

CAMEL CASH

TIMELESS COLLECTIBLES 1919-1998



52067 9355

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.

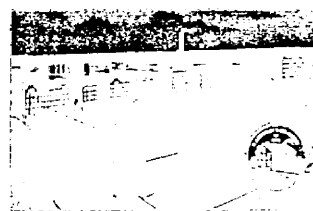
Wondering what to call his exotic blend, he considered naming the new brand Kismet, Oracle, and even Nabob. Thankfully, Reynolds, who favored animal names for their simplicity, eventually chose Camel instead. He immediately hired an illustrator to draw a camel for the pack. Unfortunately, the illustrator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



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

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



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.

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.

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.

52067 9356

I ought to Know. I grow tobacco

THE BIRTH OF A NEW SMOKE



1 - OLD JOE LETTER AND PHOTO

These are the two collectibles that got Camel started. The original letter requesting permission to photograph a camel from the Barnum & Bailey Circus and the photo itself. Neither came easy. In fact, as time was running out for a Reynolds employee to come up with an agreement, he found himself climbing through the window of a closed Reynolds office to write the letter. He even forged it with the Reynolds name. This litho of the original letter and photo is printed on acid-free paper and ready for a 16" x 20" frame.

Item 1: 200 C-Notes - \$3.50 L/M
Item 201: \$40.00 - \$3.50 S/M

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

1914 - Hollywood presents silent films
in theaters nationwide.

52067 9357

2 - TIN ZIPPO DISPLAY

The perfect place to store your Zippo® collection. The lithographed art is borrowed from a 1915 Camel tin display, one of the earliest cigarette displays in America. Holds up to 29 lighters. Litho-printed metal display with wooden insert for stability and rubber non-skid feet. Zippo® not included. 18" x 22 1/2" x 4 1/8".

Item 2: 700 C-Notes + \$5.75 S/H

Item 202: \$125.00 + \$5.75 S/H

3 - CLASSIC CAMEL TAPESTRY

This Camel tapestry proudly displays a reproduction of one of the earliest pieces of art in cigarette history. Hang it up and simply admire. 100% cotton woven, complete with cord. 26" x 36".

Item 3: 250 C-Notes + \$5.50 S/H

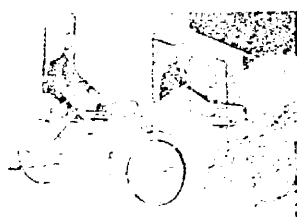
Item 203: \$45.00 + \$5.50 S/H

4 - "THE CAMELS ARE COMING" COIN SET

In 1913, one of the first teaser ad campaigns in history launched Camel nationally and drew lots of curiosity, but no one knew what the Camels were. Things have certainly changed. And now these ads are featured on coins made from one troy ounce of .999 fine silver. Protected in hard plastic capsules; placed in a pouch. Coins: 1 1/2" round. Pouch: 2 1/2" x 2 1/2".

Item 4: 250 C-Notes + \$1.50 S/H

Item 204: \$45.00 + \$1.50 S/H

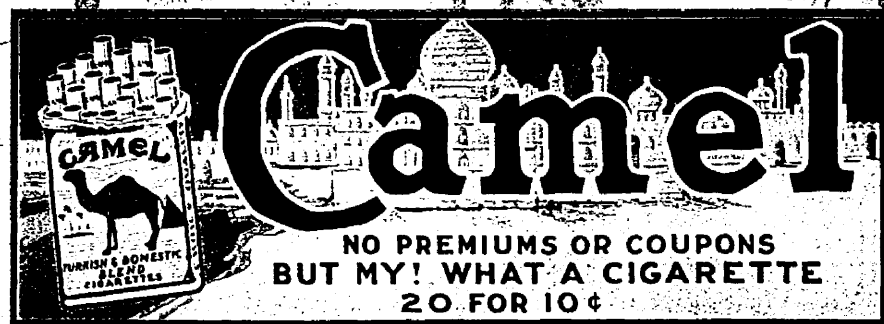


1915 - The loudspeaker is invented.

1915 - A Ragtime dance craze sweeps the nation.

52067 9358

#5



5 - "MY! WHAT A CIGARETTE" TIN SIGN

This time-honored tin sign is a replica of the original 1916 Camel porcelain sign hung in corner stores and gas stations. It proudly displays the Camel name in bold red letters. Made of aluminum. Ready to hang. 24" x 7 13/16".

Item 5: 135 C-Notes + \$3.50 S/H

Item 205: \$22.00 + \$3.50 S/H

6 - "CAMEL PYRAMID" TIFFANY LAMP

A true masterpiece, the spirited Camel design on this lamp portrays memorable desert sunsets. The lamps were reproduced by Meyda Tiffany with the same techniques used a hundred years ago. Brass filigree design. UL-approved. 10" square base, 7" high.

Item 6: 900 C-Notes + \$5.50 S/H

Item 206: \$145.00 + \$5.50 S/H

7 - THE TRENCH LIGHTER

When it comes to lighting a Camel, some prefer to bring out the heavy artillery. Like this replica of a brass lighter used during World War I. Embossed logo. Windproof and flint lighter fluid refillable. 3" x 1".

Item 7: 75 C-Notes + \$1.25 S/H

Item 207: \$15.00 + \$1.25 S/H

THE BIRTH OF A NEW SMOKE

52067 9359

1917 - The original Dixieland Jazz Band performs for the first time in New York. Soon after, the first jazz recordings are made.

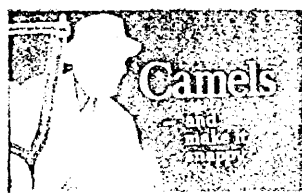


"The Man on the Camel Ad" Featured in several Camel posters and billboards during the 1920's

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 rolled off the course to tell the line to his superiors. Advertising history was made.

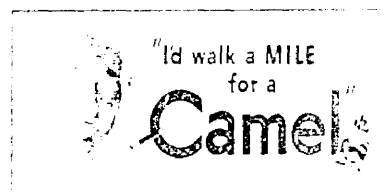


Around this time, well-known artists were commissioned by Camel to paint ads that captured the enjoyment of smoking.

