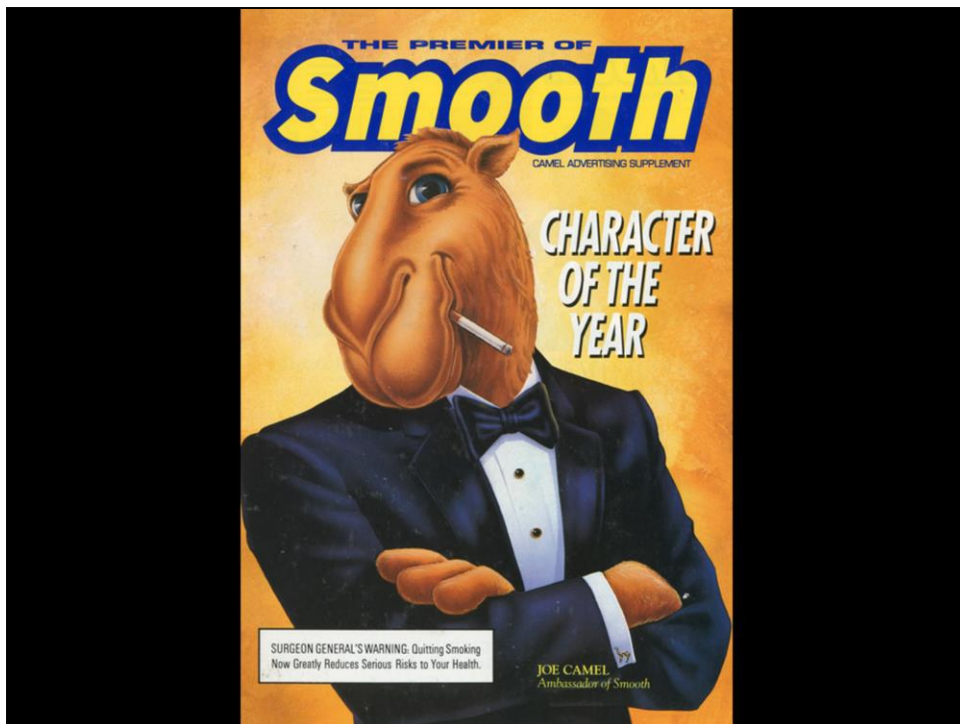
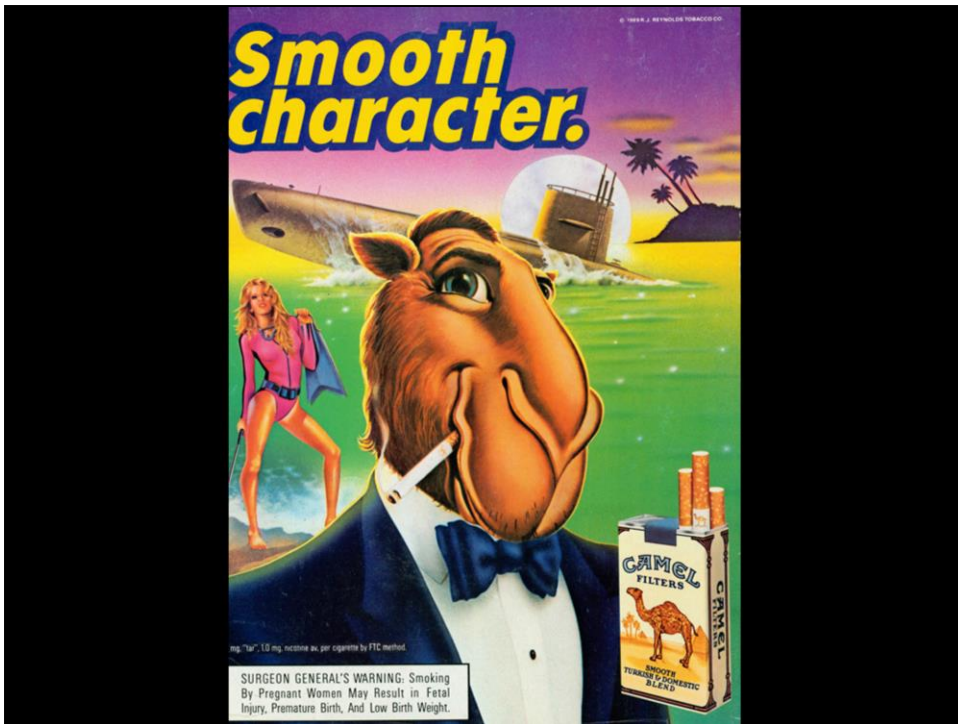
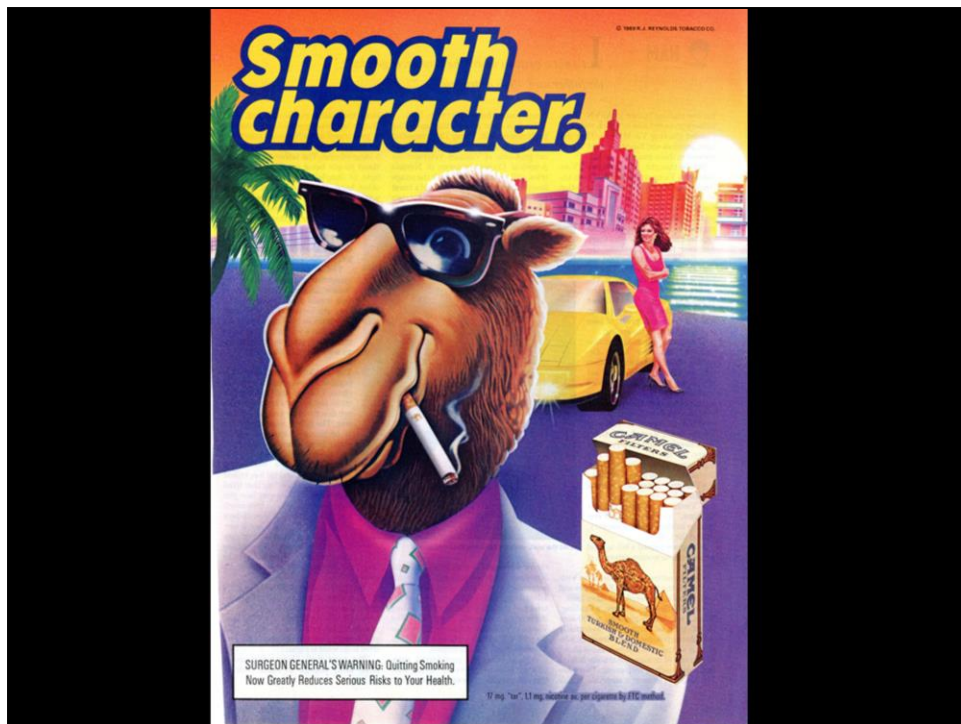
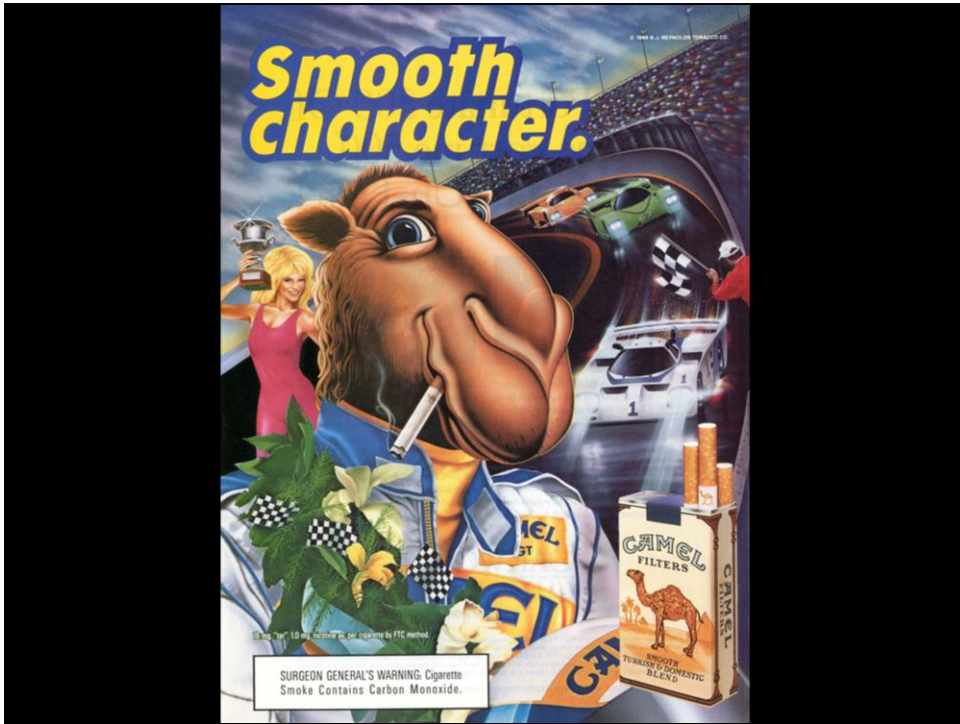


