

# Camel Collection set for its spring debut

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R.J. Reynolds Tobacco Company's "Old Joe," who has graced Camel cigarette packages for 67 years, is making his debut in the world of American fashion.

The Camel Collection of clothing featuring the famous Camel logo will be available in select retail stores in late spring.

The Camel Collection is being produced by the John Henry Division of The Manhattan Shirt Company, one of America's leading producers of men's clothing. Reynolds Tobacco is licensed to use its Camel trademarks.

"We feel that the Camel Collection will be successful for both Reynolds Tobacco and Manhattan," says Group Brand Manager Harry Lees. The collection is using our well-established, recognized name and logo. And we in turn are gaining extra exposure for the Camel family of cigarettes."

In keeping with the Camel image, the Camel Collection is highlighted by a bold, rugged look that is casual and contemporary. Most of the fabrics are natural cotton.

Several varieties of shirts, jackets and pants comprise the initial Camel Collection offering. Colors range from subtle neutral tones to brights.

The collection was unveiled to fashion writers and retail store buyers in January at fashion trade shows in New York. Initial response from buyers has been excellent and Manhattan expects the Camel Collection to be one of the most important developments of the year in men's sportswear.

"Old Joe" has already proven himself to be popular among purchasers of menswear. In Europe, more than one million articles of Camel Collection clothing has been

Introducing the

## CAMEL COLLECTION

by JOHN HENRY

A new line of sportswear is here with a symbol as unique as the man who will wear it. The Camel Collection by John Henry. Woven and knit shirts in assorted colors, priced to retail from \$19.50 through \$26. Pants \$30. Jacket \$37.50. Plan to make the Camel Collection part of your Spring fashion program. Order now from your John Henry representative.



The Camel Collection will be introduced to consumers nationwide by advertisements similar to this. Major magazines like Time and Sports Illustrated will be used as will daily newspapers.

Since R.J. Reynolds Tobacco International, Inc. began agreements with European clothing manufacturers.

The Camel Collection will be the subject of a major national advertising campaign this spring. Adver-

tisements are scheduled to appear in magazines such as Sports Illustrated, Time, Playboy and Gentlemen's Quarterly as well as major newspapers.

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