

CAMEL CAMPAIGNS

It is hard to give a definite closing date for the different campaigns. For instance, when a new campaign is started, frequently campaigns used in the past will be incorporated in the new campaign. Also, in some cases, a combination of several campaigns will be incorporated in a few ads and used in between campaigns.

"DIGESTION"

"Digestion" was last used as a regular campaign in November 1937 but appeared frequently in other campaigns, and was used as late as the November 19, 1939 issue of the American Weekly.

"LIFT"

The "Get A Lift" campaign ended in November 1938. We also used "Get A Lift" ad in the 1938 football programs which last appeared in the Rose Bowl game on January 1, 1939. This same ad was also used for local advertising of which we have no schedule dates showing last time used other than the regular local program files.

"WIND"

The last regular "They Don't Get Your Wind" ad appeared in February 1936. "They Don't Get Your Wind" was incorporated with other campaigns as late as April 1936.

"CAMELS ARE MADE FROM FINER,
MORE EXPENSIVE TOBACCOS -
TURKISH AND DOMESTIC - THAN
ANY OTHER POPULAR BRAND"

Last used in regular magazines in November 1937 and appeared as late as January 1, 1938 in the Rose Bowl football program.

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