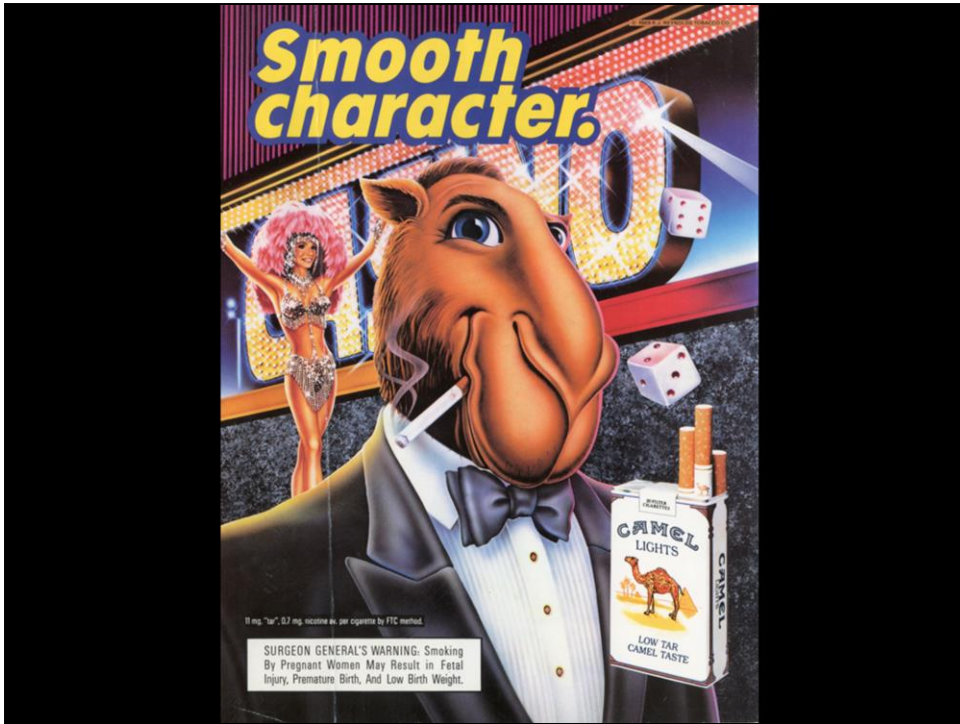


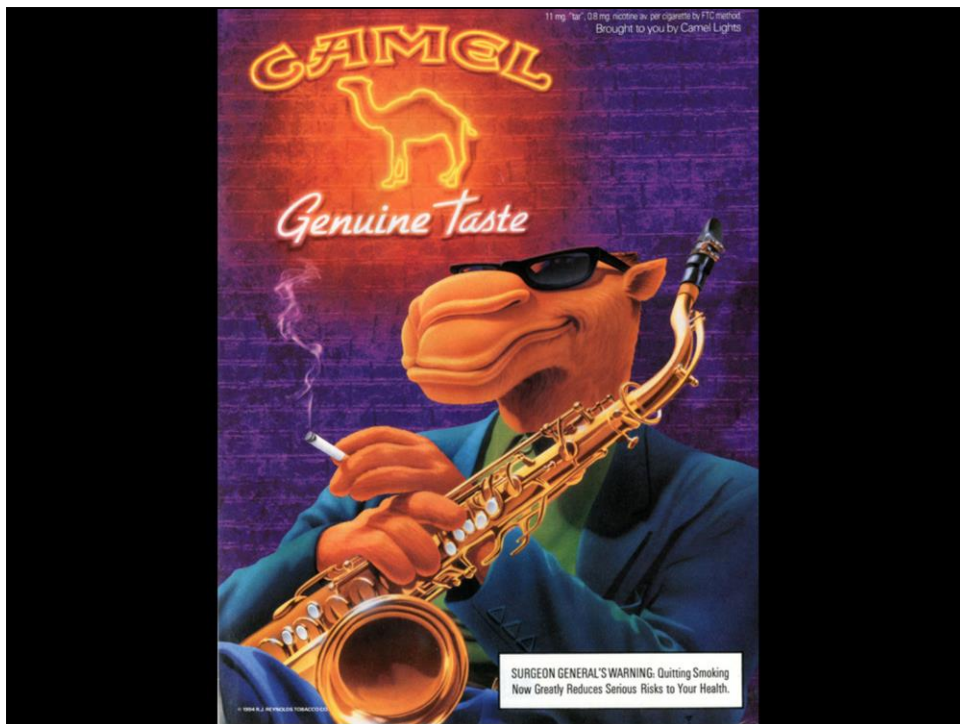


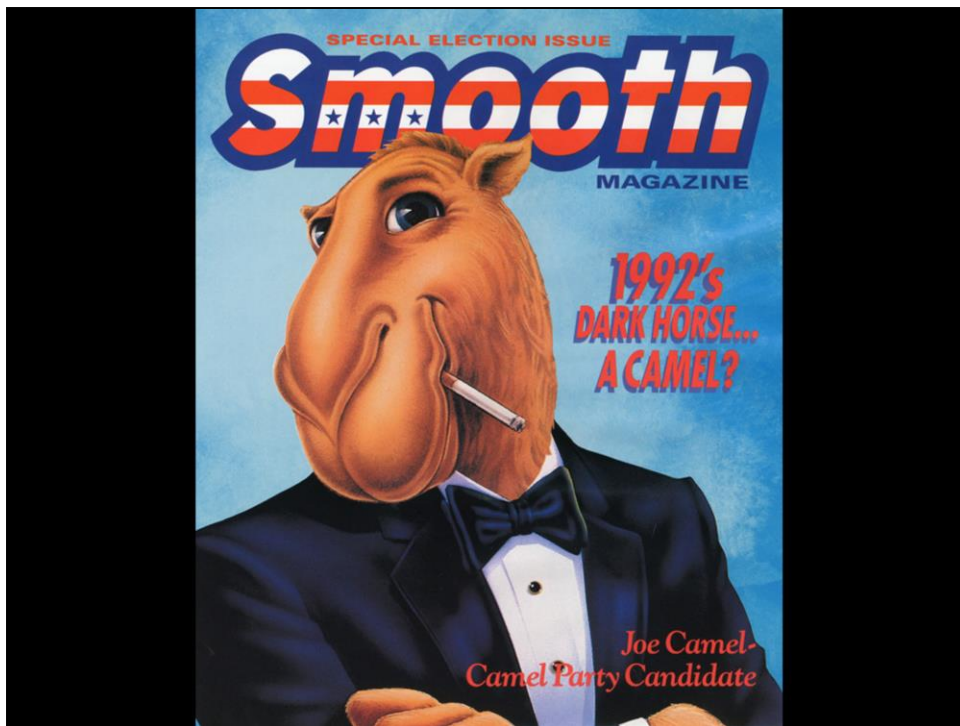


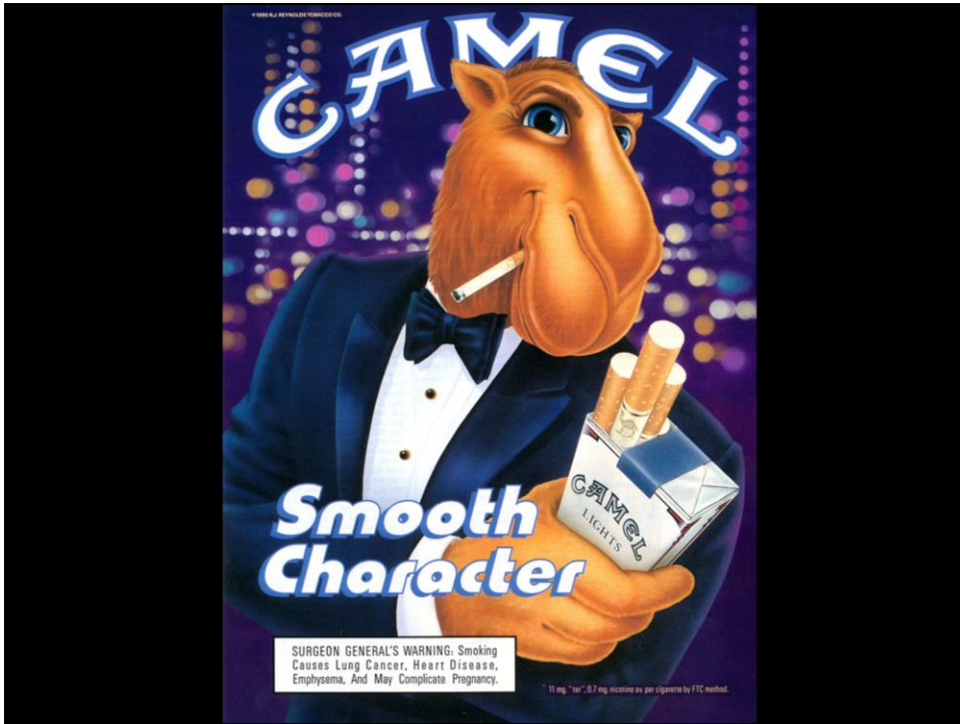


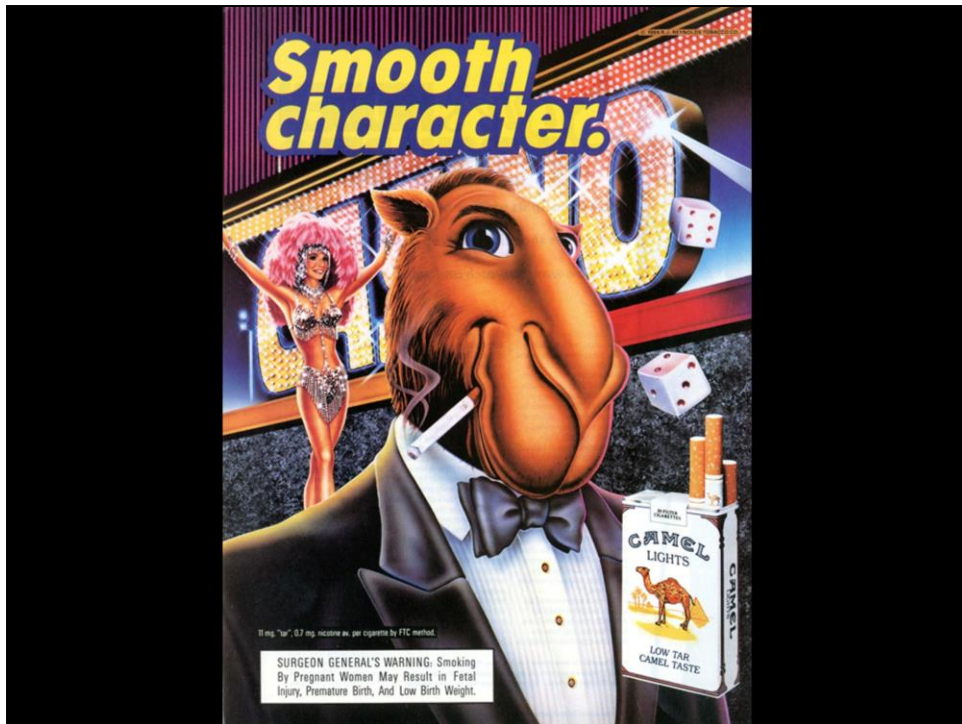






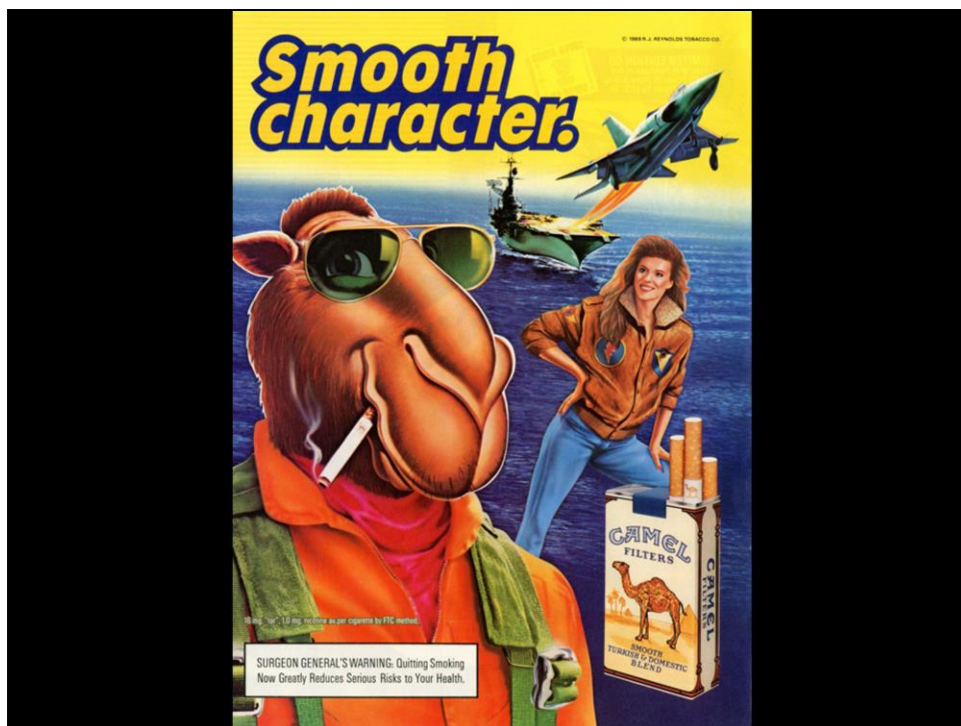


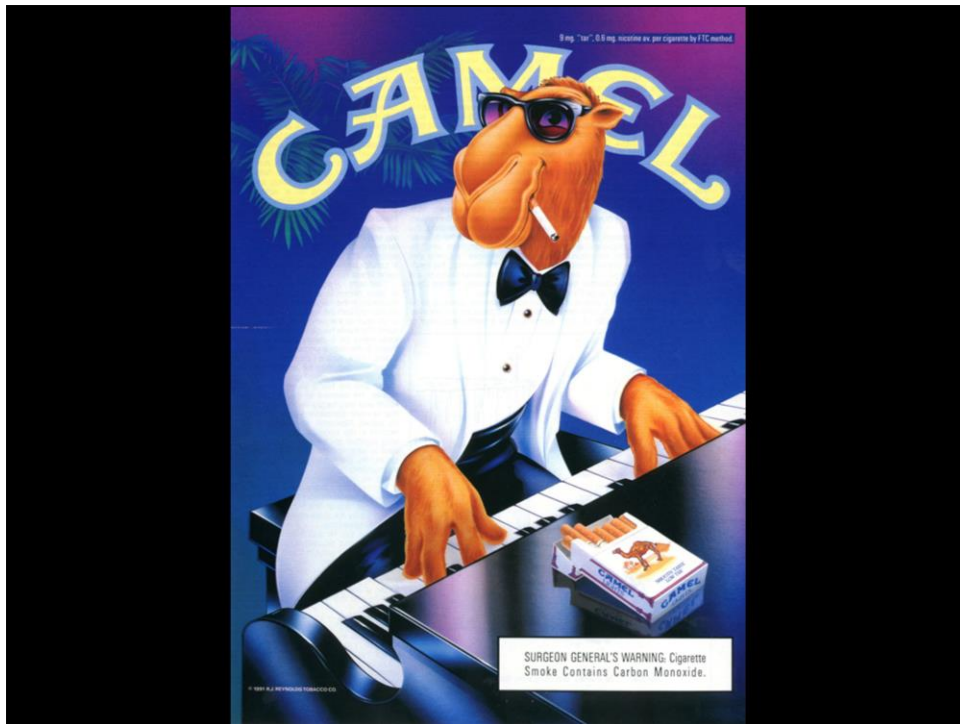


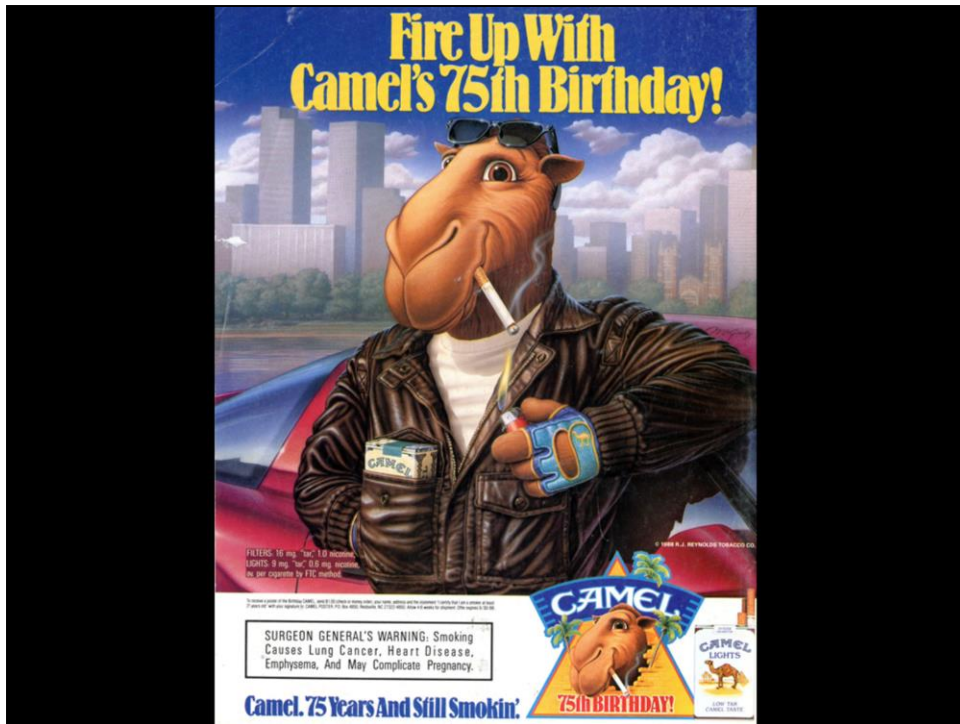


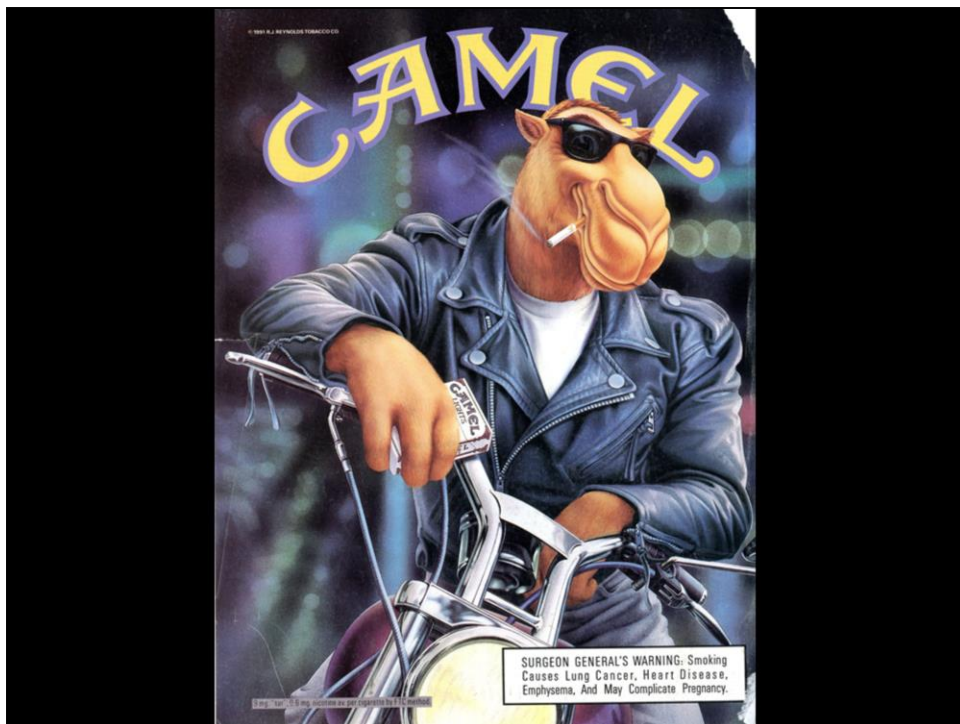


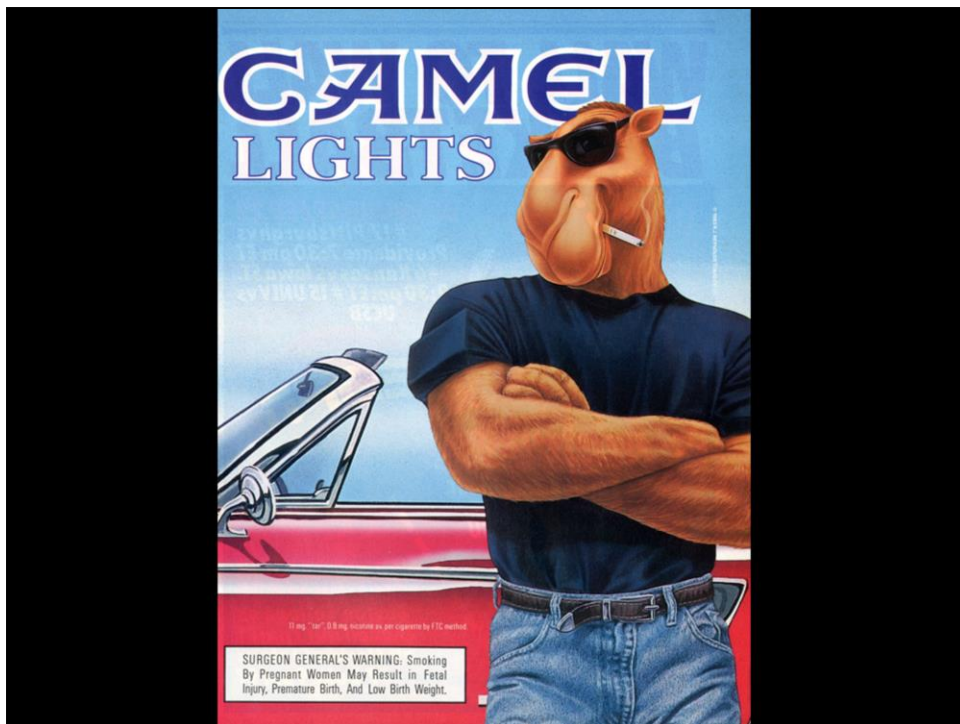


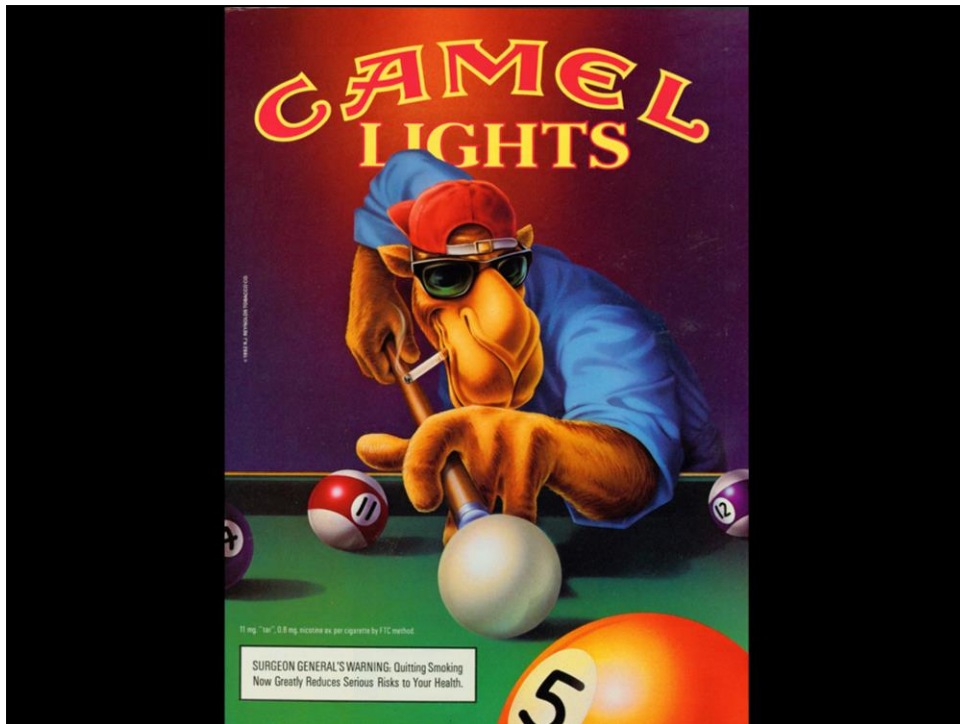


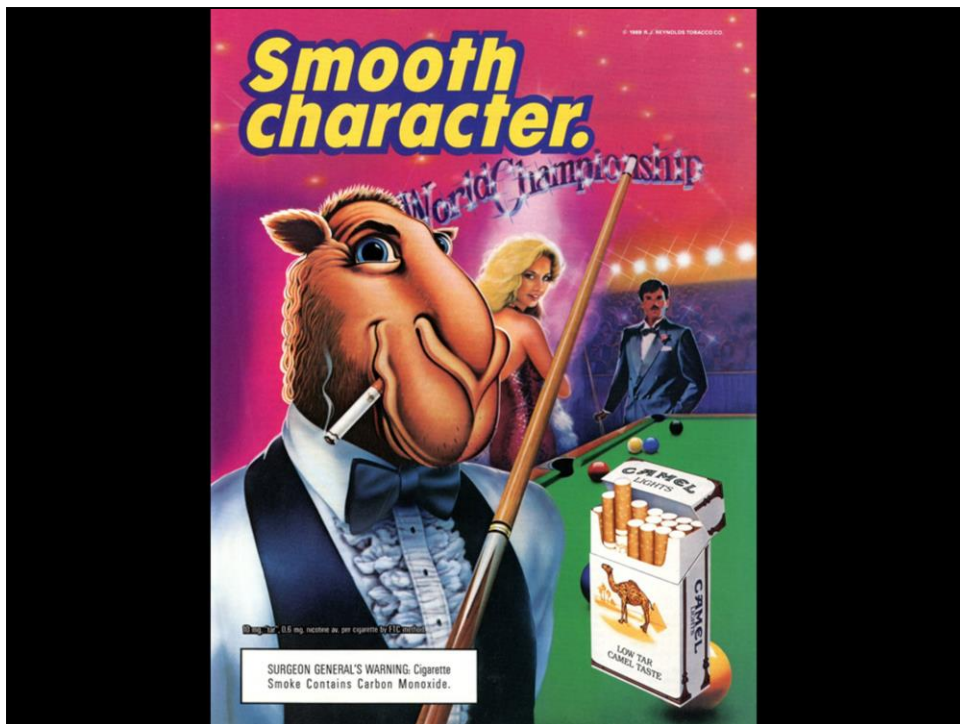




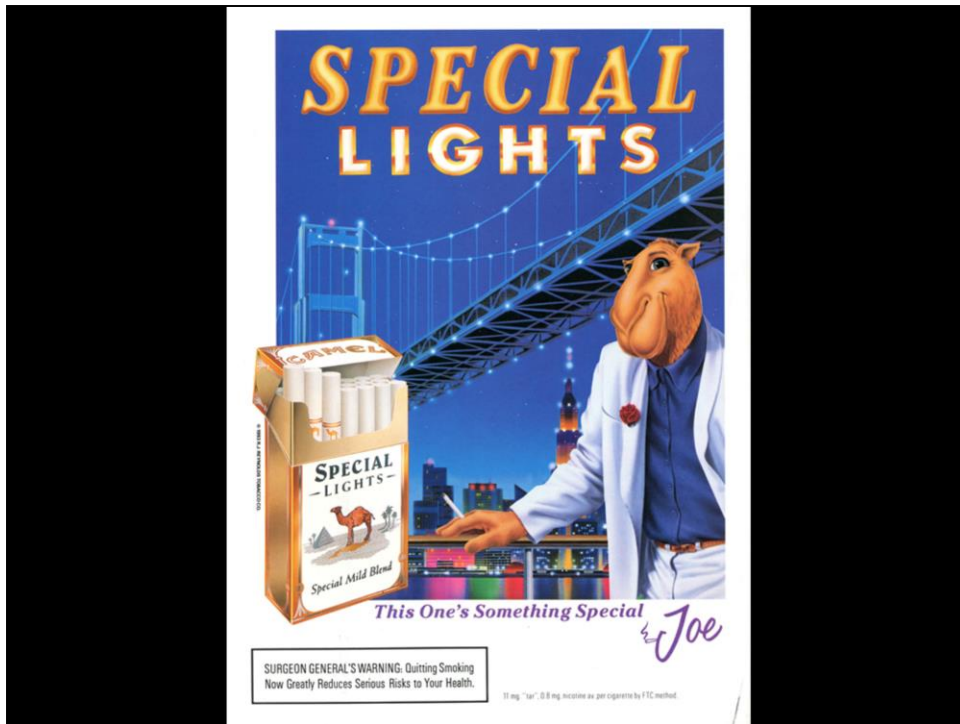




