

He's one of the busiest men in town. While his *door* may say *Office Hours 2 to 6*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent *Nationwide survey*:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,197 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of choice tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

CAMELS *Costlier Tobaccos*



Your "T-Zone" Will Tell You...

**T for Taste ...
T for Throat ...**

that's your
proving ground
for any cigarette.
See if Camels
don't suit your
"T-Zone" in a "T."



© 1954
AMERICAN TOBACCO CO.

Gee, Dad, you always get
the best of everything
...even

Marlboro!



Yes, you need
never feel
over-smoked
... that's the
Miracle of
Marlboro!



YOUR CHOICE OF IVORY TIPS •
PLAIN ENDS • BEAUTY TIPS (RED) •



• The figure quoted here has been checked and verified by LUDWIG, based on 400 MICROSCOPIC, Anatomical and Auditory.

20,679* Physicians
say "**LUCKIES**
are less irritating"

"It's toasted"

Your Throat Protection against irritation against cough

Guard Against Throat-Scratch

enjoy the smooth smoking of fine tobaccos

...smoke **PALL MALL**
the cigarette whose mildness
you can measure



Study This Puff Chart:

PUFF BY PUFF... YOU'RE ALWAYS AHEAD WITH PALL MALL



The further your cigarette filters the smoke through fine tobacco, the milder the smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.

Again after 3 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's traditionally fine tobacco is filtered further, whereas, after 10 puffs of each cigarette....

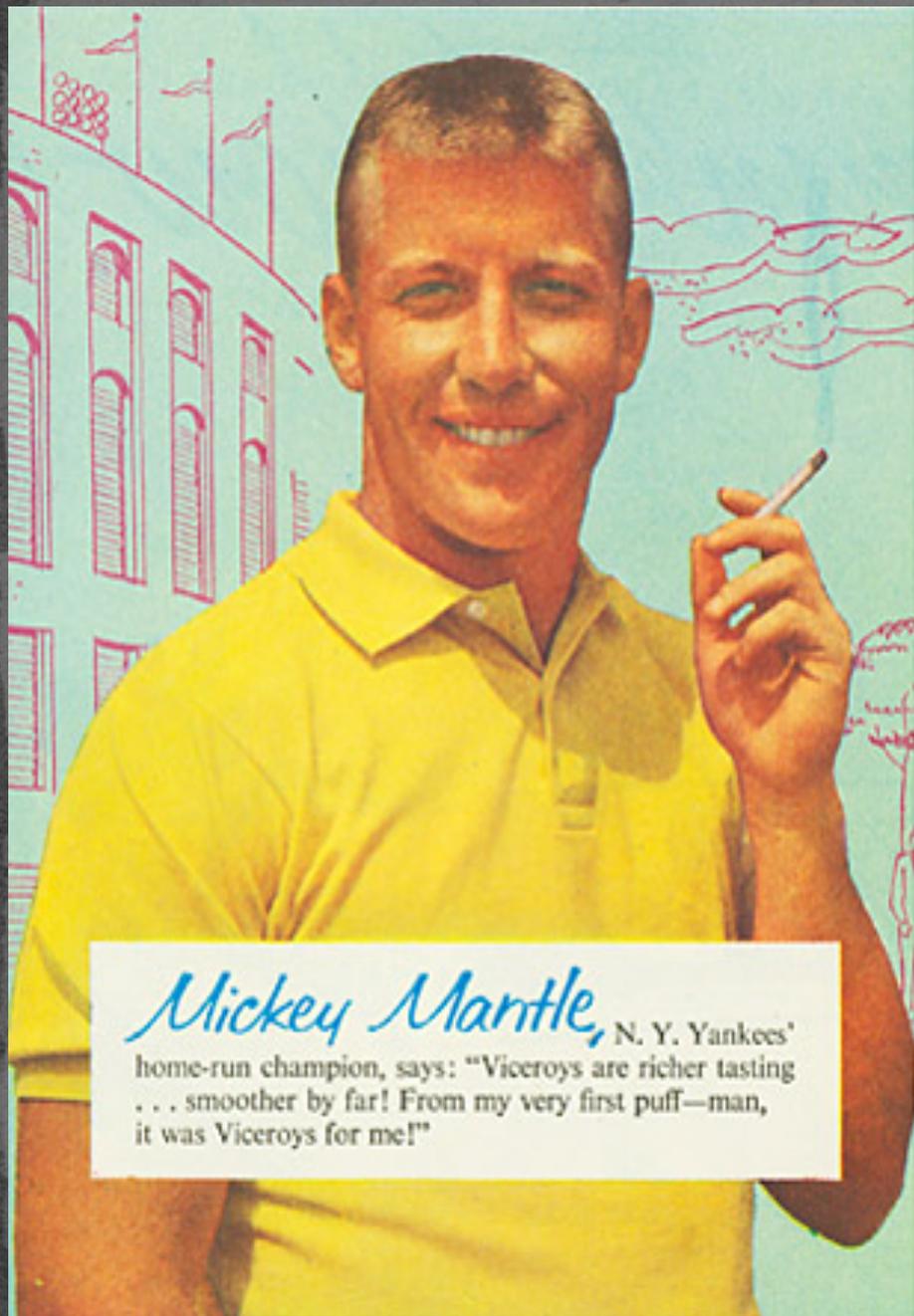
...at 17 puffs, Pall Mall's greater length of fine tobacco still travels the smoke further - filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

Wherever you go today, you will see more and more people smoking PALL MALL - the cigarette whose mildness you can measure.

