

RADIO
CONTINUED

FALL WALK
FIND FUND

0798545-001

APR. - JULY
1937

COMPTON ADVERTISING, INC. • New York

(Revised)
COMMERCIAL ANNOUNCEMENT

April 5th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once again it's NEWS in the world of baseball and sports
... with FORD BOND! ... brought to you by PALL MALL, THE MODERN BLEND.
Light a PALL MALL! Enjoy its STRAIGHT tobacco flavor They're
better NATURALLY! And now, FORD BOND!

FORD BOND: (SCRIPT)

ANNOUNCER:

Chances are that you've never tasted the true flavor
of tobacco in the cigarette you're now smoking. Most people haven't,
because most people have been smoking one of the popular, blended
cigarettes, and the tobacco in nearly all of these cigarettes is
flavored with licorice, molasses, maple sugar, or even an extract made
from a ~~cactus~~ South American plant called tonka bean. There are as
many as a hundred such adulterants commonly used.

Now when you buy a pack of cigarettes you expect to get
tobacco. Yet Pall Mall, The Modern Blend, is the only cigarette of
its type that offers you straight tobacco flavor. The new Pall Mall
contains five distinct types of fine tobaccos. From these it gets
its flavor --- AND FROM NOTHING ELSE.

Pall Mall doesn't use any artificial flavoring in its
tobaccos. And the reason is --- Pall Mall doesn't need to. Now
doesn't common sense tell you that because Pall Mall tobaccos have no
mask of flavoring adulterants they have to be finer, more expensive
tobaccos? Because they have no sugar-coating you don't need to take
anyone else's word for their quality. Here at last is a cigarette
whose tobacco quality you can judge for yourself.

COMPTON ADVERTISING, INC. • New York

(revised)
COMMERCIAL ANNOUNCEMENT
cont'd

April 5th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

Ask for Pall Malls in the sparkling red and gold pack-
age. You pay only 15¢ for 20 superior cigarettes. They're Better
... Naturally!

FORD BOND: (SCRIPT)

ANNOUNCER:

FORD BOND will be back again tomorrow at this same time
with America's most exciting baseball and sports news. May we invite
you once again to smoke America's most modern cigarette ... PALL MALL,
The Modern Blend. Look for the red and gold package on sale every-
where. Ask for PALL MALLS ... the only cigarette of its type with
STRAIGHT TOBACCO FLAVOR ... They're Better NATURALLY! They're
PALL MALLS!

COMPTON ADVERTISING, INC. • New York

(revised)
COMMERCIAL ANNOUNCEMENT

April 6th 1937

BASEBALL NEWS WITH FORD BOND
ANNOUNCER:

PALL MALL CIGARETTES

And now let's turn to the latest baseball and sports news of the day ... with FORD BOND! Brought to you by Pall Mall, The Modern Blend the cigarette that can afford to be natural! PALL MALLS with STRAIGHT tobacco flavor! PALL MALLS They're better NATURALLY! Go ahead, Ford.

FORD BOND: (SCRIPT)

ANNOUNCER:

Do you know what old fashioned plug chewing tobacco was made of? Well, those potent big black slabs of chewing dynamite were more than tobacco. They were a cooked up mixture of sugar, caramel, tonka bean extract, honey, maple syrup, tobacco and a lot of other things.

Maybe that's the kind of mixture you'd like in your cigarette. But not me!

Listen, practically every brand of popular blended cigarettes contains not just tobacco -- but a mixture of tobacco and sweetening, flavorings and other adulterants.

Now that's why the new Pall Malls are such big news for cigarette smokers. Pall Mall, the Modern Blend, is winning thousands of new friends every day because Pall Mall is the first -- and the only -- popular blended cigarette that has these facts on its side. Pall Mall doesn't flavor its tobaccos. And the reason is -- Pall Mall doesn't need to. Now doesn't common sense tell you that because Pall Mall tobaccos are not artificially flavored they

(revised)
COMMERCIAL ANNOUNCEMENT
cont'd

April 6th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

have to be finer, more expensive tobaccos? And because their flavor is not adulterated, you can easily judge for yourself the true quality of Pall Mall tobaccos. Ask for Pall Malls in the sparkling red and gold package! You pay only 15¢ for 20 superior cigarettes. Try Pall Malls -- and you'll say: they're better --- Naturally!

FORD BOND: (SCRIPT)

ANNOUNCER:

FORD BOND is brought to you every evening at this same time by the makers of PALL MALL, The Modern Blend. Tomorrow morning give yourself the pleasure of smoking PALL MALLS. They give you Straight Tobacco Flavor. They're Better NATURALLY! They're PALL MALLS!

ATX01 0062319

COMPTON ADVERTISING, INC. • New York

(REVISED)

COMMERCIAL ANNOUNCEMENT

APRIL 7th, 1957

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once more it's news in the world of baseball and sports results with FORD BOND! ... brought to you by the ONLY cigarette of its type made without artificial flavoring PALL MALL, The Modern Blend They're better NATURALLY! They're PALL MALLS! All right, Ford.

FORD BOND (SCRIPT)

ANNOUNCER:

Surprising as it may seem to you, practically all of the popular blended cigarettes on sale today contain adulterated tobaccos. The mixtures used to flavor these tobaccos may contain, among other things, licorice, sugar, maple syrup, vanilla, tonka bean extract.... or some of over 100 other flavoring extracts. All the world knows the effect of tobacco smoke. Do you know the effect of smoking tonka bean?

Pall Mall, The Modern Blend, uses tobaccos so expensive, so fragrant, that they don't need to be doctored. These tobaccos, used without artificial flavoring are blended in a special way -- a new way which results in a soothing smoke of pure tobacco flavor.

Now doesn't all this extra care make Pall Mall, The Modern Blend, a costly cigarette? Fortunately, no! Pall Mall is a luxury cigarette, but not a costly cigarette. Pall Malls are fifteen cents for twenty!

(REVISED)

COMMERCIAL ANNOUNCEMENT
_Cont'd

APRIL 7th, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALLS

Buy a crested red and gold package of these remarkable cigarettes today. Because there is no mask of artificial flavoring in Pall Malls, you need not take anyone's word for Pall Mall's finer, more expensive tobaccos ... you will be able to judge the quality of the tobacco you are smoking -- probably for the very first time. Try one full package of Pall Malls, and you'll agree: They're better NATURALLY!

FORD BOND (SCRIPT)

ANNOUNCER:

Be sure to listen tomorrow night at this same time for FORD BOND'S baseball news. And be sure to give yourself the pleasure of smoking the new PALL MALL. PALL MALL, The Modern Blend, is the ONLY cigarette of its type with STRAIGHT tobacco flavor They're betterNATURALLY! They're PALL MALLS!