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

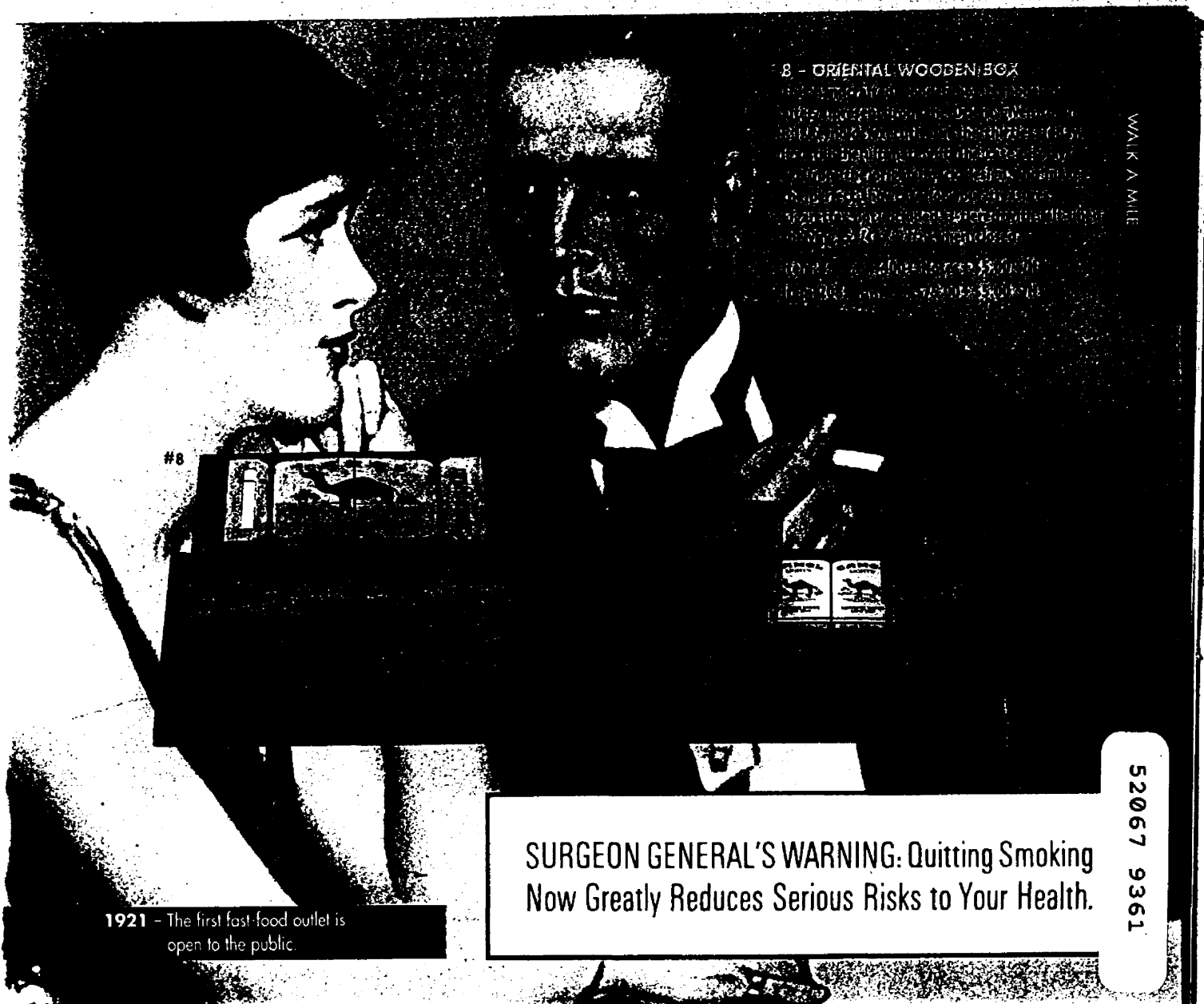


1930's billboards, like this one, began showing women smoking Camels. This ad also displayed Camel's legendary slogan.

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 "robot" enters the English language

52067 9360



8 - ORIENTAL WOODEN BOX

This is a very common sight in the streets of the Orient. It is a small, square, wooden box, about the size of a cigarette pack, with a handle on top. It is used to carry food, and is often seen being carried by a person on a stick.

It is a very convenient way to carry food, and is often used by people who are walking or riding a bicycle.

WALK A MILE

#8

1921 - The first fast-food outlet is open to the public.

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

52067 9361

9 - THE THIRTIES' LIGHTER

During the thirties, famous artists were commissioned by Camel to paint women with their favorite smoke. The classic paintings were used in ads, like the one displayed on this unique lighter. Flint lighter fluid refillable. 2 1/4" x 1 3/4".

Item 9: 135 C-Notes + \$1.25 S/H

Item 209: \$22.00 + \$1.25 S/H

10 - "I'D WALK A MILE" ZIPPO

A little piece of advertising history captured on a classic Zippo. Black matte finish with custom Camel visual. Refillable and lifetime guarantee.

Item 10: 150 C-Notes + \$1.25 S/H

Item 210: \$28.00 + \$1.25 S/H

11 - "I'D WALK A MILE" TIN SIGN

During the early twenties, this memorable Camel advertising sign used to hang up on trolley cars. Just imagine it on the walls of your home. Made of aluminum. Ready to hang. 18 3/4" x 9 5/8".

Item 11: 135 C-Notes + \$3.50 S/H

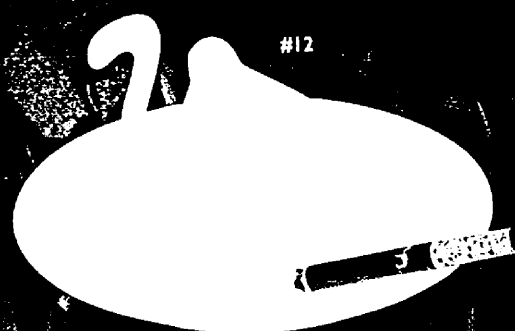
Item 211: \$22.00 + \$3.50 S/H



1924 - Americans buy a record high 1.5 million radios in one year.

1925 - A risqué dance called the Charleston becomes the latest rage, and is immediately banned in some areas.

52067 9362



#12



#13



#14

1930 - Skirt hemlines drop to eight inches from the floor.

1933 - Prohibition is repealed in the 21st amendment to the Constitution.

12 - STYLIZED CAMEL ASHTRAY

This work of art is a replica of a 1930's ashtray taken from the personal collection of the Reynolds family. Made of steel with a black iron finish, it proudly features the Camel in ornamental fashion. Dishwasher safe. 6" diameter x 2 3/4" high.

Item 12: 75 C-Notes + \$4.00 S/H

Item 212: \$15.00 + \$4.00 S/H

13 - PACK ART LIGHTER

It's the kind of lighter you couldn't imagine losing. So when someone borrows it, take all necessary precautions. The original pack design is captured on this classic lighter. Flint lighter fluid refillable. 2 1/4" x 1 3/4".

Item 13: 135 C-Notes + \$1.25 S/H

Item 213: \$22.00 + \$1.25 S/H

14 - CERAMIC CIGARETTE HOLDER

This is a replica of a 1930's holder originally made in France. Use it to hold your finest cigarettes. Camels, of course. Handcrafted ceramic with stylized pack art graphics. Cigarettes not included. 3 1/4" x 3 1/2" x 2 3/8".

Item 14: 75 C-Notes + \$1.25 S/H

Item 214: \$15.00 + \$1.25 S/H

WALK A MILE

52067 9363



15 - PLAYING CARDS AND HOLDER

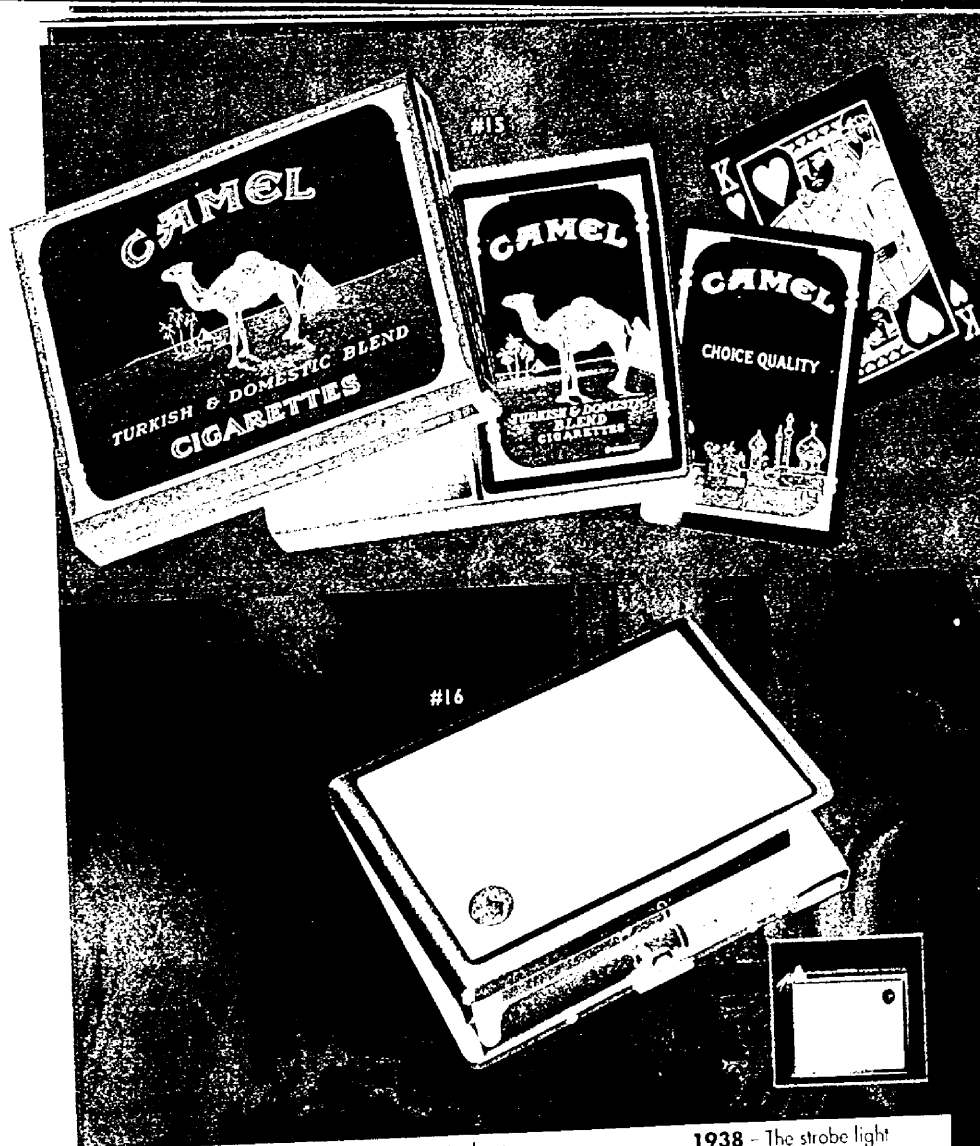
Since playing cards was a popular pastime during the thirties, it's only appropriate to hold them in a case from that period, like the original flat 50's Camel pack, which used to hold fifty cigarettes. This particular box features the pack art of the day, and includes two decks. 3 3/4" x 5 1/4" x 7/8".

