



Recently we have been testing a slightly different label on the Camel package．The experimental design changed
the illustration and the wording a little．That＇s all．No期 of choice Turkish and domestic tobaccos．
What we learned in the test is that Camel smokers prefer the original package，so we＇re putting the pyra prefer the original package，so were putting the pyra－
mids right back where they were，as quickly as we can do it．The test package is being discontinued，so you will soon be getting your Camels in the package you know so well． We have always been proud of the loyalty of Camel smokers，and we thank you for helping us decide not to
change the looks of the package that brings you the best liked cigarette of them all！（Yes，we are happy to say that again this year，for the 10th straight year，Camel out

R．J．Reynolds Tobacco Company
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## pace rovis

Court to Speed Case



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