

RADIO

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

WILLIAM ESTY COMPANY
INCORPORATED

TELEPHONE
Murray Hill 5-1900

R. J. Reynolds Tobacco Company
Baseball Commercials
1952 Season -- Play by play

CAMEL CIGARETTES

No. 45

ANNOUNCER: Say, Fans, after all the cigarette mildness tests, Camel is by far America's most popular cigarette! Yes, smokers all over the country have made the various mildness tests to see which cigarette suits their throats best. And after all the tests, Camel's lead in popularity is now billions of cigarettes per year! Make your own thirty-day Camel test. Smoke only Camels for the next thirty days.-- it's a sensible test of cigarette mildness based on steady smoking! See how mild, how flavorful Camels are! See how enjoyable a cigarette can be, pack after pack! Discover how well Camels agree with your throat, week after week!

Typed: 3/14/52

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R. J. Reynolds Tobacco Company
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CAMEL CIGARETTES
No. 4b

ANNOUNCER: Remember the man who made big league baseball history last Season when he pitched two no-hit, no-run games? Sure, he's the veteran right-hander, Allie Reynolds of the New York Yankees.* Like so many other baseball stars, Allie is a Camel smoker of long standing. He tried the different brands and found that Camels give him just what he wants -- mildness, and rich, full flavor -- pack after pack, week after week! Fans, try Camels yourself. Make the thirty-day Camel test. Smoke only Camels for thirty days and see how mild and flavorful a cigarette can be! See why Camel is America's most popular cigarette!

*NOTE TO ANNOUNCER: Please vary this lead-in on Reynolds as the season progresses.

ENDORSER

EXPIRATION DATE

Allie Reynolds

9/18/53

Typed: 3/14/52

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