

EXECUTIONS

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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

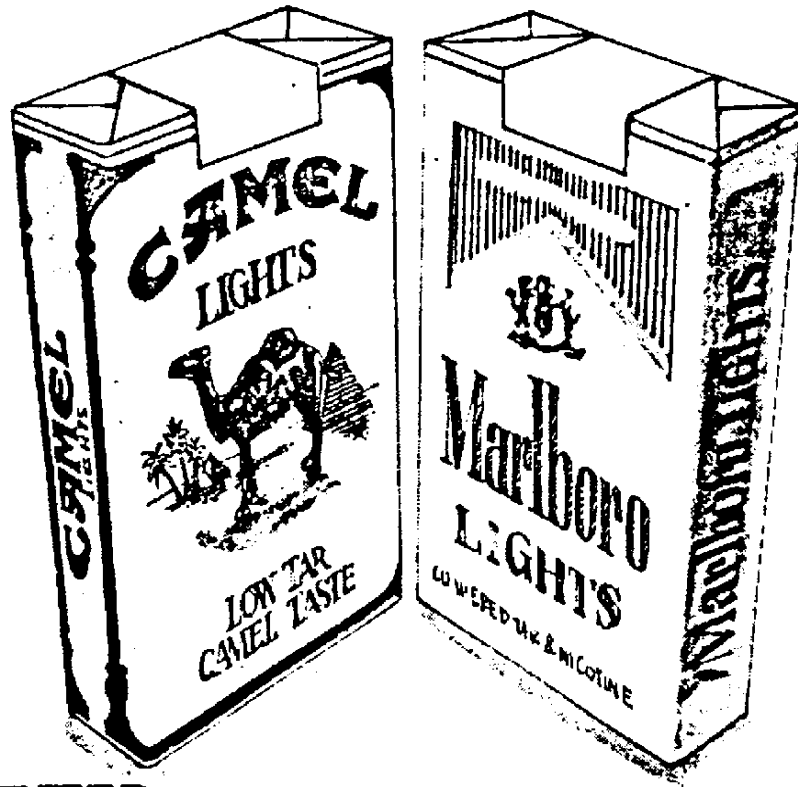
Camel Lights the advantage. It's easy enough for you to have your own Showdown. Find out why smokers are moving over to Camel Lights. Taste and compare. Maybe you'll be the next Marlboro man to cut out from the old corral for Today's Camel Lights. It's a good idea, pal.

CAMEL LIGHTS. IT'S A WHOLE NEW WORLD.

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

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

CAMEL VS MARLBORO SHOWDOWN OF THE LIGHTS



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WOMEN: 53% OF MARLBORO LIGHTS SMOKERS—"CAMEL LIGHTS TASTE AS GOOD AS— OR TASTES BETTER THAN MARLBORO!"

The cowboy has met his match...and we can prove it. In Showdown after Showdown, all across America, smokers are moving over to Camel Lights.

We asked women, regular Marlboro Lights smokers, to compare their brand with Camel Lights. The tally? The flavor of Camel Lights wins over 53% of Marlboro Lights

women! (Sometimes that percentage goes even higher —55% with women in Minneapolis!)

But numbers can be boring. The real proof is for you to try Camel Lights. Compare it for flavor, compare it for mildness, with Marlboro Lights. We think you'll notice the difference. Who knows? You may be the

next Marlboro man to leave the range for something a little bit better...Camel Lights. We certainly hope so.

"I used to be a Marlboro man...then I tasted something better."