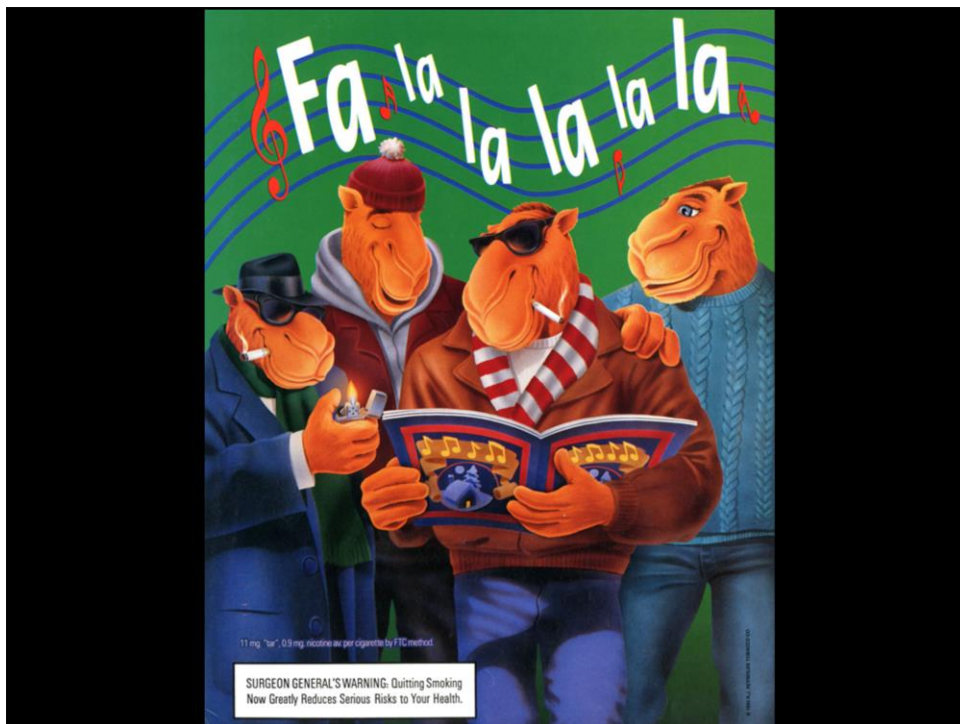


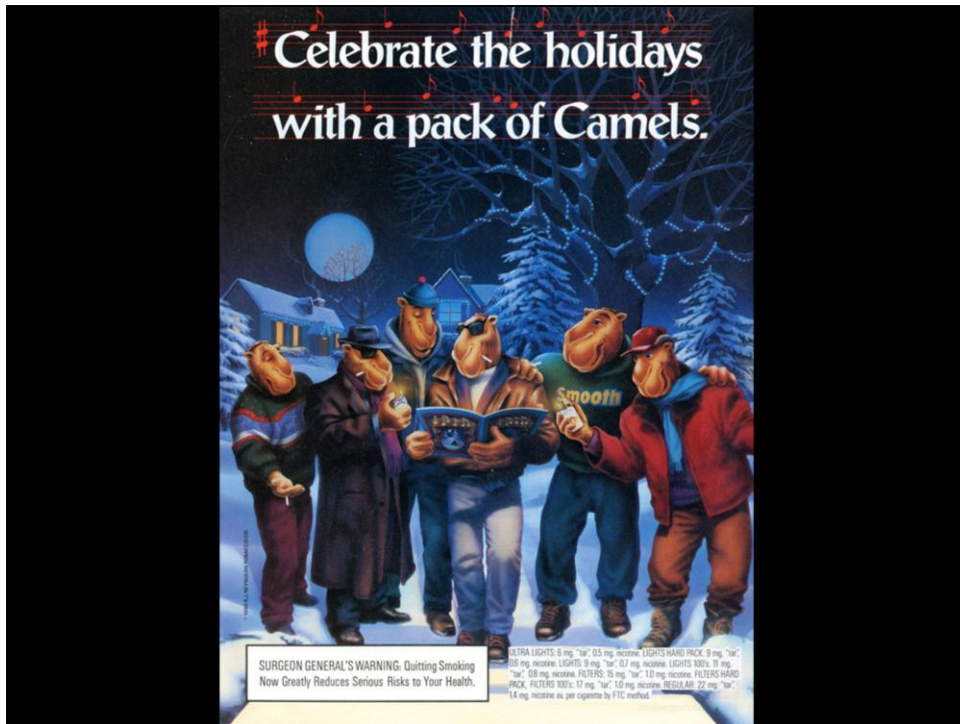




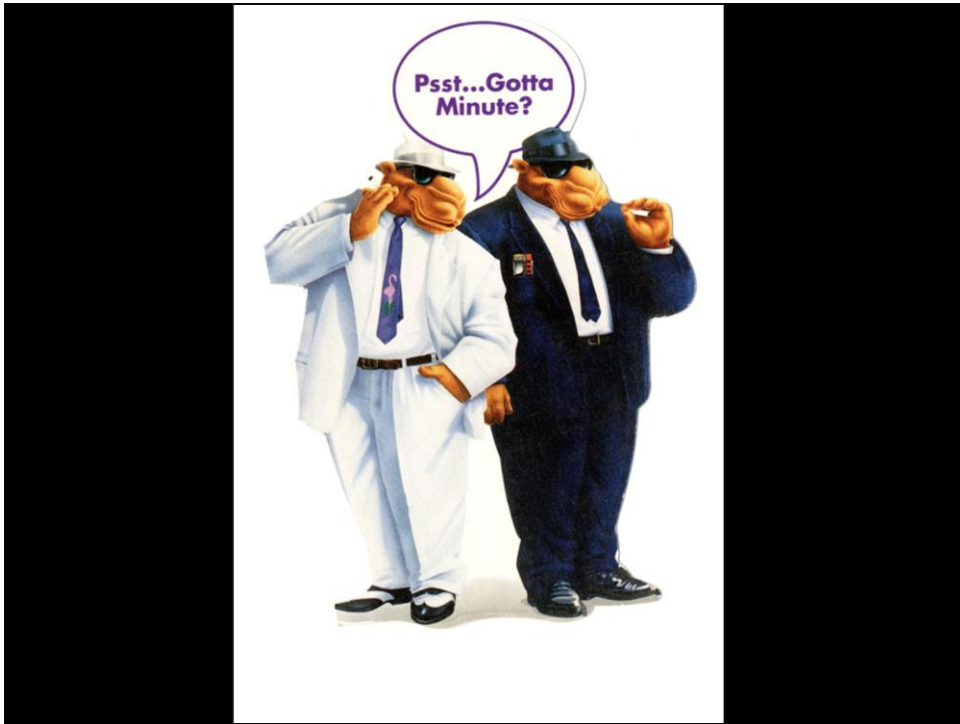


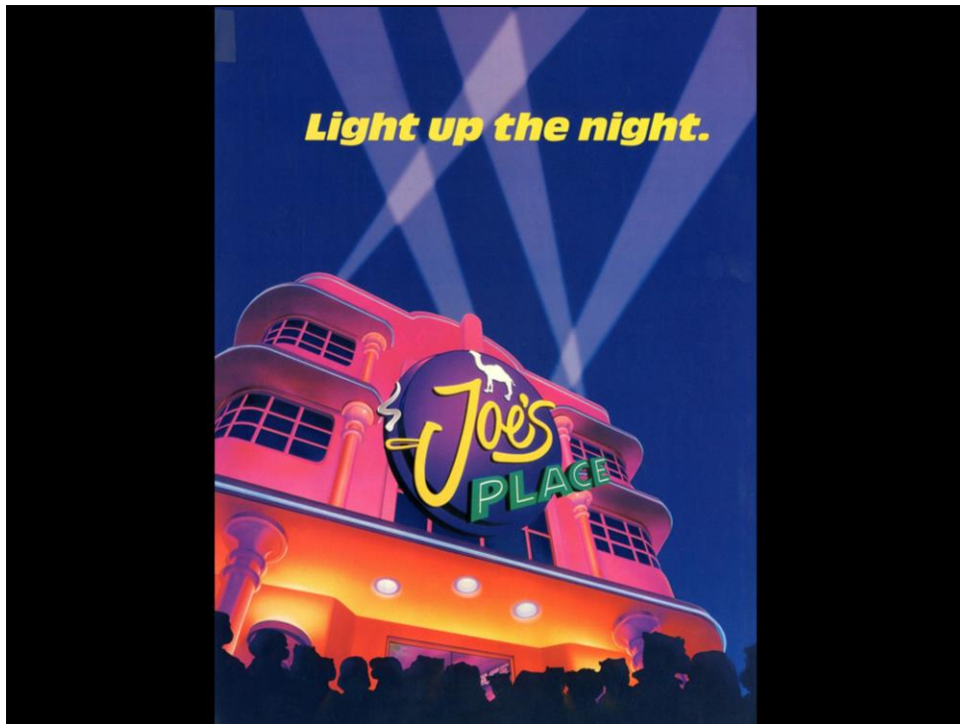


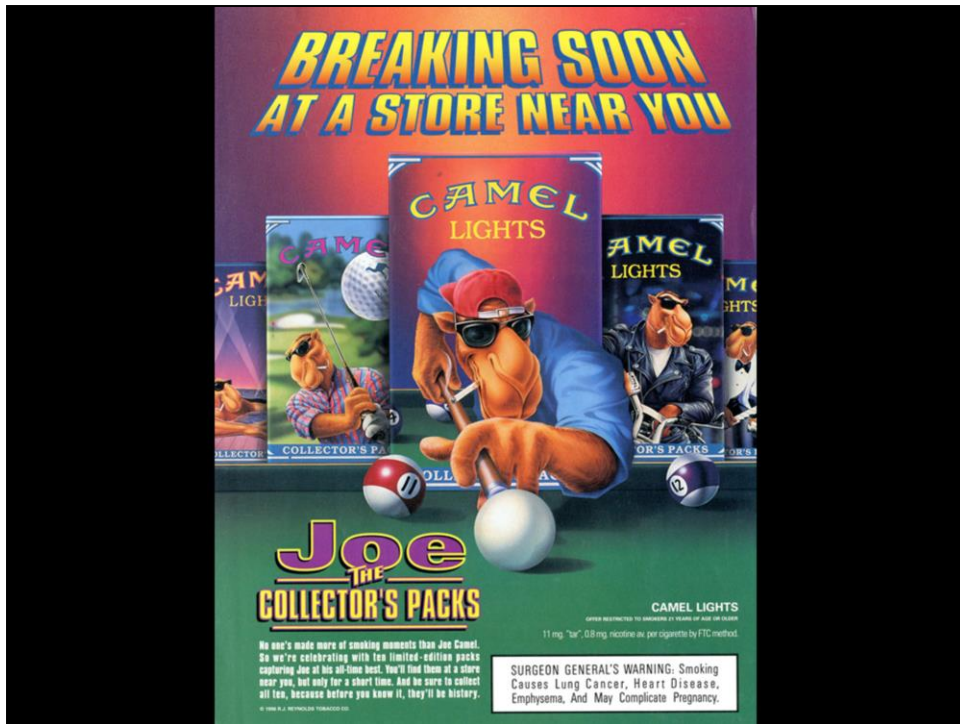


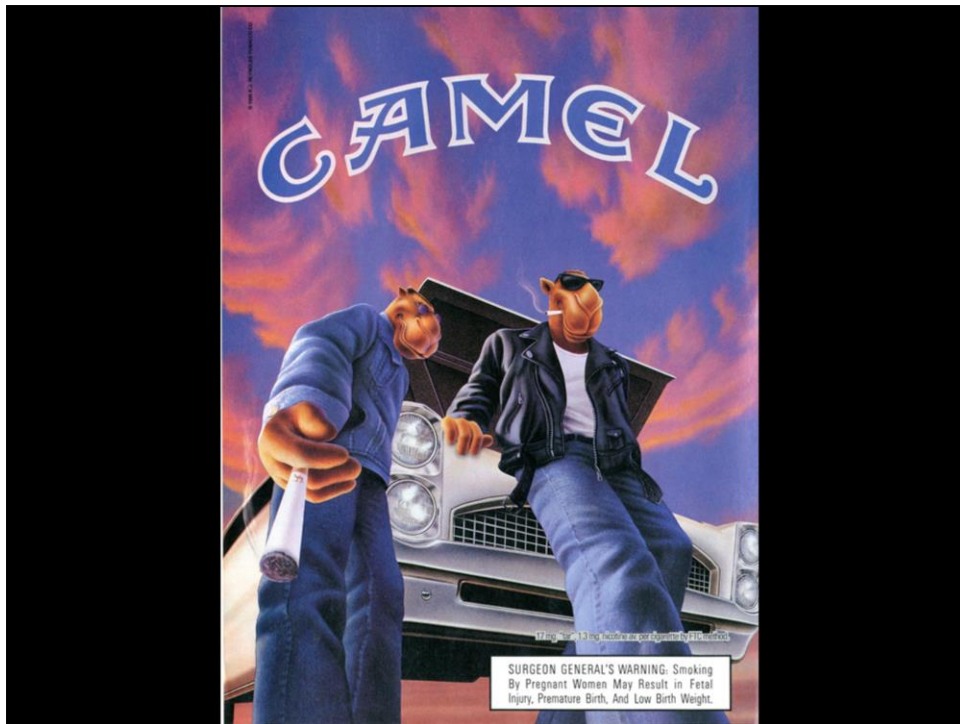


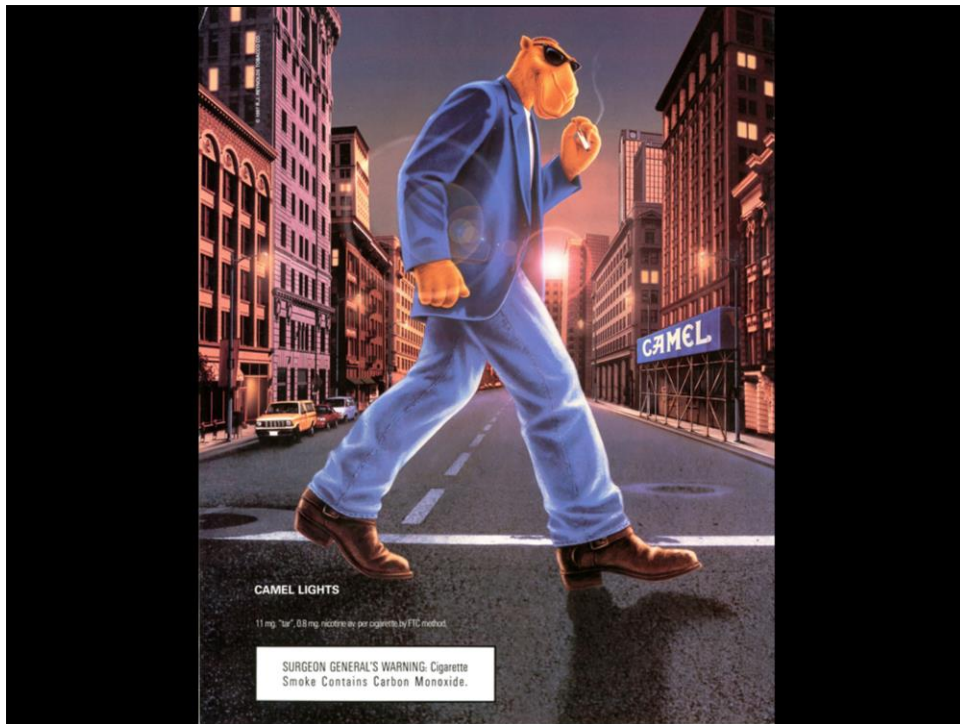


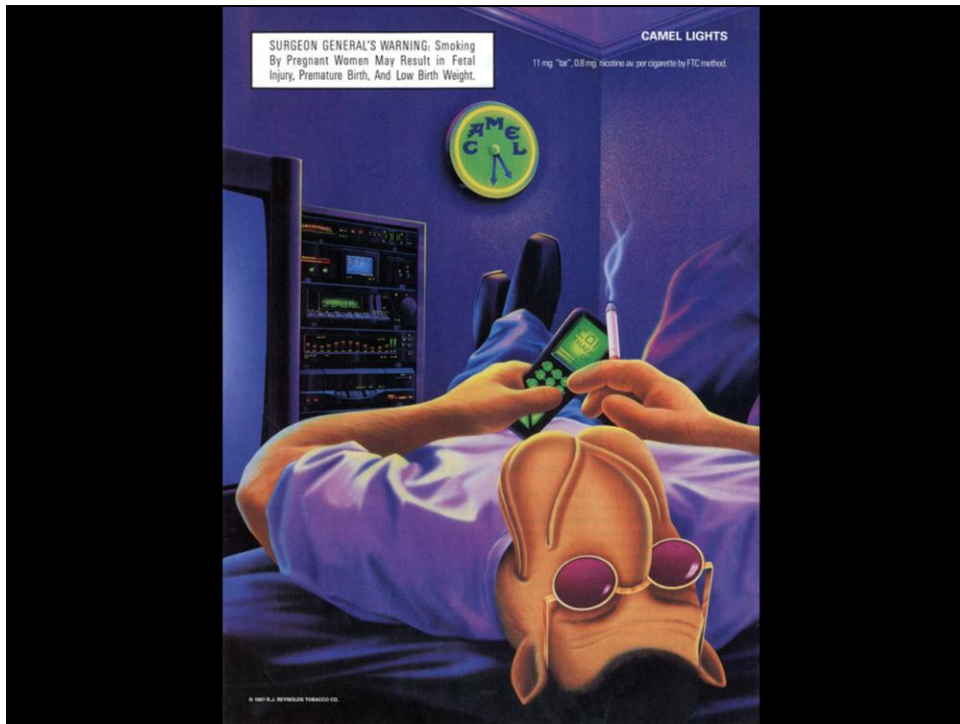


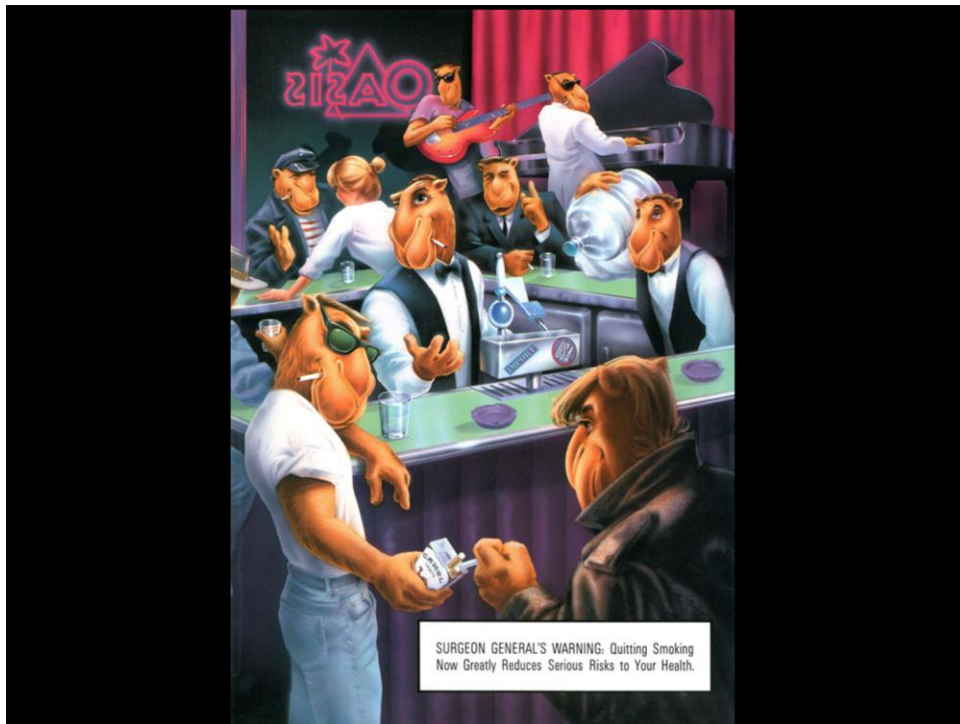


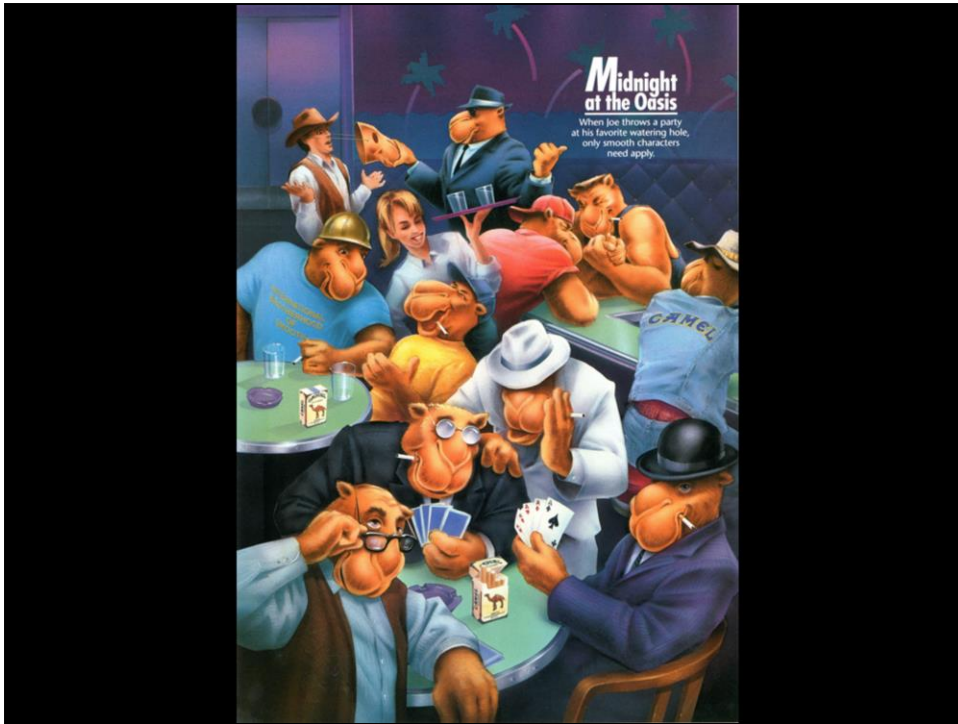


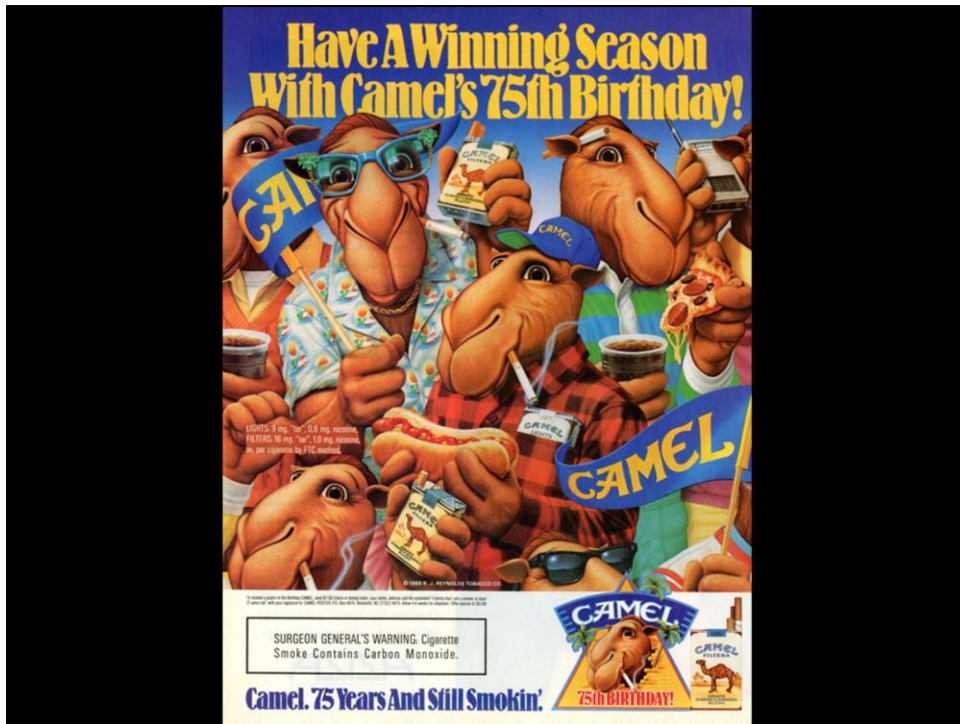




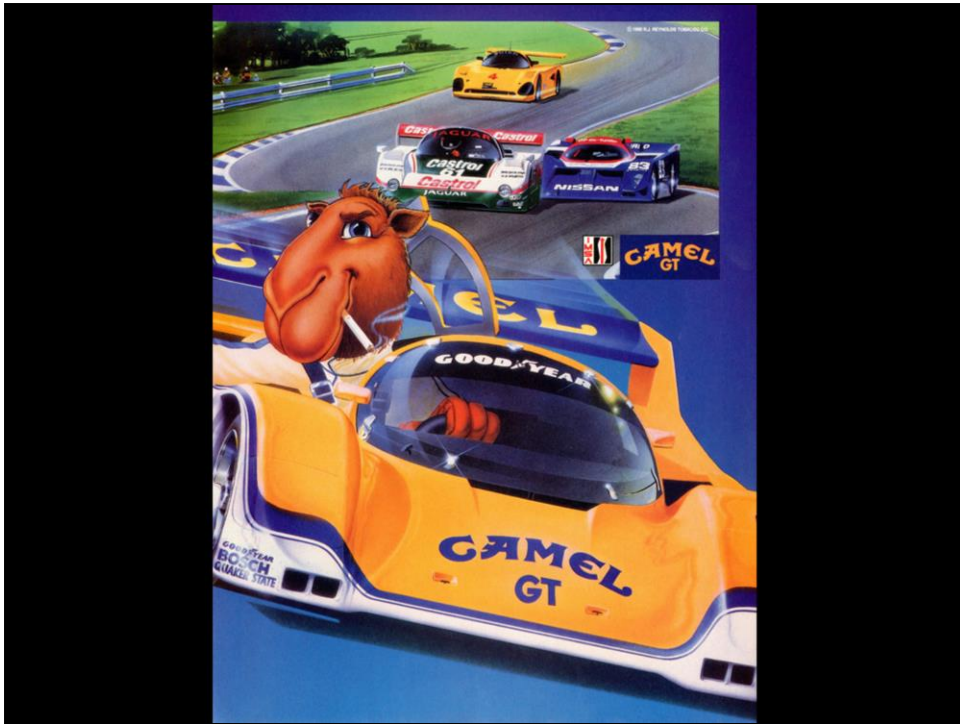












SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

9 mg "tar", 0.8 mg nicotine av. per cigarette by FTC method.
© 1995 R.J. REYNOLDS TOBACCO CO.

Sing Lead For The Hard Pack.



Only With Camel Cash.

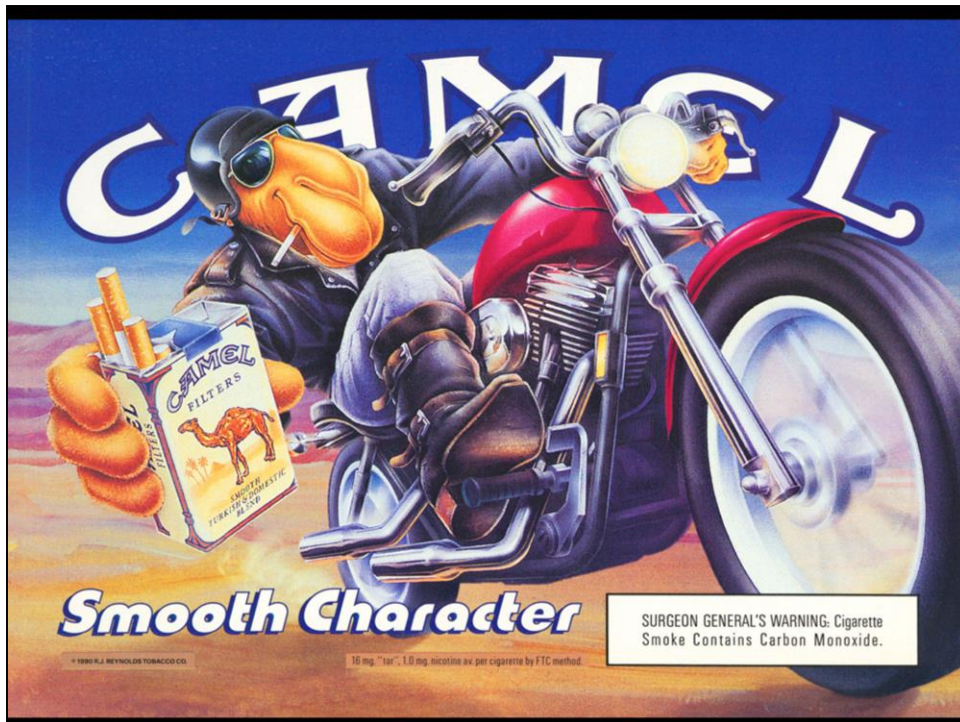
Sing loud and proud behind a Hard Pack Shower Curtain.
Or get an authentic Hard Pack Lighter (don't try it in the shower). Camel Cash is good for lots of other smooth stuff, too. So start savin' it up now. There's one C-Note with all the details on every pack of filtered Camels. Just remember, yе gotta hurry. This gig ends May 31.

