
Date: 1943
Brand: Camel
Manufacturer: R. J. Reynolds Tobacco Company
Campaign: Let's Smoke Girls
Theme: Targeting Women
Keywords: Woman, female, adult, military, Army, soldier, service, WWII, World War II, parachute, Adeline Gray, athletic, patriotic
Quote: No wonder the first thing Adeline Gray did when she reached the ground was to light up a Camel., Now a girl's life can't be all 'chutes and ships, can it? There must be moments now and then for soft lights sweet music a table for two and two cigarettes on one match.

Women in the War



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No wonder the first thing Adeline Gray did when she reached the ground was to light up a Camel. Which is no doubt what you'd do, too! A Camel always tastes swell, but in a moment like that... well, there aren't words enough to say how swell! "Camel's my cigarette," Adeline Gray says. "They suit my taste and throat to a 'T'."

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