

Once upon a time ...



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You ...

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

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



CAMELS *Costlier Tobaccos*

*Once upon a time ...
... many doctors would
“prescribe” SMOKING to
pregnant women as a
safer alternative to
medicines for the control
of blood pressure.*

Nowadays ...

We are expected to believe that doctors are a credible group of environmentalists.

Doctors could not be trusted about smoking.

They certainly cannot be trusted about pest control products.

Facts about physicians ...

They are not researchers.

They are not scientists.

*They are not experts in
the field of pest control*

products. To be blunt,

*they are merely
technicians with
prescription pads
and bed-pans !*