Outstanding
...and they are mild!



P.S. LET A CARTON OF PALL MALLS SAY "MERRY CHRISTMAS" FOR YOU



Mickey Mantle, N. Y. Yankees' home-run champion, says: "Viceroy's are richer tasting . . . smoother by far! From my very first puff—man, it was Viceroy's for me!"



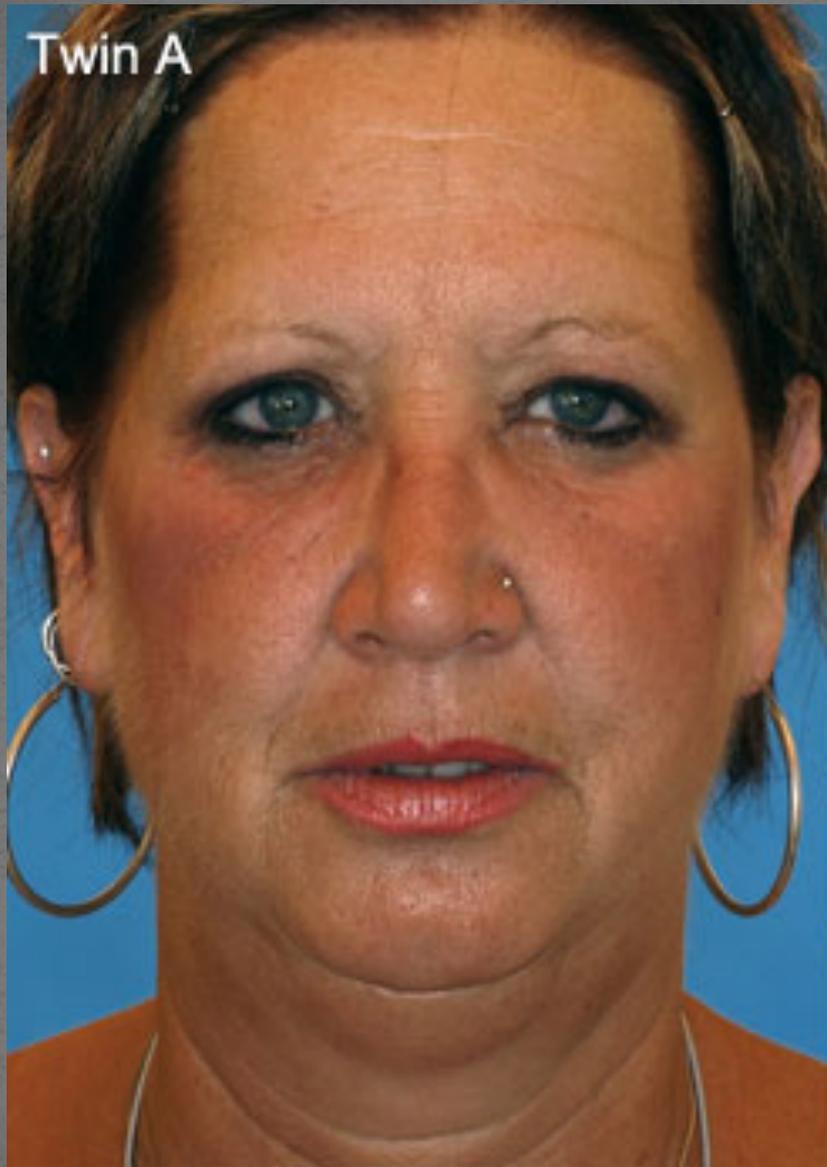
Mickey Mantle **STAR SLUGGER**

of the N. Y. Yankees, says: "So many of the Yanks smoke Camels I decided to try them. I smoked Camels a while and I knew—Camels are for me! They're mild and swell tasting!"

Identical Twins...which one do you think smokes?



