

# TELEVISION

**WILLIAM ESTY COMPANY**

INCORPORATED

ADVERTISING

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

J. Reynolds Tobacco Company  
CAMEL CIGARETTES  
"To Tell The Truth"  
Opening Billboard  
(MAJOR WEEK ONLY)

4/5/60

VIDEO

MCU COLLIER HOLDING UP PACK  
OF CAMELS.

AUDIO

COLLIER: "To Tell The Truth" is brought to you  
by Camel Cigarettes.

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