Item 15: 60 C-Notes + \$1.00 S/H
Item 215: \$12.00 + \$1.00 S/H

16 - CIGARETTE CASE WITH ATTACHED LIGHTER

Back in the Depression, this 2-in-1 would have been pretty economical. Today, it's just plain cool, and makes going out a whole lot easier. Holds ten king-size cigarettes. Chrome-plated metal with leatherette inlay. Removable, butane refillable lighter. 4 1/2" x 3 1/4" x 1/2". Cigarettes not included.

Item 16: 155 C-Notes + \$1.25 S/H
Item 216: \$30.00 + \$1.25 S/H



1934 - The first drive in movie theater
opens in New Jersey

1938 - The strobe light
is invented

52067 9364



#17

I've tried
them all

#18



17 - "I'D WALK A MILE" T-SHIRT
Make a fashion statement of historical proportions with this nostalgic T-shirt. The design is taken directly from the classic 1920 poster art that was used in stores all over America. 100% cotton. Adult XL. Made in USA.

Item 17: 75 C-Notes + \$1.50 S/H

Item 217: \$15.00 + \$1.50 S/H

18 - ANTIQUE FLASK

During Prohibition, this came in pretty handy. Today, it's simply a work of art. Handrolled English lead-free pewter, Celtic design with the embossed, authentic Camel logo of that period. Holds 6 fluid oz.

Item 18: 200 C-Notes + \$1.50 S/H

Item 218: \$40.00 + \$1.50 S/H

19 - THE "UNMATCHED" CERAMIC BOX

This handcrafted, black ceramic box displays art from one of the most popular tobacco ads of the era. Made to hold cigarettes, jewelry, coins and your attention. Felt-lined bottom. 6" x 4" x 2".

Item 19: 100 C-Notes + \$3.50 S/H

Item 219: \$18.00 + \$3.50 S/H

WALK A MILE

52067 9365

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

1939 - Television begins to show sports coverage,
variety shows and feature films



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

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 for something called Rock & Roll. And no matter what was happening, a poetry reading or a drag race, a pack of Camel's was never too far away. But the pace of

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

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 sixties, 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 never lost sight of Camel's mission: to smoke 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

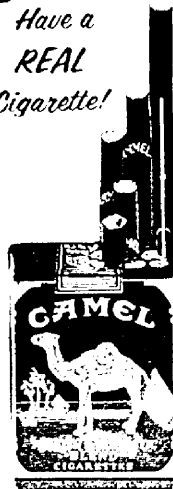
1954 - Frozen TV dinners are introduced to America

52067 9366

"Camels ARE JUST RIGHT!"

Camels

Have a
REAL
Cigarette!



50 - RETRO TIN THERMOMETER

During the fifties, the original tin thermometer was proudly displayed by retailers across the nation, informing their customers that Camels were for sale. Today, this replica informs you of the temperature. And no matter how cool or how hot, Camel tells it like it is. Made out of steel. 6" x 16".

Item 20: 250 C-Notes + \$3.50 S/H
Item 220: \$45.00 + \$3.50 S/H



1958 - Pop Art emerges during an age of postwar consumerism.

1961 - The first pay per view boxing match is tested in the United States

52067 9367

21, 22 - THE FIFTIES' ZIPPPOS

These sister Zippos® showcase two of the women featured in Camel ads of the fifties. Their faces will probably light you up even before the Zippos® take care of your cigarettes. Item 21 includes a black matte finish, while item 22 features brushed chrome. Refillable and lifetime guarantee. Sold separately.

Item 21, 22: ... 150 C-Notes + \$1.25 S/H

Item 221, 222: ... \$28.00 + \$1.25 S/H

23 - AUTHENTIC CAMEL WATCH

This 1940's-style watch conveys the period with its distinct square face. It tells you the time and tells others you have taste. Gold-plated metal case, mineral crystal lens, Italian design leather band, and long-life silver oxide battery. Lifetime limited warranty.

Item 23: ... 100 C-Notes + \$1.25 S/H

Item 223: ... \$18.00 + \$1.25 S/H

24 - CAMEL'S CLASSIC MUG

This oversized mug with the classic Camel logo proves that sometimes simple is better. Handcrafted, almond-colored porcelain. Dishwasher safe. Holds 17 fluid oz.

Item 24: ... 60 C-Notes + \$3.50 S/H

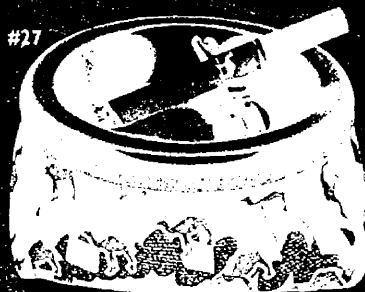
Item 224: ... \$12.00 + \$3.50 S/H



1965 - Clothing stores begin selling miniskirts,
the latest fashion craze

1970 - The 8-track becomes the music
format of choice

52067 9368

**25 - THE CAMEL LAVA LAMP**

These lamps made their debut in the sixties. Three decades later, they're still out of sight. Clear liquid, purple lava, and black metal base with Camel logo. Legendary Lava Lite[®] reputation. Includes 40-watt bulb. 17 3/4" x 5 7/8".

Item 25: 325 C-Notes + \$5.00 S/H

Item 225: \$55.00 + \$5.00 S/H

26 - CAMEL TABLE ZIPPO

This heavy-duty Zippo[®] is a modified version of the classic 1949 Lady Bradford, the first removable table lighter from Zippo[®]. Die cast zinc base with antique pewter finish and logo. Comes with removable midnight brushed chrome Zippo[®] with identical etched logo. Refillable and lifetime guarantee. Base: 1 1/2" x 2".

Item 26: 325 C-Notes + \$1.25 S/H

Item 226: \$55.00 + \$1.25 S/H

27 - THE BEANBAG ASHTRAY

The days of the beanbag chair are long gone. But this sixties classic beanbag ashtray is still really groovy. 3 7/8" diameter.

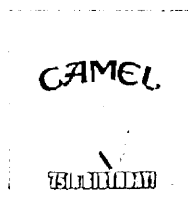
Item 27: 75 C-Notes + \$2.00 S/H

Item 227: \$15.00 + \$2.00 S/H

1978 - Disco music and bellbottoms are in vogue.

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

52067 9369



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 Rock – 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

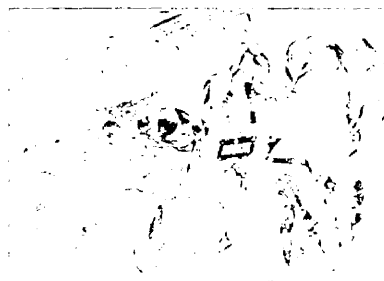
Guys. Soon enough, these guys were seen in ads and on collectibles, always wearing their signature sunglasses and fedoras. The following year, Joe put on his top, and, with lots of class, introduced yet another cigarette: Camel Special Lights.



