

TELEVISION

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

100 EAST 42ND STREET
NEW YORK 17, N. Y.
OXFORD 7-1400

CAMEL CIGARETTES
8 seconds I.D.
11 Pack I.D.
11590-08

1/14/60

AS RECORDED

VIDEO

Open full screen on two Camel packs sideways.
To right of pack small letters "th" to form
11th.

Dissolve out small letters "th"; dissolve in
Camel packs sideways. Packs turn around to
show front.

Verticle wipe from center screen. Camel pack
center screen. Super title: HAVE A REAL
CIGARETTE...top of screen above Camel pack.

Same scene as above. Super title CAMEL
below above super.

AUDIO

DALY: (V.O.) For the 11th straight year

Camel outsold every other cigarette.

Have a real cigarette...

have a Camel.