Campus Interviews on Cigarette Tests

No. 24 THE CLAM

FRESH out of Bivalve, N. J., he arrived on the campus all bug-eyed and his big mouth hanging open. He was immediately sucked into a "shell game" and found himself making all the quick-trick cigarette tests. But his native instinct told him that such an important item as cigarette mildness shouldn't be tossed off lightly. Millions of smokers everywhere have discovered, too, that there's but one true test of 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 basis. No snap judgments! Once you've tried 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.