—Sally Hopper,
Cartoonist,
Tulsa, Oklahoma

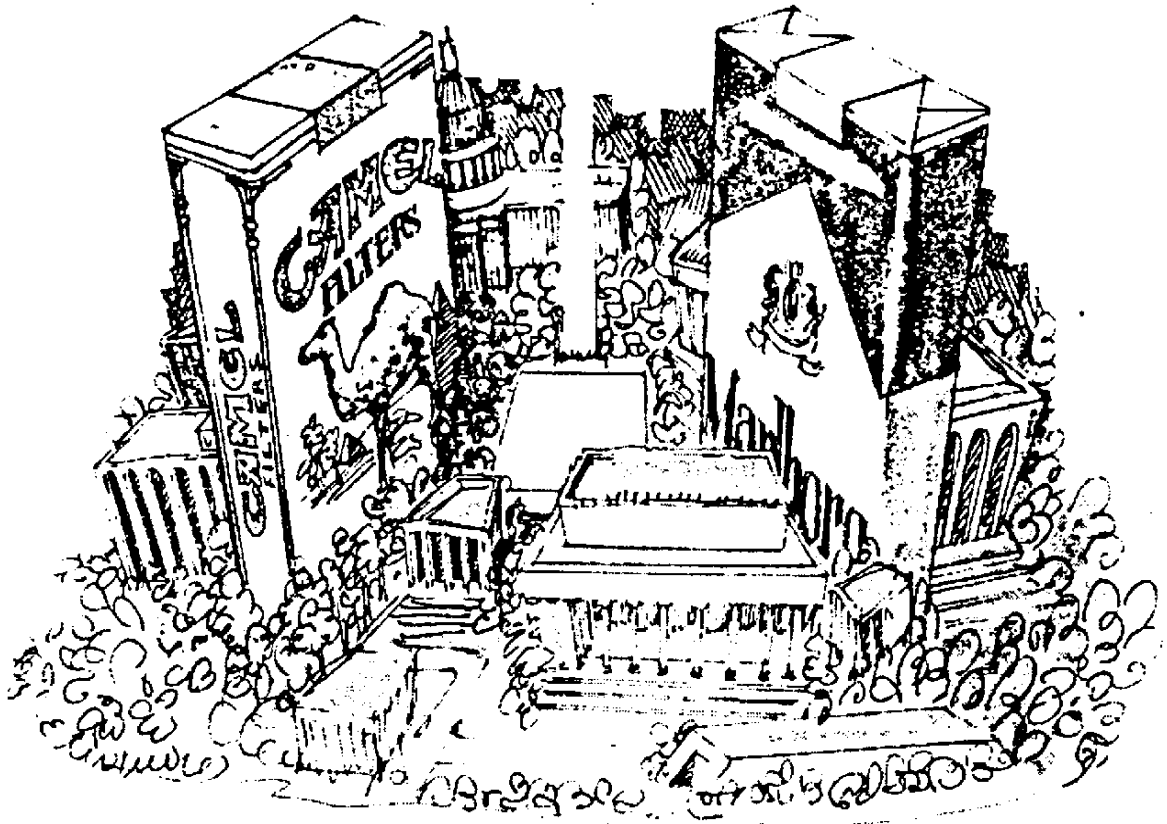


CAMEL LIGHTS. IT'S A WHOLE NEW WORLD.

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

CAMEL VS MARLBORO

THE FILTERS SHOWDOWN



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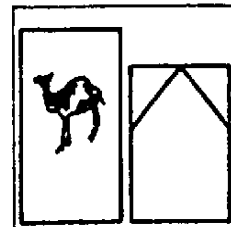
WASHINGTON, D.C. 56% OF MARLBORO FILTERS SMOKERS—"CAMEL FILTERS ARE AS SMOOTH AS—OR SMOOTHER THAN MARLBORO!"

The move is on! It happened in St. Louis last month...it happened in Washington last week. In a side-by-side Showdown, smooth Camel Filters wins over 56% of Marlboro smokers! And there's a lot more than smoothness that's

making Today's Camel Filters so popular. You also enjoy the great flavor that's a Camel exclusive.

So if you've been riding the range all these years, maybe it's time to mosey over to the cigarette that's winning new friends every-

day, all across America. Light up and enjoy Today's Camel Filters.



Surprising Fact: Camel is the world's fastest-growing cigarette brand... 5% over Marlboro.

CAMEL FILTERS. IT'S A WHOLE NEW WORLD.

