

CAMEL VS. MARLBORO. THE PEOPLE SPEAK:

**“Why did I leave
Marlboro for Camel?
I like the flavor...
the mildness...
the looks of the pack.
What more do I need?”**

—Clifford Brown, Radio Announcer, St. Louis, MO.



Clifford Brown, 27, spent five years, after the Army, as a studio musician. Last autumn, he became a staff member, KXOK, St. Louis. He chose Marlboro Lights as his cigarette in 1980, but changed his mind, most decisively, after he took the Camel-Marlboro test, last May.

“O.K. I know about how the lure of the Old West and cowboys gets to influ-

ence you. Sure got to me. Wouldn't even consider switching. Maybe I thought I was a cowboy, too.”

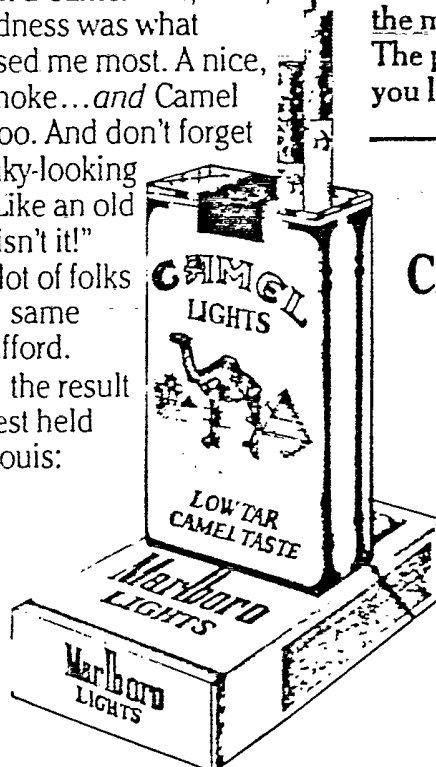
“Well, when it came right down to the important thing about why you smoke ... Camel Lights won hands down. In every department. Flavor, sure, you expect that with a Camel. But, man, the mildness was what impressed me most. A nice, mild smoke... and Camel flavor, too. And don't forget that funky-looking pack. Like an old friend, isn't it!”

A lot of folks feel the same way, Clifford. Look at the result of the test held in St. Louis:

CAMEL LIGHTS VS.
MARLBORO LIGHTS.
ST. LOUIS, MO. MEN:

200 St. Louis men, regular Marlboro Lights smokers, participated in a test with Camel Lights, in April 1984. Over half the Marlboro Lights smokers said that Camel Lights was the milder smoke. The people speak...are you listening?

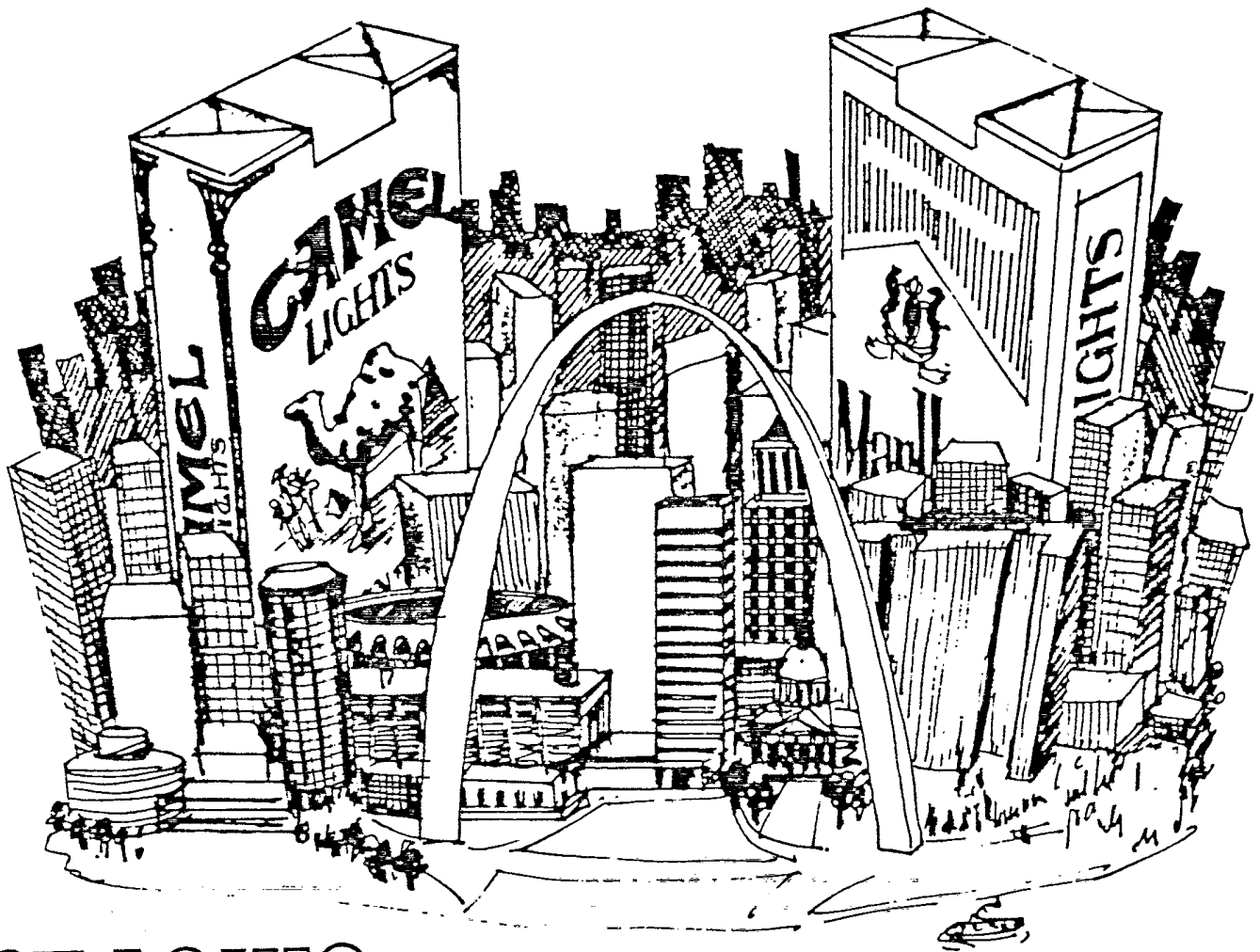
**TODAY'S
CAMEL LIGHTS**
It's a whole new world.



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

CAMEL VS MARLBORO

SHOWDOWN OF THE LIGHTS



ST. LOUIS: 52% OF MARLBORO LIGHTS SMOKERS—"CAMEL LIGHTS ARE AS MILD AS—OR Milder THAN MARLBORO!"

Cigarette for cigarette, puff for puff... St. Louis made the comparison, made the choice...and the Showdown result is in: Camel Lights wins over 52% of Marlboro Lights smokers! What were smokers looking for in the Showdown? Mildness. And that mildness, combined with great flavor, gave

Camel Lights the advantage. It's easy enough for you to have your own Showdown. Find out why smokers are moving over to Camel Lights. Taste and compare. Maybe you'll be the next Marlboro man to cut out from the old corral for Today's Camel Lights. It's a good idea, pal.

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