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Camel Night Life Covers

by
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Several versions of the beginning of the Camel night life covers are floating around and this is the one I have heard about the most...

An advertising company called KBA was hired to promote the use of Camel Cigarettes...This company would go around to clubs, offer them all kinds of incentives to sell only camel cigarettes...napkins, business cards, flyers, etc. and advertising in a local entertainment paper of that club, what the club offers and, of course, the matches with the establishment's business logo. I understand that some of the businesses had a minimum of three cases and others more...not sure why the difference. I believe that some of the clubs had to purchase some cases where others were given the cases free. I have also heard that the clubs had to purchase so many camel cigarettes over a period of time and could not sell anything *but* camels. Whenever a camel party was planned, the company moved in with all kinds of giveaways, and anyone caught smoking another brand of cigarette were immediately offered a full pack of Camels in place of the ones they were smoking.

Some of the matches coming out did not have the Camel logo, which I understand was up to the business; I've also heard that it was absent because of a state law, but most of them had a camel logo.

Many of the collectors who sent in the covers told me of some of the places these covers came from, not a place you would like to take your date or anyone else, and some of these places were stuck in alleys, basements, underground, and even grocery stores...Would you take your date to the DEAD GOAT SALOON, or RED EYED FLY, or maybe the VILLAGE IDIOT PUB?

Even though the first camel covers came out in 1995, with the help of Fred Boyle, Bob Cigrang, Morris Pasternak and many many others, the first listing came out in October 1997 with 237 listed and was updated on a monthly basis until September 2002. By then, the covers were no longer being made. But, covers were still found that hadn't been listed, so the last update now was May 2005. This last listing has a total of 4,158 covers with logos and 239 without logos.

Every cover had...DO NOT DISTRIBUTE THESE MATCHES OR TOBACCO PRODUCTS TO

MINORS, even the ones with no camel logo. A guide had to be developed because of the use of 10 different manumarks and footers; some of them were Rona Productions, Brown's Best and Atlas Match. Atlas Match was the company which actually made the covers. Each cover's logo was dated, some of the logos carried for several years, so a Camel logo guide also had to be developed. Ten different logos were used through this period. This was the only and quickest way to identify a cover...from a listing. Many of the businesses came out with new covers. It seemed like every year, for instance, Lotus Cardroom & Café, Portland, OR, has five different covers listed; most of the changes were to the logo or manumark.

CML, The Camel Quarterly magazine was published during 2000 and 2001 with exclusives, articles on adventure, food, travel, and of course...exotic tobacco blends, along with the best accessories available to CML members only, such as a Hansa cigarette case, \$19, Ceramic coffee cups (set of six), \$36 and, of course, a Erhard and Sohne "Brasilia" set, \$100...(this is a classic black and chrome ashtray, lighter, canister and tray)...not an everyday buying catalog. They also advertised tobacco products like Izmir Stinger, a Turkish and domestic blend, sweet and tart...Only a few issue of this publication were printed and then Camel started in 2001 a by-monthly publication called...CML, The City Edition. This magazine also reported about The Pleasure Parties held in different locations throughout the country with articles that brought everyone up-to-date on The Pleasure Parties that were held in different cities, spot lighting the clubs and entertainment available. Some of these additions had extraordinary offers that were unique to the camel experience, with articles on Exotic Blends, Extravagant Getaways, Exclusive New Merchandise and of course Special savings on you favorite style of Camel. This publication was only available for a few short months, very interesting and colorful.

I'm sure I wasn't alone with disappointment when Camel's covers came to an end. This group of covers were the most interesting and colorful covers I have ever collected, but I guess everything comes to an end.