Twin A

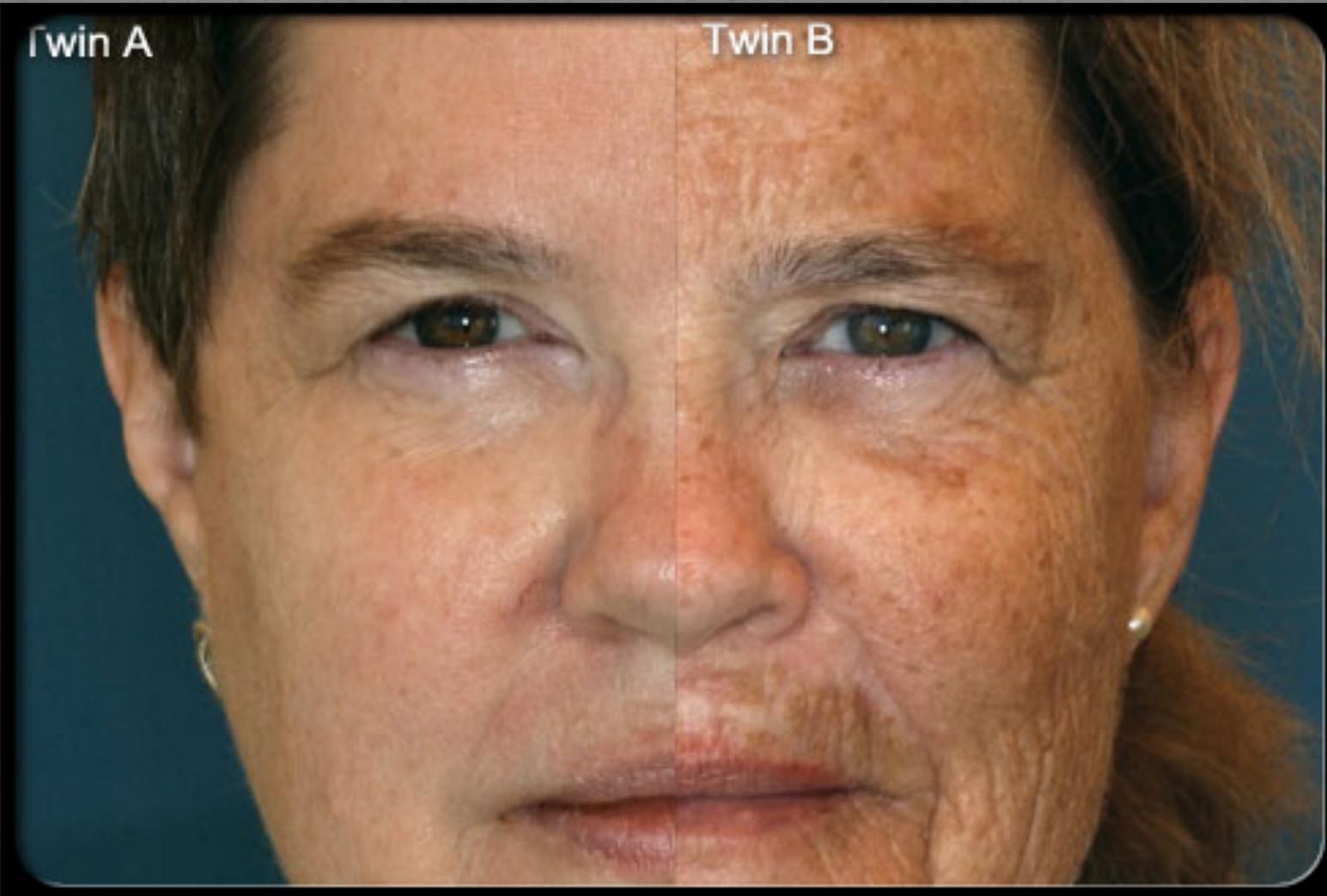


Twin B



Twin A

Twin B

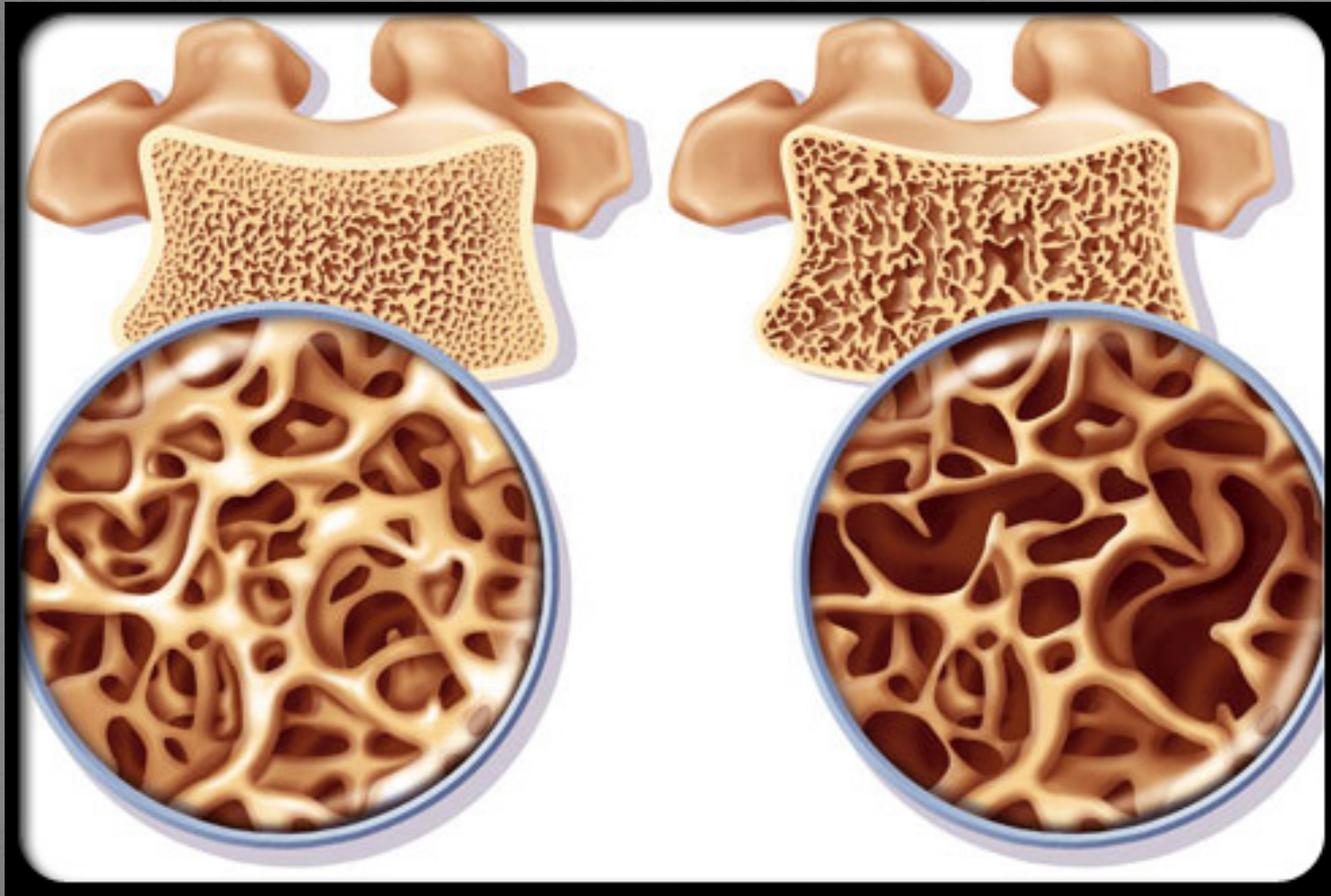


“Hairy” Tongue From Tobacco





Smoking causes a loss in bone density



Tobacco

- Nicotine
 - Stimulant that is both physically and psychologically addicting.
 - Stimulant is any chemical substance that speeds up the activity of the central nervous system.
 - Short-term effects:
 - Increased heart rate
 - Increased blood pressure
 - Changes in the brain leading to addiction
 - First time user may experience:
 - Nicotine poisoning:
 - Rapid Pulse
 - Clammy Skin
 - Nausea and Dizziness

What's Your Poison?