ATX01 0062321

COMPTON ADVERTISING, INC. • New York

(revised)
COMMERCIAL ANNOUNCEMENT

April 8th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once again it's NEWS in the world of baseball and sports ... with FORD BOND! brought to you by PALL MALL, THE MODERN BLEND. Light a PALL MALL! Enjoy its STRAIGHT tobacco flavor ... They're better NATURALLY! And now, FORD BOND!

FORD BOND; (SCRIPT)

ANNOUNCER:

When you smoke most popular blended cigarettes, you think you're smoking nothing but tobacco. But the fact is you're not. You're really smoking cigarettes that also contain licorice ... molasses ... maple sugar ... vanilla ... tonka bean extract, or some of a hundred different flavorings or sweetenings. That is adulteration. The whole world is familiar with the effects of tobacco smoke. But do you know the effect of smoking these adulterants?

The chances are almost certain that the cigarette you're smoking now is thus adulterated. But is every cigarette so adulterated?

No. Recently a new cigarette came on the market. This remarkable cigarette is Pall Mall, The Modern Blend. It offers you only straight tobacco flavor.

Of course, because the new Pall Malls don't rely on adulterants for their flavor, they've got to use better, more expensive tobaccos. And to give you the full, smooth flavor of these tobaccos they use a new and thorough blending process.

As a result --- today thousands of smokers are getting the real pleasure of straight tobacco flavor for the first time.

(revised)
COMMERCIAL ANNOUNCEMENT
(Cont'd)

April 8th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

Today for the first time thousands of smokers need take no one else's word for tobacco quality. They are judging for themselves the real flavor of tobacco. The red and gold package of Pall Malls costs only fifteen cents and you get twenty superior cigarettes. Remember: they're Better naturally.

FORD BOND: (SCRIPT)

ANNOUNCER:

FORD BOND will be back again tomorrow at this same time with America's most exciting baseball and sports news. May we invite you once again to try America's most modern cigarette PALL MALLS, The Modern Blend. Look for the red and gold package on sale everywhere. Ask for PALL MALLS.... the only cigarette of its type with STRAIGHT TOBACCO FLAVOR ... They're better NATURALLY! They're PALL MALLS!

ATX01 0062323

COMPTON ADVERTISING, INC. . New York

REVISED

COMMERCIAL ANNOUNCEMENT

APRIL 9, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And now lets turn to the latest baseball news of the day...with FORD BOND! brought to you by Pall Mall, The Modern Blend..

.. the cigarette that can afford to be natural! PALL MALLS...with STRAIGHT tobacco flavour! PALL MALLS...They're better...NATURALLY!

Go ahead, Ford.

FORD BOND: (SCRIPT)

ANNOUNCER:

When a farmer sells his milk, he's happy to have it test absolutely pure.

But listen -- did you ever hear of any of the leading popular blended cigarettes -- except the new Pall Malls -- that could claim its flavour was..."pure, straight tobacco flavour?" You haven't because these cigarettes can't talk that way. And they can't talk that way because they aren't made that way.

The plain facts are that practically all popular blended cigarettes are ~~adulterated~~ ^{and artificial flavoured}. You're probably smoking -- not just tobacco -- but mixtures of tobacco and flavourings or sweetenings -- including such adulterants as vanilla, caramel, tonka bean extract, and many other things.

Now that's why Pall Mall, The Modern Blend, has scored the biggest cigarette hit in years. Pall Mall can say -- "All pure, straight tobacco flavour" -- because Pall Mall gets its flavour from Tobacco -- and from nothing else.

Pall Mall doesn't need to "doctor up" it's tobaccos in an effort to make them smooth-- because Pall Mall starts with better, more expensive tobaccos.

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COMMERCIAL ANNOUNCEMENT

BASEBALL NEWS WITH FORD BOND

CONT'D

APRIL 9, 1937

ANNOUNCER:

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PALL MALL CIGARETTES

Because Pall Mall has no mask of artificial flavouring you don't need to take anyone's word for their finer, more expensive tobaccos. Your own taste can tell you. Pall Malls are only fifteen cents for twenty cigarettes. Ask for P all Malls in the brilliant red and gold package. Remember -- they're better, NATURALLY.

FORD BOND is brought to you every evening at this same time by the makers of PALL MALL, The Modern Blend. Tomorrow morning as you buy your newspaper, ask for PALL MALLS, too. They give you Straight Tobacco Flavour. They're Better...NATURALLY! ...They're PALL MALLS!

COMPTON ADVERTISING, INC. • New York

(REVISED)

COMMERCIAL ANNOUNCEMENT APRIL 10th, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once more it's news in the world of baseball and sports results with FORD BOND....brought to you by the ONLY cigarette of its type made without artificial flavoring....PALL MALL, The Modern Blend...They're better....NATURALLY! They're Pall Malls! All right, Ford.

FORD BOND (SCRIPT)

ANNOUNCER:

Here is an astounding fact about cigarettes. Most of the millions of cigarette smokers in this country are not acquainted with unadulterated tobacco flavor.

What are they smoking? You'll be ~~surprised~~ *My one word you.* When you smoke any one of the popular blended cigarettes, you are smoking a ~~strange~~ mixture of tobacco and at least some adulterants such as caramel, licorice, tonka bean extract, maple syrup, "coumarin" and many others. The flavor of practically all of the popular blended cigarettes today is doctored up with a group of these tobacco adulterants.

All, that is, except Pall Mall, The Modern Blend! The flavor of Pall Mall is not doctored. Instead, Pall Mall starts with tobaccos so fine, so expensive they can be smoked as tobacco.

Because they bear the Pall Mall name and are blended from such fine tobaccos, maybe you think Pall Malls cost a lot of money. But here's another surprise! They don't. They cost only fifteen cents

for twenty,

RADIO BRUCK 2-37

ATX01 0062326

(REVISED)

COMMERCIAL ANNOUNCEMENT CONT'D APRIL 10th, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALLS

Buy a package of Pall Malls today. Their brilliant red and gold package is easy to recognize. Smoke them. Because there is no mask of artificial flavoring in Pall Malls, at last you can really judge the quality of the tobacco you are smoking. Remember, they're better.....naturally!

FORD BOND (SCRIPT)

ANNOUNCER:

Be sure to listen tomorrow night at this same time for FORD BOND'S baseball news. And be sure to try the new PALL MALLS..... the cigarette with no adulteration. PALL MALL, The Modern Blend, is the ONLY cigarette of its type with STRAIGHT tobacco flavor..... They're better.....NATURALLY! They're PALL MALLS!

ATX01 0062327

COMPTON ADVERTISING, INC. : New York

OPENING
COMMERCIAL ANNOUNCEMENT

April 14th 137

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And now let's turn to the latest baseball and sports news of the day ... with FORD BOND! Brought to you by Pall Mall, The Modern Blend the cigarette that can afford to be natural! PALL MALLS: with STRAIGHT tobacco flavor! PALL MALLS They're better NATURALLY! Go ahead, Ford.

