

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

RADIO  
WILLIAM ESTY COMPANY  
INCORPORATED

TELEPHONE  
Murray Hill 5-1900

Friday, June 1, 1951  
R. J. Reynolds Tobacco Company  
"RICHARD DIAMOND" -- #22

CAMEL CIGARETTES

No. 1

1st ANNOUNCER: How mild can a cigarette be?

2d ANNOUNCER: America's smokers have been eager to find the answer. They've made mildness tests -- quick tests, trick tests...and the thorough test, the thirty-day Camel test.

1st ANNOUNCER: Now -- after all these tests -- Camel leads all other brands by billions of cigarettes! Latest published figures show Camel in first place by its widest margin in twenty-five years!

2d ANNOUNCER: Make your own thirty-day Camel test. See how mild Camels are, how well they agree with your throat. Then you'll know why Camel is by far America's most popular cigarette!

Typed 5/4/51

50010 2059

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Friday, June 1, 1951  
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"RICHARD DIAMOND" -- #22

CAMEL CIGARETTES

No. 2

1st ANNOUNCER: After all the cigarette mildness tests --

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

1st ANNOUNCER: To find out what cigarette suits them best, the smokers have made many mildness tests -- sniff tests and puff tests...and the thorough test, the thirty-day Camel test. Now, after all the tests, Camel has increased its lead as America's most popular cigarette! Latest published figures show Camel in first place by its widest margin in twenty-five years!

2d ANNOUNCER: You see, Camels have the two things people want most in a cigarette -- flavor and mildness. Camels have a rich, full flavor that you won't find in any other cigarette...a flavor you'll enjoy week in and week out!

1st ANNOUNCER: And Camel offers this proof of mildness: In a coast-to-coast test of hundreds of people who smoked only Camels for thirty days, noted throat specialists reported not one single case of throat irritation due to smoking Camels!

2d ANNOUNCER: Make your own thirty-day Camel test! Smoke only Camels for thirty days -- then you'll know why Camel is by far America's most popular cigarette!

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

50010 2070

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CAMEL CIGARETTES

No. 3

1st ANNOUNCER: Smoke only Camels for thirty days and you'll know  
how flavorful Camels are...

2d ANNOUNCER: How mild Camels are...

1st ANNOUNCER: How well Camels get along with your throat!

2d ANNOUNCER: You'll see why, after all the mildness tests,  
Camel is America's most popular cigarette!

SINGERS: How mild,  
How mild,  
How mild can a cigarette be?  
Make the Camel 30-day test  
And you'll see...  
Smoke Camels and see!

Typed 5/4/51

50010 2071

RADIO

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WILLIAM ESTY COMPANY  
INCORPORATED

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Friday, June 1, 1951  
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"RICHARD DIAMOND" -- #22

CAMEL CIGARETTES

Free-CAMEL Announcement

ANNOUNCER: Many men who have served valiantly in our Armed Forces are hospitalized. As a tribute to these men, in this country and overseas, the makers of Camels send them thousands of packages of gift cigarettes every week of the year! This week's Camels go to:

Typed 5/4/51

50010 2072

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Friday, June 1, 1951  
R. J. Reynolds Tobacco Company  
"RICHARD DIAMOND" -- #22

CAMEL CIGARETTES  
Prince Albert

SINGERS: The bite is out  
And the pleasure's in  
When you smoke Prince Albert...

ANNOUNCER: Yes, Prince Albert's choice tobacco is specially  
treated to insure against tongue bite. And it's crimp  
cut, too, for smooth, even burning and cool smoking!

SINGERS: It's specially treated not to bite your tongue  
The bite's out and the pleasure's in!

ANNOUNCER: Get Prince Albert, America's largest-selling smoking  
tobacco!

Typed 5/4/51

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