



Plus 1¢

State Tax

PHONE 2462

from the study grind, or on a Saturday night date-Coke belongs.

Ask for it either way ... both trade-marks mean the same thing.

The Coca Cola Bottling Co., of Altoona, Pa.

O 1950, The Coca-Cola Company

-AND IN STATE COLLEGE

BUY YOUR 'COKE'

at

CENTRE BEVERAGE

REAR 218 E. COLLEGE AVE. QUICK DELIVERY

Pity the poor Piscis! He's been making all those trick cigarette tests you've been reading about! He's taken one puff of this brand – one sniff of that. A quick inhale of cigarette "A" – a fast exhale of cigarette "B" - and he's still confused! Seriously, isn't the sensible way to test a cigarette to smoke pack after pack, day after day?

That's the test Camel asks you to make -

the 30-Day Mildness Test. Smoke Camels - and

only Camels - regularly for 30 days. Your "T-Zone" (T for Throat and T for Taste) - is the real proving ground for any cigarette. After you've tried Camels as your regular smoke, you'll know why ...

More People Smoke Camels than any other cigarette!



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