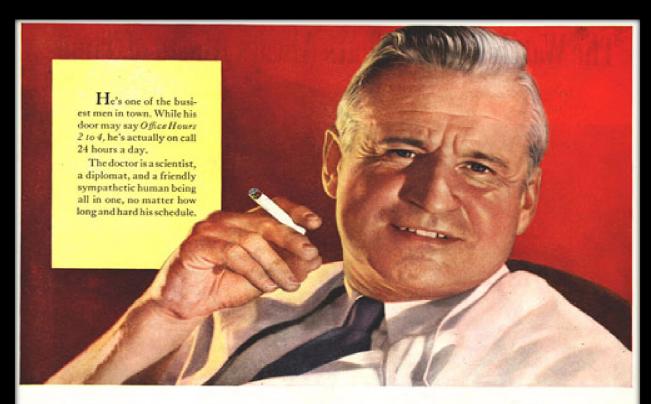
# Once upon a time ...



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 eigarette preference. Three leading research organizations made the survey. The gist of the query was-What eigarette 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,



# 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!