

Handwritten initials

VIA AIR MAIL

October 10, 1951

William Lity Company, Inc.
100 East 42nd Street
New York 17, New York

Gentlemen:

November 23 commercials for No. 34 of "The Richard Diamond Show", sent us with your letter of October 5, are approved with the changes shown below.

Announcement No. 1

In the fourth line from the bottom we would like for you to insert, immediately after "test" and before "...", the following: "... Smoke only Camels for thirty days".

Announcement No. 2

We assume that the repetition of "experts!" in the second line was a typographical error and believe you will want to eliminate its second appearance.

Announcement No. 3 (Hawaii)

In the second line from bottom, please change "package" to "wrapping".

We are enclosing one copy of these commercials with the above changes indicated for your records.

Very truly yours,

R. J. REYNOLDS TOBACCO COMPANY

Advertising Department

YSK:ejh
Inclosure

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