild Camels agree with my throat!"

NEWSCASTER G. H. Brown: "As an announcer can't take chances on throat irritation, he, too, chooses Camels. I pick Camels! And I like Camel Brand!"

INFORMATION Eileen Jones: "I have to take a lot of throat drops. The only one I've found to be so mild Camels are!"

*** FRAN WARREN**

Crowned "Queen of Song" by the American Academy of Entertainment of New York, pretty Fran Warren ranks high among the nation's most popular radio and recording vocalists. Her velvety voice has put over some of the best-selling records of the year.

Start your own 30-Day Camel MILDNESS test today!

H. A. HENNING
Advertising
New York, N. Y.

1951

"Camels agree with my throat"
say these famous **20-GAME WINNERS OF BASEBALL**



MEL PARNELL
ASTORIA RED SOX (WIN 32)
Top winner in the major leagues last season, left-hander Mel Parnell made the Camel 30-day challenge test, and reports: "I'm naturally glad I made the test. Camels agree with my throat. And they're a cool, mild, guaranteeing smoke. It will always be Camels for me-for keeps!"

HOWARD POLLET
ST. LOUIS CARDINALS (WIN 32)
"The throat specialists' findings in the 30-day test don't surprise me," says this veteran outfielder. "I've smoked Camels for many years. I know they're mild, and they're always right for my throat. No matter how much I smoke, Camels don't give me any trouble—they have the rich, full flavor I like."

VIC RASCHI
NEW YORK YANKEES (WIN 32)
The "Big Whizzer" of the World Champions, Vic Raschi, smokes Camels because: "Camel mildness agrees with my throat. There's nothing so cheering as a Camel—that Camel flavor hits the spot with me."

BOB LEMON
CLEVELAND INDIANS (WIN 32)
"The 30-day test really opened my eyes," says Bob, only major league hurler to win 20 or more games in each of the past two seasons. "Camels have a mildness all their own, and they're well-come to my throat."

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 1474 smoking examinations of the throats of hundreds of men and women who smoked Camels—only Camels—for 30 consecutive days.

1951

Why did you change to Camels, BUDDY ROGERS?

I MADE THE DIFFERENT MILDNESS TESTS. NO OTHER CIGARETTE HAS CAMEL'S RICH FLAVOR... AND THEY AGREE WITH MY THROAT!

Handsome Buddy Rogers, movie, radio and TV star, likes to try things out. He plays every instrument in the band. His curiosity also led him to try different cigarette mildness tests. The thorough 30-day Camel test convinced him.

"After smoking Camels for thirty days, I know it was Camels for me," says Buddy. "Only Camels give me such flavor, mildness and enjoyment!"

Smokers all over America have made the various mildness tests. And the more they test, the more Camel leads in popularity! Published figures show that Camel now leads all other brands by billions of cigarettes! Smoke only Camels for 30 days. See how rich and flavorful Camels are, puff after puff... how well Camels agree with your throat as a steady smoke. Then you'll know why—

After all the mildness tests, **CAMEL LEADS ALL OTHER BRANDS BY BILLIONS!**

NOTED THROAT SPECIALISTS REPORTED ON 30-DAY MILDNESS TEST...

Not one single case of throat irritation due to smoking CAMELS

That's what most throat specialists reported in a most important test of hundreds of people who smoked only Camels for 30 days!

Make your own 30-Day Camels' MILDNESS Test in your "F-Zone" (For Throat... For Taste!)

How MILD can a cigarette be?
Smoke CAMELS and See!

“How mild? That’s just what I wanted to know! After all, when I smoke, I have to think of my throat. Well, I got my answer all right! I made a real, sensible test – the 30-Day Camel Mildness Test.

“The idea of smoking the same cigarette regularly for 30 days appealed to me. No tricks. Not just a hazy puff...test of this brand, then of that brand. No one-miff experiments. Instead, I put Camels to the test in my own ‘T-Zone’ – for 30 days. Now I know for sure that Camels agree with my throat. Mildest cigarette I ever smoked!”

“Being a singer, my voice comes first! Mild, mild CAMELS are my smoke! And they taste great, too!”

