Campus Interviews on Cigarette Tests

No. 22...THE WOODPECKER

Woodrow almost hit off more than he could chew when he tackled the cigarette tests! But he packed away "till he smoked out the truth." Such an important item as mildness can't be tossed off in a fleeting second! A "swift sniff" or a "preliminary puff" proves practically nothing! He, like millions of smokers, found one test that doesn't leave you up a tree.

It's the sensitive test...the 30-Day Camel Mildness Test, which simply asks you to try Camels as your steady smoke—on a day-after-day basis. No snap judgment! Once you've enjoyed Camels for 30 days in your "T-Zone" (T for Throat, T for Taste), you'll see why...

After all the Mildness tests...
Camel leads all other brands by billions.