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

By this time, Joe could be found just about everywhere. He on the collectibles featured in the new four-page Book by popular demand, these items are some of the biggest sellers in Camel's Cash Store.

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

52067 9370

52067 9371

**Camel 75 Years
And Still Smokin'**

THE ILLUSTRATED HISTORY OF

Item 228: \$34.00+\$4.00 S/H

Cover is subject to change

1989 - A line dance craze hits the nation.

29 - "JOE'S DEBUT" ZIPPO

This Zippo® features the logo used to introduce Joe to America during Camel's 75th Anniversary celebration. Blue matte finish. Refillable and guaranteed for life.

Item 29: 150 C-Notes + \$1.25 S/H

Item 229: \$28.00 + \$1.25 S/H

30 - JOE PIANO ZIPPO

With a purple matte finish, technigraphics and Joe jammin' on the piano, this Zippo® hits all the right notes. Refillable and guaranteed for life.

Item 30: 150 C-Notes + \$1.25 S/H

Item 230: \$28.00 + \$1.25 S/H

31 - JOE'S MONEY CLIP

A stash is worth holding on to when you have this money clip, featuring the Camel Cash design. Antique brass finish. 1 9/16" x 2 11/16" x 5/16".

Item 31: 50 C-Notes + \$1.25 S/H

Item 231: \$10.00 + \$1.25 S/H



1990 - Karaoke becomes a hit in America, as singers polish up on their favorite tunes

1991 - Computer morphing becomes the latest special effect on the silver screen.

52067 9372

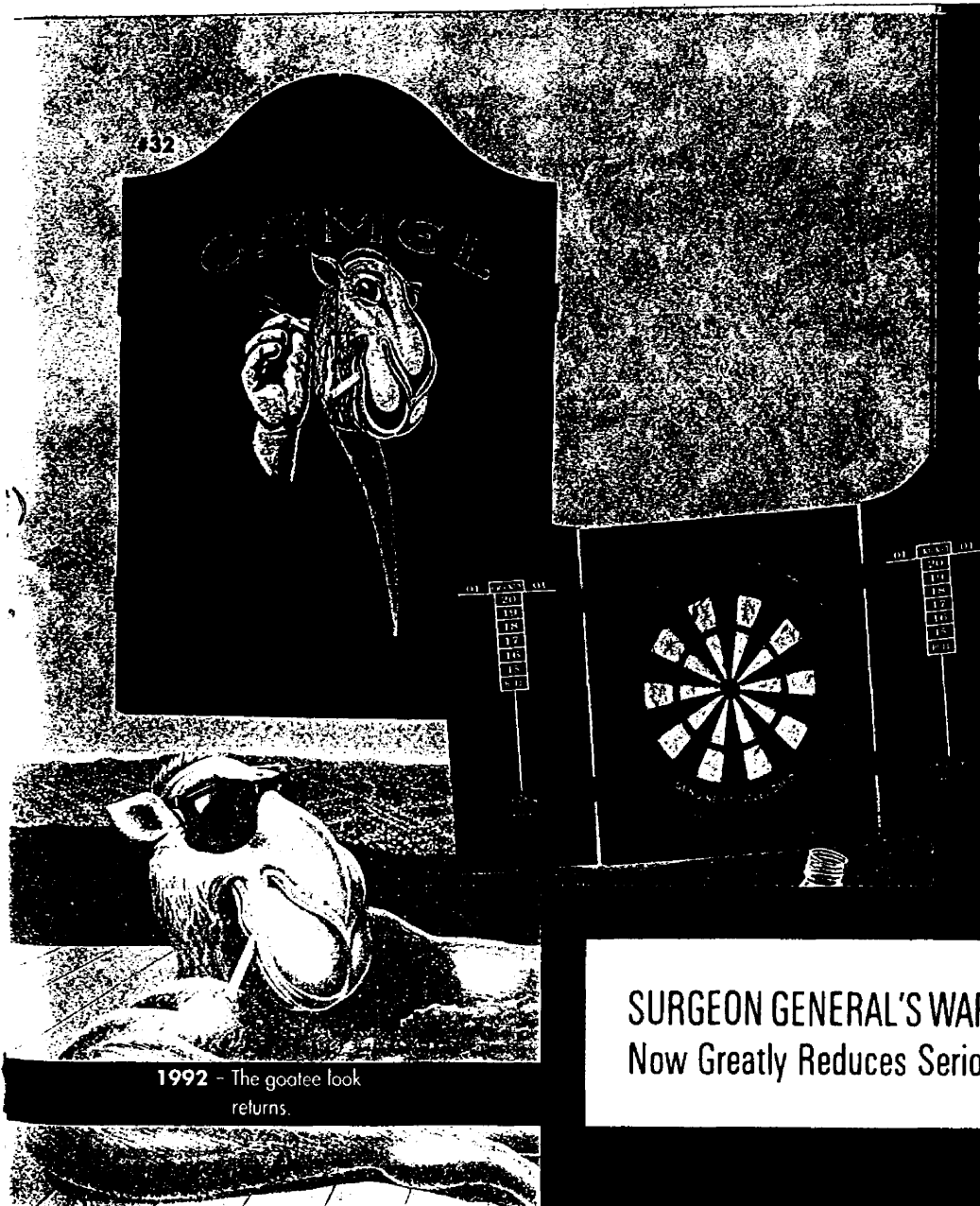
32 - JOE'S DARTBOARD

When it comes to darts, a game ain't the same without Joe. Take on your friends with this eighteen inch bristle dartboard, featuring two scoreboards with the Camel imprint, and a high profile dart cabinet with cherry laminate and custom-printed Joe graphics. Darts not included.

25 ⁵/₁₆" x 20" x 3 ¹³/₁₆"

Item 32: 650 C-Notes + \$9.50 S/H

Item 232: \$110.00 + \$9.50 S/H



1992 - The goatee look
returns.

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

52067 9373

**33 - MAX AND RAY
TWO-SIDED ASHTRAY**

There are two sides to every story.
And now there are even two sides to
an ashtray. This one is handcrafted with
cobalt flint glass, features Max and Ray,
and lets you choose sides. Dishwasher
safe. 4 13/16" x 5 7/8" x 3 3/4".

Item 33: 135 C-Notes + \$3.50 S/H

Item 233: \$22.00 + \$3.50 S/H

34 - THE "HARD PACK" ZIPPO

When the members of the Hard Pack
play, they put on quite a show. This
Zippo® does the same with its purple
matte case and technigraphics. Refillable
and guaranteed for life.