(FORD BOND: SCRIPT)

HEADLINE
COMMERCIAL ANNOUNCEMENT

April 14th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

The new Pall Mall is different from most popular blended cigarettes because it is blended from tobaccos so fine, so expensive they need no artificial flavoring or sweetening of any kind. The usual practice in making other blended cigarettes is to mix tobaccos with such flavoring ingredients as licorice, maple sugar, vanilla, chocolate, caramel, or some of a hundred other sweetenings or flavorings.

But Pall Mall tobaccos are not artificially flavored or sweetened in any way. Instead, Pall Mall brings you a careful blend of fine tobaccos and nothing else. ~~That~~; when you smoke Pall Mall, The Modern Blend, you can taste the true flavor of pure, fine tobaccos, perhaps for the first time.

Now doesn't common sense tell you that because Pall Mall's tobaccos are not flavored or sugar-coated in any way, these tobaccos must be finer, more perfect tobaccos? And because there is no mask of flavoring in Pall Mall tobaccos you now can readily judge for yourself a manufacturer's claim regarding the quality and superiority of his tobaccos.

So, we ask you to try the new Pall Malls and their straight tobacco flavor. You pay only 15 cents for twenty superior cigarettes. Look for Pall Malls in the sparkling red and gold package. Let your own taste tell you ... They're Better Naturally.

ATX01 0062329

CLOSING
COMMERCIAL ANNOUNCEMENT April 14th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTE

ANNOUNCER:

FORD BOND is brought to you every evening at this same
time by the makers of PALL MALL, The Modern Blend. Enjoy their
Straight Tobacco Flavor. They're Better NATURALLY!
They're PALL MALLS!

ATX01 0062330

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 4/14)
April 15th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once again, it's NEWS in the world of baseball and sports with FORD BOND! ... brought to you by PALL MALL, THE MODERN BLEND. Light a PALL MALL! Enjoy its STRAIGHT tobacco flavor ... They're better NATURALLY! And now, FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(revised 4/14)
April 15th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

What gives the ordinary cigarette its taste? You'd naturally think it's the tobacco. Yet here is a fact that may surprise you. The usual practice in making the popular blended cigarettes is to dip the tobacco in a flavoring and sweetening mixture. This may include licorice, maple sugar, vanilla, oil of juniper. As many as a hundred other flavoring ingredients are commonly used.

Yes, that's the common way of making a blended cigarette. But the new, Pall Mall is made in a different way. The only flavor you get from Pall Mall is the natural flavor of fine tobaccos. The new Pall Mall starts with finer, more expensive tobaccos. Pall Mall blends them thoroughly in a new and special way -- without sugar-coating of any kind. Because there is no mask of artificial flavoring or sweetening, you don't have to take anyone's word that Pall Mall tobaccos are finer tobaccos. You can readily judge their quality for yourself.

So now you can enjoy ... perhaps for the very first time ... the natural fragrance, the true flavor of really fine tobaccos. Ask today for Pall Mall, The Modern Blend, in its sparkling red and gold package. Although they bear the Pall Mall name, they cost you only fifteen cents for twenty superior cigarettes with straight tobacco flavor -- let your own taste tell you -- They're better
Naturally.

(FORD BOND: SCRIPT)

ATX01 0062332

CLOSING
COMMERCIAL ANNOUNCEMENT

(revised 4/14)
April 15th 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back again tomorrow at this same
time with America's most modern cigarette ... PALL MALL, The Modern
Blend. Ask for PALL MALLS ... with STRAIGHT TOBACCO FLAVOR ...
They're Better NATURALLY!

ATX01 0062333

COMPTON ADVERTISING, INC. • New York

APRIL 16th, 1937 OPENING COMMERCIAL ANNOUNCEMENT (Revised 4/14/37)

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once more it's news in the world of baseball and sports results
with FORD BOND! brought to you by PALL MALL, The Modern Blend
With Straight Tobacco Flavor They're Better..... NATURALLY!
All right, FORD!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

APRIL 16th, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Why are the new Pall Malls called "The Modern Blend"? Well, that's because Pall Malls have established a new and modern standard of quality for blended cigarettes. Pall Malls are blended solely from choice tobaccos so fragrant, so expensive they need no artificial flavoring or sweetening of any kind.

Now for years the common practice in making most popular blended cigarettes is to mix tobacco with such flavorings or sweetenings as vanilla, chocolate, molasses, licorice, maple sugar, or as many as a hundred other flavoring ingredients.

But this is not true of Pall Mall, The Modern Blend. The tobaccos in Pall Mall are not artificially flavored or sweetened in any way. The new Pall Mall offers you only the pure undoctored flavor of straight tobaccos -- and nothing else.

Now doesn't common sense tell you that because Pall Mall tobaccos are not artificially flavored, they have to be finer, more expensive tobaccos? And because their flavor is not sugar-coated or medicated in any way you can very easily judge for yourself the true quality of Pall Mall tobaccos.

Because they bear the Pall Mall name and are carefully blended from such fine tobaccos, you may think Pall Malls cost a lot of money. But here's another surprise! They don't. They cost only 15 cents for twenty superior cigarettes.

Ask for the new Pall Malls in the sparkling red and gold package. And when you taste Pall Mall's straight tobaccos flavor,

you'll say They're Better NATURALLY!
FORD BOND: (SCRIPT)

ATX01 0062335

(Revised 4/14/37) CLOSING COMMERCIAL ANNOUNCEMENT APRIL 18th, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow night at this same time for FORD
BOND's baseball news. And remember PALL MALL, The Modern Blend, brings
you STRAIGHT tobacco flavor they're better NATURALLY!
They're PALL MALLS!

ATX01 0062336

COMPTON ADVERTISING, INC. - New York

(REVISED 4/14/37)

OPENING
COMMERCIAL ANNOUNCEMENT

APRIL 17, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Once again it's NEWS in the world of baseball and sports
with FORD BOND! brought to you by PALL MALL, THE MODERN BLEND.
Light a PALL MALL! Enjoy its STRAIGHT tobacco flavor ... They're
better NATURALLY! And now, FORD BOND!

(FORD BOND: SCRIPT)

(REVISED 4/14/37)

MIDDLE
COMMERCIAL ANNOUNCEMENT

APRIL 17, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And here's some news about Pall Mall, The Modern Blend -- the remarkable new cigarette which is different from most popular blended cigarettes, because it uses no artificial flavoring or sweetening of any kind.

The common practice in making blended cigarettes is to mix tobacco with such flavoring ingredients as licorice, molasses, vanilla, syrup, oil of juniper, or some of a hundred other sweetenings or flavorings.

But Pall Mall tobaccos are not artificially flavored or sugar-coated in any way. Instead Pall Mall tobaccos are so fine, so expertly blended in Pall Mall's own careful way that they need no artificial flavoring. Thus, when you smoke Pall Mall, The Modern Blend, you can taste the true flavor of pure, fine tobaccos, perhaps for the first time.