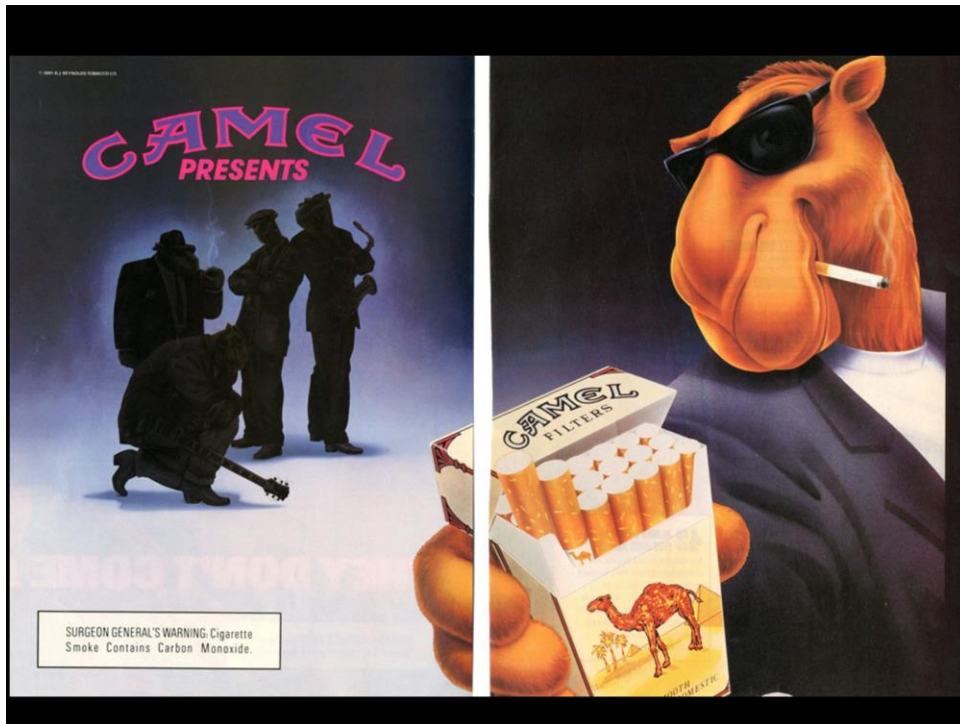


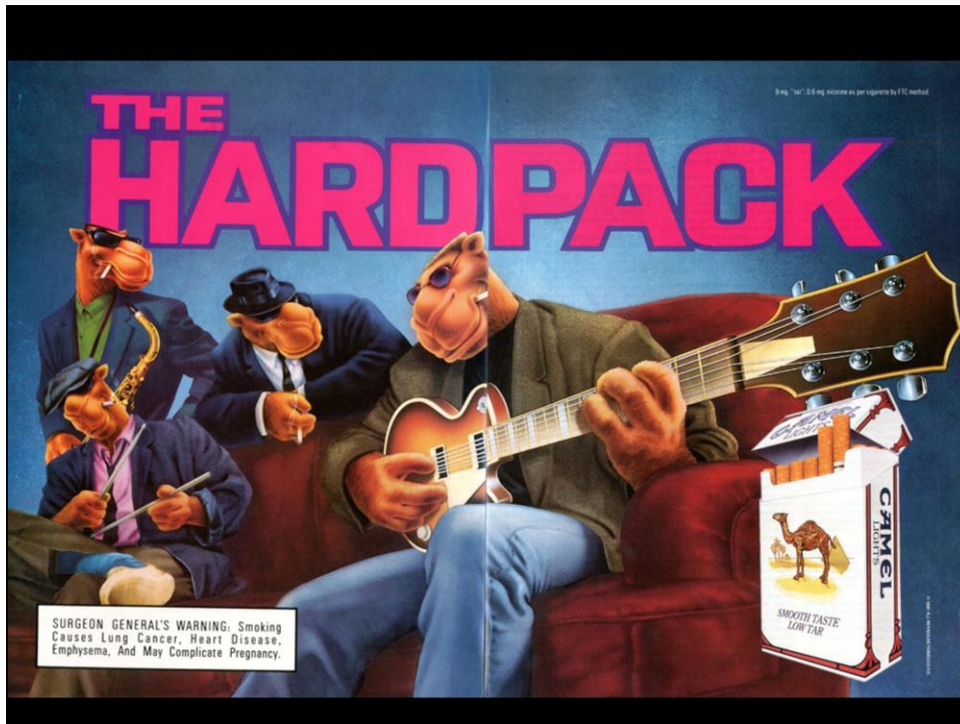


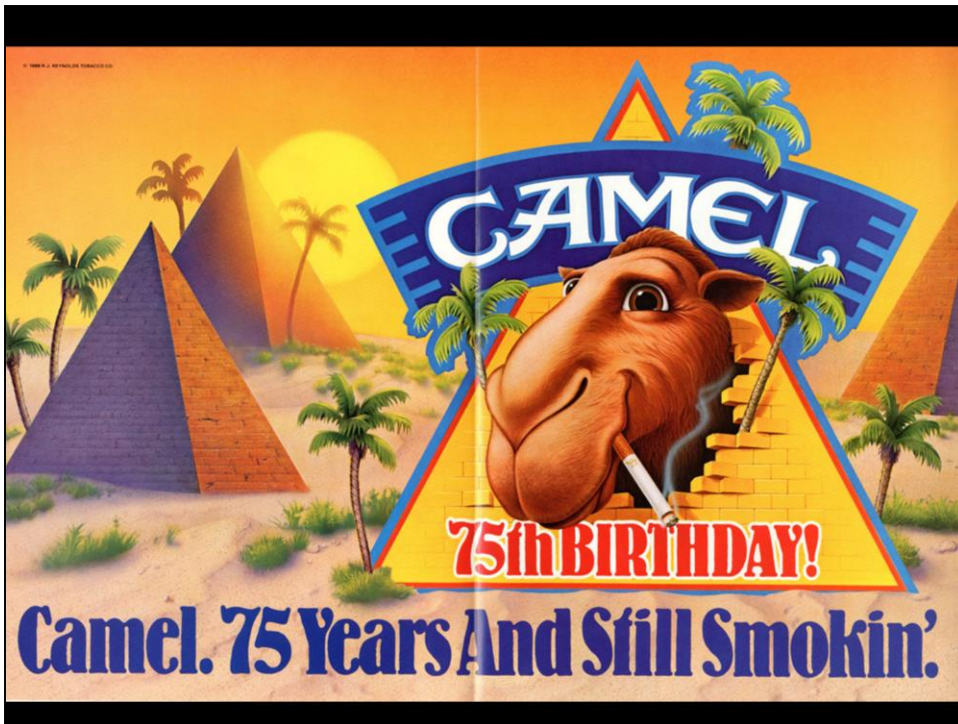


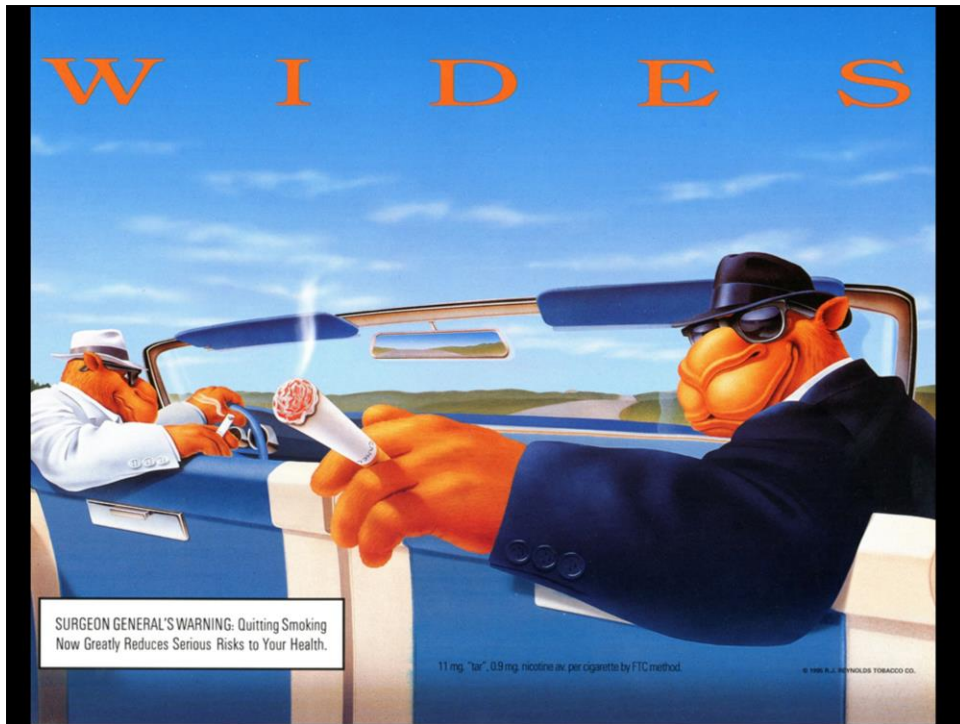








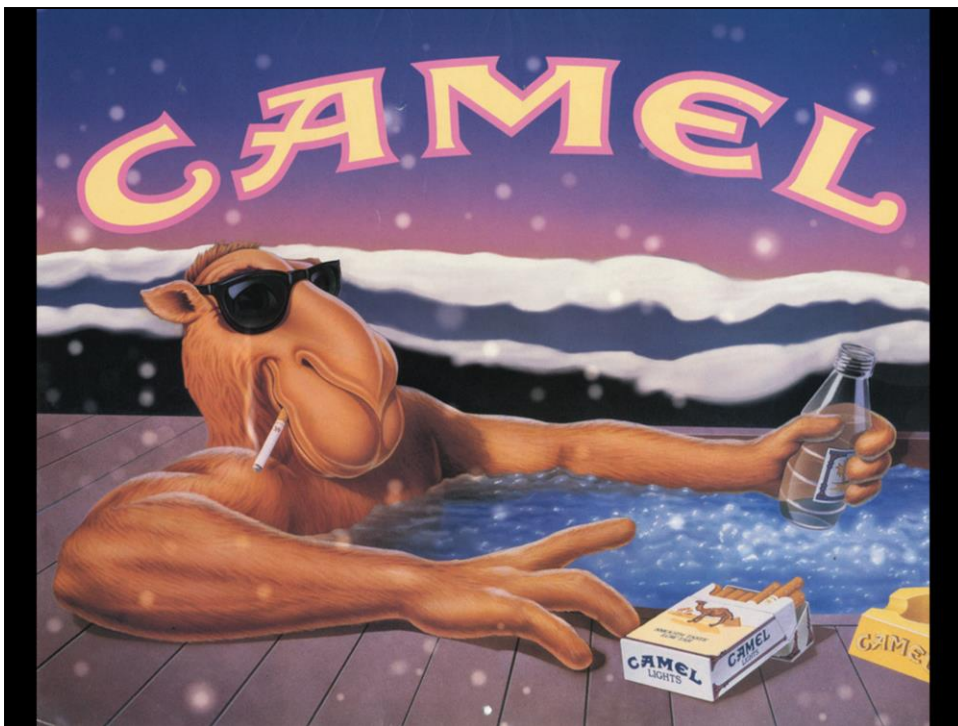




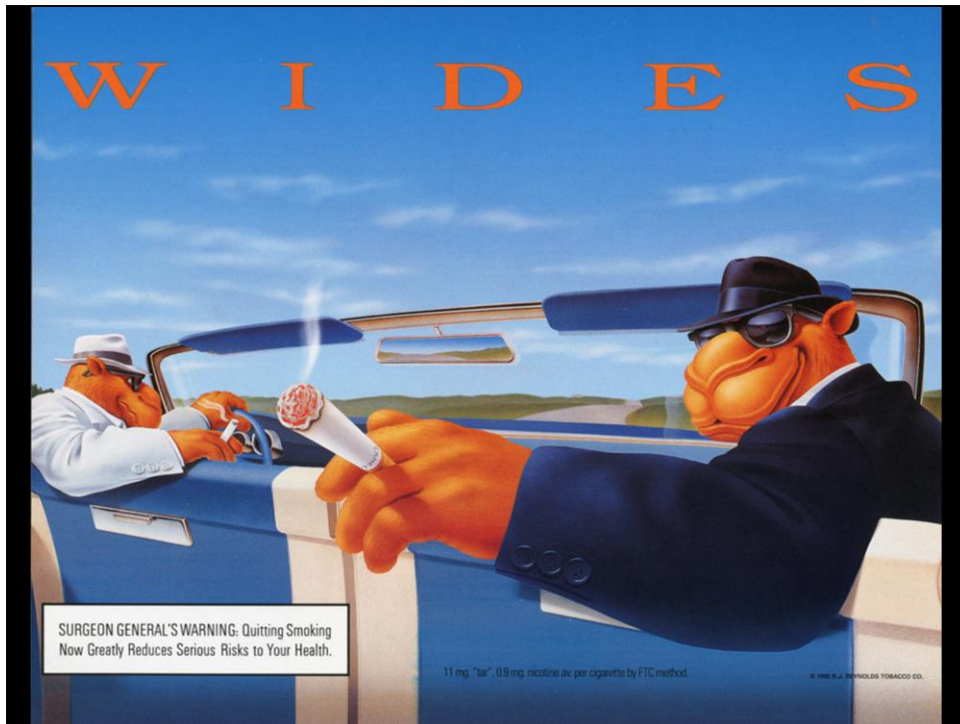


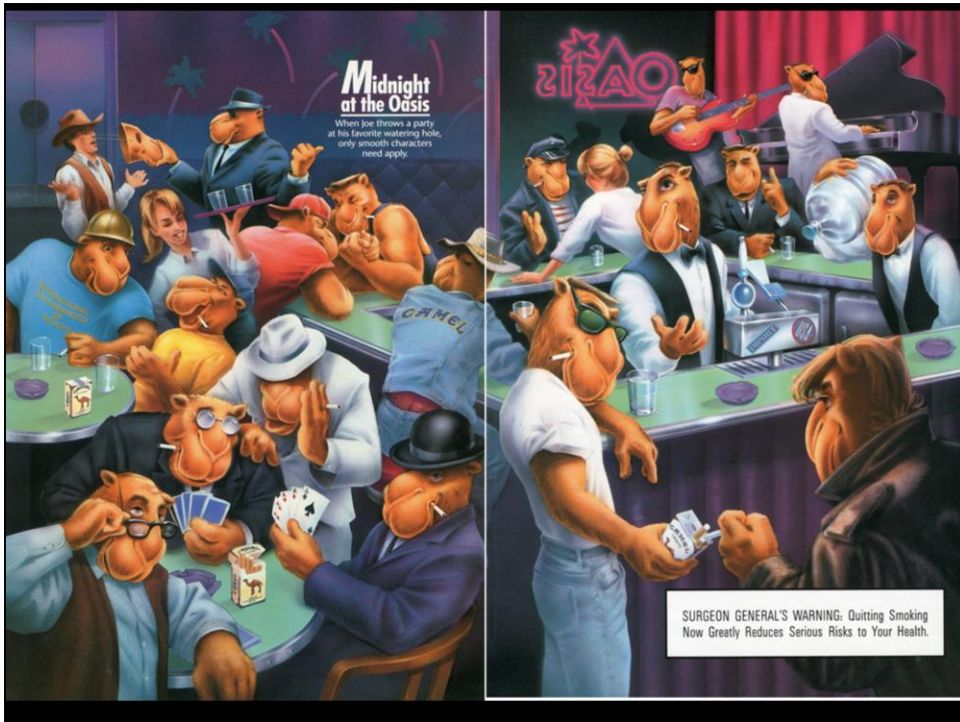










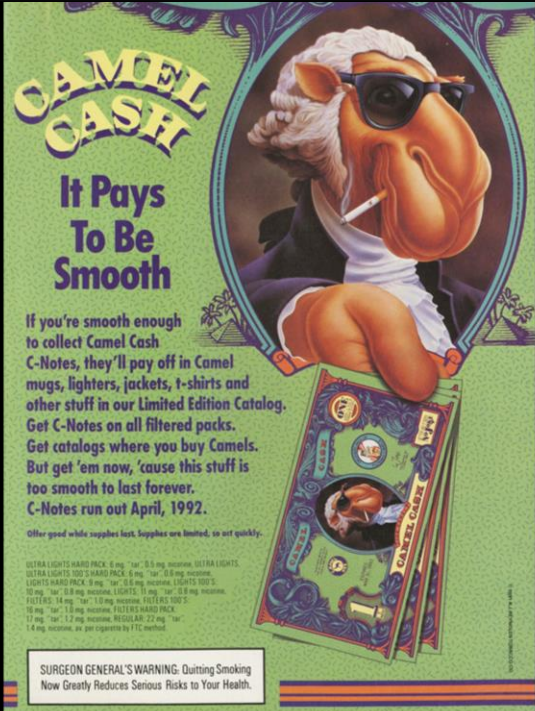












CAMEL CASH

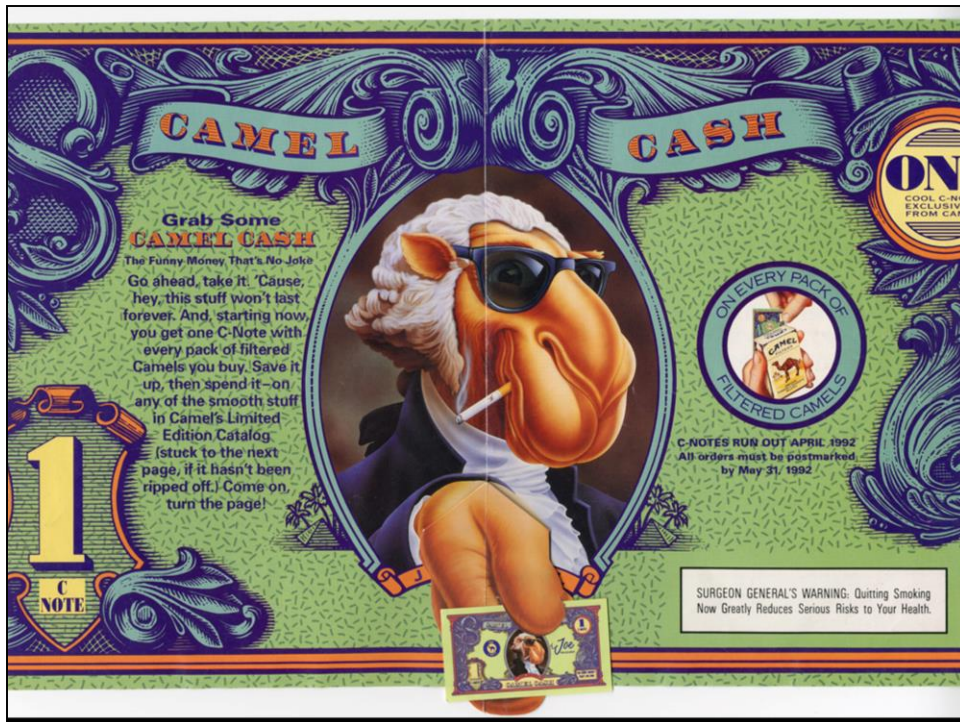
It Pays To Be Smooth

If you're smooth enough to collect Camel Cash C-Notes, they'll pay off in Camel mugs, lighters, jackets, t-shirts and other stuff in our Limited Edition Catalog. Get C-Notes on all filtered packs. Get catalogs where you buy Camels. But get 'em now, 'cause this stuff is too smooth to last forever. C-Notes run out April, 1992.

Offer good while supplies last. Supplies are limited, so act quickly.