Item 34: 150 C-Notes + \$1.25 S/H

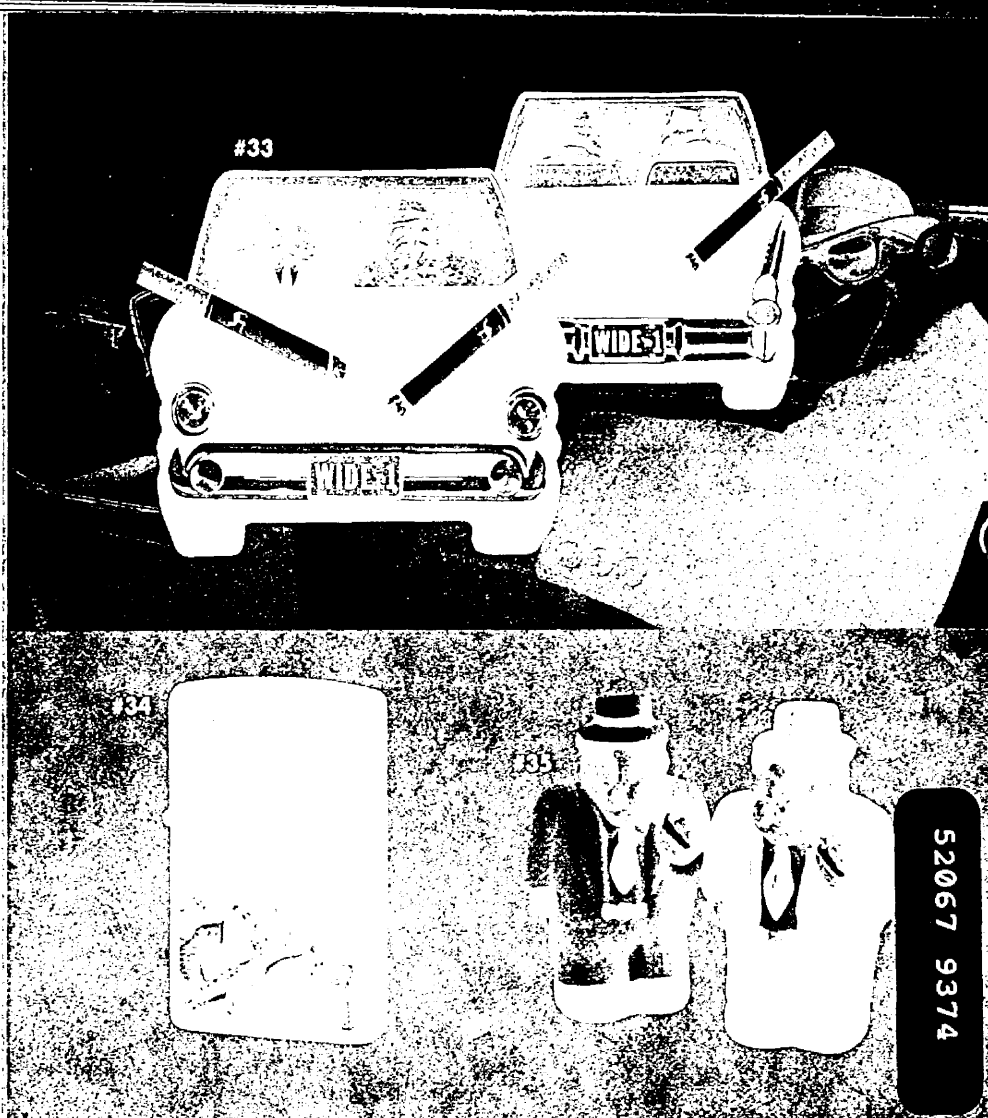
Item 234: \$28.00 + \$1.25 S/H

**35 - MAX AND RAY
SALT AND PEPPER SHAKERS**

Add some spice to your kitchen with
these handcrafted salt & pepper shakers,
featuring Max and Ray, two Camel Cash
veterans. Made of ceramic.
2 1/2" x 2 1/3" x 3 3/4".

Item 35: 100 C-Notes + \$1.25 S/H

Item 235: \$18.00 + \$1.25 S/H



52067 9374

1992 - Americans begin surfing the Internet for information
on anything, anywhere and anyone

1993 - Coffee bar chains develop
a nationwide presence.



1994 - Pagers, or "beepers," become standard communication accessories.

1995 - The first mass-marketed electric car is introduced to America.

36 - "JOE'S BEACH CLUB" TUMBLER SET

If you can't hit the beach, at least you can fix some drinks for your friends with this set of tumblers. The five styrene insulated tumblers feature Joe and the Hard Pack. Left to right: Max, Eddie, Joe, Bustah, and Floyd. Dishwasher safe. Holds 12 fluid oz.

Item 36: 145 C-Notes + \$4.25 S/H

Item 236: \$25.00 + \$4.25 S/H

37 - JOE'S NEON SIGN

Joe had a lot of shining moments. This neon with Joe's silhouette is definitely one of them. Designed to fit on a counter, mount on a wall, or hang in a window. UL-approved. 11 1/4" x 10 1/2" x 3 3/4".

Item 37: 1000 C-Notes + \$6.00 S/H

Item 237: \$160.00 + \$6.00 S/H

THE JOE YEARS

52067 9375

38 - HANDLEBARS T-SHIRT

We'd give you the bike, but it's Joe's. So we figured this black T-shirt is the next best thing. 100% cotton. Adult XL. Made in USA.

Item 38: 75 C-Notes + \$1.50 S/H

Item 238: \$15.00 + \$1.50 S/H

39 - JOE'S HEAD CAN HUGGER

With this legendary Camel Cash item, Joe has your favorite liquids covered. Plastic, hand painted. 4" x 5" x 5".

Item 39: 40 C-Notes + \$1.50 S/H

Item 239: \$8.00 + \$1.50 S/H

40 - THE MATCHBOOK RACK

With a walnut finish on pine wood, it's the perfect place to keep your Camel matchbooks, assuming you don't use them all up. Comes with a caddy of fifty matchbooks with unique Joe and Camel graphics. 20 1/2" x 14 1/2".

Item 40: 200 C-Notes + \$5.00 S/H

Item 240: \$40.00 + \$5.00 S/H

The collage features three items from the Camel Cash collection. At the top left is a white t-shirt with a black graphic that says 'GENUINE' in a banner above a silhouette of a person on a motorcycle, with 'CAMEL' in a banner below. A label '38' is in the top left corner of the t-shirt's image, and 'Front Pocket' is written below it. To the right is a small, white, hand-painted plastic can hugger with a black graphic of a person's head. A label '39' is in the top left corner of its image. Below these is a large matchbook rack with a grid of matchbooks. A label '40' is in the top left corner of its image. The background of the collage is a black and white photograph of a person on a motorcycle.

1995 - People of all ages are doing the Macarena. The dance move even becomes popular at baseball stadiums nationwide

1995 - Stuffed pizza crust is invented

52067 9376



Front
Pocket



1996 - Martini bars surface all
over the urban landscape.

41 - THE CLASSIC POOL PLAYER T-SHIRT

It doesn't take a pool shark to realize the power of this white T-shirt. The next shot? How about the five ball in the corner pocket? 100% cotton. Adult XL. Made in USA.

Item 41:..... 75 C-Notes + \$1.50 S/H
Item 241:..... \$15.00 + \$1.50 S/H

42 - "POOL PLAYER" COLLECTOR'S PLATE

When it comes to this collector's plate, you gotta let Joe call the shots. Like this one featuring the classic Joe Pool visual. White porcelain with 22 karat gold accents. For decorative purposes only. Not for food use. 8 1/4" diameter.

Item 42:..... 155 C-Notes + \$1.50 S/H
Item 242:..... \$30.00 + \$1.50 S/H

THE JOE YEARS

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

52067 9377

Camel Is Still What You're Looking For



By the nineties, fashion, music, movies, and art were being blended into one big cultural cocktail. Rock mixed with lounge, indie mixed with Hollywood, and Camel mixed with everything.

This new cultural blend was also flavored by technology. Cyber cafes popped up all over the urban landscape. People were meeting in chat rooms to discuss anything and everything. And digital cameras broadcast live video all over the Internet. The soundtrack to it all was created by computers. The new hi-tech made its way to the top of the charts.

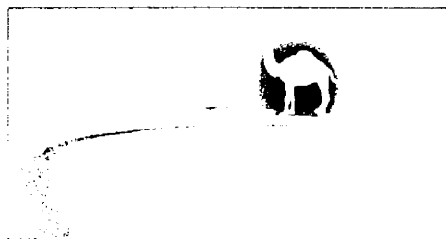
In 1997, Camel unveiled a completely

new look, which didn't just reflect sophisticated nightlife, it embraced it. Whether in swank martini bars, or at raging weekend biker rallies, "What You're Looking For" became Camel's new view of the times.

After almost eighty-five years, it was easy to see that Camel had reinvented itself once again. What was not so easy to see was an image of a camel hidden in each ad.

Thankfully, it doesn't take long to spot the latest collectibles, just check out the next page.

These bright, energetic billboards were introduced nationwide in 1997, representing a new direction for Camel.



1997 – Americans move to the beat of techno, as its radioplay and record sales reach an all-time high

52067 9378



43 - MARTINI GLASSES AND SHAKER

Here's an idea. Throw a party, invite lots of people, and do up the martinis. This shaker and glasses set will help you get started. Camel design etched in glass. Dishwasher safe. Glass shaker comes with high-density plastic lid and holds 20 fluid oz. Two glasses each hold 4.5 fluid oz.

