

Doctors Recommend Smoking Camels

"According to a nationwide survey:
More doctors smoke *Camels* than any other cigarette."



Lincoln, Me. (DG)---

As you all know, cigarette smoking is a very touchy and controversial subject. The subject matter of this article may be appalling with some of you, but since it was used in radio advertising, this article will report for its advertising information only--- and **not** a recommendation by anyone for anyone to start smoking.

Before the rumors of smoking and health became reality, people smoked cigarettes for a number of reasons. Some reasons for smoking were cigarettes assisted in the digestion of food; cigarettes helped the smoker to relax; and it was fashionable to smoke. Since there were so many brands to choose from in the late 1940's, smokers wondered what brand the doctors recommended over the others. They got their answer on NBC's *MYSTERY IN THE AIR*.

Announcer Michael Roy stated that three independent research organizations conducted a nationwide poll with doctors, surgeons, and specialists in every branch of medicine. 113,597 doctors in all participated in this poll. The brand of cigarette the doctors named most often was *Camel*.

To prove it was worthy of the doctors' recommendation, *Camel* introduced the "T-Zone." In all honesty, every human being, smoker and non-smoker alike, has a T-Zone-- although they never knew it was named as such. Most people would call it their mouth and throat. For those people who smoked, the T-Zone was very important. It was the proving ground as to what cigarette provided the combination of good taste and a smooth smoke. Since more doctors recommended *Camels* for this very reason, it made a lot of sense for the people to take the doctors' advice and smoke *Camels* as well.

The doctors' recommendation of *Camels* lasted until the early 1950's--- when the first rumblings about smoking and health were beginning to surface. It was only a matter of time before the doctors, who originally recommended *Camel*, began to publicly distance themselves from any positive advertising for *Camel* and any other cigarette brand.

In conclusion, this advertising was a sign of the times. Today, it is a combination of laughable and appalling. Back then, it was just the latest promotion to sell *Camel Cigarettes*.



According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

YOUR "T-ZONE" WILL TELL YOU...

Doctors, physicians, surgeons, specialists, dentists in every branch of medicine... 113,597 doctors in all... were polled in this survey by three independent research organizations. The doctor of the survey was so surprised when cigarette smokers themselves preferred to smoke. The brand named most was Camel. How did a doctor prefer the pleasure and the relaxing satisfaction of a Camel over any other cigarette? He found it in 1949... the full, rich flavor of Camel's cigarette blends makes a difference just as appealing to his taste. If you are not now smoking Camels, try them to your "T-Zone" (in 1951).

CAMELS Costlier Tobacco

Author's note: When I took part on the radio advertising panel at the 1992 Friends Of Old Time Radio convention in Newark, New Jersey, I spoke on *Camel's* "More Doctors" advertising promotion. I knew the people in the audience paid attention to what I said, because when I mentioned more doctors smoked and recommended *Camels*, there was a considerable groan from the non-smokers in the audience. For the record (and for what it's worth), I am a non-smoker, and if I were in the audience that day, I would have groaned with the others!