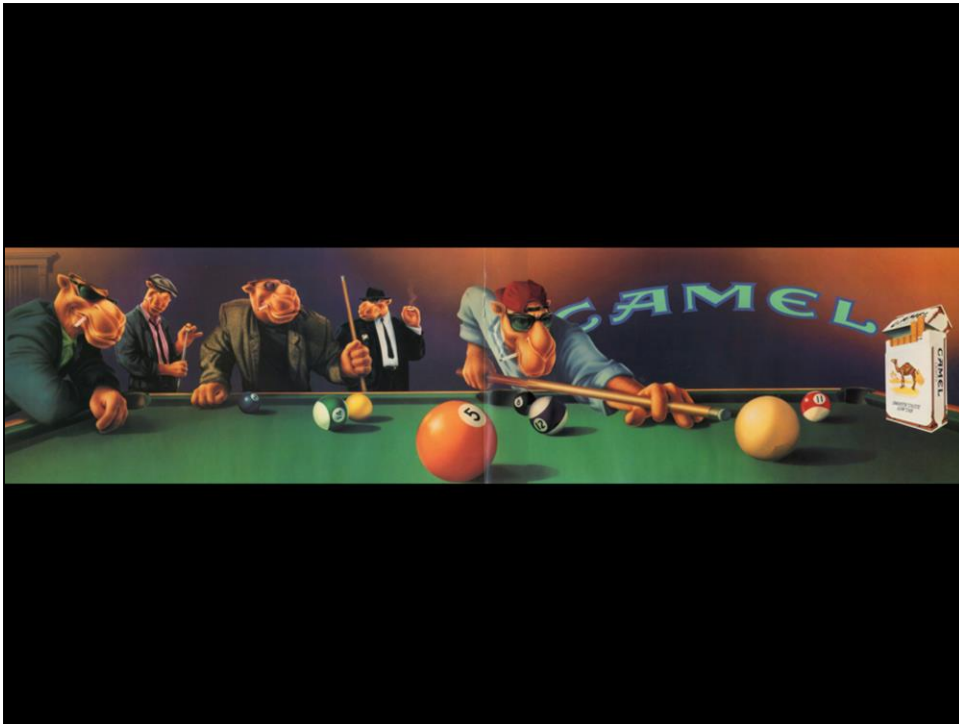
ULTRA LIGHTS HARD PACK: 8 mg. "tar," 0.5 mg. nicotine. ULTRA LIGHTS. ULTRA LIGHTS SOFT HARD PACK: 6 mg. "tar," 0.5 mg. nicotine. LIGHTS HARD PACK: 9 mg. "tar," 0.6 mg. nicotine. LIGHTS SOFT'S. 10 mg. "tar," 0.8 mg. nicotine. LIGHTS: 11 mg. "tar," 0.5 mg. nicotine. FILTERS: 14 mg. "tar," 1.0 mg. nicotine. FILTERS 100'S. 16 mg. "tar," 1.0 mg. nicotine. FILTERS HARD PACK. 17 mg. "tar," 1.2 mg. nicotine. REGULAR: 22 mg. "tar," 1.4 mg. nicotine, av. per cigarette by FTC method.

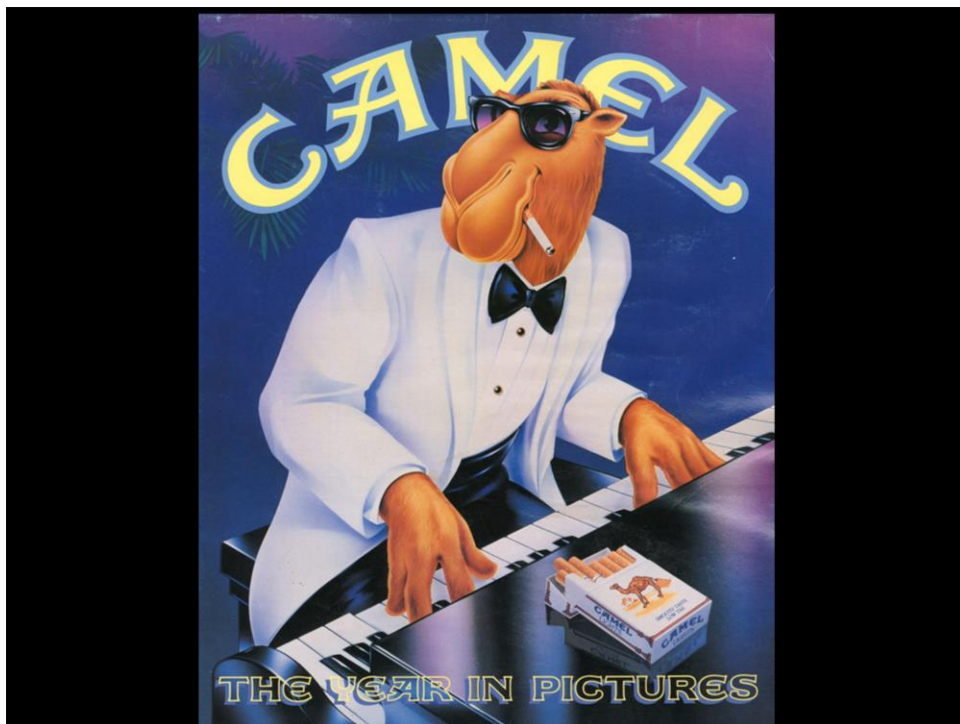
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

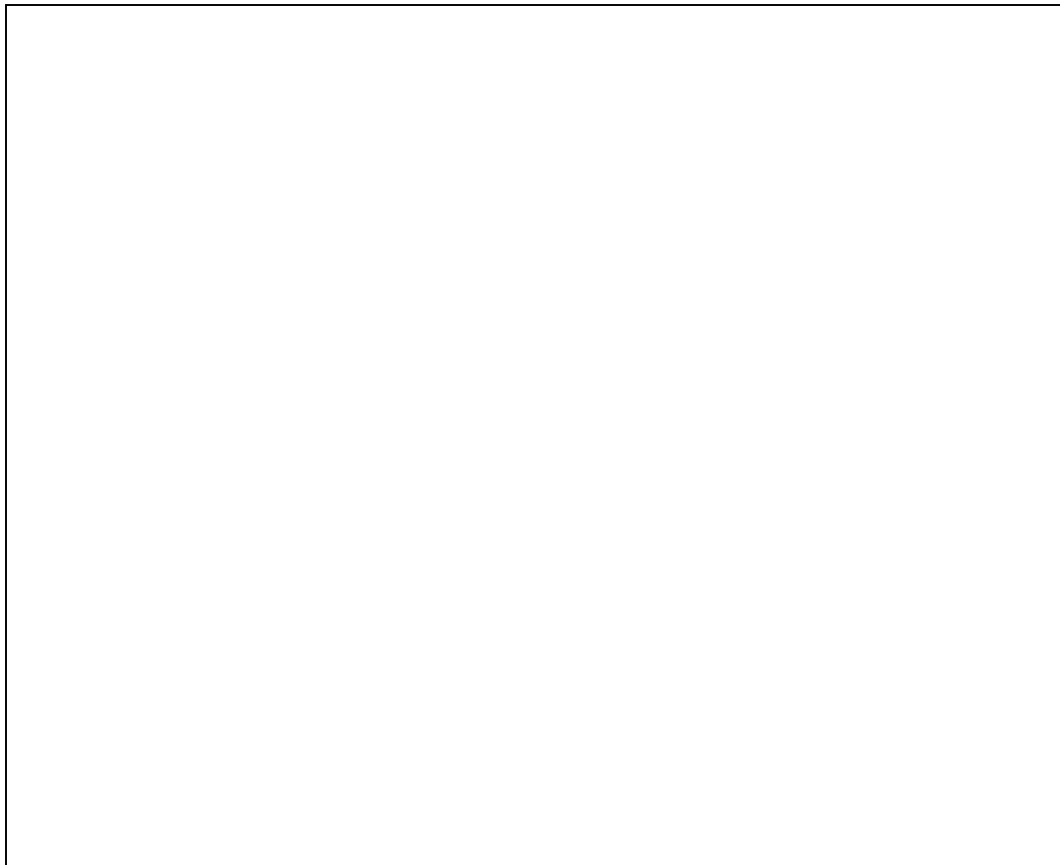
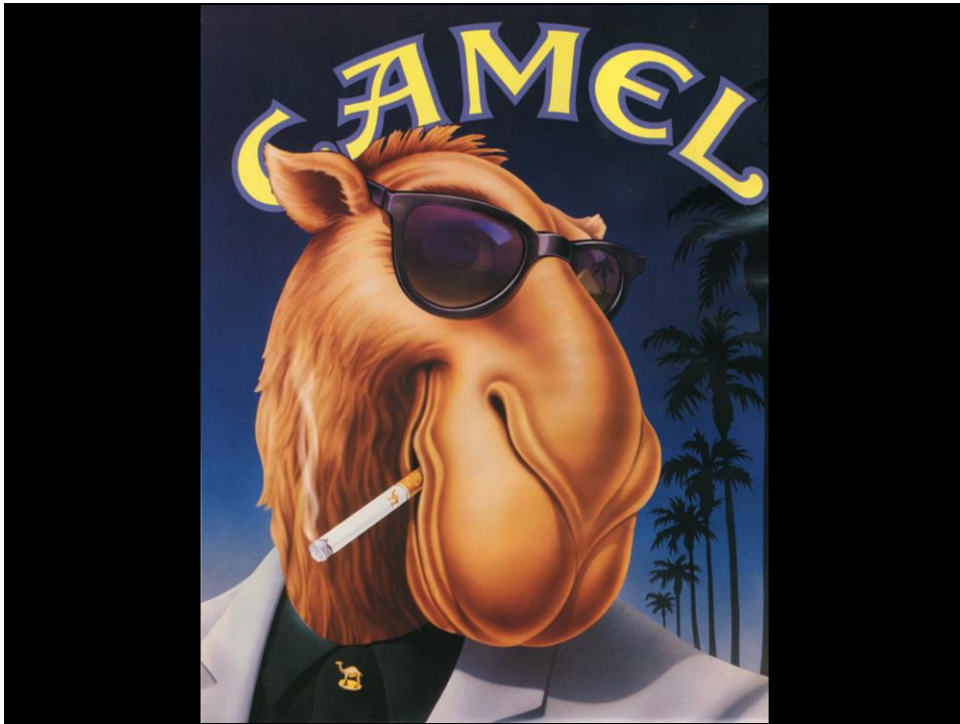