Item 43: 225 C-More + \$3.50 S/H
Item 743: \$43.00 + \$3.50 S/H

1997 - Microbreweries gain widespread recognition for their inventive beer recipes.

1997 - Photos of the Mars landscape are shown on the Internet.

52067 9379

**44 - CAMEL TIN WITH 4
DISPOSABLE LIGHTERS**

Long after these Scripto[®] lighters are used up, this funky tin case will still be shining. Each lighter and the case feature Camel's new graphic look. Tin case: 5" x 3 1/2" x 1 3/4".

Item 44: 100 C-Notes + \$1.50 S/H

Item 244: \$18.00 + \$1.50 S/H

45 - CAMEL NEON SIGN

Hang it up in your bar, or if you don't have one, the next best spot. Square shaped sign with cobalt blue neon shaped into the Camel logo. UL-approved. 12" x 10 1/2" x 2 3/4".

Item 45: 1000 C-Notes + \$6.00 S/H

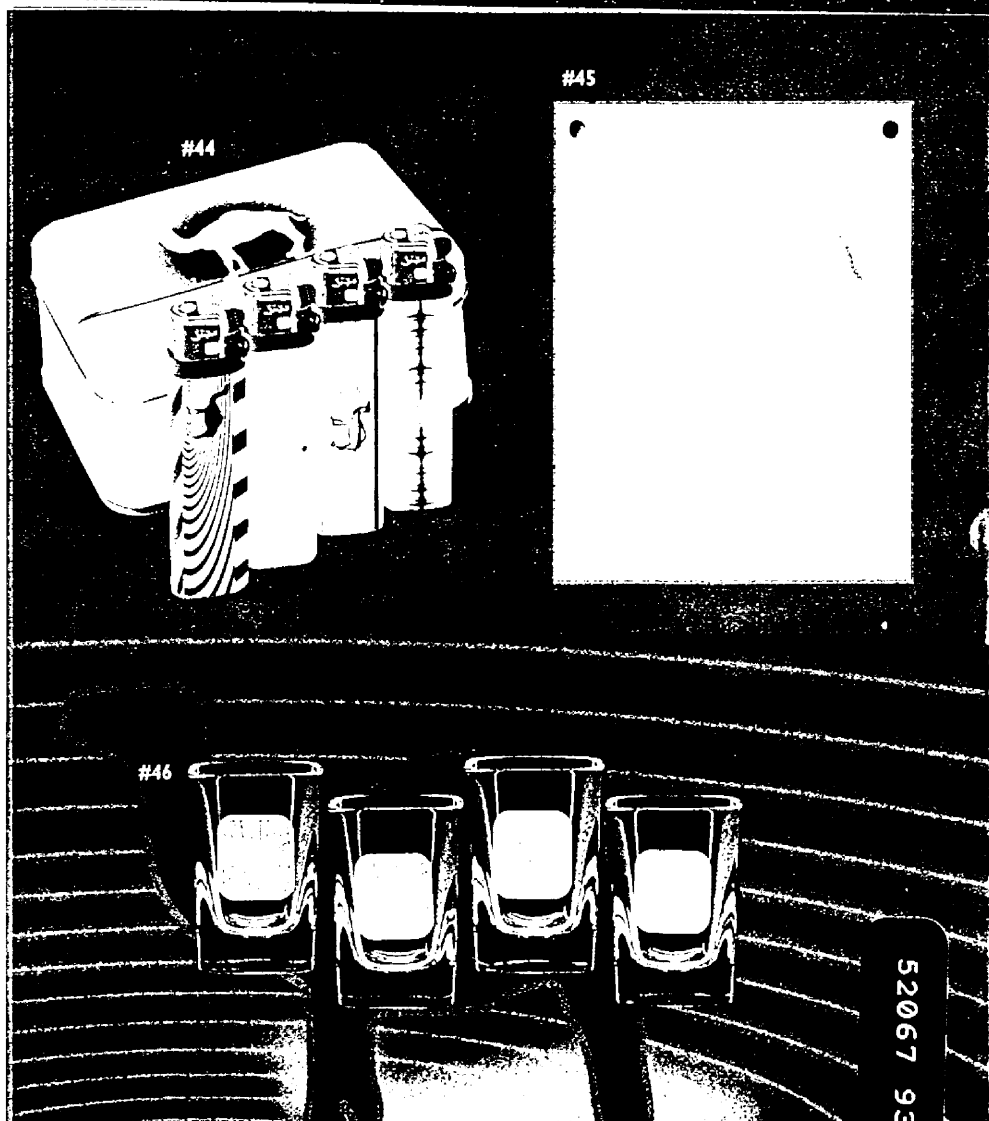
Item 245: \$160.00 + \$6.00 S/H

46 - SET OF FOUR SHOT GLASSES

These square-shaped glasses are waiting to be used, so give 'em a shot. Made by Libbey[®] glass. Custom Camel decal decoration. Dishwasher safe. Holds 2 fluid oz. each.

Item 46: 100 C-Notes + \$3.50 S/H

Item 246: \$18.00 + \$3.50 S/H



1997 - Hollywood's most expensive movie to date is produced, costing over \$200 million.

52067 9380

#47



#48



Top View



1998 - "Yada-yada-yada" is added to the English dictionary.



47 - "SOLAR BLAST" T-SHIRT
Funky isn't the word. Cool isn't either. Camel... yeah, that sums it up pretty nicely. 100% cotton. Adult XL. Made in USA.

Item 47: 75 C-Notes + \$1.50 S/H

Item 247: \$15.00 + \$1.50 S/H

48 - COLIBRI XTREME LIGHTER
This weather-resistant lighter has been tested in almost every extreme condition. But we recommend trying it in smokey lounges and jazz clubs. Comes with altitude adjustment ring and belt pouch. Windproof. Quantum system, butane refillable. 1 3/8" x 3 1/4".

Item 48: 325 C-Notes + \$1.25 S/H

Item 248: \$55.00 + \$1.25 S/H

WHAT YOU'RE LOOKING FOR

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

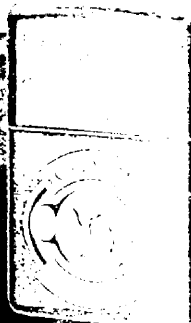
52067 9381

85th Anniversary



In 1913, R.J. Reynolds introduced Camel to America. Soon after, the man and the brand would become tobacco legends. Now, 85 years later, you can experience all the history and heritage of Camel with this special edition catalog, a collector's item itself, along with these 85th Anniversary premiums. Thanks for taking this walk through Camel history with us, and we hope you'll make a piece of our history your own.

52067 9382



Back of Plate

49 - THE 85TH ANNIVERSARY MIRROR
You don't have to reflect on Camel's 85 year history. We already did it for you. 85th Anniversary logo graphics; oak frame.
12 3/8" x 15 7/8".

Item 49:.....200 C-Notes + \$5.00 S/H
Item 249:.....\$40.00 + \$5.00 S/H

50 - THE 85TH ANNIVERSARY ZIPPO
Celebrate our 85th Anniversary every time you light up. Antique silver plate with pewter Camel emblem. Refillable and guaranteed for life.

Item 50:.....150 C-Notes + \$1.25 S/H
Item 250:.....\$28.00 + \$1.25 S/H

51 - THE 85TH ANNIVERSARY PLATE
It's only natural for the ultimate collector to have the ultimate collectible. This collector's plate features Camel's legendary artwork on the front, and the 85th Anniversary logo on the back. White porcelain with 22 karat gold accents. For decorative purposes only. Not for food use. 8 1/4" diameter.

Item 51:.....155 C-Notes + \$1.50 S/H
Item 251:.....\$30.00 + \$1.50 S/H

1 You **MUST** complete all of Section 1 whether ordering with C-Notes or **REAL MONEY**.

2 Fill in Items ordered for C-Notes.

3 See other side for **REAL MONEY** order form.

1 Enclose C-Notes, check or money order (Payable to: The Camel Co.), order form and Mail to:
RJR Merchandise Marketing Co.
P.O. Box 6529
Mankato, MN 56006-6529

OFFER BEGINS 2/15/98. ORDER MUST BE RECEIVED BY 9/30/98.
Please allow 10-12 weeks for delivery of all items.

