When Stanley Alton, student at Augustana College, Sioux Falls, S. D., made a round-about trip (see map above) from his home in Tacoma, he covered 5,500 miles and visited 22 states plus 2 Canadian provinces. At left he is shown hitting the hay in the bedroll used on the entire trip, and below he stands by his three-gear, pack-equipped bike as he completed his journey in Sioux Falls.

™Only a memory now, the cigarette shortage. But it was that shortage that people did themselves comparing brands that they intended to or not, and millions more people found the rich, full flavor of Camel’s rich blend of choice tobaccos preferred to their usual brands. And that Threaths welcomed the kind of cool mildness Camels deliver.

Thus the demand for Camels grew so great that today more people are smoking Camels than ever before. But, no matter how great the demand, this you can be sure of: We don’t tamper with Camel quality. Only choice tobaccos, properly aged, and blended in the time-honored Camel way, are used in Camels.

According to a recent Nationwide survey:

More Doctors Smoke Camels than any other cigarette

When three independent research organizations asked 113,397 doctors:

What cigarette do you smoke, Doctor — the brand named most was Camel!