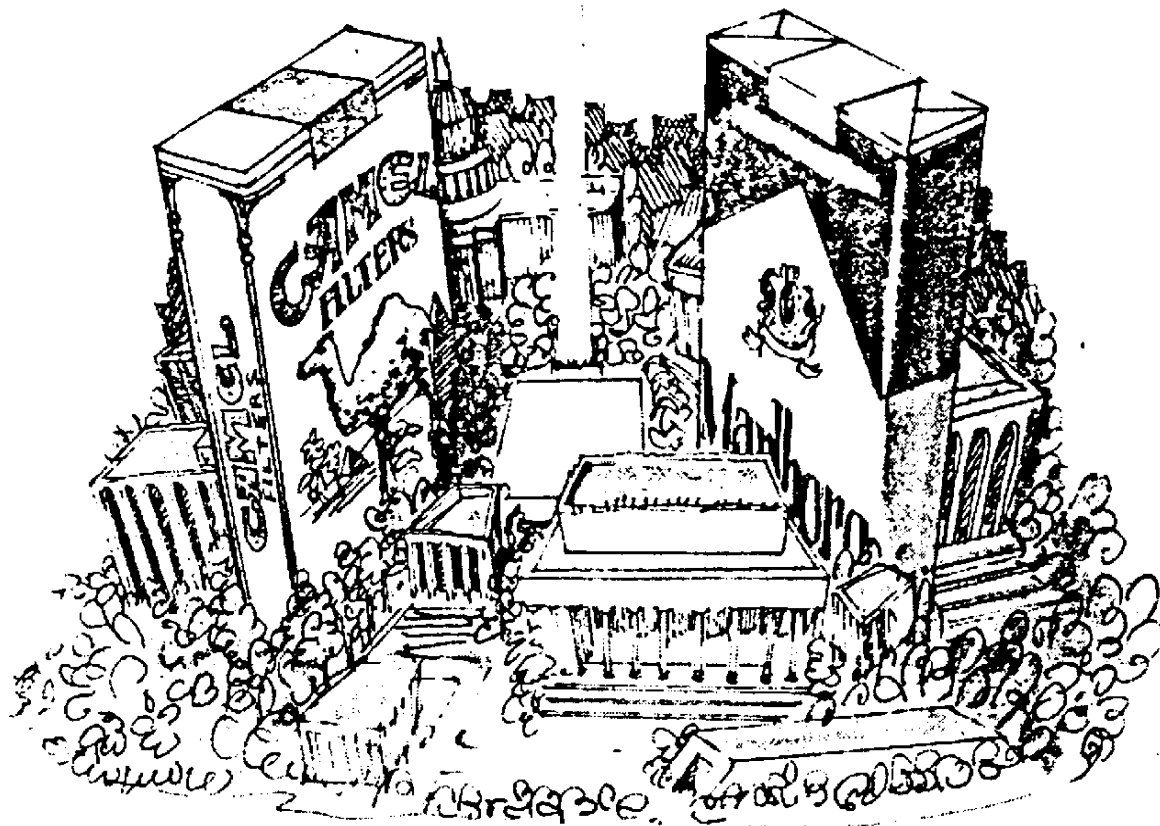
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

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CAMEL VS MARLBORO

THE FILTERS SHOWDOWN



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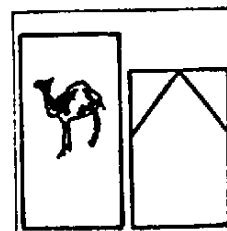
WASHINGTON, D.C.

48% OF MARLBORO FILTERS SMOKERS PREFER THE SMOOTHNESS OF CAMEL FILTERS.

The move is on! It happened in St. Louis last month...it happened in Washington last week. In a side-by-side Showdown, 48% of all men and women tested, every one of them a regular Marlboro Filters smoker, declared Camel Filters the smoother smoke! And there's a lot more than smoothness that's making Today's Camel Filters so popular. You also enjoy the great flavor that's a Camel exclusive.

So if you've been riding the range all these years, maybe it's time to mosey over to the cigarette that's winning new friends every day, all across America. Light up and enjoy today's Camel Filters.

Surprising Fact: Camel is the world's fastest-growing cigarette brand...5% over Marlboro!



CAMEL FILTERS. IT'S A WHOLE NEW WORLD.

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16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

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The Camel Story—facts revealed, myths dispelled

TRUE FALSE

Camel is the
cigarette for
blue-collar hunks.