Mario Lanza
SINGING STAR OF STAGE AND SCREEN

Big, husky and handsome, Mario Lanza’s goal is opera. He’s one of few tenors who can sing D Flat over high C! Meanwhile, Mario is singing and acting his way into the hearts of millions of Americans as a popular movie star.

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

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

You, these were the findings of noted throat specialists after a total of 2,170 weekly examinations of the throats of hundreds of men and women who smoked Camels – and only Camels – for 30 consecutive days.

Make your own Camel 30-Day MILDNESS Test in your “T-Zone” (T for Throat, F for Taste)

1950

Why did you change to Camels, EZIO PINZA?

"As a singer, I must have a mild cigarette. I made different mildness tests and my throat made the decision... **CAMELS!**"

Ezio Pinza
famous basso of operas, musical comedies and movies

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

BECAUSE mildness is so important to him, Ezio Pinza made the various cigarette tests he'd heard about — sniff tests, puff tests...and his own 30-day Camel mildness test. After all these tests, he knew Camel was the cigarette for him — for mildness and flavor!

Make your own 30-day Camel test — the only sensible test. See how rich and flavorful Camels are... how well they agree with your throat. Then you'll know why.

Test Camels in your "T-Zone" (If Not Throat, If Not Throat.)

CAMEL
TUBES OF DOMESTIC BLEND CIGARETTES

Camel is by far America's most popular cigarette!

© 1951 L. B. Brown & Company, Inc., Richmond, Virginia, U.S.A.

1951 Oct. 22

Why did you change to Camels, DENNIS O'KEEFE?



"My cigarette must be kind to my throat..."



and Camels have the mildness I want!



They agree with my throat —pack after pack...



I've never enjoyed a cigarette so much as Camels!



NOTED THROAT SPECIALISTS REPORTED AFTER TESTS:

Not one single case of throat irritation due to smoking CAMELS



THIS was the finding of noted throat specialists in a cross-section test of hundreds of people with normal throats who smoked only Camels for thirty days! Prove Camel mildness yourself! Make your own 30-day Camel test — the one thorough test of cigarette mildness. Smoke only Camels for 30 days. Enjoy the rich, full flavor — a flavor you won't find in any other cigarette. See how mild Camels are, how well they agree with your throat — pack after pack, week after week.

Then you'll know why, after all the mildness tests...

CAMEL LEADS ALL OTHER BRANDS — BY BILLIONS!



Make your own available 30-day Camel mildness test in your "30-day" — "For Throat" — "For Taste."

1949

WITH THE COACH...WITH THE STAR...IT'S

Camels for Mildness!

FAMOUS FENCER AND COACH
Hugo Castello

COLLEGIATE STAR
Jane Gilbert



I PROVED CAMEL MILDNESS FOR MYSELF YEARS AGO. AND CAMELS SURE HAVE THE FLAVOR!

THE 30-DAY TEST CONVINCED ME—CAMELS ARE THE MILDEST CIGARETTE I EVER SMOKED!

IN A RECENT 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

How mild can a cigarette be?

Take a tip from fencing master Hugo Castello, and collegiate star, Jane Gilbert. Make your own 30-day Test of Camel Mildness.

Test Camels in your "T-Zone" (T for throat). Let YOUR OWN TASTE tell you about the rich, full flavor of Camel's choice tobacco, properly aged and expertly blended. Let YOUR OWN THROAT report on Camel's cool, cool mildness.

Heavy Back Throats?

Try Camels and see them as you smoke them. If, at any time, you are not satisfied that Camel's are the best cigarette you ever smoked, return the package with the unused Camels and we will refund in full purchase price, plus postage.

(Signed)
E. J. Rousch, Tobacco Company,
Warren, Maine, 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 113,037 doctors what cigarette they smoked, the brand named most was Camel!



30-Day Mildness Test wins thousands of smokers to Camels!

