

For reply by May 15

100 EAST 42nd STREET
NEW YORK 17, N. Y.

RADIO
WILLIAM ESTY COMPANY
INCORPORATED



Friday, June 8, 1951
R. J. Reynolds Tobacco Company
"RICHARD DIAMOND" -- #23

CAMEL CIGARETTES
No.1

1st ANNOUNCER: After all the mildness tests --

2d ANNOUNCER: Camel leads all other brands by billions of
cigarettes!

1st ANNOUNCER: Yes, after the quick tests, the trick tests...and
the sensible thirty-day Camel mildness test,
latest published figures show Camels in first
place by its widest margin in twenty-five years!

2d ANNOUNCER: Make your own thirty-day Camel test -- and see how
mild, how flavorful, how thoroughly enjoyable
a cigarette can be!

Typed 5/4/51

50010 2029

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RADIO
WILLIAM ESTY COMPANY
INCORPORATED

TELEPHONE
MUrray Hill 5-1900

Friday, June 8, 1951
R. J. Reynolds Tobacco Company
"RICHARD DIAMOND" -- #23

CAMEL CIGARETTES
No. 2

1st ANNOUNCER: What's the best way to find out about cigarette mildness?

2d ANNOUNCER: Well, there have been sniff tests and puff tests. But there's only one thorough test, a test based on the fact that you enjoy cigarettes day in and day out. That's the thirty-day Camel test, which asks you to judge mildness by day-in, day-out smoking.

1st ANNOUNCER: The smokers of America have made the different tests. And now, after all the tests, Camel is in first place by billions of cigarettes! Yes, latest published figures show Camel leads all other brands by billions!

2d ANNOUNCER: Make your own thirty-day Camel mildness test. Smoke only Camels for thirty days and compare Camels with other brands you've smoked. You'll see how mild Camels are, pack after pack; you'll see how well Camels get along with your throat. You'll enjoy rich, full flavor -- a flavor no other cigarette has. Then you'll know why --

1st ANNOUNCER: After all the mildness tests, Camel is America's most popular cigarette by billions!

SINGERS:
How mild,
How mild,
How mild can a cigarette be?
Make the Camel thirty-day test
And you'll see...
Smoke Camels and see!

50010 2030

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INCORPORATED

TELEPHONE
Murray Hill 5-1900

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CAMEL CIGARETTES

No. 3

1st ANNOUNCER: Hundreds of men and women smoked only Camels for thirty days in a coast-to-coast test. Each week, noted throat specialists examined their throats and reported not one single case of throat irritation due to smoking Camels!

2d ANNOUNCER: Make your own thirty-day test -- and see why, after all the mildness tests, Camel is by far America's most popular cigarette!

1st ANNOUNCER: Friends, Father's Day is June 17th. Get Dad a carton of Camels -- a special Father's Day carton. He'll be very pleased.

(FOR HAWAII, SUBSTITUTE THE FOLLOWING FOR ABOVE
REMARKS)

ANNOUNCER: Friends, buy your Camels the handy, thrifty way -- by the carton. That way you always have Camels when you want them!

SINGERS:
How mild,
How mild,
How mild can a cigarette be?
Smoke Camels and see!

Typed 5/4/51

50010 2031

RADIO

WILLIAM ESTY COMPANY
INCORPORATED

TELEPHONE
MUrray Hill 5-1900

100 EAST 42nd STREET
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Friday, June 8, 1951
R. J. Reynolds Tobacco Company
"RICHARD DIAMOND" -- #23

CAMEL CIGARETTES
Free-CAMEL Announcement

POWELL: The Camel people have sent more than one hundred and
ninety-six million gift Camels to servicemen,
servicewomen and veterans! This week, thousands of packs
of Camels are on their way to:

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50010 2032

100 EAST 42nd STREET
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RADIO
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Friday, June 8, 1951
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"RICHARD DIAMOND" -- #23

CAMEL CIGARETTES

Prince Albert

SINGERS: The bite is out and the pleasure's in
When you smoke Prince Albert...
It's specially treated not to bite your tongue --
The bite's out and the pleasure's in!

ANNOUNCER: Yes, pipe smokers enjoy the National Joy Smoke --
Prince Albert! P.A.'s choice tobacco is specially
treated to insure against tongue bite. It's crimp
cut, too, for smooth, cool smoking and easy packing
in your pipe. If Dad smokes a pipe, give him a one-
pound tin of Prince Albert for Father's Day!

(FOR HAWAII, SUBSTITUTE THE FOLLOWING)

ANNOUNCER: Yes, pipe smokers enjoy the National Joy Smoke --
Prince Albert! P.A.'s choice tobacco is specially
treated to insure against tongue bite. It's crimp cut
too, for smooth, cool smoking and easy packing in
your pipe. You'll like Prince Albert's rich flavor
and natural tobacco aroma -- every pipeful!

Typed 5/4/51

50010 2033

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RADIO
WILLIAM E. Y COMPANY
INCORPORATED

TELEPHONE
MUrray Hill 5-1900

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"RICHARD DIAMOND" -- #23

CAMEL CIGARETTES
Advertising Council
Civil Defense

ANNOUNCER: America, like other Nations, is open to attack. This situation, while not a crisis, does demand that we set up a sound defense. Individual survival is most important since we individuals, collectively, are America! In protecting ourselves and our families, we must avoid confusion and establish organization. Get civil air-raid instructions from your local authority or write to: The Superintendent of Documents, Washington, D.C., enclosing 5¢.

Revised 5/7/51

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