Are you kidding?
Look at the photo;
that should give you a clue.

Last year, over 35,000
women became Camel Lights
smokers, bringing the total Camel female population
to about 1,000,000.

One reason, of course, is the mildness of our
Camel Lights. Female or male, blue-collar,
white-collar or no collar at all...whoever you
are, there's a great tasting, mild cigarette out
there for you. And it's called Camel Lights.
(Just for the record, the statement on the top
is FALSE.)



CAMEL LIGHTS

It's a whole new world.

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

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

50263 5259

The Camel Story—facts revealed, myths dispelled

TRUE FALSE

Camel cigarettes haven't changed since World War II.



Well, we know how that one got started. Thanks to the soldiers, sailors and Marines of the '40's, the fame and popularity of the old, original Camel spread around the world, from the South Pacific to North Africa. Indeed, there were places in the world where our good cigarettes were prized even more than money!

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The image and the legend created by the "G.I." Camel has persisted—year after year—up to the present day.

Fact is now, although the original style Camel is still around, most of our smokers prefer the newer Camel styles, like Camel Filters.

For good reasons. Today's Camel Filters give you real tobacco flavor in a modern smoke that's very smooth.

See for yourself. Enjoy the smoothness of Today's Camel Filters. (And if you still don't know the answer, that statement up there is as False as it can be.)



CAMEL FILTERS

It's a whole new world.

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15 mg. "tar", 1.0 mg. nicotine av. per cigarette. FTC Report MAR '83.

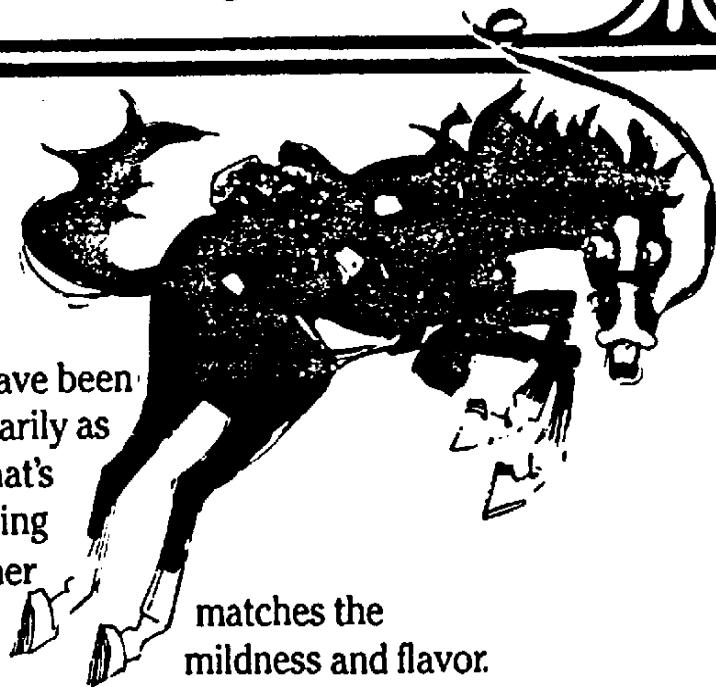
The Camel Story—facts revealed, myths dispelled

TRUE FALSE

40,000 Marlboro smokers switched to Camel last year.

True!
Wow.
Unbelievable?
Not really.
Times have changed.

Ideas like Marlboro, that may have been news in the 60's, are not necessarily as fresh as they used to be. And that's why so many smokers are turning to Today's Camel Lights. No other cigarette, not even Marlboro, Camel Lights combination of



matches the mildness and flavor.

It takes skill to make a cigarette that's mild and filled with flavor. We work hard to give our tobacco blend the right balance. (The latest change in our Camel Lights mixture was made only last year.)

The results are gratifying. This year, about 800,000 people are enjoying Camel Lights. And Camel is now the fastest-growing cigarette brand in the world!

So, what do you say? Are you willing to get off your horse and walk over to a Camel Lights?

We think you'll welcome the change.



CAMEL LIGHTS
It's a whole new world.