When you smoke you inhale up to 4000 chemicals including these poisons:

Tobacco

**CAUTION!!
HAZARDOUS
CHEMICALS!**

Hydrogen Cyanide
(Poison used in gas chambers)

Acetone
(Paint Stripper)

Toluidine

Ammonia
(Floor Cleaner)

Naphthylamine

Urethane

Methanol
(Rocket fuel)

Toluene
(Industrial solvent)

Pyrene

Arsenic
(White Ant Poison)

Dibenzacridine

Dimethylnitrosamine

Phenol

Napthalene
(Mothballs)

Butane
(lighter fuel)

Cadmium
(used in car batteries)

Polonium - 210

Carbon Monoxide
(Poisonous gas in car exhausts)

DDT
(Insecticide)

Benzopyrene

Vinyl Chloride

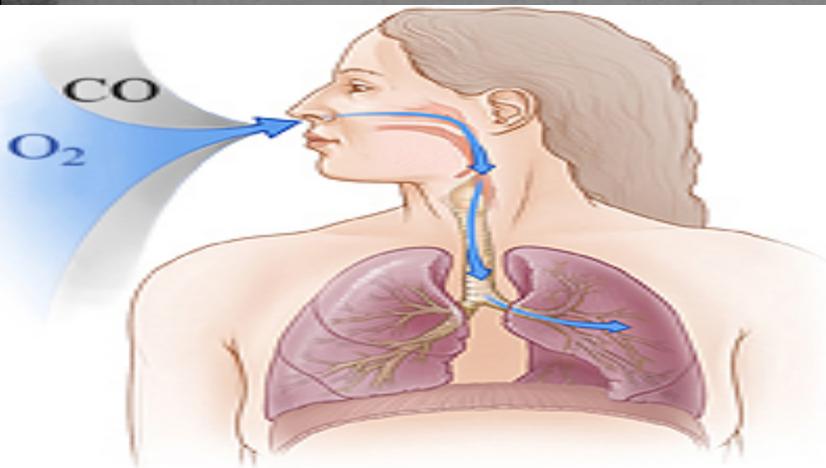
It's enough to
make you sick
Very sick.