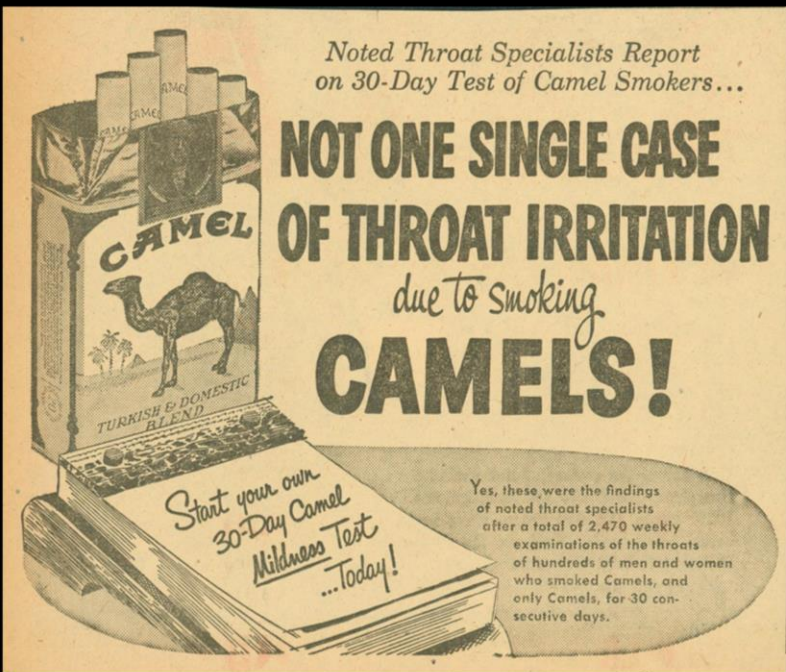
Not one single case of throat irritation due to smoking CAMELS!

Make the Camel 30-day test in your T-Zone

TASTE
THROAT

The doctors' findings (left) speak for themselves. But test Camels in your own "T-Zone." See if you, too, don't agree... Camels are the mildest, best-tasting cigarette you've ever smoked.

© 1935 American Tobacco Company, 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!

*Start your own
30-Day Camel
Mildness Test
...Today!*

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 con-
secutive days.

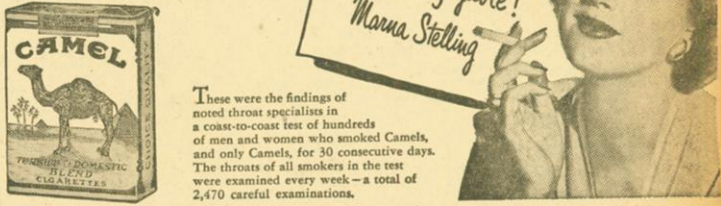
Throat Specialists report
on 30-Day Test of CAMEL smokers...

New York housewife
gives her report:

**NOT ONE SINGLE
CASE OF THROAT
IRRITATION
DUE TO SMOKING
CAMELS!**

"I made the 30-Day Test.
My doctor's report just
proved what my
own throat told
me from the start.
Camels are mild
and so enjoyable!"
Marna Stelling

These were the findings of
noted throat specialists in
a coast-to-coast test of hundreds
of men and women who smoked Camels,
and only Camels, for 30 consecutive days.
The throats of all smokers in the test
were examined every week—a total of
2,470 careful examinations.

A vintage advertisement for Camel cigarettes. The ad features a large headline in bold, block letters stating 'NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!'. To the left of this headline is a small image of a Camel cigarette pack. To the right is a testimonial from a woman, Marna Stelling, who is shown in a black and white photograph holding a cigarette. The testimonial is written in a handwritten style on a piece of paper. Above the testimonial, it says 'New York housewife gives her report:'. Below the headline, there is a paragraph of text detailing the findings of a 30-day test conducted by throat specialists on hundreds of smokers, concluding that only Camel smokers showed no throat irritation. The entire advertisement is set against a light background with a dark border.

1949

HIS BUSINESS ADDRESS... The JUNGLE!

LEW COTLOW — FAMED EXPLORER—ARMED WITH ONLY A CAMERA—HAS MADE HISTORY IN THE 7-FOOT NATURAL GIANTS AND THE JUNGLES OF AFRICA, THE HEAD-QUARTERS OF THE JUNGLE, THE ONLY ADDRESS OF BOTH CONTINENTS / REMEMBER HE DOES, LEW COTLOW, THE WILD FLORISSA, GAMBEL!