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

9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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The Camel Story—facts revealed, myths dispelled

TRUE FALSE

**You've got
to be macho
to smoke Camel.**



Are you kidding?
Look at the photo;
that should give you a clue.

Last year, over 35,000
women became Camel Lights
smokers, bringing the total Camel female population
to about 1,000,000.

One reason, of course, is the mildness of our
Camel Lights. Female or male, blue-collar,
white-collar or no collar at all...whoever you
are, there's a great tasting, mild cigarette out
there for you. And it's called Camel Lights.
(Just for the record, the statement on the top
is FALSE.)



CAMEL LIGHTS
It's a whole new world.

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That Cigarette Smoking Is Dangerous to Your Health.

9 mg "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

50263 5262



Yahoo!
**Over half of our new
Camel Filters smokers came
over from Marlboro last year.**
**People like the smoothness
of Today's Camel Filters.**
You will too, Pardner.

Camel Filters
It's a whole new world

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

9 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

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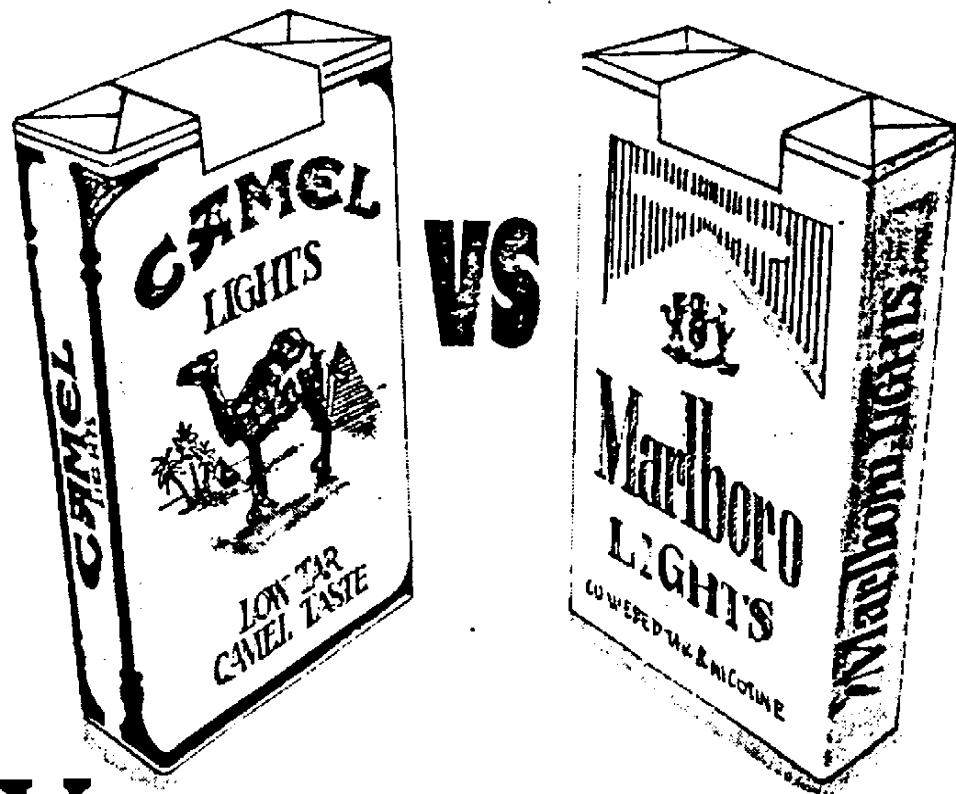


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**We had a great year:
46% of our new Camel Lights
smokers came over from Marlboro.
Try Today's Camel Lights—
maybe you'll cut out
from the herd, too.**

**Camel Lights
It's a whole new world**

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



**You know how many new
Camel Lights smokers moseyed
over from Marlboro last year?
20,000! You know why?
Today's Camel Lights
is re-e-al mild, cowboy.**

**Camel Lights
It's a whole new world**

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

50263 5265

Look who's smoking Camel.

Jean Peters, Charter Boat Navigator.