Quit

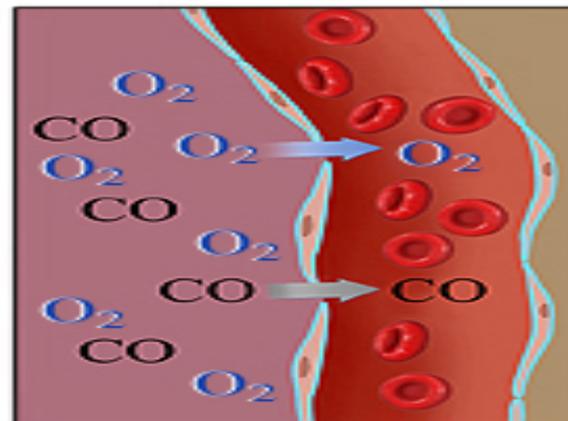
*Known cancer causing substances
Approved with permission of Smoking & Health Program (Health Department of Victoria Australia)

Tobacco and Chemicals

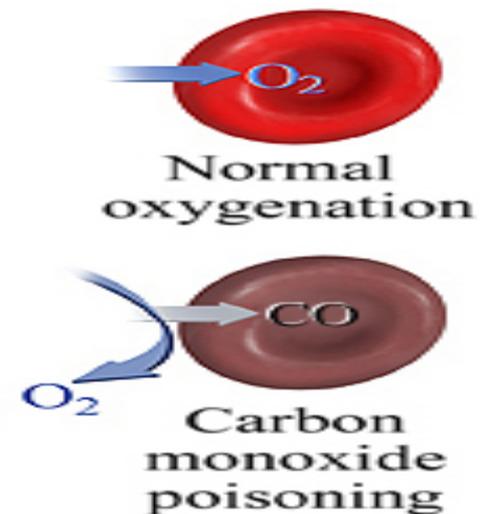
- Carbon Monoxide
 - Once inhaled it is absorbed into the blood stream
 - Binds to the hemoglobin, thus resulting in less oxygen being distributed by the circulatory system.
 - Forces the heart to beat more, resulting in strain on the heart, and increased chance of cardiovascular disease.
 - Puts strain on all other organs too, due to lack of oxygen.



1) Oxygen (O₂) and carbon monoxide (CO) are inhaled



2) O₂ and CO enter blood



**But smokeless tobacco is
O.K.? Right?**

Leukoplakia

Precancerous cells from **smokeless** tobacco





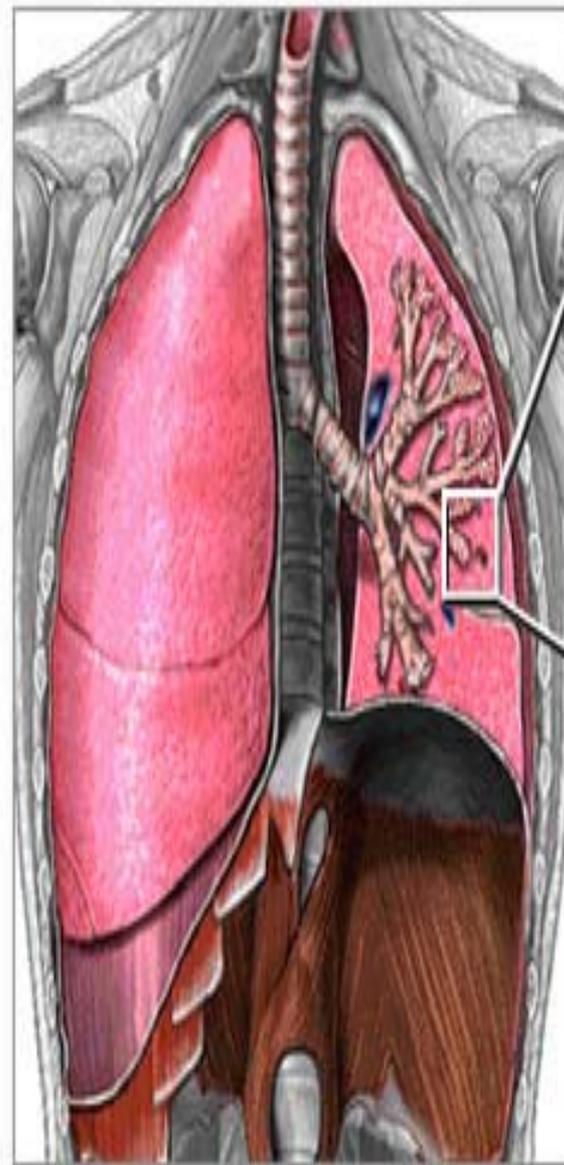
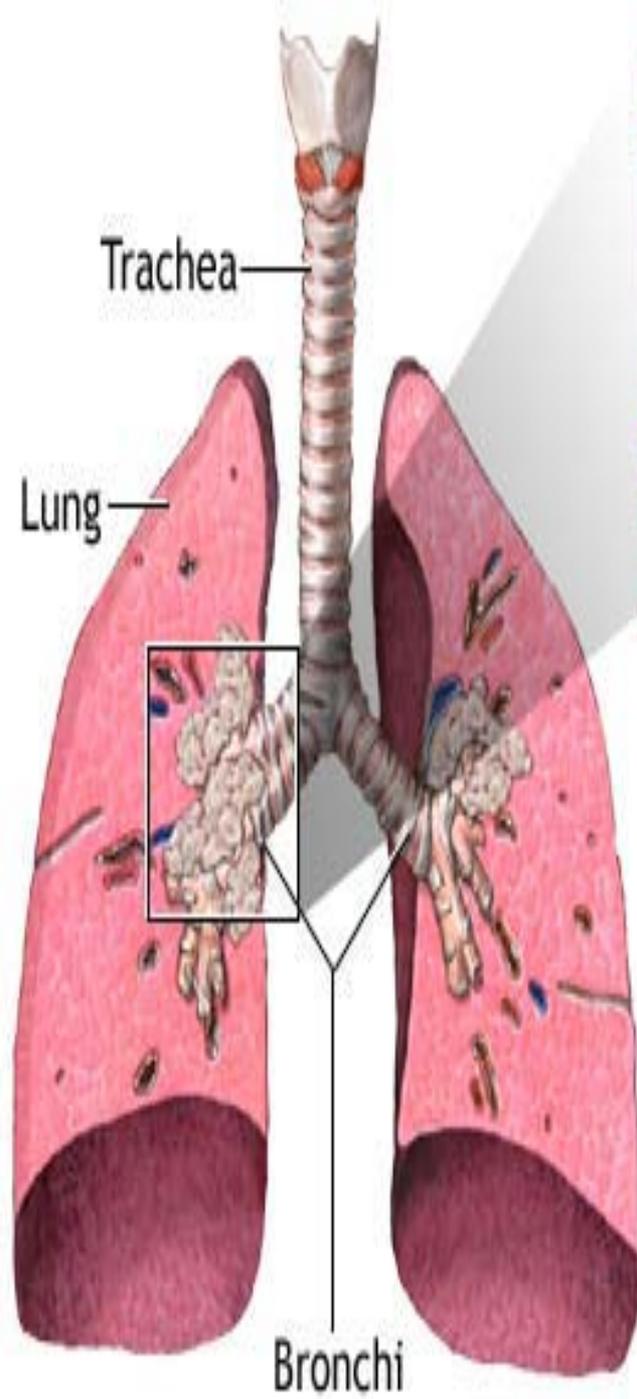


