

produced by RJRTC
in
HUMPHREY

CAMEL

R.J. Reynolds Tobacco Company
P.O. Box 1661
Winston-Salem, North Carolina 27102
ADDRESS CORRECTION REQUESTED

FIRST CLASS MAIL

FIRST CLASS MAIL
U.S. POSTAGE
PAID
R.J. Reynolds
Tobacco Company

(Handwritten mark)

**Smokers' tastes have changed.
And so has CAMEL.**

Find out—with
2 FREE CARTONS
of **CAMEL LIGHTS**
or **FILTERS**

100-357-0000 (ask for operator 107)

C method, LIGHTS 100's: 12 mg. "tar", 0.8 mg. nicotine, FILTERS: 15 mg. "tar"

* General Has Determined



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

LIGHTS, LIGHTS HARD PACK: 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.
LIGHTS SOFTS: 12 mg. "tar", 0.8 mg. nicotine, FILTERS: 15 mg. "tar", 1.0 mg. nicotine, av.
per cigarette, FTC Report MAR '83.

TODAY'S CAMEL.

Try **2 FREE CARTONS**
of Camel Lights or Filters.

NO COST NO FEE NO PAYMENT OF ANY KIND

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TO GET YOUR FREE CAMELS:

CHECK ONE STYLE COMPLETE THIS FORM MAIL TO: CALL TOLL FREE

Please indicate one style



Camel Lights



Camel Lights Hard Pack



Camel Lights 100's



Camel Filters

THIS 2 FREE CARTON OFFER IS EXCLUSIVELY FOR YOU.

Yes, send me the CAMEL cigarette style that I've selected. I'll receive my first FREE CARTON soon... along with the opportunity to send for my second FREE CARTON.

I certify that I am a smoker 21 years of age or older.

Signature _____

Date _____

Area Code _____

Telephone Number _____

All applicable state taxes and promotional costs paid by manufacturer. Offer good only in U.S.A. Limit one order per person. This offer not redeemable. Offer void where restricted or prohibited by law. Offer restricted to smokers 21 years of age or older. Expires on weeks from receipt.

Please print address correction legibly

THERE IS NO COST OF ANY KIND.

CAMEL

P.O. Box 1681
Winston-Salem, North Carolina 27102

To get your first FREE CARTON, please fill out

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the information below. It will help us serve you better.

1. Please indicate—Sex: Male Female Age: 21-34 35-49 50+
2. What brand and style of cigarette do you smoke most often and consider to be your usual brand?
Brand _____ Style (Lights, 100's, Menthol, etc.) _____
3. How long have you been smoking this brand?
 Less than 1 year 1-3 years Over 3 years
4. How do you rate your usual brand?
 I think it's the best brand available. I think it's as good as other brands.
 I think it's better than most other brands. I don't think it's as good as other brands.
5. How would you describe yourself as a smoker?
 I am very loyal to my usual brand. I would not consider changing brands.
 I am somewhat loyal, but I might consider changing brands.
 I am not very loyal. I would easily change brands.
- 6a. Have you recently purchased cigarettes for yourself other than your usual brand?
 No, I always buy my usual brand. Yes, sometimes I feel like trying a different brand.
 Yes, because I couldn't find my usual brand. Yes, I often switch between brands.
- 6b. If yes, what brand and style did you purchase?
Brand _____ Style (Lights, 100's, Menthol, etc.) _____

Thank you for your assistance in answering these important questions.
MAIL THIS FORM TO RECEIVE YOUR FIRST FREE CARTON.
OR, YOU CAN CALL TOLL-FREE 1-800-334-0888 (ask for Operator 30).

LIGHTS, LIGHTS HARD PACK 9 mg "tar", 0.8 mg nicotine av per cigarette by FTC method; LIGHTS 100's 12 mg "tar", 0.8 mg nicotine, FILTERS 15 mg "tar", 1.0 mg nicotine, av per cigarette FTC Report MAR '83

Warning: The Surgeon General Has Determined
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Winston-Salem, NC 27102

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1-800-334-0888

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Experience the taste of the 80's for yourself.

To get your 2 FREE CARTONS of Camel:

1. Choose the one Camel style you prefer, then check that style on the reply form.
2. Complete the form and mail it today in the enclosed postage-paid envelope.
3. Or, call Toll-Free 1-800-334-0888 (ask for Operator 30).

YOUR FIRST FREE CARTON WILL ARRIVE SOON...ALONG WITH THE OPPORTUNITY
TO SEND FOR YOUR SECOND FREE CARTON.

CAMEL

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Winston Salem, NC 27102

Winston-Salem, North Carolina 27102

CI-890

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in

HUMPHREY

2 FREE CARTONS

will show you:

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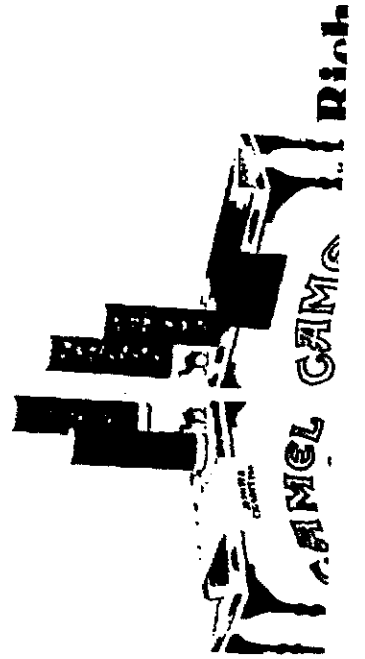
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in

HUMPHREY

CAMEL



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RJM 065300

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Not harsh or hot.
It's the cigarette that
satisfies your taste.



Judge for yourself—with
2 FREE CARTONS

See inside.

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50357 2853

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RJM 065303

**You know what you want in your cigarette.
And once you try it, we think you'll want today's Camel.**

You'll see for yourself how Camel has changed. Changed with the way smokers' tastes have changed. To a smoother—yet richly satisfying—cigarette.

That is why we would like to have you try 2 FREE CARTONS of the Camel style of your

choice. They will enable you to experience the genuine satisfaction of smoking Camel. And the total enjoyment that's yours when you enter the world of Camel. We believe that's all it will take to convince you to become a Camel smoker.

Get 2 FREE CARTONS of Camel Lights or Filters.

Today, there's more than one kind of Camel to smoke. There's our popular low tar cigarette, Camel Lights. For the convenience of a box, Camel Lights Hard Pack. If you like a 100's length,

Camel Lights 100's. Or, for a richer taste, Camel Filters. Just select the Camel style that sets your taste, and you'll get 2 FREE CARTONS

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Camel Lights



Camel Lights Hard Pack



Camel Lights 100's



Camel Filters

**Send for your 2 FREE CARTONS by mail.
Or, call Toll-Free 1-800-334-0888 (ask for Operator 30).**

THERE'S NO COST AND NO OBLIGATION.

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per cigarette by FTC method; LIGHTS 100's: 12 mg. "tar", 0.8
mg. nicotine; FILTERS: 15 mg. "tar", 1.0 mg. nicotine, av. per
cigarette. FTC Report MAR '82

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