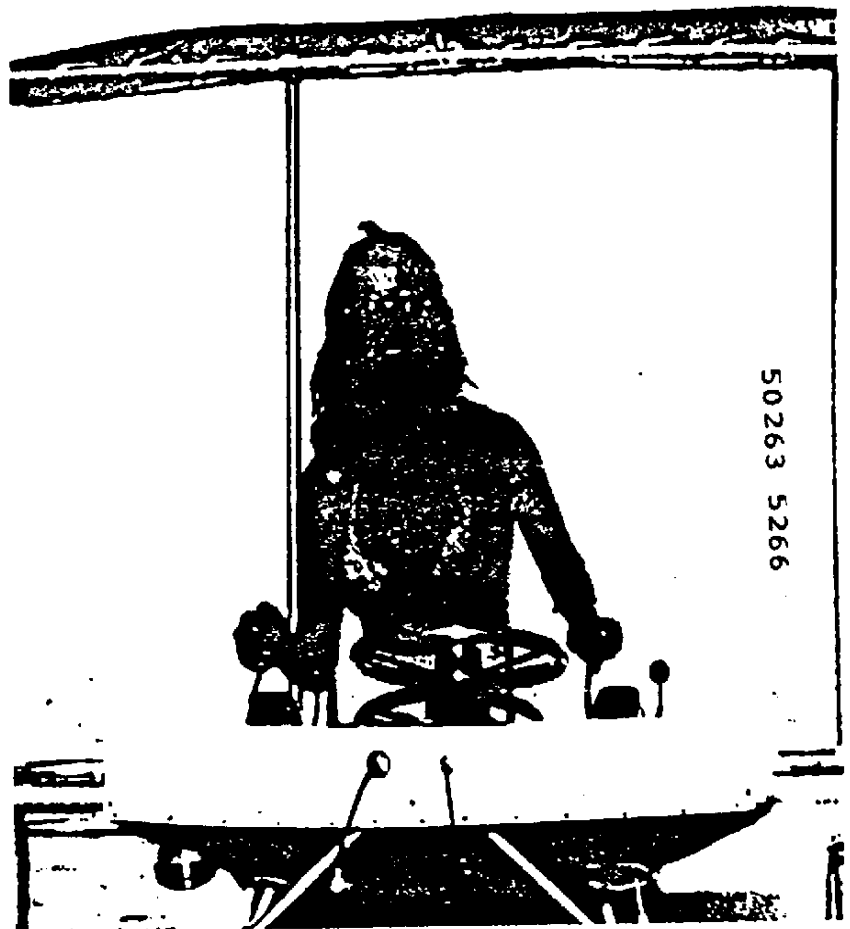
"YOU'D BE SURPRISED HOW CURIOUS PEOPLE ARE ABOUT THE CIGARETTE I SMOKE."

"I've got an unusual job. And it fascinates people. I'm forever answering questions... usually related to the fact that I'm a woman. What it's like to be at sea with 'all those men.' How I cope in foreign ports. You've got to have a sense of humor."

"A funny one keeps popping up. 'How come you smoke Camel?' I'm smoking Camel Lights, but most people don't even notice "Lights" on the pack...and anyway, they think Camel is for-men-only."

"Well, I tell them 'how come.' They relate to the flavor...but when I say I like the mildness of Camel Lights it usually costs me a few cigarettes."

"Don't take my word for it, I say 'Here, try a Camel Lights. Have a taste. You'll see how mild it is, soon enough.' And most of them do."



CAMEL LIGHTS
It's a whole new world.

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

Look who's smoking Camel.

Ken Maynard, Cattle Rancher.

"PEOPLE LOOK AT ME AND MAKE A LOT OF ASSUMPTIONS THAT AREN'T TRUE."

"Of course I know why. They see me on my ranch, in my working gear, and it all looks like a Western movie. Very romantic, I guess."

"Well, the truth is I'm an MBA and more of a banker at heart than I am a cowboy."

"And I smoke Camel Lights. That throws a lot of people. Not what they expect."

"Well, I know who I am and what I like. And I like a mild cigarette. Camel Lights gives me mildness...and it tastes good, too. What more do I need?"

"Nice meeting you."



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CAMEL LIGHTS
It's a whole new world.

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9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

Look who's smoking Camel.

Al Simmons, Sierra Club Lobbyist.