TOBACCO DOES NOT ALWAYS KILL YOU



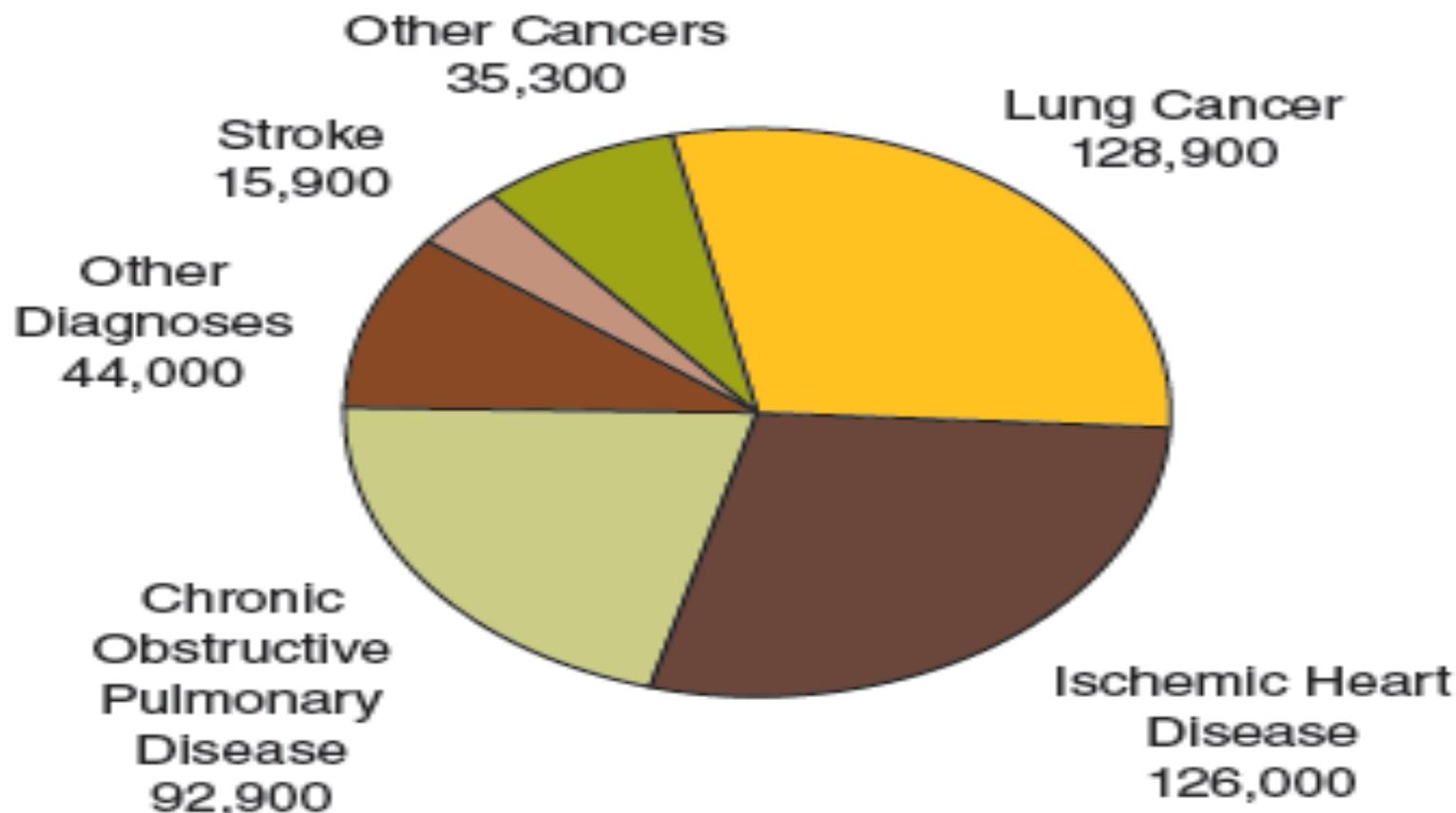
LONG-Term Risks

- Respiratory Diseases
 - Chronic Obstructive Pulmonary Disease (COPD)
 - Hard to fill the lungs with air
 - Chronic Bronchitis
 - Mucous producing cells increase in number and become larger in size.
 - Emphysema
 - Alveoli in the lungs become damaged and break.





About 443,000 U.S. Deaths Attributable Each Year to Cigarette Smoking*



* Average annual number of deaths, 2000–2004.
