

TELEVISION

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

100 EAST 42ND 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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