



MOUNTAIN RESCUE COUNCIL

PACIFIC NORTHWEST REGION

MEMBER: WASHINGTON STATE SAFETY COUNCIL, RECREATIONAL DIVISION

March 22, 1961

Carol Everett

R. D. Mockler
William Esty Company
100 East 42nd Street
New York 17, N. Y.

Dear Dick Mockler:

I have before me a print of the continuity for Bob. Byhre. I think the copy is fine, But I feel that if a couple of word changes, similar to those noted on the enclosed copy, could be made it would be more accurate.

On the face of it this may sound unimportant, but believe me it is most important, for right now and for some weeks past, we have been working on the Boeing Airplane Company for a sizeable donation. Our request has met with favorable response on the part of most of the board, but one or two have voiced their opinion that our service to the community is restricted mostly to Mountain Climbers, would-be-climbers, Skiers and other outdoorsmen who are injured or lost in our mountains.

Factually, of the 83 persons we have gone to rescue since 1948, 49 have been in plane crashes.

The few copy changes would show our true service to the public and would materially strengthen our position generally for raising funds.

Very respectfully yours,

One

TELEVISION COPY

WILLIAM ESTY COMPANY

INCORPORATED

ADVERTISING

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

H. J. Reynolds Tobacco Company
CAMEL CIGARETTES
Robert Byhre
1-1677-60

3/6/61

VIDEO

Open on Byhre going down the sheer side of a crevasse, seemingly dangling in mid-air.

He gets to the bottom of the crevasse and finishes strapping a "victim" on stretcher. "Victim" should look alive and not knocked out or dead. Not too gruesome.

Super: "Robert Byhre, Mountain Rescue" as he assists stretcher up from the crevasse.

Byhre leans back against a rock and takes out a pack of Camels and lights one up.

Smoking footage with mountain in b.g.

Cut to Daly in limbo.

Super: "Smoking more -- enjoying it less"

He holds up a lighted Camel and takes a good puff. Super: "The best tobacco makes the best smoke."

Cut to pack and title: "Have a real cigarette -- Camel."

AUDIO

DALY: (V.O.) If you think you've got a tough job -- how would you like to trade places with this man?

He risks his neck...he gets no pay -- but many an outdoorsman owes his life...

to men like Robert Byhre -- and the mountain climbers who rescue mountain climbers.

After this practice mission, Byhre takes a breather with America's real cigarette...Camel.

He says Camels taste as good to him today as they did when he started smoking them 16 years ago.

Camels always give him the satisfaction he wants every time he lights up.

DALY: (O.C.) How long have you smoked your present brand of cigarettes? How long has it been since you've really enjoyed every puff of every cigarette you light up?

Well, if you're smoking more these days -- but enjoying it less, change to Camels.

The best tobacco makes the best smoke. So, start to really enjoy smoking again.

Have a real cigarette. Have a Camel.

Are you smoking more now but enjoying it less?

Have a real cigarette-**CAMEL**



Bob Byhre

Mountain rescue expert, on
Mt. Baker, Glacier, Washington

To save people in distress high in the mountains, Robert Byhre risks his life—without pay. A long-time Camel smoker, Bob says Camels seem to taste even better to him today than when he started smoking. They give him the satisfaction he wants—every time he lights up!

The best tobacco makes the best smoke!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

Mr. Bhyre is vice chairman of Seattle Unit Mountain Rescue Council.