

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

**RADIO**  
**WILLIAM ESTY COMPANY**  
INCORPORATED

TELEPHONE  
MUrray Hill 5-1900

Friday, April 27, 1951  
R. J. Reynolds Tobacco Company  
"RICHARD DIAMOND" -- <sup>129</sup>  
17

CAMEL CIGARETTES  
No. 3

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

2d ANNOUNCER: Camel is America's most popular cigarette by  
billions!

1st ANNOUNCER: Make the sensible, thorough cigarette test, -- smoke  
only Camels for thirty-days and see how mild, how  
flavorful, how enjoyable Camels are! See why more  
people smoke Camels than any other cigarette -- by  
billions of cigarettes per year!

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!

Typed 4/11/51

50124 1009

RADIO

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Friday, April 27, 1951  
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"RICHARD DIAMOND" -- #19  
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CAMEL CIGARETTES

Free-CAMEL Announcement

POWELL: It's always a pleasure to receive a gift when you're in a hospital bed. That's why the <sup>makers</sup> ~~smokers~~ of Camels send thousands of packs of cigarettes each week to hospitalized servicemen and veterans, in this country and overseas. This week's Camels go to:

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50124 1090

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"RICHARD DIAMOND" -- #19

CAMEL CIGARETTES

Prince Albert

ANNOUNCER: Pipe got your tongue? Then switch to Prince Albert --  
it's specially treated to insure against tongue bite!  
P.A.'s choice tobacco is also crimp cut for smooth,  
even burning and cool smoking. And it has a rich,  
natural flavor and aroma. Get Prince Albert, the  
National Joy Smoke -- America's largest-selling  
smoking tobacco!

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CAMEL CIGARETTES  
Advertising Council  
Student Nurses

ANNOUNCER: Today, thousands of high school graduates are choosing nursing as a career. For a student nurse receives a professional education. Upon graduation, she has countless opportunities in private duty, in airline and foreign service. Her training will be invaluable to her as a wife and mother. Find out more about nursing as a career at your nearest hospital today!

Typed 4/11/51

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