1 TO ENSURE ACCURACY, PLEASE PRINT NEATLY IN UPPER-CASE LETTERS AND NUMBERS, USING A BLACK OR DARK BLUE BALL-POINT PEN.

FIRST NAME _____ M.I. _____

LAST NAME _____

STREET NUMBER _____ APT. # _____

STREET NAME _____

CITY _____

STATE _____ ZIP CODE _____ MALE _____ FEMALE _____

DAYTIME PHONE _____

(AREA CODE) _____

What is your USUAL BRAND of cigarettes? _____

What is your second choice brand (if any)? _____

Is your USUAL BRAND? Mark one (x) Menthol _____ Non-Menthol _____

Out of the LAST TEN times you bought cigarettes, how many times did you buy your USUAL BRAND? (Please enter a number between 0 and 10 in the boxes to the right.) _____

ORDERS WILL NOT BE PROCESSED WITHOUT SIGNATURE AND BIRTHDATE.

What is your birthdate? (required) Today's date? _____
Month _____ Day _____ Year _____ 9 8 AGS
Month _____ Day _____ Year _____

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

SIGNATURE (required) _____

2 C-NOTES FORM

COMPLETE THIS PORTION FOR C-NOTES AND SHIPPING & HANDLING ITEMS ONLY!
LIMIT: 5 PER ITEM, MAXIMUM OF 20 ITEMS PER ADDRESS, INDIVIDUAL OR HOUSEHOLD.

ITEM NUMBER	ITEM DESCRIPTION	QUANTITY ORDERED	C-NOTES PRICE	TOTAL C-NOTES	S/H PRICE	TOTAL S/H OF ITEMS	ITEM NUMBER	ITEM DESCRIPTION	QUANTITY ORDERED	C-NOTES PRICE	TOTAL C-NOTES	S/H PRICE	TOTAL S/H OF ITEMS
01	LETTER/PICTURE	200	3.50				27	BEANBAG ASHTRAY	75	2.00			
02	ZIPPO® DISPLAY	700	5.75				28	JOE'S BOOK	175	4.00			
03	CAMEL TAPESTRY	250	5.50				29	DEBUT ZIPPO®	150	1.25			
04	COIN SET	250	1.50				30	JOE PLANO ZIPPO®	150	1.25			
05	1916 TIN SIGN	135	3.50				31	MONEY CLIP	50	1.25			
06	PYRAMID LAMP	900	5.50				32	DARTBOARD	650	9.50			
07	TRENCH LIGHTER	75	1.25				33	2 SIDED ASHTRAY	135	3.50			
08	ORIENTAL BOX	400	5.00				34	HARD PK ZIPPO®	150	1.25			
09	1930'S LIGHTER	135	1.25				35	S&P SHAKERS	100	1.25			
10	1920'S ZIPPO®	150	1.25				36	TUMBLERS	145	4.25			
11	1920'S TIN SIGN	135	3.50				37	JOE NEON SIGN	1000	6.00			
12	CAMEL ASHTRAY	75	4.00				38	BIKE T-SHIRT	75	1.50			
13	PACK LIGHTER	135	1.25				39	CAN MUGGER	40	1.50			
14	CERAMIC HOLDER	75	1.25				40	MATCH RACK	200	5.00			
15	CARDS/HOLDER	60	1.00				41	POOL T-SHIRT	75	1.50			
16	CASE/LIGHTER	155	1.25				42	POOL PLATE	155	1.50			
17	1920'S T-SHIRT	75	1.50				43	GLASSES/SHAKER	225	3.50			
18	ANTIQUE FLASK	200	1.50				44	TIN/4 LIGHTERS	100	1.50			
19	CERAMIC BOX	100	3.50				45	CAMEL NEON SIGN	1000	6.00			
20	THERMOMETER	250	3.50				46	4 SHOT GLASSES	100	3.50			
21	50'S ZIPPO® #1	150	1.25				47	BLAST T-SHIRT	75	1.50			
22	50'S ZIPPO® #2	150	1.25				48	XTREME LIGHTER	325	1.25			
23	CAMEL WATCH	100	1.25				49	85TH MIRROR	200	5.00			
24	CAMEL'S MUG	60	3.50				50	85TH ZIPPO®	150	1.25			
25	LAVA LAMP	325	5.00				51	85TH PLATE	155	1.50			
26	TABLE ZIPPO®	325	1.25				TOTAL						

52067 9383

Fill out this
form if you are
purchasing with
REAL MONEY.
If you are purchasing
with C-NOTES, fill
out the form on the
previous page.

Either way,
be sure to fill out
Section 1 on the
previous page or
your order will not
be processed.

PLEASE MAKE CHECK OR
MONEY ORDER PAYABLE TO:
THE CAMEL CO.
(Do not send U.S. currency.)

3 REAL MONEY FORM COMPLETE THIS PORTION FOR REAL MONEY AND SHIPPING & HANDLING ITEMS ONLY!
LIMIT: \$ PER ITEM, MAXIMUM OF 20 ITEMS PER ADDRESS, INDIVIDUAL OR HOUSEHOLD.

ITEM NUMBER	ITEM DESCRIPTION	QUANTITY	COST EACH	TOTAL COST OF ITEMS	S/H EACH	TOTAL S/H OF ITEMS	ITEM NUMBER	ITEM DESCRIPTION	QUANTITY	COST EACH	TOTAL COST OF ITEMS	S/H EACH	TOTAL S/H OF ITEMS
201	LETTER/PICTURE		\$ 48.00	.00	3.50		228	JOE'S BOOK		\$ 34.00	.00	4.00	
202	ZIPPO [®] DISPLAY		\$125.00	.00	5.75		229	DEBUT ZIPPO [®]		\$ 28.00	.00	1.25	
203	CAMEL TAPESTRY		\$ 45.00	.00	5.50		230	JOE PIANO ZIPPO [®]		\$ 28.00	.00	1.25	
204	COIN SET		\$ 45.00	.00	1.50		231	MONEY CLIP		\$ 10.00	.00	1.25	
205	1916 TIN SIGN		\$ 22.00	.00	3.50		232	DARTBOARD		\$110.00	.00	9.50	
206	PYRAMID LAMP		\$145.00	.00	5.50		233	2 SIDED ASHTRAY		\$ 22.00	.00	3.50	
207	TRENCH LIGHTER		\$ 15.00	.00	1.25		234	HARD PK ZIPPO [®]		\$ 28.00	.00	1.25	
208	ORIENTAL BOX		\$ 75.00	.00	5.00		235	S&P SHAKERS		\$ 18.00	.00	1.25	
209	1930'S LIGHTER		\$ 22.00	.00	1.25		236	TUMBLERS		\$ 25.00	.00	4.25	
210	1920'S ZIPPO [®]		\$ 28.00	.00	1.25		237	JOE NEON SIGN		\$160.00	.00	6.00	
211	1920'S TIN SIGN		\$ 22.00	.00	3.50		238	BIKE T-SHIRT		\$ 15.00	.00	1.50	
212	CAMEL ASHTRAY		\$ 15.00	.00	4.00		239	CAN HUGGER		\$ 8.00	.00	1.50	
213	PACK LIGHTER		\$ 22.00	.00	1.25		240	MATCH RACK		\$ 40.00	.00	5.00	
214	CERAMIC HOLDER		\$ 15.00	.00	1.25		241	POOL T-SHIRT		\$ 15.00	.00	1.50	
215	CARDS/HOLDER		\$ 12.00	.00	1.00		242	POOL PLATE		\$ 30.00	.00	1.50	
216	CASE/LIGHTER		\$ 30.00	.00	1.25		243	GLASSES/SHAKER		\$ 43.00	.00	3.50	
217	1920'S T-SHIRT		\$ 15.00	.00	1.50		244	TIN/4 LIGHTERS		\$ 18.00	.00	1.50	
218	ANTIQUA FLASK		\$ 40.00	.00	1.50		245	CAMEL NEON SIGN		\$160.00	.00	6.00	
219	CERAMIC BOX		\$ 18.00	.00	3.50		246	4 SHOT GLASSES		\$ 18.00	.00	3.50	
220	THERMOMETER		\$ 45.00	.00	3.50		247	BLAST T-SHIRT		\$ 15.00	.00	1.50	
221	50'S ZIPPO [®] #1		\$ 28.00	.00	1.25		248	XTREME LIGHTER		\$ 55.00	.00	1.25	
222	50'S ZIPPO [®] #2		\$ 28.00	.00	1.25		249	85TH MIRROR		\$ 40.00	.00	5.00	
223	CAMEL WATCH		\$ 18.00	.00	1.25		250	85TH ZIPPO [®]		\$ 28.00	.00	1.25	
224	CAMEL'S MUG		\$ 12.00	.00	3.50		251	85TH PLATE		\$ 30.00	.00	1.50	
225	LAVA LAMP		\$ 55.00	.00	5.00								
226	TABLE ZIPPO [®]		\$ 55.00	.00	1.25								
227	BEANBAG ASHTRAY		\$ 15.00	.00	2.00								

* Residents of NC and OH, add applicable sales tax.
NC-6% OH-6.5%

PLEASE BE SURE TO FILL OUT SECTION 1 ON THE REVERSE PAGE OR YOUR ORDER WILL NOT BE PROCESSED.

