

# “Who’s Lying to You Now?”



*Every doctor in private practice was asked:  
—family physicians, surgeons, specialists...  
doctors in every branch of medicine—  
“What cigarette do you smoke?”*

*According to a recent Nationwide survey:*

## More Doctors Smoke Camels

*than any other cigarette!*

**Not a guess, not just a trend . . . but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.**

**THE  
“T-ZONE” TEST  
WILL  
TELL YOU**



The “T-Zone”—T for taste and T for throat—is your own laboratory, your proving ground, for any cigarette. For only your taste and your throat can decide which cigarette tastes best to you . . . and how it affects your throat. On the basis of the experience of many, many millions of smokers, we believe Camels will suit your “T-Zone” to a “T.”



**YES**, your doctor was asked . . . along with thousands and thousands of other doctors from Maine to California. And they’ve named their choice—the brand that more doctors named as their smoke is *Camel*! Three nationally known independent research organizations found this to be a fact. Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mildness that’s cool and easy on the throat. They too enjoy the full, rich flavor of expertly blended costlier tobaccos. Next time, try Camels.

H. J. BROTHERS, TOBACCO CO.  
WASHINGTON, D. C.

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A class on critical thinking and media literacy. PSYC 380. Tuesdays, 5-7:40pm. Starts Jan 11. Info: [tom@tresser.com](mailto:tom@tresser.com).