"GOING AGAINST THE CROWD ISN'T ALWAYS EASY. BUT IT CAN BE REWARDING."

"We just bought a beautiful stretch of land back to life in Utah. Now, young people will be able to watch migrations of Canadian geese and other birds ...follow the old Pah Ute tribal trails, and see this country as it used to be."

"Wasn't easy. People hereabouts seemed comfortable going with the tide. But I knew how great things could be, and I hung in there. And little by little, the crowd changed its mind.

"Same thing with cigarettes. Most people smoke what the crowd smokes, without deciding for themselves what they really want."

"I want mildness. I tried a few brands...and came up with Camel Lights. Didn't expect that ...I knew I'd get flavor...but I never expected a Camel to be so mild. Really enjoy my Camel Lights. Try them yourself. Find out."



CAMEL LIGHTS
It's a whole new world.



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

Look who's smoking Camel.

Johnny Long, Disc Jockey

**"YOU'VE GOT TO MAKE A MOVE
NOW AND THEN...ELSE
YOU GET STUCK IN A GROOVE."**

"Give you an example. A lot of my old gang are still into the music we grew up with...the "bubble gum" and "surfing" songs, the fancy "psychedelics"...all the oldies.

"And it's not just music. It's the way they still dress or cut their hair...it's even the cigarettes they smoke. Nothing wrong with all that, but you can miss a lot of good new stuff, living in the past.

"Take the cigarettes. I happen to like the mild taste of Camel Lights. But then, I tend to be curious about things. I like trying out new ideas. And when I went looking for a cigarette with the mildness I want...and flavor, too, well...the best one for me turned out to be Camel Lights. Believe it or not."

"You tried Camel Lights yet?"



CAMEL LIGHTS

It's a whole new world.



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CAMEL VS. MARLBORO. THE PEOPLE SPEAK:

**"I used to play cowboy
with the rest of the crowd.
Now, I go my own way
with Camel."**

—Ted Husing, Recording Engineer, Berkeley, CA.

Ted Husing moved to Berkeley in 1980, after his graduation from the University of Chicago. Until his participation in the Camel-Marlboro test, Ted was a loyal Marlboro Filters smoker. Ted told us:



"People like to conform. Don't make waves. Your friends all seem to share the same tastes...in cars, clothes...even in cigarettes."

"The brand you start out with is the one you usually stay with. No questions asked. At least, that's the way it was with me and Marlboro. Didn't really think past the Old West image and the horses."

"Then I took the test. And that convinced me—Camel Filters is smoother than Marlboro. Also showed me how much of a crowd-follower I was. Anyhow, I switched to Camel Filters. Who knows? Maybe the crowd will be following me soon!"

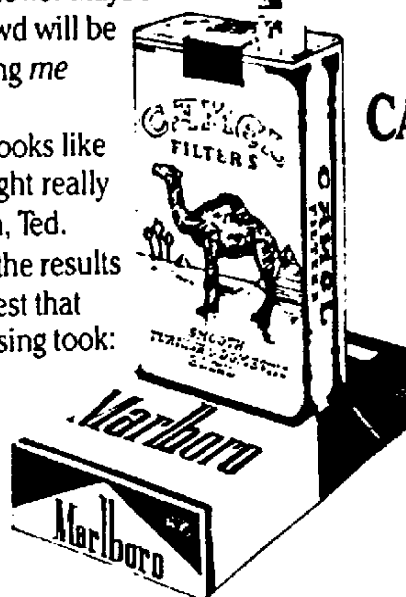
Looks like that might really happen, Ted. Here's the results of the test that Ted Husing took:

**CAMEL FILTERS VS.
MARLBORO FILTERS.
BERKELEY, CALIFORNIA, MEN:**

200 Berkeley men, regular Marlboro Filter smokers participated in a test with Camel Filters, in May 1984. Over half the men, regular Marlboro smokers, said that Camel Filters was smoother than Marlboro Filters.

**The people speak...
are you listening?**

CAMEL FILTERS
It's a whole new world.



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16 mg. "tar", 1.2 mg. nicotine av. per cigarette by FTC method.