And because they have no sugar-coating -- you don't have to take anybody's word for the quality of Pall Mall tobaccos. Your own common sense will tell you that because Pall Mall tobaccos have no mask of artificial flavoring, they must be finer, more perfect tobaccos.

Pall Mall's straight tobacco flavor is a pleasant, smoking luxury you will enjoy. But the new Pall Mall is not a costly cigarette. It costs only fifteen cents. In its sparkling red and gold package you get twenty Pall Malls with straight tobacco flavor. Smoke Pall Malls and let your own taste tell you -- They're Better ... NATURALLY.

(FORD BOND; SCRIPT)

ATX01 0062338

REVISED 4/14/37)

CLOSING
COMMERCIAL ANNOUNCEMENT

APRIL 17, 1937

BASEBALL NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back again tomorrow at this same time with
America's most exciting baseball and sports news. Ask for PALL
MALLS with STRAIGHT TOBACCO FLAVOR They're Better
NATURALLY! They're PALL MALLS!

COMPTON ADVERTISING, INC. • New York

(REVISED 4/19/37 NOON)

OPENING COMMERCIAL
ANNOUNCEMENT

APRIL 19th 1937

SPORTS NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And now let's turn to the latest sports and baseball news of the day with FORD BOND!....brought to you by PALL MALL, The Modern Blend the cigarette that can afford to be natural! PALL MALLS with STRAIGHT tobacco flavor! PALL MALLS They're better NATURALLY! Go ahead, Ford,

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT April 19th 1937

(REVISED 4/19/37 NOON)

PALL MALL CIGARETTES

SPORTS NEWS WITH FORD BOND

ANNOUNCER:

The common practice in making most popular blended cigarettes is to dip the tobacco in such flavorings and sweetenings as molasses, licorice, maple sugar, oil of juniper, chocolate, or some of a hundred such ingredients.

Yes, that's the ordinary way. But the tobaccos in PALL MALL, The Modern Blend, are not artificially flavored, sweetened, or doctored in any way. Instead Pall Mall starts with tobaccos so fragrant, so ^{fine} ~~perfect~~ that they can be blended in Pall Mall's own careful and special way -- and as a result you get a more pleasing, natural flavor and aroma than are found in any other blended cigarette.

Because the new Pall Malls are blended differently from the ordinary popular cigarettes, you can get the unique enjoyment of ^{tobacco} ~~the true~~ flavor ~~of top grade tobaccos~~ -- perhaps for the first time.

Ask today for Pall Mall, The Modern Blend, in the bright red and gold package. Although they bear the Pall Mall name, they cost you only 15 cents for twenty superior cigarettes. Smoke Pall Malls and let your own taste tell you -- they're Better ...NATURALLY!

(FORD BOND: SCRIPT)

RTX01 0062341

CLOSING
COMMERCIAL ANNOUNCEMENT

April 19th 1937

(REVISED 4/19/37 NOON)

SPORTS NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND is brought to you every evening at this same
time by the makers of PALL MALL cigarettes. Enjoy their Straight
Tobacco Flavor. They're Better NATURALLY! They're PALL MALLS!

ATX01 0062342

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT
(REVISED 4/19/37 NOON)

April 20th 1937

SPORTS NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Today it's news in the world of baseball and sports
with FORD BOND *and* PALL MALL, The Modern Blend *Cigarettes* with Straight
Tobacco Flavor They're better NATURALLY! They're Pall
Malls! All right, FORD.

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

April 20th 1937

(REVISED 4/19/37 NOON)

PALL MALL CIGARETTES

SPORTS NEWS WITH FORD BOND

ANNOUNCER:

If someone asked you what gives most popular blended cigarettes their flavor you'd probably say, "Tobacco".

Yet here is a surprising fact. The usual practice in making ordinary blended cigarettes is to mix tobacco with flavoring ingredients like maple sugar, licorice, chocolate, oil of juniper, vanilla -- as many as a hundred such sweetenings or flavorings are used.

But Pall Mall, The Modern Blend, ^{They} contains no artificial flavoring or sweetening of any kind. The new Pall Malls are made in an entirely different way.

~~And the reason is that Pall Mall tobaccos are so fine in themselves that they don't need to be flavored or doctored in any way. So when you smoke the new Pall Mall you are sure of getting the true flavor of fragrant, straight tobaccos -- perhaps for the very first time.~~

Now doesn't your own common sense tell you that Pall Mall's undoctored tobaccos must be superior, more expensive tobaccos? And your taste will tell you Pall Mall's flavor and aroma are the most pleasing you can find in any blended cigarette. The new Pall Malls cost only 15 cents for 20 superior cigarettes. ~~Ask for Pall Malls, The Modern Blend, in its sparkling red and gold package, Pall Malls, with straight tobacco flavor.~~ They're Better Naturally!

(FORD BOND; SCRIPT)

ATX01 0062344

CLOSING
COMMERCIAL ANNOUNCEMENT April 20th 1937

(REVISED 4/19/37 NOON)

SPORTS NEWS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow night at this same time for
FORD BOND's sports and baseball news. And be sure to smoke PALL MALL,
The Modern Blend, with STRAIGHT tobacco flavor They're Better
NATURALLY! They're PALL MALLS!

ATK01 0062345

COMPTON ADVERTISING, INC. • New York

.....OPENING
(Revised) COMMERCIAL ANNOUNCEMENT APRIL 21st, 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And now more NEWS -- news of sports and baseball with FORD
BOND. It's brought to you by PALL MALL, The Modern Blend, the new
cigarette with STRAIGHT TOBACCO FLAVOUR PALL MALLS..... They're
Better..... NATURALLY. You're on, FORD.

(FORD BOND: SCRIPT)

(Revised)

MIDDLE
COMMERCIAL ANNOUNCEMENT APRIL 21st, 1937

TODAYS SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

When you smoke cigarettes you probably don't stop to think what's in them. You naturally assume you're getting tobacco and nothing else. Yet here is an amazing fact. If you're smoking a popular blended cigarette other than PALL MALL, the chances are that you're smoking not only tobacco but licorice, maple syrup, chocolate and up to a hundred other such ingredients. For the common practice in making ordinary cigarettes is to mix the tobaccos with flavoring and sweetening ingredients.

But PALL MALL, The Modern Blend, goes not flavour, ^{sweeten} does not /"doctor" its tobaccos in any way. And the reason is simply this: All the enjoyment you can expect to get from your cigarette must come from the tobaccos themselves. So PALL MALL starts with finer, more expensive tobaccos. It blends these tobaccos in a new and special way so that no artificial flavoring or sugar-coating is needed. As a result, you get from Pall Mall the natural flavour, the true enjoyment of fine, pure tobaccos.. perhaps for the very first time.

You'd expect that with all this extra care Pall Mall would be a costly cigarette. Well, here's a surprise. You get twenty Pall Malls with straight tobacco flavour for only fifteen cents. So ask today for the new Pall Mall in the sparkling red and gold package, and let your own taste tell you They're Better Naturally!