AS HIS CREW LABORED A BAKING BUNCH, LEW COTLOW CALMLY TOOK ADVANCE—ROAST UP UNTIL THE 2-7000 BEANS OVERHEARD THE TRUCKY NO DRIVERS—PLenty OF THILLS!

BY ANY TEST, CAMEL IS THE MILDEST CIGARETTE EVER SMOKED! BEST-TASTING, TOO!

LEW WITNESSED ONE OF THE STRANDEST APPEARANCES OF THE FANTASTIC FILLAR / THESE JUNGLES / NORTHERN EMBLED PROUDLY JUNGLED REACHING ALL THE MENTAL TRUTHS OF THE GILBERTS OF 800 YEARS AND!

In a special report, over 100,000 of men and women who smoked Camels and only Camels for 30 days noted throat irritation, making reports, examinations, reported NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why
MORE PEOPLE SMOKE CAMELS
than any other cigarette

Make your own 30-Day
CAMEL MILDNESS TEST
in your "T-Zone"
(Throat-Taste)

B. J. BARNETT Tobacco Company, Winston-Salem, North Carolina

She Keeps the "Swing World" SPINNING!

MARTHA TILTON

OF THE DROP OF A PHONOGRAPH NEEDLE — THE TWIST OF A RADIO DIAL — AMERICA'S "TOP" SONG LOVERS — THERE'S NO THE VOICE OF LUTIN' MARTHA TILTON. MANY OF HER HIT RECORDINGS SELL OVER A MILLION COPIES!

BONDS AND BEAUTIFUL, MARTHA KEEPS PERSONAL APPEARANCES DOTTED WITH THOUSANDS OF G.I.'S IN EUROPE AND THE SOUTH PACIFIC. TRULY, WITH THE WAR, SHE COVERED 30,000 MILES OF WARE THEATRES TO HELP KEEP THE BOYS HUMMING.

MARTHA'S HOBBY IS A STRENUOUS ONE — HANDING A RETAIL STORE AND A FASHION SHOW. MARTHA CIGARETTE — CAMELS — AND FOR GOOD REASON, SHE SAYS CAMELS AGREE WITH MY THROAT.

WITH ALL THE SINGING I DO, I HAVE TO BE KIND TO MY THROAT. I SMOKE CAMELS. BY MY TEST, THEY'RE SO MILD — AND TASTE SO GOOD!

In a coast-to-coast test of hundreds of men and women who smoked Camels and only Camels — for 30 days noted throat specialists making validity determinations reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why
MORE PEOPLE SMOKE CAMELS
than any other cigarette

Make your own 30-Day CAMEL MILDNESS TEST in your "T-Zone" (T for Throat — T for Taste)

CAMEL

© 1945 Camel Cigarette Company, Winston-Salem, North Carolina





1950 Jan. 15



1949







BURNING UP THE ICE!

IT'S AMERICA'S NO. 1 BOB-SLEDDER FRANCIS TYLER

THAT'S TYLER IN THE DRIVES BEAT! HIS 4-MAN SLED WON THE 1938 OLYMPICS!

HE HAS GIB MANLEY ON THE BRAKE. HE'S A GREAT NO. 2 MAN!

I MUST BE HITTING 120 MILES PER HOUR! AND HERE WE COME INTO ZIG ZAG!

WOW! LOOK AT TYLER TAKE THAT WALL!

BRAKE IT, GIB!

ANOTHER RECORD RUN FOR TYLER!

GREAT WORK, SIR! HAVE A CAMEL. BEEN MY BRAND FOR YEARS. CAMELS HAVE THE FLAVOR AND THEY'RE MILD!

COMING FROM YOU, FRANCIS TYLER, THAT'S REAL PRAISE. AND IT'S CAMELS FOR ME TOO, EVER SINCE I MADE THE 30-DAY MILDNESS TEST

In a recent 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!

