

CAMEL

HISTORICAL ADVERTISING REVIEW
AND
CREATIVE EVOLUTION

52389 9408

1913 - 1960's

The Early Years

- Introduced in 1913, Camel was the first branded cigarette in America to be sold, advertised and promoted nationally. Prior to this, cigarettes were only sold regionally.
- Camel was also the first cigarette made from a blend of tobaccos: Burley; flue-cured and Turkish (Oriental). This blend, still used today, gave Camel its more distinct taste and aroma. Before Camel, all cigarettes were made from either straight Virginia tobacco or the stronger, more aromatic Turkish variety.
- The Camel name was chosen to emphasize the exotic, Middle-Eastern origin of the tobaccos it contained. While the packaging was being designed, the Barnum & Bailey Circus made a stop in Winston-Salem, NC. In the circus show was a curious-looking dromedary named Old Joe. Richard Joshua Reynolds was inspired and sent a photographer out to photograph "the beast." From this photograph, a hired artist created a rendering of the beast and added palm trees, pyramids and columns to create the final package design that is still used today.
- Camel was the #1 brand in America during 41 of its first 50 years. Total sales in 1913 when the brand was introduced were \$425 million; in 1914, \$2.3 billion; by 1920, \$20 billion (half of all cigarette sales in America).
- Camel's brand heritage was developed and based on the original unfiltered 70 mm cigarette. For the first 53 years there was only one style of Camels, and because of this unfiltered cigarette, many smokers today still perceive Camel as a strong-tasting cigarette. It wasn't until 1966 that R.J. Reynolds introduced a filtered version, and then in 1978 a "lights" (low tar) version. Today, a total of 17 different styles of Camel are available including hard pack, soft pack, ultra-lights and 100's (to name a few).

The Early Years (continued)

- Camel's tradition of originality naturally extended to its advertising:
 - In 1920, Camel introduced one of the most distinctive advertising campaigns in American history. That year, a professional golfer asked a spectator for a Camel cigarette and remarked, "I'd walk a mile for a Camel." That spectator happened to be an advertising agent for the brand who knew a good slogan when he heard one. The message was clear, expressive and to the point in reinforcing the product's quality tobaccos.
 - The "I'd walk a mile for a Camel" slogan was aggressively repeated in advertising for more than 30 years (and was occasionally used into the 1970's).
 - During the 1930's, it became fashionable for women to smoke. Wasting no time, Camel was the first cigarette brand to show a woman smoking in its advertisements.
- The Camel brand has always been an active advertiser and promoter of its quality, image and personality. In the pages that follow are highlights of a rich advertising history and a brand's ascension to the level of Americana.

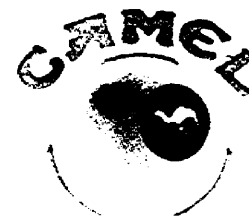


52389 9411



Camel Product Style Introductions

Date	Number of Styles	Style Description
1913-1966	1	Camel Regulars (Camel "Non-filtereds" or "Straights")
1966	3	Camel Filters Soft Pack Camel Filters Hard Pack Camel Filters 100's Soft Pack
1978	3	Camel Lights Soft Pack Camel Lights Hard Pack Camel Lights 100's
1990's	10	Camel Ultra Lights Hard Pack Camel Ultra Lights Soft Pack Camel Ultra Lights 100's Hard Pack Camel Special Lights Soft Pack Camel Special Lights Hard Pack Camel Special Lights 100's Hard Pack Camel Wides Camel Wides Lights Camel 99's Filters Camel 99's Lights





52389 9414

**I ought to Know,
I grow tobacco**

—you can't believe

**100%
TOBACCO**



52389 9415



They
do not
BITE
or
PARCH

20 for 10¢

Camel
CIGARETTES

No unpleasant cigaretty after-taste

Camel
Cigarettes
TURKISH AND DOMESTIC BLEND

NO PREMIUMS
OR COUPONS

*Made for Men who
appreciate Quality*

An OUT and OUT challenge

Compare Camels with
any other cigarette at any price.

Camel
Cigarettes

NO COUPONS - ALL QUALITY

Camel

NO PREMIUMS OR COUPONS
BUT MY WHAT A CIGARETTE

20 FOR 10¢



The kind that men
of keen judgment
become wedded to



Camels

*They Taste
so
Good!*



COSTLIER TOBACCOS



Like the best

CAMELS—

*...the best
...the best
...the best*

*Mildness...
Flavor ...*

Camels agree with
more people than any other cigarette!

TUNE IN **MONDAY** NIGHTS

BLONDIE

RADIO LAUGH-HIT
OF THE FAMOUS COMIC
STRIP... COMPLETE WITH
MOVIE CAST

WABC
7:30 PM

TUNE IN **TUESDAY** NIGHTS

BOB CROSBY

HIS FAMOUS DIXIELAND
BAND with JOHN MERCER

WABC
9:30 PM

TUNE IN **SATURDAY** NIGHTS

BENNY GOODMAN

WORLD'S GREATEST
SWING BAND

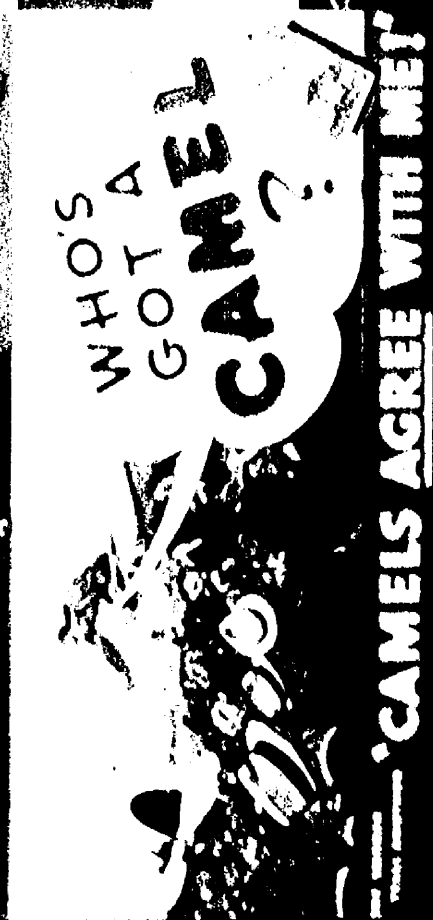
WENF
10:00 PM

CAMELS



**PENNY FOR PENNY
YOUR BEST CIGARETTE BUY
LONG-BURNING COSTLIER TOBACCOS**

52389 9421



First on Land and Sea!

CAMELS AGREE WITH ME!



Camel's **real** taste
satisfies longer!

Camel has more flavor.
the pleasure with every Camel.

**Men are men.
Camels are Camels.**



Honest taste gets them together





**"I'D WALK A MILE
FOR A CAMEL."**

This message is strictly for smokers who've never tasted a Camel cigarette.
Camel smokers, you know what we mean.
You other guys, start walking.



CAMEL LIGHTS

It's a whole new world.



52389 9428

CAMEL LIGHTS



90's

Camel Lights
Low Tar. Clean Taste.



© 1989 Camel Cigarettes Co.
Camel, Camel Lights, and Camel are registered trademarks of Camel Cigarettes Co.

52389 9429