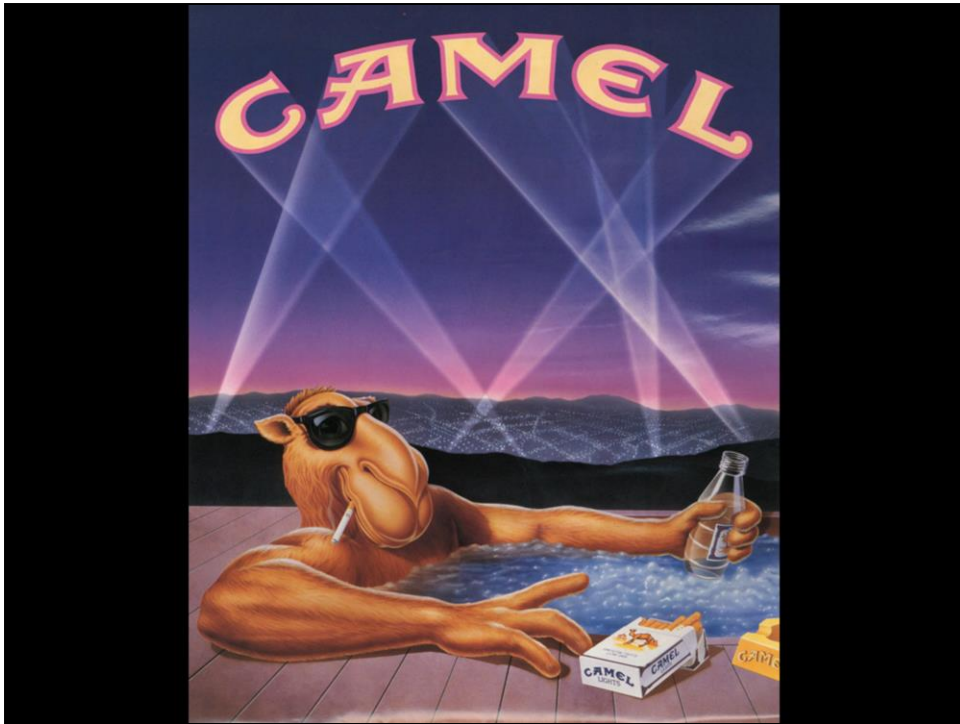


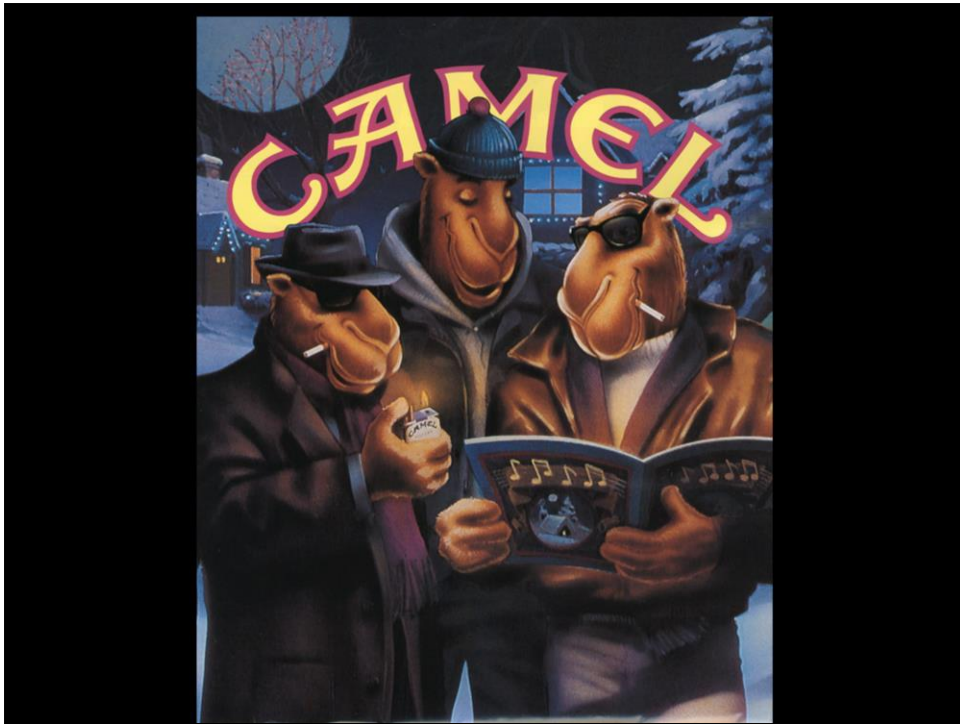




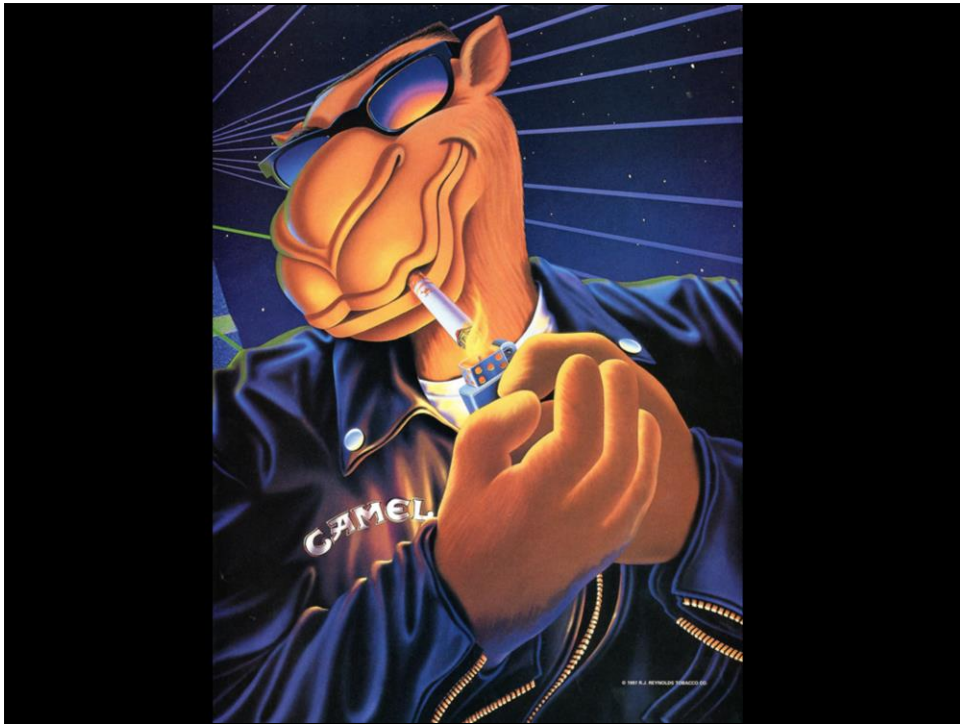


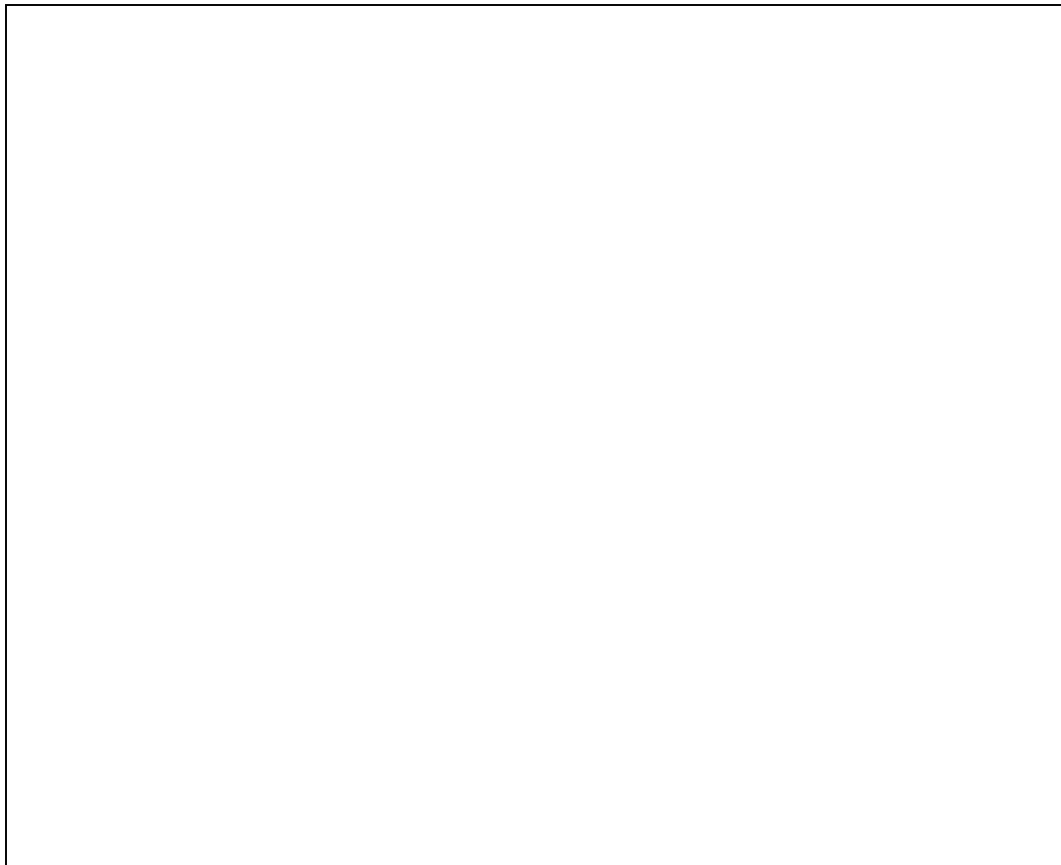
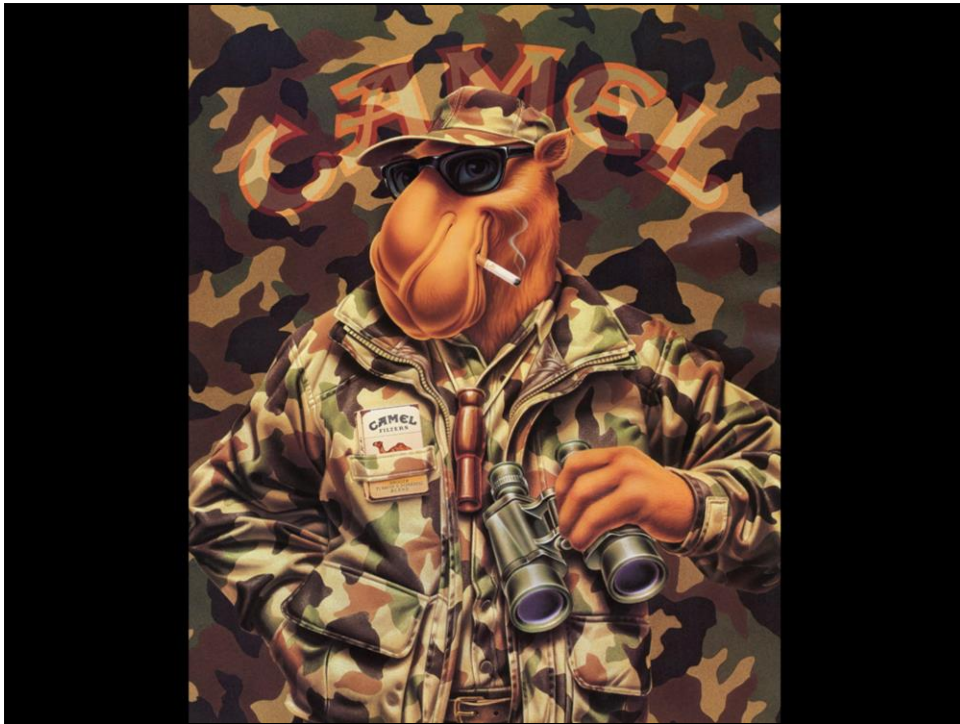