(FORD BOND: SCRIPT)

ATX01 0062347

CLOSING
COMMERCIAL ANNOUNCEMENT April 21st 1937

SPORTS NEWS WITH FORD BOND

#3

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow evening with more sports news. But don't wait even that long to discover PALL MALL, The Modern Blend, with STRAIGHT tobacco flavour. Ask for Pall Malls ... They're Better ... NATURALLY. They're Pall Malls.

ATX01 0062348

COMPTON ADVERTISING, INC. • New York

#3

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 4/22/37)

April 22nd, 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Stand by for the latest NEWS ... Baseball and sport
flashes with FORD BOND brought to you by PALL MALL Cigarettes ... ~~with~~
~~STRAIGHT Tobacco Flavour. They're Better ... NATURALLY. Go ahead~~
~~Ford.~~

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

April 22nd 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Have you ever heard any popular blended cigarette except Pall Mall say "STRAIGHT TOBACCO FLAVOUR"? You probably haven't and for a very good reason. Pall Mall can say "Straight tobacco flavour" because Pall Mall uses no artificial flavouring or sweetening of any kind. Most other popular blended cigarettes can't say it because these cigarettes mix their tobaccos with such ingredients as licorice, caramel, chocolate, maple syrup, and oil of juniper. Yes, up to a hundred such flavoring and sweetening ingredients are commonly used.

But Pall Mall does not sweeten ... does not flavour ... does not doctor its tobaccos in any way. Instead Pall Mall starts with finer, more expensive tobaccos. It blends them in a new and special way. As a result of this extra care, Pall Mall needs no artificial flavouring or sugar-coating. And you can enjoy ... perhaps for the very first time ... the natural fragrance, the true flavour, of really top-grade tobaccos.

Yes Pall Mall, The Modern Blend, brings you tobacco in its most enjoyable form. Yet Pall Mall is not a costly cigarette. You pay only fifteen cents for twenty cigarettes. And remember ... they bring you straight tobacco flavour. They're Better ... Naturally! They're Pall Malls.

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ATX01 0062350

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THE UNITED STATES DEPARTMENT OF THE INTERIOR
BUREAU OF LAND MANAGEMENT
WASHINGTON, D. C.

TO: SAC, ALBUQUERQUE

FROM: SAC, DENVER

SUBJECT: [Illegible]



ATX01 0062351

CLOSING
COMMERCIAL ANNOUNCEMENT April 22nd 1937

SPORTS NEWS WITH FORD BOND

#3:

PALL MALL CIGARETTES

ANNOUNCER:

More baseball and sport news from FORD BOND tomorrow.
More enjoyment today from Pall Mall, The Modern Blend, with straight
tobacco flavour. ~~They're Better NATURALLY. They're PALL MALLS.~~

ATX01 0062352

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ATK01 0062353

COMPTON ADVERTISING, INC. • New York

(REVISED 4 - 22 - 37)

TODAY'S SPORTS

OPENING

APRIL 23, 1937

WITH FORD BOND

COMMERCIAL ANNOUNCEMENT

ANNOUNCER:

#4

PALL MALL CIGARETTES

Now for SPORTS NEWS with FORD BOND. Brought to you by PALL MALL
The Modern Blend. Light a Pall Mall. Enjoy the cigarette with straight
tobacco flavour. They're Better...NATURALLY. And now, Ford Bond!

(FORD BOND: SCRIPT)

(1937 - 1938)

1937

1938

1939

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1941

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1945

1946

1947

(1937 - 1938)



ATX01 0062355

OPENING

COMMERCIAL ANNOUNCEMENT APRIL 23, 1937

TODAY'S SPORTS WITH FORD BOND #4 PALL MALL CIGARETTES

ANNOUNCER:

Did you know that fifteen cents now buys you twenty Pall Malls...
twenty cigarettes without artificial flavouring of any kind? For
fifteen cents you now can enjoy the natural flavour of pure tobaccos...
perhaps for the very first time.

Maybe you didn't realize that the usual practice in making popular
blended cigarettes is to mix tobaccos with flavourings or sweeten-
ings like licorice, chocolate, maple sugar or some of a hundred such
ingredients. Yet those are the facts.

But Pall Mall, The Modern Blend does not flavour, does not sweet-
en, does not doctor its tobaccos. The reason is that Pall Mall doesn't
need to. Pall Mall selects finer, more expensive tobaccos. It blends
those tobaccos in a new and special way. As a result Pall Mall brings
you a blended cigarette with tobacco in its most enjoyable form...fine
fragrant straight tobaccos.

Ask today for Pall Mall, The Modern Blend, in the bright red and
gold package. They bear the famous Pall Mall name yet they cost only
fifteen cents for twenty. Smoke Pall Malls and let your own taste tell
you They're Better...NATURALLY!

(FORD BOND: SCRIPT)

*ok
ok*

ATX01 0062356

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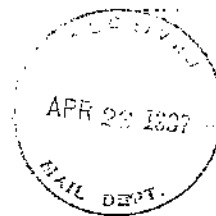
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(1911-12-10)



ATX01 0062357

CLOSING

COMMERCIAL ANNOUNCEMENT

APRIL 23, 1937

TODAY'S SPORTS WITH FORD BOND #4

PALL MALL CIGARETTES

ANNOUNCER:

Don't miss FORD BOND with more exciting sports news tomorrow.
And don't miss the true enjoyment in Pall Mall, The Modern Blend with
STRAIGHT TOBACCO FLAVOUR. They're BETTER.....NATURALLY. THEY'RE
PALL MALLS.

ATX01 0062358

COMPTON ADVERTISING, INC. • New York

#5

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 4/22/37)
April 24th 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

And now more NEWS -- news of sports and baseball with
FORD BOND. It's brought to you by PALL MALL, The Modern Blend, the
new cigarette with STRAIGHT TOBACCO FLAVOUR. PALL MALLS ... They're
Better ...NATURALLY. You're on, Ford!

(FORD BOND: SCRIPT)



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APR 26 1937
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ATX01 0062361

MIDDLE
COMMERCIAL ANNOUNCEMENT

April 24th, 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Maybe you're one of those who thinks all popular blended cigarettes are pretty much alike. Well, here's a surprise! When you smoke PALL MALL, The Modern Blend, you will be enjoying the natural fragrance, the true flavor of fine tobaccos perhaps for the very first time.

Now you're probably wondering why other blended cigarettes don't give you true tobacco flavour. Well, here's the reason. The usual practice in making ordinary blended cigarettes is to mix .. tobaccos with licorice... with maple syrup ... with chocolate ... up to a hundred different flavouring and sweetening ingredients are commonly used.