Source: *MMWR* 2008;57(45):1226–1228.

Morbidity and Mortality Related to Tobacco Use

Worldwide, tobacco use causes more than 5 million deaths per year.¹

Current trends show that tobacco use will cause more than 8 million deaths annually by 2030.¹

Cigarette smoking is the leading preventable cause of death in the United States.²

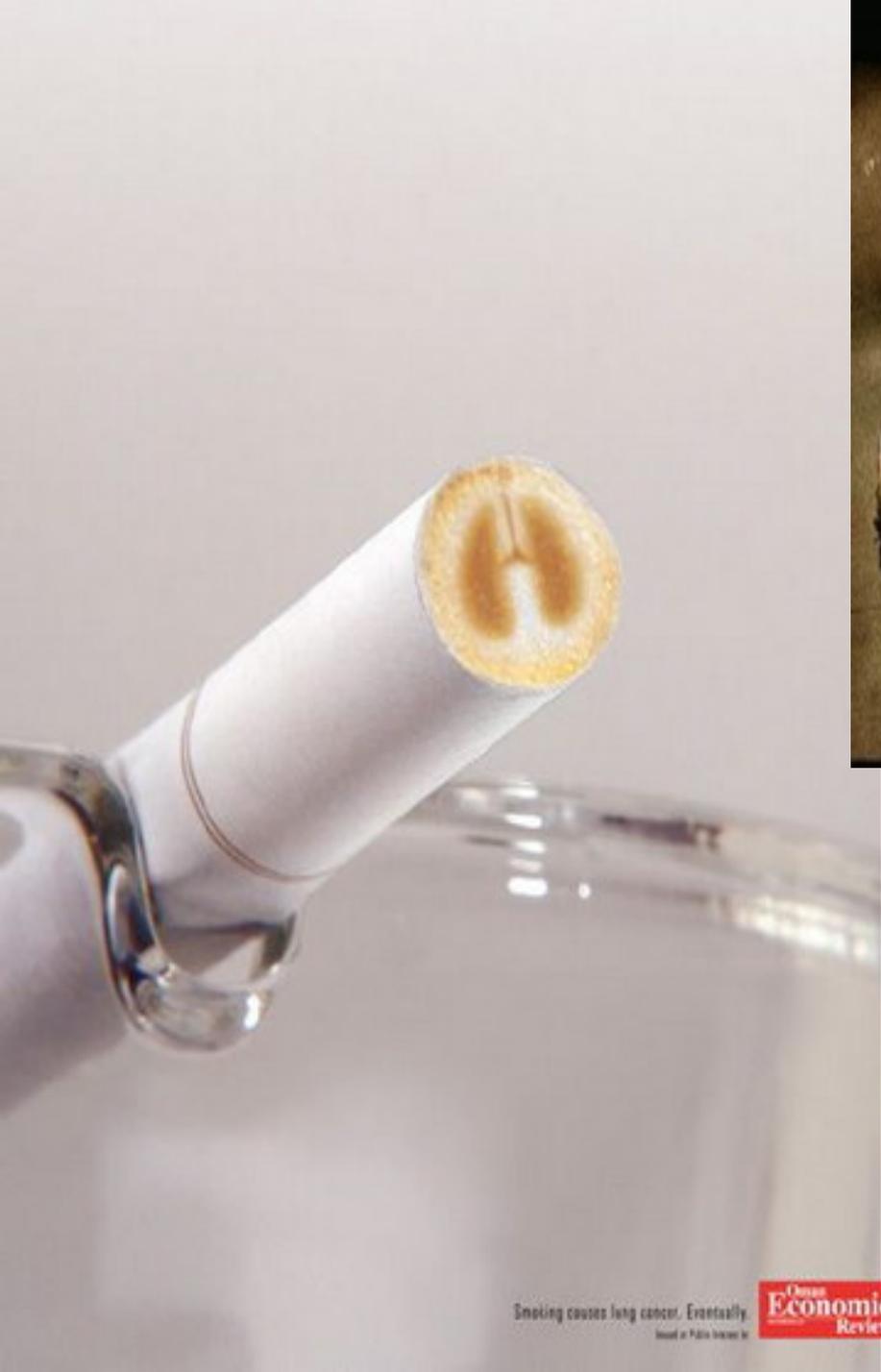
In the United States, cigarette smoking is responsible for about one in five deaths annually, or about 443,000 deaths per year.³

