

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!

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CAMEL LIGHTS

It's a whole new world.



Enjoy a
Camel Light,
unexpectingly
right.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Causes Lung Cancer and
Complications of Pregnancy.

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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, Emphysema, And May Complicate Pregnancy.