

CAMEL

Where a man belongs.



Experience the
Camel taste in Lights and Filters.

*LIGHTS: 8 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report DEC '81.
FILTERS: 15 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

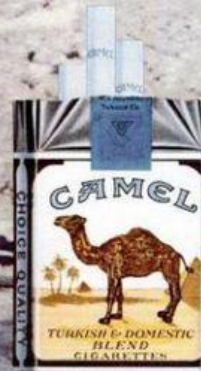
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

CAMEL

EVERY INCH A REAL SMOKE!

If you go where the action is
...get with Camel!

Camel has taste that speaks with
authority...flavor that's all there.
It's got swagger—yet it's smooth.
So get the clean-cut taste of rich
tobaccos. Get with Camel. A real
cigarette. Every inch a real smoke
...comfortably smooth, too!



The best tobacco makes the best smoke!

©1964 R. J. REYNOLDS TOBACCO COMPANY, WASHINGTON, D. C.

CAMEL LIGHTS

It's a whole new world.

A man with curly hair, wearing a light-colored button-down shirt, is seated at a wooden table in a desert environment. He is holding a lit cigarette in his right hand. On the table in front of him is a glass of iced coffee and a pack of Camel Lights cigarettes. The pack is white with a camel logo and the words 'CAMEL LIGHTS' and 'LIGHT-TASTE CIGARETTES'. In the background, a crowd of people is walking on a sandy path. The overall scene suggests a new, sophisticated lifestyle in a desert setting.

Today's Camel Lights, unexpectedly mild.

Warning: The Surgeon General has determined that cigarette smoking is dangerous to your health.

CAMEL

PLEASURE
TO
BURN



SINCE 1913

CAMEL

PLEASURE
TO
BURN

*The official drink of summer
— For a limited time only —*



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Complications, And May Complicate Pregnancy.