An estimated 49,000 of these deaths are the result of secondhand smoke exposure.³

On average, smokers die 13 to 14 years earlier than nonsmokers.²

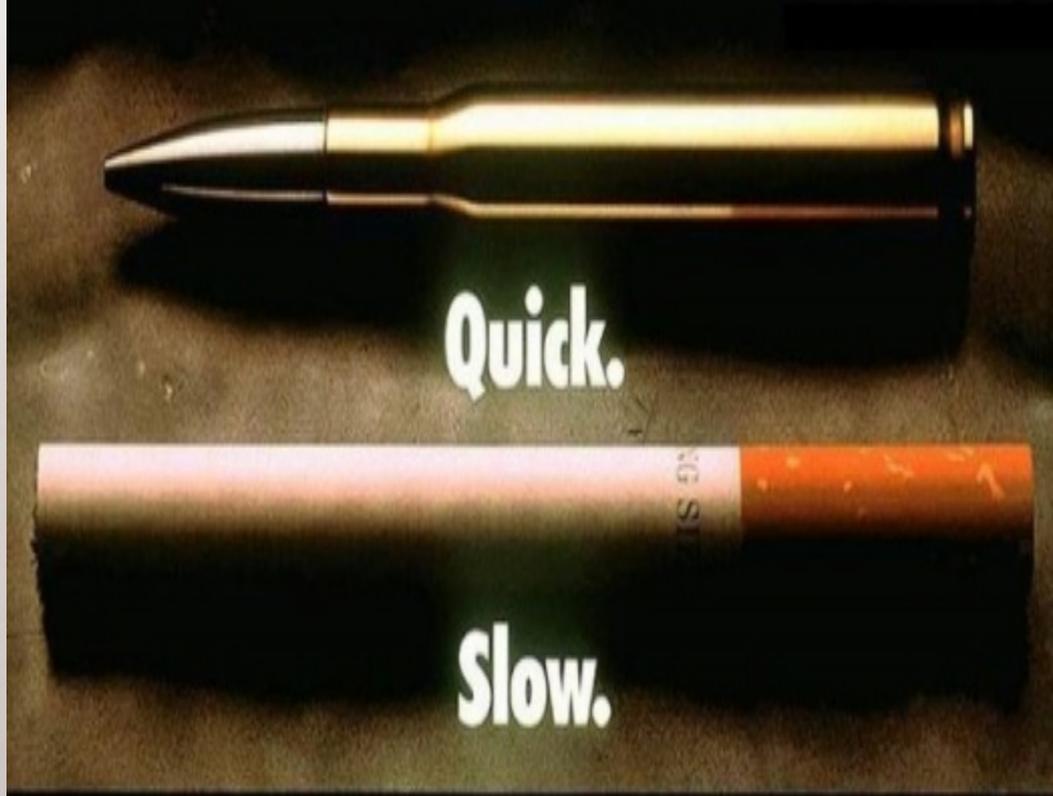
For every person who dies of a smoking-related disease, 20 more people suffer with at least one serious illness from smoking.⁴

Cigarette smoking increases the length of time that people live with a disability by about 2 years.⁵



Smoking causes lung cancer. Eventually.

Choose
Economic
Review



Quick.

Slow.



Go
Smoke
Free

Choose to quit Smoking, before it makes the choice for you...



Don't do it. Don't think about it.
Don't Smoke.



5.4 million die of smoking related causes every year.
That's 2000 times a 9/11.





Joe CHEMO

THE SURGEON GENERAL WARNS THAT
SMOKING IS A FREQUENT CAUSE OF
WASTED POTENTIAL AND FATAL REGRET.

Illustration: Ron Turner • Concept: Scott Brown





What if this happened on the outside of a smoker's body?