Campus Interviews on Cigarette Tests

Number 15...THE LONG-WATTED UMBRELLA BIRD

"They must think I don't have enough sense to get out of the rain!"

It made L. W. madder than a wet hen when they asked him to judge cigarette mildness by taking one puff, one huff, one whiff or one sniff. Our common sense friend enjoys a good smoke too much ever to settle on any brand in a snap-judgment way! For him and for millions like him, there's only one convincing way to test cigarette mildness.

It's the Sensible Test . . . the 30-Day Camel Mildness Test, which simply asks you to try Camels as your steady smoke—on a pack after pack, day after day basis. No snap judgments needed! After you've enjoyed Camels—and only Camels—for 30 days in your "T-Zone" (T for Throat, T for Taste), we believe you will know why . . .

More People Smoke Camels than any other cigarette!