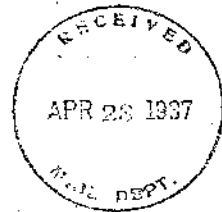
But PALL MALL, The Modern Blend uses no artificial flavoring, no sugar-coating of any kind. Instead, PALL MALL selects only top-grade tobaccos. It blends them thoroughly in a new and special way. As a result, PALL MALL offers you a unique smoking pleasure -- the true flavor of fine, un-doctored tobaccos.

The new PALL MALLS in their bright red and gold package cost only fifteen cents for twenty superior cigarettes. Ask for PALL MALLS today. They bring you straight tobacco flavor. They're Better ... Naturally! They're PALL MALLS!

(FORD BOND: SCRIPT)

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ATXO1 0062362



ATK01 0062363

CLOSING
COMMERCIAL ANNOUNCEMENT

April 24th 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back next Monday evening with more sports news. Meanwhile, enjoy PALL MALL, The Modern Blend... with STRAIGHT tobacco flavour. They're Better ... NATURALLY. They're PALL MALLS!

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ATK01 0062365

COMPTON ADVERTISING, INC. . . New York

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 4/22/37)
April 26th 1937

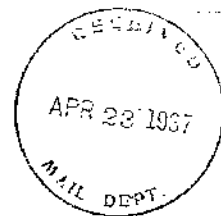
TODAY'S SPORTS WITH FORD BOND #6

PALL MALL CIGARETTES

ANNOUNCER:

Stand by for the latest NEWS baseball and sport
flashes with FORD BOND brought to you by PALL MALL Cigarettes ... with
STRAIGHT Tobaccos Flavour. They're Better NATURALLY! Go ahead,
FORD!

(FORD BOND: SCRIPT)



ATX01 0062367

MIDDLE
COMMERCIAL ANNOUNCEMENT

April 26th 1937

TODAY'S SPORTS WITH FORD BOND #6

PALL MALL CIGARETTES

ANNOUNCER:

When you smoke Pall Mall, The Modern Blend you will enjoy the real taste of pure, fragrant tobaccos -- perhaps for the very first time.

Does that surprise you? Well, not many people know that most of the popular blended cigarettes mix their tobaccos with flavouring or sweetening ingredients like licorice, maple sugar, chocolate and oil of juniper. Up to a hundred such ingredients are commonly used.

Yes, that's the common practice in making blended cigarettes. But Pall Malls are not artificially flavoured or sugar-coated in any way.

And you don't have to take anyone's word for the quality of these tobaccos. Because they have no sugar-coating, your own common sense tells you they must be finer, they must be more perfect tobaccos. You can easily judge their quality for yourself.

So discover for yourself the unique enjoyment in Pall Mall's natural, undoctored tobaccos. The sparkling red and gold Pall Mall package costs only fifteen cents ... fifteen cents for twenty superior cigarettes with straight tobacco flavour. Ask for the new Pall Malls ... They're Better ... Naturally.

J. G. Bond
(FORD BOND SCRIPT)

RTKO1 0062368

CLOSING
COMMERCIAL ANNOUNCEMENT

April 26th 1937

SPORTS NEWS WITH FORD BOND

#6

PALL MALL CIGARETTES

ANNOUNCER:

More baseball and sports news from FORD BOND tomorrow.
More enjoyment today from PALL MALL, The Modern Blend with straight
tobacco flavor. They're Better NATURALLY! They're PALL MALLS.

Handwritten signature

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ATX01 0062370

COMPTON ADVERTISING, INC. • New York

OPENING COMMERCIAL ANNOUNCEMENT APRIL 27th, 1937

TODAY'S SPORTS WITH FORD BOND PALL MALL CIGARETTES

ANNOUNCER:

Now for TODAY'S SPORTS with FORD BOND brought to you by Pall
Mall, The Modern Blend the cigarette with STRAIGHT Tobacco flavor.
They're Better..... NATURALLY. here's FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE COMMERCIAL ANNOUNCEMENT APRIL 27th, 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

There's only one way to find out what straight tobacco flavor can mean to you in cigarette enjoyment. Light up a Pall Mall! Smoke Pall Mall, The Modern Blend, and discover - perhaps for the first time in your life - the true enjoyment of fine unadorned tobaccos!

You see, when you smoke most popular blended cigarettes, you're not smoking tobacco alone -- but tobacco flavored with molasses, oil of juniper, angelica - or up to a hundred such flavoring ingredients.

But Pall Mall does not use artificial flavoring or sugar-coating. Pall Mall's fragrant, top-grade tobaccos are so carefully and thoroughly blended they don't need to be doctored.

Smoke PALL MALLS TONIGHT, and enjoy their natural, straight tobacco flavor. You get twenty superior cigarettes for fifteen cents. And your own taste will tell you THEY'RE BETTER.... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062372

CLOSING COMMERCIAL ANNOUNCEMENT APRIL 27th, 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Tune in tomorrow and hear FORD BOND with more thrilling sports news. But today smoke Pall Mall, The Modern Blend with STRAIGHT tobacco flavor. They're Better NATURALLY. They're PALL MALLS!

ATX01 0062373

COMPTON ADVERTISING, INC. . New York

OPENING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #8

APRIL 28, 1937

ANNOUNCER:

PALL MALL CIGARETTES

More NEWS.... TODAY'S SPORTS with FORD BOND. Light up the
new Pall Mall cigarette. Pall Mall, The Modern Blend...with ~~STRAIGHT~~
~~tobacco flavor. They're Better...NATURALLY.~~ You're on, FORD.

(FORD BOND SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #8

APRIL 28, 1937

ANNOUNCER:

PALL MALL CIGARETTES

If you want the true enjoyment of fine tobaccos in the cigarette you smoke, buy a pack of Pall Malls today. For Pall Mall, The Modern Blend, brings you, perhaps for the very first time, the real flavor of pure, undoctored tobaccos.

Unlike most popular blended cigarettes, Pall Mall, The Modern Blend, does not mix its tobaccos with artificial flavoring or sweetening of any kind. Pall Malls are not doctored or ~~sugar-coated~~ because their ~~they are a careful blend of~~ finer, more expensive tobaccos, ^{do not need sugar-coating.}

And because the flavor of Pall Mall's tobaccos is not masked in any way, your taste can readily tell you that Pall Mall tobaccos must be superior ~~tobaccos~~.

Buy a pack of Pall Malls today. Enjoy their straight tobacco flavor. They cost only fifteen cents for twenty. They're Better...
NATURALLY.

(FORD BOND SCRIPT)

ATX01 0062375

CLOSING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORT NEWS WITH FORD BOND #8

APRIL 28, 1937

ANNOUNCER:

PALL MALL CIGARETTES

More exciting Sports News tomorrow with FORD BOND. Biggest
cigarette news today is Pall Mall, The Modern Blend with STRAIGHT
TOBACCO FLAVOR. They're Better...NATURALLY. They're Pall Malls.

