

# TELEVISION

TV COPY DITTO 504

R. J. Reynolds Tobacco Company  
CAMEL CIGARETTES  
60 Seconds  
"Cat"  
#680

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

AS RECORDED

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

## VIDEO

1. Animation: CU of Man's feet. As he walks. His shoes cause mud tracks on clean kitchen floor.
2. Cut to: MS Pat (housewife) and husband.
3. Cut to: CU Pat's head, from on her face. Head animates into a cat as she screams like a cat.
4. Truck back to: MS of Pat and husband. She still has head of cat but from shoulder she remains woman.
5. Dissolve to: CU of Pat (cat head) with cigarette in hand. (long and thin type to distinguish from Camel.)
- 5A. Continue scene: Camel pack with cigarettes visible rises in extreme foreground center screen. Pat takes one.
- 5B. Continue scene: As Pat puffs on Camel she slowly changes back to her original head. She smiles and expresses pleasure as she exhales.
6. Split wipe to: MS of Rex Marshall seated at desk in den-office setting. He is smoking.
7. Dissolve to: Title upper screen "It's A Psychological Fact"
- 7A. Hold above title: Dissolve "PLEASURE HELPS YOUR DISPOSITION" below.
8. Dissolve back to: MS Marshall.

## AUDIO

- (X) 1. (Sound of shoes striking floor linoleum)
2. Sometimes, when things go wrong
3. for Pat...
4. She'll scratch and scream just like a cat.
5. She smokes, but gets no pleasure from that  
Her cigarette tastes thin and flat.
- 5A. If she smoked Camels, rich-tasting yet mild,
- 5B. their pleasure might keep her from getting riled.
6. REX MARSHALL: (Smiling) Well, how's your disposition today? Now, if you're a smoker that is important.
7. It's a psychological fact
- 7A. that pleasure helps your disposition.
8. And as you know, Camels give more pure pleasure  
It's important you get all the pleasure possible  
from your cigarette, so —

*Reverse film  
Reel (#294)  
Sound ⊕ not  
included in this  
film*

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