With bob-sledding aces, Francis Tyler and "Gib" Manley...it's

CAMELS for MILDNESS

Money-Back Guarantee!

Smoke Camels and test them in your own "E-Zone" T for taste, T for throat. If, at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unsmoked Camels and we will refund in full purchase price, plus postage. (Signed) R. J. Reinecke Tobacco Company, Winston-Salem, North Carolina.

AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

She tells the "IRON BIRDS" where to roost!

PRETTY MISS SHAPER LIVES, BREATHEES AND TALKS AIRPLANES — GREW UP IN AN "AVIATION" FAMILY, STARTED FLYING AT AN EARLY AGE!

ON RUTH SHAPER'S RADIOED INSTRUCTIONS DEPENDS THE SMOOTH OPERATION OF THE NORTH PHILADELPHIA AIRPORT TOWER. HER VOICE CLEARS THE RUNWAYS FOR BOTH LANDINGS AND TAKE OFFS!

DURING WORLD WAR II, RUTH PILOTTED ARMY AIRCRAFT AS A WASP! SHE'S FLOWN ALMOST 1000 HOURS... HOLDS A FLIGHT INSTRUCTOR LICENSE TODAY! RUTH SAYS CAMELS ARE HER BRAND... LINES THEIR COOL, MILD FLAVOR!

THROAT IRRITATION HAS NO PLACE IN MY JOB! I SMOKE CAMELS — THEY AGREE WITH MY THROAT AND TASTE GRAND!

In a coast-to-coast test of hundreds of men and women who smoked Camels — and only Camels — for 30 days, noted throat specialists, making weekly examinations, reported **NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!**

See for yourself why **MORE PEOPLE SMOKE CAMELS** than any other cigarette

Make your own Camel 30-Day **MILDNESS TEST** in your "T-Zone" (T for Throat — T for Taste)

© R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, NORTH CAROLINA







Backstage at the Opera

Glamorous GLADYS SWARTHOUT takes a "busman's holiday" to hear part coloratura VIRGINIA MacWATTERS triumph in Richard Strauss' opera, "Ariadne auf Naxos," with the New York City Opera Company.

WHAT AN OVATION FOR MISS Mac WATTERS!

SHE CERTAINLY DESERVED IT! THAT'S ONE OF THE MOST DIFFICULT ARIAS IN ALL OPERA...AND SHE DID IT MAGNIFICENTLY!

I'D LIKE TO SEE MISS Mac WATTERS! CAN YOU SHOW ME TO HER DRESSING ROOM?

MISS SWARTHOUT! I KNOW MISS MacWATTERS WOULD BE DELIGHTED!

CONGRATULATIONS! THAT WAS SOME OF THE MOST BRILLIANT SINGING I'VE EVER HEARD!

WHY, THANK YOU, MISS SWARTHOUT! WON'T YOU HAVE A CAMEL?

YES, MISS SWARTHOUT! EVER SINCE I MADE THAT 30-DAY MILDNESS TEST, IT'S BEEN CAMELS FOR ME!

—AND WHEN YOU'VE SMOCKED CAMELS AS LONG AS I HAVE, VIRGINIA, YOU'LL APPRECIATE THEIR MILDNESS AND FLAVOR! EVEN MORE!

In a recent test of hundreds of men and women who smoked only CAMELS for thirty days, noted throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

The famous mezzo-soprano GLADYS SWARTHOUT and opera's brilliant new coloratura VIRGINIA MacWATTERS agree...it's