(FORD BOND SCRIPT)

ATX01 0062376

COMPTON ADVERTISING, INC. • New York

OPENING

APRIL 29th 1937

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Stand by for TODAY'S SPORTS. FORD BOND brings you late
baseball and sports flashes. And Pall Mall cigarettes bring you ...
STRAIGHT tobacco flavor. ~~Ask today for Pall Mall, The Modern Blend...~~
~~They're Better... NATURALLY.~~ Go ahead, FORD

(FORD BOND: SCRIPT)

#9

MIDDLE
COMMERCIAL ANNOUNCEMENT

APRIL 29th 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Let me ask you - "What makes a cigarette enjoyable?" I think you'll agree that all the pleasure of a cigarette must come from its tobaccos.

That's why we ask you to smoke Pall Mall, The Modern Blend... For Pall Mall brings you the true flavor of fine, natural tobaccos...without artificial flavoring or ~~sweetening~~ of any kind.

Most popular blended cigarettes dip their tobaccos in a ... flavoring mixture that may include angelica, maple sugar, almond oil... up to a hundred other ingredients are commonly used.

But Pall Mall does not have to ~~sweeten~~ sugar-coat its tobaccos. ~~in any way.~~ Pall Mall starts with more expensive tobaccos and blends them in a special way to bring you true tobacco flavor, and greater ^{smoking pleasure.} So start smoking Pall Mall tonight. Twenty Pall Malls cost only fifteen cents -- you get straight tobacco flavor, and your own taste will tell you They're Better ...NATURALLY.

(FORD BOND: SCRIPT)

ATX01 0062378

#9

CLOSING
COMMERCIAL ANNOUNCEMENT

APRIL 29th 1937

TODAY'S SPORTS WITH FORD BOND

FALL MALL CIGARETTES

ANNOUNCER:

Remember - more sports flashes with FORD BOND tomorrow.
Remember today to smoke Fall Mall. The Modern Blend with STRAIGHT
tobacco flavor... They're Better...NATURALLY. They're Fall Malls.

ATX01 0062379

COMPTON ADVERTISING, INC. - New York

OPENING COMMERCIAL ANNOUNCEMENT APRIL 30th, 1937

TODAY'S SPORTS WITH FORD BOND #10 PALL MALL CIGARETTES

ANNOUNCER:

Now for SPORTS NEWS with FORD BOND. Brought to you by PALL
Cigarettes
MALL, The Modern Blend. All right, FORD BOND!

(FORD ECID: SCRIPT)

MIDDLE COMMERCIAL ANNOUNCEMENT APRIL 30th, 1937

TODAY'S SPORTS WITH FORD BOND #10

PALL MALL CIGARETTES

ANNOUNCER:

When you light a Pall Mall you enjoy ... perhaps for the very first time in your life ... the real flavor of pure, straight tobaccos. That's because Pall Mall tobaccos are actually so fine that they don't need artificial flavoring.

Most popular blended cigarettes, you know, mix their tobaccos with maple sugar, vanilla, oil of juniper ... up to a hundred different flavoring and sweetening ingredients are commonly used.

But Pall Mall, The Modern Blend, does not flavor, sweeten or doctor its tobaccos in any way. Pall Mall brings you instead all the fragrance, all the flavor, ALL THE PLEASURE of top-notch, ~~un-~~
~~deetered~~ tobaccos.

For only fifteen cents you get twenty Pall Malls with straight tobacco flavor. So get the bright red and gold Pall Mall package today and let your own taste tell you They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062381

CLOSING COMMERCIAL ANNOUNCEMENT APRIL 30th, 1937

TODAY'S SPORTS WITH FORD BOND #10 PALL MALL CIGARETTES

ANNOUNCER:

Don't miss FORD BOND with more exciting sports news tomorrow.
And don't miss the true enjoyment in Pall Mall, The Modern Blend
with STRAIGHT TOBACCO FLAVOR. They're BETTER NATURALLY. THEY'RE
PALL MALLS!

ATX01 0062382

COMPTON ADVERTISING, INC. - New York

PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO

"TODAY'S SPORTS WITH FORD BOND"

FBI

To be given after first game:

That's the first game we'll visit tonight, brought you by the sponsors of this broadcast, the makers of Pall Mall Cigarettes, and before we jump over to the game between the Giants and the Pirates, I want to give you fans a tip. If you want to smoke what in my opinion is the best cigarette ever made, try these New Pall Malls. I was raised in Kentucky, and I know good tobacco, and that's ^{what} ~~all~~ there is in Pall Malls ... good domestic and Oriental tobaccos. They've got the best taste, the smoothest smoke, and give the most real smoking pleasure you ever had. All I ever give you are facts on these baseball broadcasts, and I am sure you'll appreciate this one. Pall Malls are straight tobacco. You'll like them, so I advise you to try them.

To be incorporated in Opening.

And up here at the ball park, I've noticed that more and more of you fans, when you pull out a pack of cigarettes, are pulling out that beautiful red package that contains the New Pall Malls. They're fast becoming the mark of those who are smart in the sports world. They have heard about Pall Malls' on this nightly broadcast. They've tried them, liked them, and continue using them. My tip to you, fans, is this: Try these New Pall Malls. You don't know what you are missing.

*ok
ok*

PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

-2-

To be incorporated in scores:

Yes, sir, that team made lots of hits today, and I just want to remind you fans that there are twenty hits, real hits, in a pack of Pall Mall Cigarettes ... In my opinion, the best cigarette I have ever smoked. I promise you they'll be a hit with you. So try Pall Malls.

To be Incorporated in the Flash News:

NEW YORK: The champion cigarettes, Pall Malls, are breaking all records for smoking enjoyment. In an interview with a Pall Mall cigarette, I asked the secret of its success. Here's the answer: Quote Made of straight tobacco ... ^{properly blended} no flavoring ... that's all. Un- quote. Pall Mall cigarettes they're fifteen cents a pack, the beautiful red pack of twenty Pall Malls.

To be incorporated in opening remarks:

What you fans want on sports broadcasts are facts, straight facts, with nothing added to or taken from the sports story as it actually occurs. And that's what Pall Mall brings you on the air, in these broadcasts, and in the cigarettes themselves. That's what Pall Mall brings you straight tobacco ^{flavouring} no ~~thing~~ added to it ... ^{more} ~~nothing~~ taken away ... the finest tobacco in the world, unflavored and undoctored. Give these Pall Malls a try, fans. I'm sure they are what you want in a cigarette.