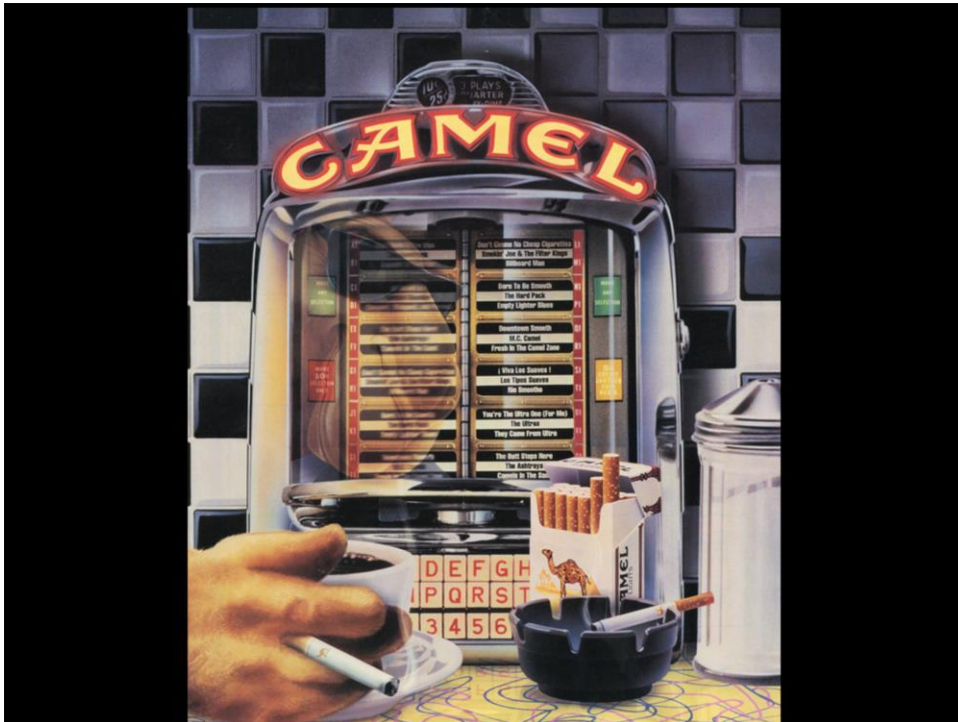




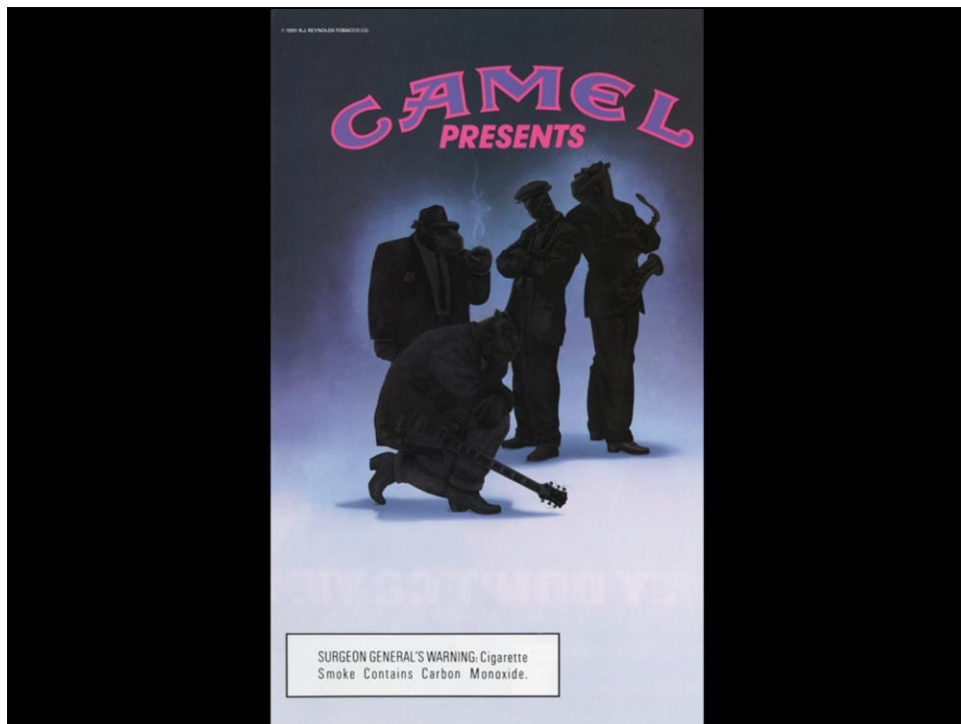




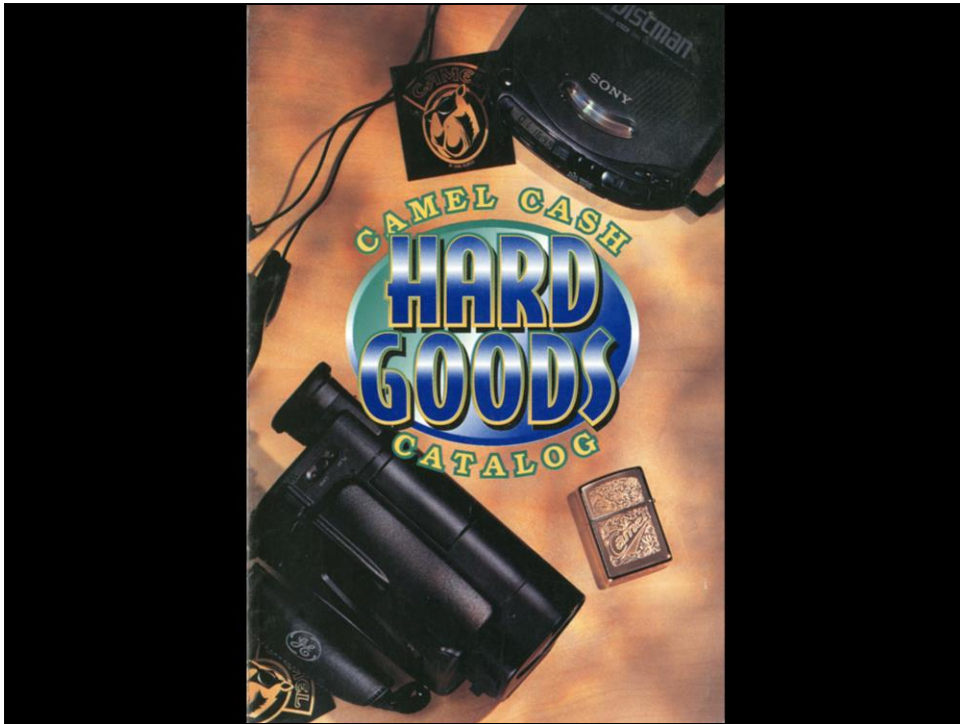


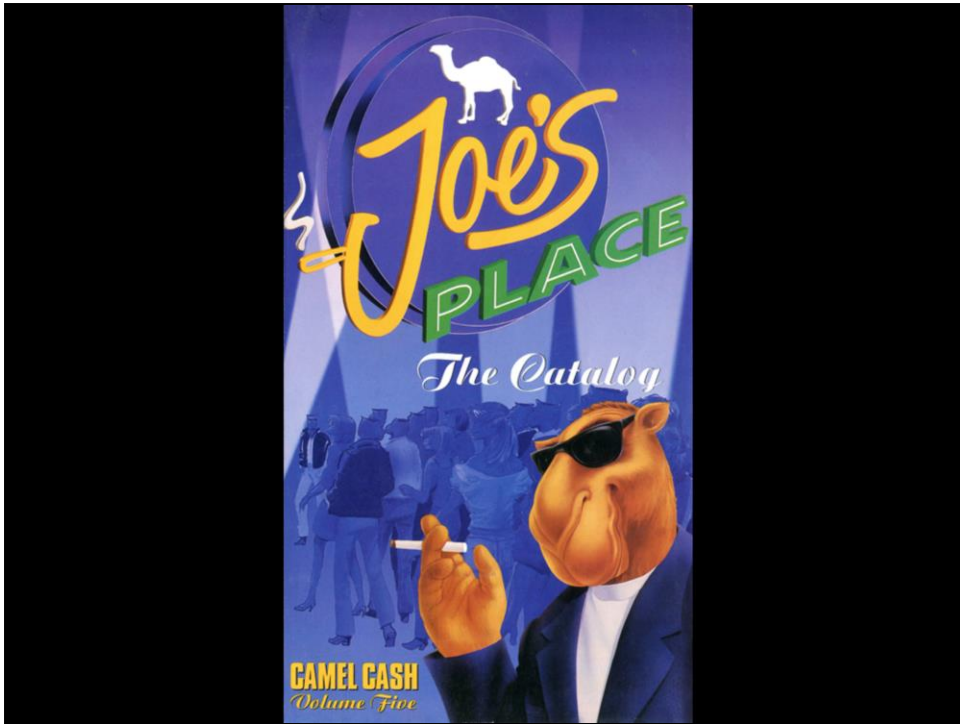




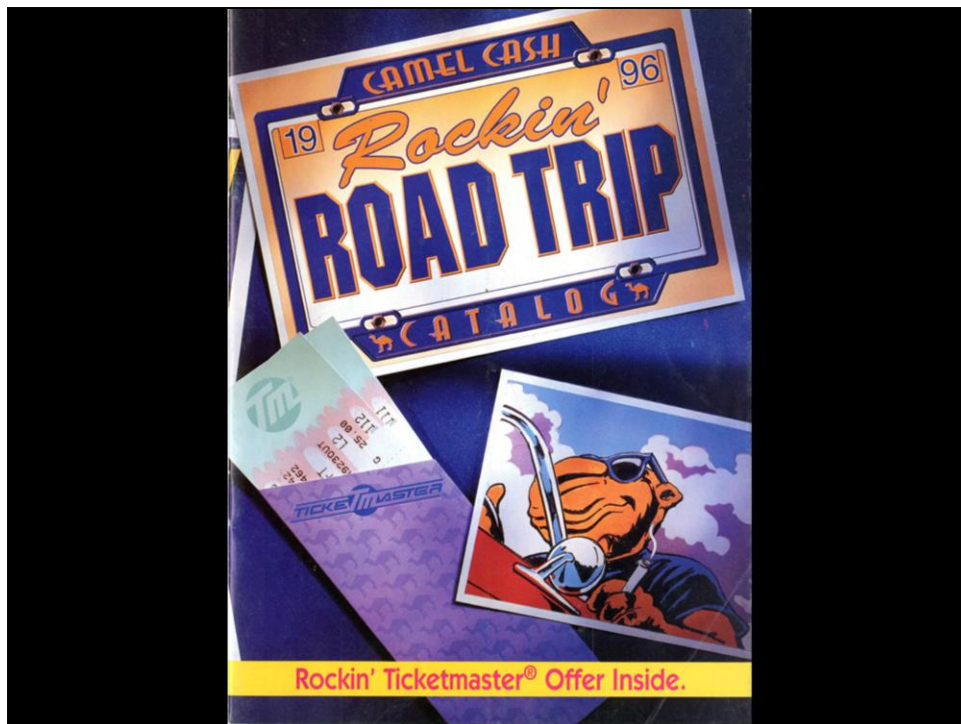


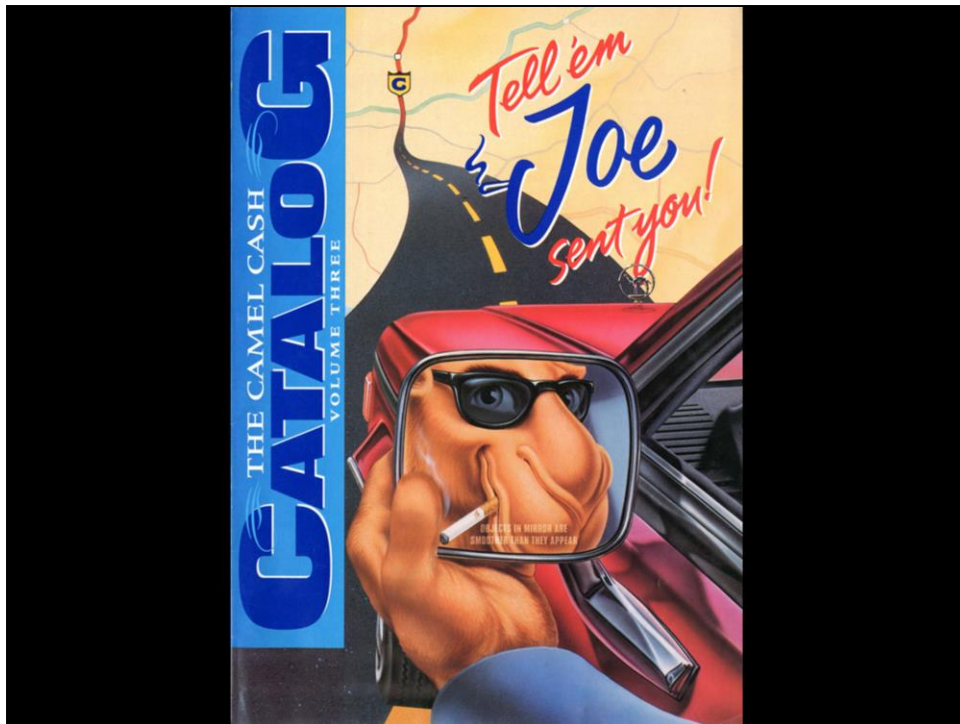




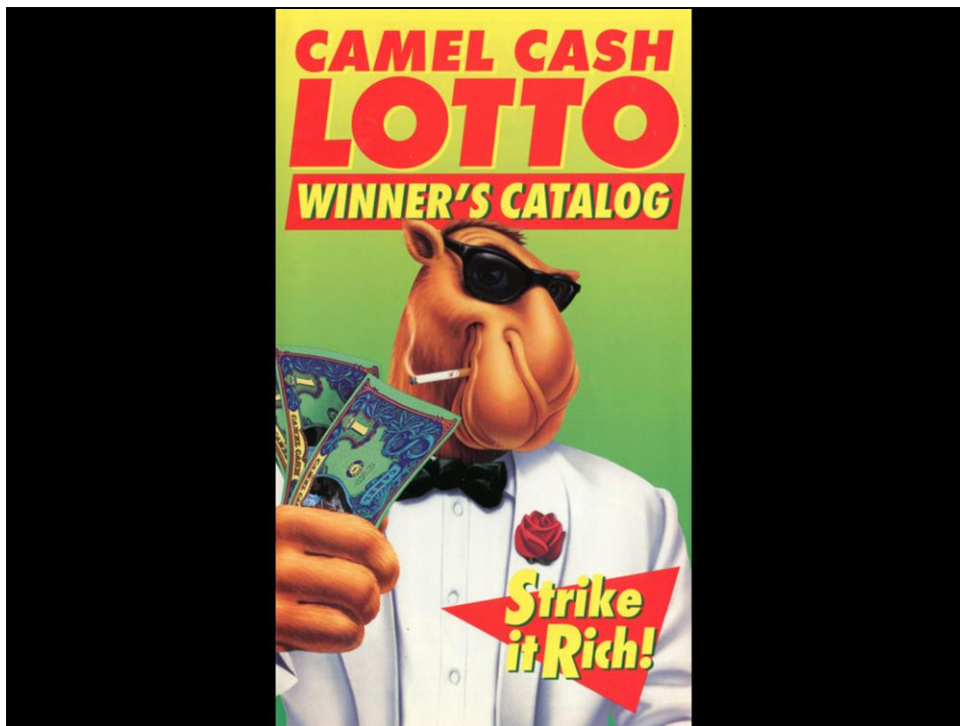




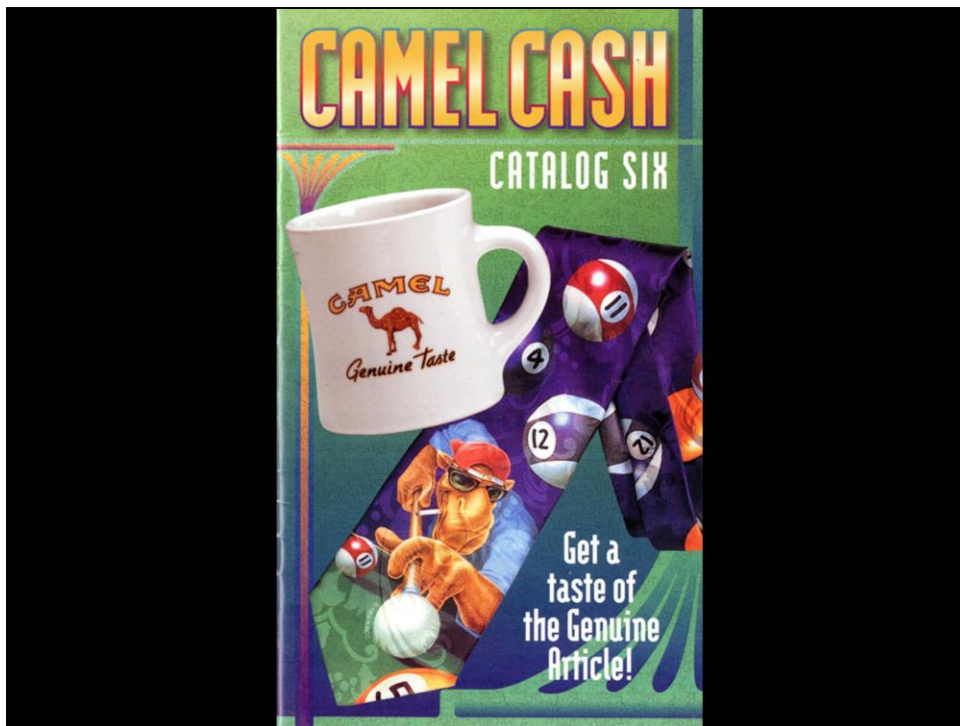


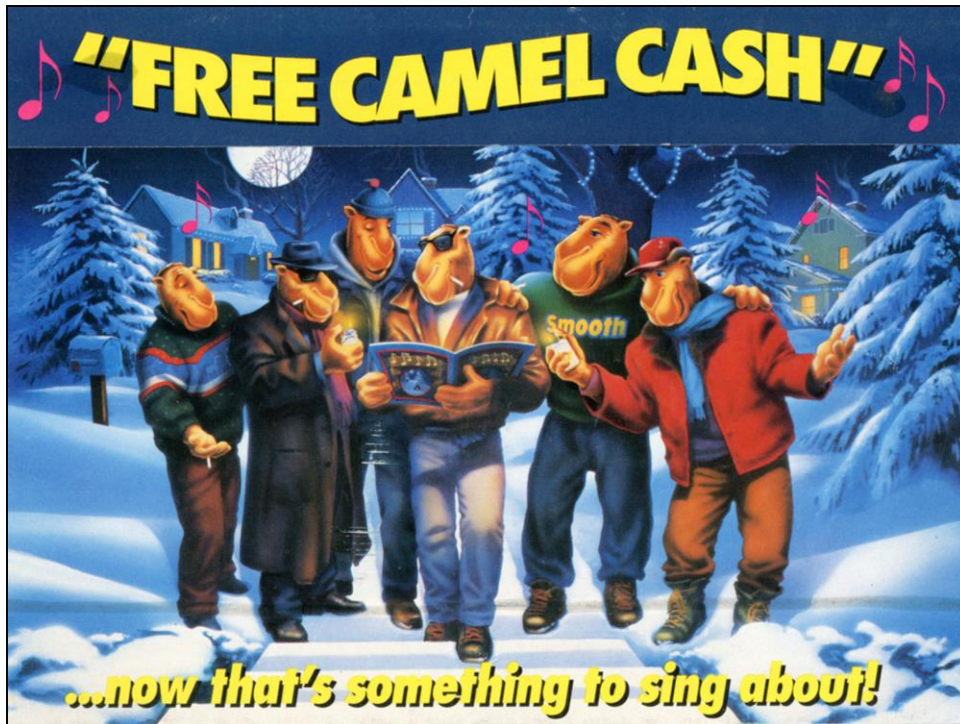


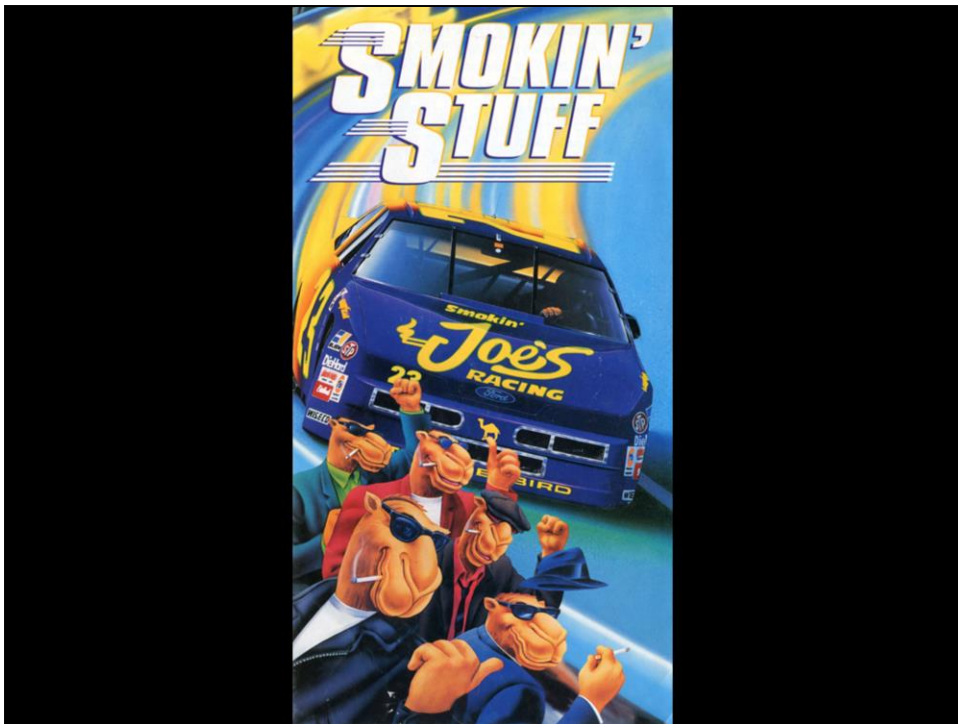










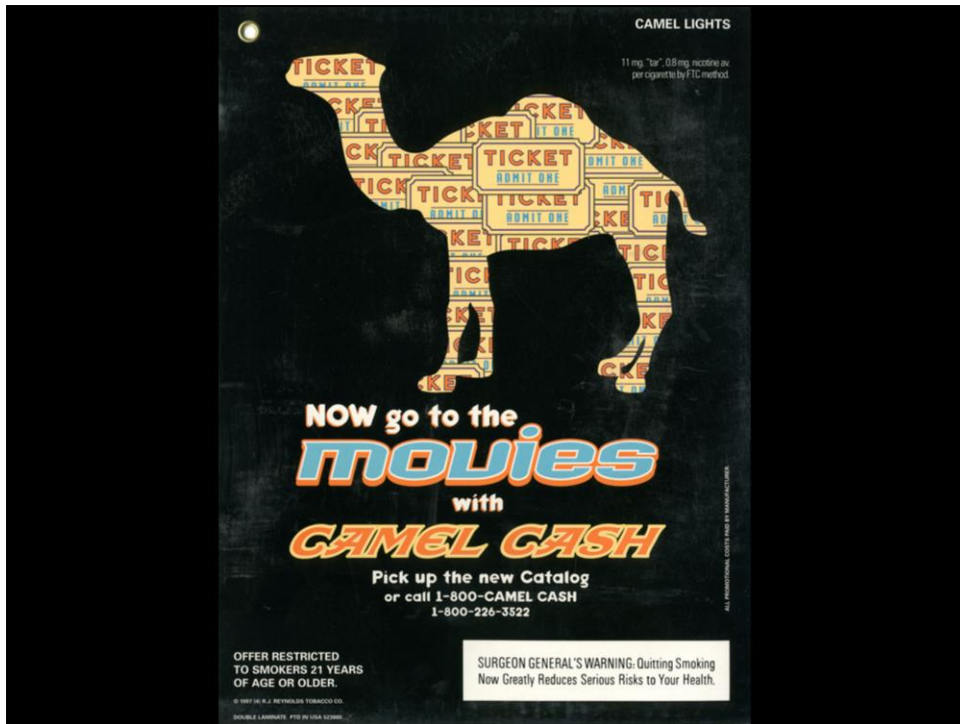














ORDER TOLL FREE
1-800-CAMEL-80
1-800-226-3580

Pewter Biker Belt
Metal. Leather. The freedom of an open road. This is what it's all about. Hand-crafted antique pewter-plated buckle. Black top grain bridle leather belt with English beveled edge. 3 1/4" X 2 3/8" buckle. 1 1/2" belt.
\$23.50

Belt Pack Holder
Not only does our brown cowhide pack holder look great, but it also answers a commonly asked question: "Where'd I leave my cigarettes?" With magnetic snap close pocket for Zippo®-size lighter. Convenient belt loop. Embossed design. Oil treated.
Item #1041 \$14

Joe's Denim Biker Vest
We took Joe's ultra beefy bike and kicked in a little extra muscle. 100% indigo cotton denim vest features embroidered Joe with real leather jacket. Two front entry pockets. Machine wash. USA or imported. Adult M, L & XL.
Item #1065 \$65

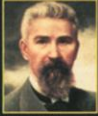
Front

Item #1065 Back





The Birth of a New Smoke



Richard Joshua Reynolds during his years in Winston-Salem, NC.

The year was 1913. The economy was good, and spirits were high. A dance craze was sweeping the nation. Cabarets were opening up faster than you could say "tango." And a tobacco entrepreneur in Winston-Salem, NC named Richard Joshua Reynolds had the foresight to realize America was ready for a new cigarette. Committed to excellence and sure of his "Turkish & American Blend," he promised to back it with every last cent he had.

Wondering what to call his exotic blend, he considered naming the new brand Kismet, Oracle, and even Nabob. Thankfully, Reynolds, who favored animal names for their simplicity, eventually chose Camel instead. He immediately hired an illustrator to draw a camel for the pack. Unfortunately, the illustrator had never seen a real camel himself.

Around that same time, the Barnum & Bailey Circus came to town, a huge act even back then. Reynolds saw an opportunity and snapped at it, literally, sending a photographer to shoot a one-humped beauty there named "Old Joe." The camel didn't cooperate at first, but a tap on the nose caused him to raise his tail, throw back his ears, and close his eyes just as the shutter released. This famous pose has appeared on the package ever since. Just two years after this photo was taken, Camel became the No. 1 smoke in America.

Camel would continue to make more history in its eighty-five years than any other cigarette brand. This catalog takes you through some of the finer moments, and leaves you with some timeless collectibles in the process. This is Camel's story.



Camel cigarettes use a blend of three kinds of tobacco leaves: Burley (left), a full-bodied leaf; Flue-cured (center), a smooth-tasting leaf; and Turkish (right), an aromatic leaf.



The R.J. Reynolds factory in Winston-Salem, NC at the turn of the century. This picture was originally a label on a chewing tobacco crate.

A Look Back

1913 - A famous New York cabaret magnate discovers that the desire for dancing, music, and excitement is replacing the penchant for sedentary eating, the same year Camel is introduced.

“I’D WALK A MILE FOR A CAMEL”



"The Man on the Camel Ad." Featured in several Camel posters and billboards during the 1920's.

Camel roared into the 1920's along with Flappers, Model T Fords and the Charleston. By 1921, as the harsh memories of World War I began to fade, one-half of the cigarettes smoked in the U.S. were Camels, just eight years after their introduction.

1921 also saw the birth of one of the most famous advertising slogans of all time. One day, as company legend has it, a certain golf foursome went out to play eighteen holes. In the middle of the round, one of the men discovered he had run out of smokes.

While the group waited for a caddy to return with more, he exclaimed, "I'd walk a mile for a Camel." The man next to him happened to work on Camel's ad account, and rushed off the course to tell the line to his superiors. Advertising history was made.



'Camels'
— and
make it
snappy

Around this time, well-known artists were commissioned by Camel to paint ads that captured the enjoyment of smoking. The ads also reflected a changing attitude about women and smoking. At first, Camel was very conservative about showing women with lit cigarettes. By the early thirties, though, women were not only smoking, they were obviously enjoying it.

With the Great Depression lingering, Camel found ways to entertain the nation. During this period, it ran its first radio program called "Camel Pleasure Air," featuring some of the day's most popular performers. America tuned in.

As this 1920's billboard suggests, stylish men were used in Camel advertising to reflect the elegance of the period.

1920 – The Flapper look becomes the country's latest fascination as young women wear short hair, short skirts and rolled-down hose.

1921 – The word "taboo" enters the English language.

THE CAMEL LEGEND CONTINUES



In 1948, this cardboard display poster began appearing in stores nationwide, featuring the forties-esque slogan, "More people are smoking Camels than ever before!"

By the 1940's, Americans were smoking Camels on conga lines, at big band concerts, and overseas during World War II. In 1941, Camel put its stamp on New York City with a huge billboard in Times Square, featuring a man appearing to blow simulated smoke rings into the city air. A few years later,

Camel went on to sponsor one of the first national TV news programs, "The Camel News Caravan." But the legend didn't end there.

During the fifties, poetry and rebellious self-expression fueled the Beat Generation. At the same time, mainstream America was hot on something called Rock & Roll. And no matter what was happening, a poetry reading or a drag race, a pack of Camels was never too far away. But the pace of

change in America during the fifties paled in comparison with the decade to come.

The sixties became a decade defined by ideals like peace, love, and human rights, all of which were later summed up in one word: Woodstock. During this decade,

Camel introduced another style, Camel Filters in a soft pack. And though flower power eventually gave way to disco power, filters never went out of style.

Toward the late seventies, a new Camel man emerged. He was rugged and handsome. And in Camel's advertising, he explored exotic and remote destinations that knew no boundaries. The ads crossed borders as well, literally taking the Camel message to smokers around the globe.



A rugged outdoorsman made his way into Camel advertising in the late seventies. The ads continued to run well into the next decade.

1946 - Jukeboxes go into mass production.

1954 - Frozen TV dinners are introduced to America.

The Joe Years



The logo created to introduce Joe, just in time for Camel's 75th Anniversary.

During the eighties, action-adventure movies dominated the big screen, while light-hearted sitcoms brightened living rooms across the country. Music had taken a turn towards glam rock, rap, and new wave, and Camel was ready to make its biggest noise of all.

In 1988, Camel introduced Joe Camel, who quickly became one of the most recognized pop icons in American culture. Originally created by a British artist for a 1974 Camel poster in France, the new Joe appeared just in time for Camel's 75th Anniversary celebration. Bursting through a yellow brick pyramid and onto the American scene, Joe made some noise with 3-D pop-up ads, birthday cards and a return to Times Square with an all new high-tech billboard.

Eventually, Joe was seen playing pool, riding a motorcycle, and hanging with his buddies, the Hard Pack – Bustah, Eddie, Max, Ray and Floyd, who each represented a different box style. Joe

even started a band with the guys, and played a mean keyboard. While the group of cool Camels definitely showed smooth character, there was no question who was the leader of the pack.

In 1992, Camel introduced two new styles:

Camel Wides Filters and Wides Lights. To launch the new cigarettes, Camel got help from Max and Ray, also known as the Wides Guys. Soon enough, these guys were seen in ads and on collectibles, always wearing their signature sunglasses and fedoras. The following year, Joe put on his tux, and, with lots of class, introduced yet another cigarette: Camel Special Lights.

By this time, Joe could be found just about everywhere, like on the collectibles featured in the next few pages. Back by popular demand, these items are some of the biggest sellers in Camel Cash history.



Joe strikes a classic pose in this 1993 ad for Camel Lights.



Joe and a motorcycle go hand in hand, as this 1996 ad suggests, featuring Joe and Bustah.

1988 – The longest cab ride takes place with a total of 13,670 miles.

1988 – CDs win the war against vinyl.

