

Dakota Cigarette Box Set

This set consists of 5 dark blue American Ace tobacco boxes. Top panel shows Dakota logo; each bottom panel shows a dif color photo (one shows a bigger Dakota logo): people at campfire; people in jeep; people dancing; people on motorcycles; large Dakota logo. [c. 1990]

This set is actually more collectible than you may be aware of.

Dakota was a brand of cigarettes introduced by R.J. Reynolds Tobacco (RJR) in 1990. Their marketing was targeted towards young blue-collar 'virile females' in an attempt to displace the Marlboro brand without diluting the dominant Camel brand's appeal to males. After test-marketing in Huston, Tucson, Phoenix and Nashville didn't yield the desired result, the brand was withdrawn.

[I guess I have to go to Houston, Tucson, Phoenix, or Nashville to find virile females!] [I hate flying!]