50263 5270

"I used to be a Marlboro man... then I tasted something better."

—Sally Hopper, Cartoonist, Tulsa, Oklahoma

Sally Hopper is a 21-year old cartoonist from Tulsa, Oklahoma. She was a loyal Marlboro Lights smoker until last month, when she first tried Camel Lights. But let Sally tell her story in her own words:



"I guess everybody smokes Marlboro. It's the cigarette most of my crowd grew up with. So you never really get around to trying anything else...at least I didn't. But then I took that test...and believe it or not, Camel Lights won me over, fair and square."

"I like the flavor. I mean if you're smoking a light cigarette, you've got to have taste, too...what else are you smoking for anyway?"

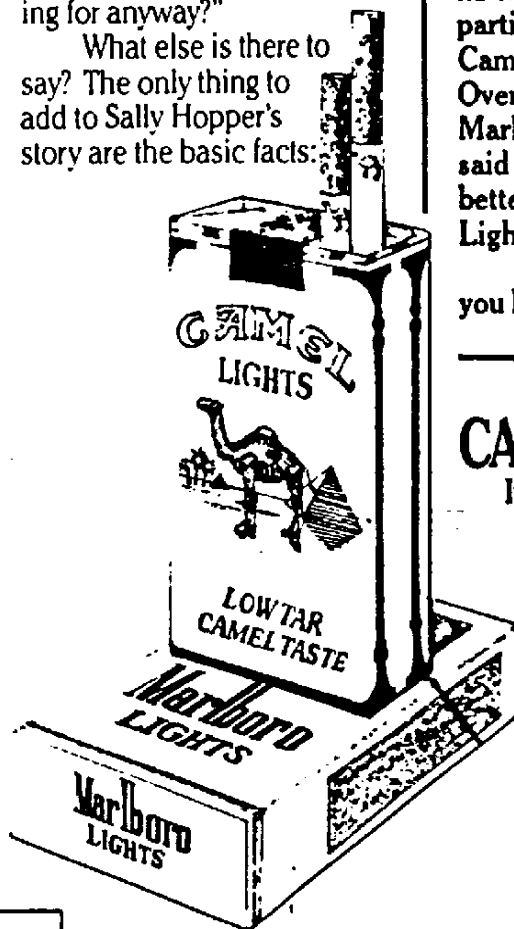
What else is there to say? The only thing to add to Sally Hopper's story are the basic facts:

**CAMEL LIGHTS VS. MARLBORO LIGHTS.
TULSA, OKLAHOMA: WOMEN.**

100 Tulsa women, regular Marlboro Lights smokers, participated in a test with Camel Lights, in May 1984. Over half the women, regular Marlboro Lights smokers said that Camel Lights had better flavor than Marlboro Lights.

The people speak...are you listening?

CAMEL LIGHTS
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9 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

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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-

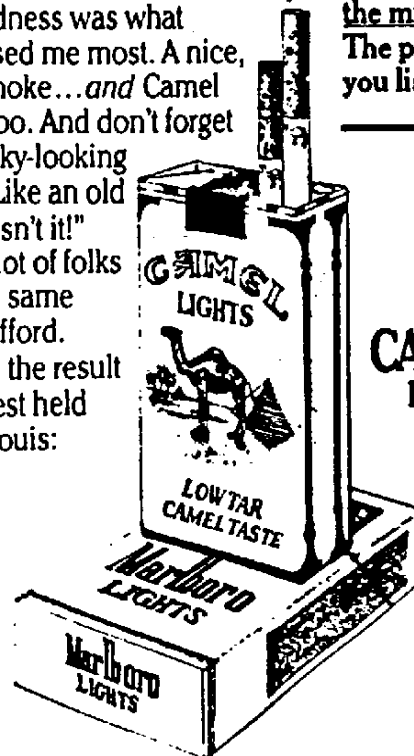
ence you. Sure got to me. Wouldn't even consider switching. Maybe I thought I was a cowboy, too."

"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 May 1984. Over half the Marlboro Lights smokers said that Camel Lights was the milder smoke. The people speak...are you listening?



CAMEL LIGHTS
It's a whole new world.

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

5 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

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