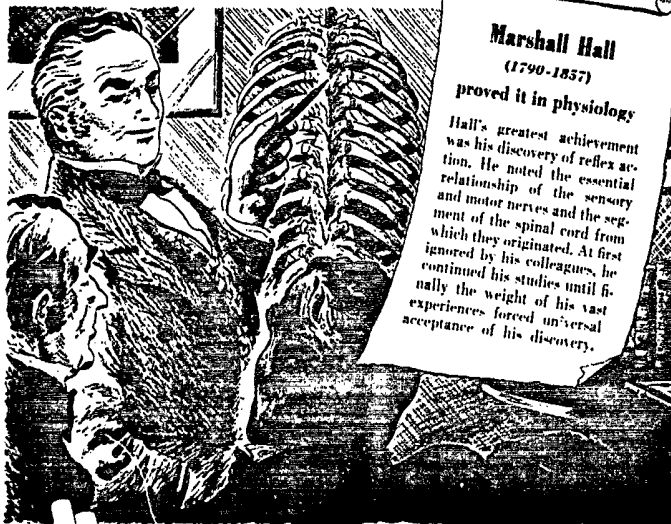


Letter 5/11/47 - Apr. + May ads transferred

*Rec'd. - 5/8/47
app - 4/15/47*

BW

Experience is the Best Teacher



Yes, experience is the best teacher in smoking too!



It was their experience during the wartime shortage which taught people the differences in cigarette quality. So many more smokers came to prefer Camels as a result of that experience that now more people are smoking Camels than ever before. But, no matter how great the demand, 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

R. J. Reardon Tobacco Company, Winston-Salem, N. C.

Ad No. 1-5012B

This advertisement appears in July issues of:

- American Journal of Medical Sciences ✓
- American Journal of Public Health ✓
- Bulletin of the N. Y. Academy of Medicine ✓
- Gastroenterology ✓
- Lahnemannian Monthly ✓
- Journal of Laboratory & Clinical Medicine ✓
- Journal of Osteopathy ✓
- Medical Times ✓
- Military Surgeon ✓
- Trained Nurse & Hospital Review ✓

(1947)