TOTAL ITEMS	TOTAL COST	SALES TAX*	TOTAL S/H
	.00		

52067 9384

Now there are two ways to get some great items from Camel Cash:

BILL MONEY OR C-NOTES.

Just fill out the order form on the opposite page with the items you want to purchase with **Or just flip the page and fill out the C-Note order form with the items you want to purchase with**

OFFER RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

ULTRA LIGHTS HARD PACK, ULTRA LIGHTS,
ULTRA LIGHTS 100's HARD PACK: 5 mg. "tar",
0.5 mg. nicotine, 99's LIGHTS: 9 mg. "tar", 0.8
mg. nicotine, MENTHOL LIGHTS: 10 mg. "tar",
0.7 mg. nicotine, LIGHTS 100's, SPECIAL
LIGHTS: 10 mg. "tar", 0.8 mg. nicotine, SPECIAL
LIGHTS 100's: 10 mg. "tar", 0.9 mg. nicotine,
LIGHTS HARD PACK, LIGHTS, SPECIAL LIGHTS
SOFT PACK, CAMEL WIDES LIGHTS: 11 mg
"tar", 0.9 mg. nicotine, 99's FILTERS: 16 mg
"tar", 1.1 mg. nicotine, FILTERS 100's: 16 mg
"tar", 1.2 mg. nicotine, FILTERS HARD PACK,
MENTHOL: 17 mg. "tar", 1.1 mg. nicotine,
CAMEL WIDES FILTERS, FILTERS: 17 mg. "tar",
1.2 mg. nicotine, REGULAR: 24 mg. "tar", 1.7
mg. nicotine, av. per cigarette by FTC method.

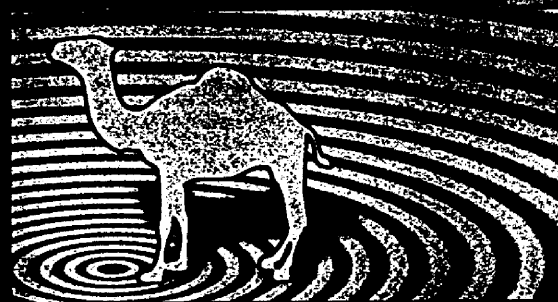
- OFFER GOOD WHILE SUPPLIES
LAST. SUPPLIES ARE LIMITED, SO
ACT QUICKLY.
- PLEASE ALLOW 10-12 WEEKS FOR
DELIVERY OF ALL ITEMS.
- To check on orders not received after 12
weeks, please call 1-800-926-8814
- Enclose C-Notes, check or money order,
order form and mail to:
RJR Merchandise Marketing Co.,
P.O. Box 6529, Mankato, MN 56006-6529.
- No facsimiles or copies of order form or
proofs accepted
- Fraudulent submission could result in federal
prosecution under the U.S. Mail Fraud
Statutes (18 United States Code, Sections
1341 and 1342).
- Order forms or proofs cannot be transferred,

- exchanged, reproduced, or sold
- Not responsible for lost, late, damaged,
misdirected or postage-due mail. Proof of
mailing does not constitute proof of delivery
- Orders and proofs will not be returned for
requests in excess of proof requirements/item
limits or for any invalid proofs submitted
- Requests from groups or organizations will
not be honored or acknowledged
- Offer void where restricted or prohibited
by law
- Offer good only in USA
- We have the right to substitute within
planned quantities
- Consumer must pay postage when submit-
ting order/proofs
- All promotional costs paid by manufacturer
- Proof/coupon value 1/100 of 1 cent
- © 1997 (4) R J REYNOLDS TOBACCO CO

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

52067 9385

THE ESSENTIALS OF TIBLES



52067 9386

52063



2/80

PICK UP THE SPECIAL ENLARGED EDITION OF THE CATALOG IN PARTICIPATING STORES NEAR YOU.

CAMEL

**BULK RATE
U.S. POSTAGE
PAID
RJR MERCHANDISE
MARKETING CO.**

ADDRESS SERVICE REQUESTED

*BYNXXT ***** 3-DIGIT 271
6437696718002178 0149-023-01

643769671 800217 1249823
EMILY ETZEL
241 HEATHCLIFF PL
WINSTON SALEM, NC 27104-4443

MAILING RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER.

IF YOU WOULD LIKE YOUR NAME REMOVED FROM OUR MAILING LIST,
PLEASE SEND IN YOUR COMPLETE MAILING LABEL TO:
MAILING LIST, P.O. Box 345, WINSTON-SALEM, NC 27102-0345

REAL MONEY

MSKOBK

52067 9387

Dear Smoker:

We wanted to give you a sneak preview of Timeless Collectibles, the newest Camel Cash Catalog. This extraordinary look at Camel's 85-year history won't be available in stores until mid-February. So be one of the first to take a trip back in time, and pick up some souvenirs along the way.

Beat the crowd, and get some of the best Camel collectibles of all time! Just redeem your C-Notes now, or use real money to get a Camel Cash first.

Also, be sure to pick up the special enlarged edition of the catalog in participating stores near you. Just look for the Camel Cash signs.

Thanks for making Camel your cigarette of choice. We hope you enjoy Timeless Collectibles and we encourage you to make a piece of Camel history your own!

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

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO 439 RICHARDSON TX

POSTAGE WILL BE PAID BY ADDRESSEE

ATTN DEPT AM1
CAMEL
PO BOX 834025
RICHARDSON TX 75083-9412



DON'T MISS OUT!

52067 9388

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1249823

• What is your USUAL BRAND of CIGARETTES? [] [] [] [] [] [] [] [] [] [] [] []

• Is your USUAL BRAND? Check (✓) one ☐ Menthol ☐ Non-Menthol

• Out of the LAST TEN times you bought cigarettes, how many times did you buy your USUAL BRAND?
Please enter a number between 0 and 10 in the boxes to the right → [] [] [] [] [] [] [] [] [] []

• What is your second choice brand (if any)? [] [] [] [] [] [] [] [] [] [] [] []
(If you don't have a second choice brand, write "NONE" in the boxes above)

• How do you purchase cigarettes? Check (✓) one ☐ By the pack ☐ By the carton

• How often do you use coupons to buy brands OTHER THAN your Usual Brand? Check (✓) one ☐ Frequently ☐ Occasionally ☐ Never

• Are you collecting packs, proof of purchase, UPC codes or "funny money" for any cigarette brand? ☐ Yes ☐ No

• In the past six months, have you sent in any packs, proof of purchase, UPC codes or "funny money"
to get merchandise? ☐ Yes ☐ No to get free cigarettes? ☐ Yes ☐ No

Date of Birth (required) / /
month day year

Today's Date / /
month day year

I certify that I am a smoker; that I am 21 years of age or older; and that I want to receive offers, premiums, coupons, or free cigarettes that may be sent to me in the mail. I understand that giving false information in order to accept these offers may constitute a violation of law.

Signature (required) _____

AM 7

COMING SOON