Camels for Mildness

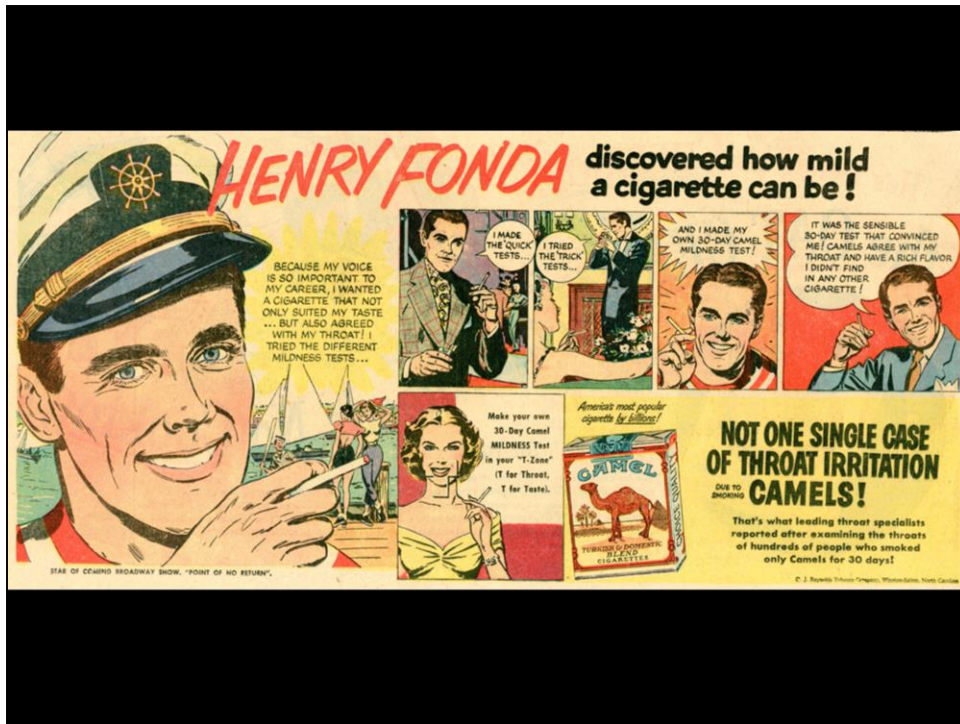
Money-Back Guarantee!

Try Camels and use them in your "T-Zone" (T for Taste and T for Throat). If at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina.









Henry Fonda, prolific actor and father of Jane and Peter Fonda, died of heart failure August 12, 1982 at age 77. He is reported to have said: I've been close to Bette Davis for thirty-eight years - and I have the cigarette burns to prove it.

ADVERTISEMENT

CUE STICK MAGIC...
JIMMY CARAS
1949 WINNER OF THE WORLD'S POCKET BILLIARD CHAMPIONSHIP
FLASHES HIS UNIQUE "HIGH HURDLE" EXHIBITION SHOT

"I'LL BANK THE CUE BALL AND MAKE IT JUMP BACK—IT WOULD OVER TWO RACKS..."

"LOOK AT THAT CUE BALL LEAP! JIMMY SAYS HE'LL BANK THE ONE BALL ON THE SHOT—THINKS IT WOULD!"

CUE CHAMPION Jimmy Caras says: "THE 30-DAY TEST WON ME OVER TO CAMELS EXCLUSIVELY! CAMELS TASTE GREAT AND THEY'RE REALLY MILD!"

IN A RECENT TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS, 80% OF THE THROAT SPECIALISTS MAKING WEEKLY EXAMINATIONS REPORTED:

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS

"YOU SURE CLUCKED WITH THAT TONGUE, HUH? I HAVE A CAMEL."

"THANKS! CAMELS ARE MY BRAND EVER SINCE I MADE THIS 30-DAY TEST!"

MAKE YOUR OWN CAMEL 30-DAY TEST IN YOUR "I-ZONE"
(I for Taste...T for Throat)
Smoke Camels exclusively for 30 days. Prove for yourself how mild, how flavorful a cigarette can be.

CAMELS FOR MILDNESS

© 1950 Camel Cigarette Co. Inc. New York, N.Y.

"Why I changed to Camels..."

**GENE
BEARDEN**
Ace Pitcher of the
Cleveland Indians

I MADE
THE 30-DAY TEST.
CAMELS ARE THE
**MILDEST, BEST-
TASTING** CIGARETTE
I EVER
SMOKED!

In a recent 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!**





"My voice means my career. The 30-day mildness test proved Camel is the cigarette that agrees with my throat."

FRAN WARREN
RADIO AND
RECORDING ARTIST

YES, CAMELS ARE SO MILD that in a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 days, noted throat specialists, making weekly examinations, reported

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

