

## RADIO

R. J. REYNOLDS TOBACCO COMPANY  
CAMEL CIGARETTES  
60 Hudson Street  
CHRISTMAS

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

100 EAST 42ND STREET  
NEW YORK 17, N. Y.  
OXFORD 7-1600

1st ANNOUNCER: What a wonderful idea for your Christmas shopping?

2nd ANNOUNCER: Give your Camel cigarettes as the beautiful Camel Christmas card!

1st ANNOUNCER: The card is a real invitation to joy and a life and Christmas as Christmas itself!

2nd ANNOUNCER: There's nothing to wrap. Your own personal greeting card is built right in the top of the carton!

1st ANNOUNCER: Think of the Christmas joy you'll give the smokers on your list!

2nd ANNOUNCER: Ten packs of America's most popular cigarette -- Camels!

1st ANNOUNCER: What a gift! Camels not only lead all other cigarettes in popularity, but they give more pure pleasure than any other brand!

2nd ANNOUNCER: Yes, no other cigarette is so rich-tasting, yet so mild as a Camel!

1st ANNOUNCER: For more pure pleasure, Camels' mildness and flavor agree with more people than any other cigarette!

2nd ANNOUNCER: Make your own 30-day Camel test! See for yourself why Camels are America's first choice for mildness and flavor!

1st ANNOUNCER: Whether you give Camels to your friends for Christmas or smoke them yourself, you'll find that no other cigarette is so rich-tasting yet so mild as Camel!

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