To be used when no games are available:

Lots of you fans have phoned me here at the National Broadcasting Company, to find out the progress of a game during the afternoon. I'm glad to give you the information, but I must ask you

De. Bond

ATKO1 0062384

PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

-3-

not to phone. The pressure that is turned on about three o'clock in the afternoon when games are starting all over the country, and sports news begins to pile up on my desk, is really terrific. To condense the sports stories into these ten Pall Mall minutes is a daily, heavy undertaking; one that I enjoy, and one of which I never tire. And speaking of tiring, once you try Pall Malls, you'll never tire of them. Why? Because there is no artificial flavoring that will dull your enjoyment. For instance, if you ate too much chocolate, or maple sugar, or any one of a hundred flavoring ingredients commonly used in cigarettes, you know your sense of taste would become dull and tired of the constant flavoring. That can never happen with Pall Malls. They are pure, fine, straight tobaccos, with no added flavoring. And you get, perhaps for the very first time, the grand sense of well-being that comes from smoking tobacco and only tobacco. That's what's kept men using tobacco since Sir Walter Raleigh first discovered its ^{pleasure} ~~benefit~~. So try these fine New Pall Malls. Lay down fifteen cents on the counter and get this beautiful red package of ~~the world's finest~~ ~~cigarettes~~, Pall Malls.

To be used during report of a game:

It's a swell game they're putting on here today, a grand battle between two grand teams. That is a fact, and -- another fact is this, Pall Malls are ~~undoubtedly the world's finest cigarette~~ straight tobacco, the finest tobacco, unflavored and undoctored. You'll like them -- so try Pall Malls. Now on with the game.

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ATX01 0062385

PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

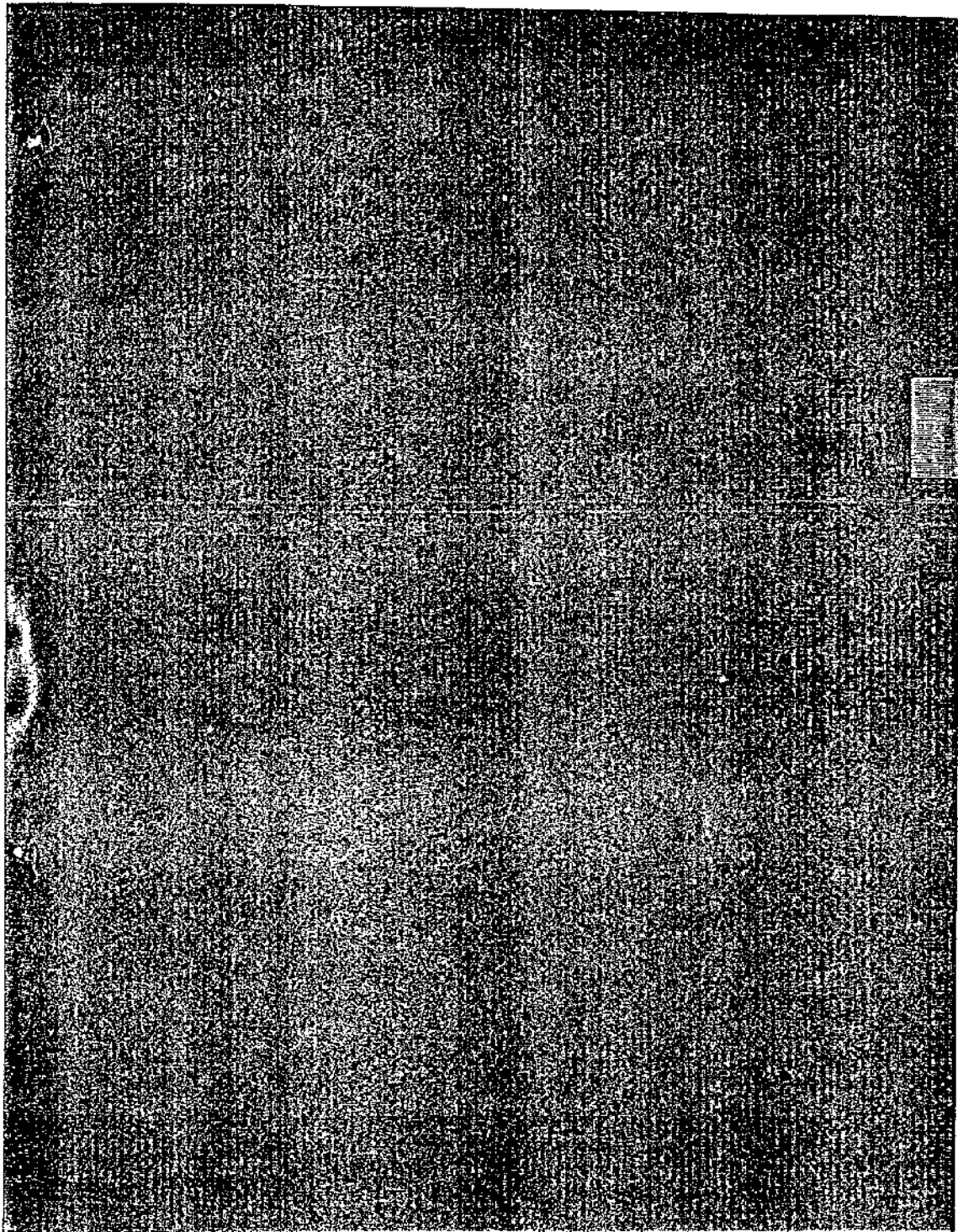
-4-

To be used as a sign-off some night by Bond:

That's the sport news for tonight, fans, but here's some-
thing I want you listeners to this broadcast to do. I want you to
give yourself one other piece of enjoyment that you will feel has
come to you as a result of listening to this broadcast. And that is,
I want you to try Pall Malls. They're better tobaccos than I think
you've ever smoked, and they're better for this reason: Since Pall
Malls are made without any flavoring, they must use the very finest
tobaccos they can get. So you get a finer cigarette than you've
ever smoked before. Try the New Pall Malls -- just fifteen cents a
pack -- unflavored, undoctored, straight tobacco. Pall Mall is the
name. So use it next time you go up to a tobacco counter,

*de
News*

ATX01 0062386



ATK01 0062387

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORT'S WITH FORD BOND #11

May 1, 1937

ANNOUNCER:

PALL MALL

CIGARETTES

And now more NEWS -- news of sports and baseball with FORD BOND. It's brought to you by PALL MALL, The Modern Blend. They're Better...NATURALLY. You're on, Ford!

(FORD BOND SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND

#11

MAY 1, 1937

ANNOUNCER:

PALL MALL CIGARETTES

When you smoke Pall Mall, The Modern Blend, what do you get that you don't get from ^{ordinary} ~~other~~ blended cigarettes? You get the natural flavour...the true enjoyment...of fine, straight tobaccos.

For unlike most other blended cigarettes, Pall Mall is not artificially flavoured in any way. Pall Mall doesn't use licorice. It doesn't use almond oil or any of up to a hundred such flavouring ingredients commonly used in most other blended cigarettes. But Pall Mall does bring you the matchless flavour of fragrant, natural tobaccos ...and nothing else.

And because Pall Mall uses no sugar-coating of any kind you don't have to take anyone's word for the quality of its tobaccos. Your common sense tells you that Pall Mall tobaccos must be finer tobaccos.

And your taste tells you that Pall Mall's straight tobacco flavour means more real smoking pleasure. Twenty Pall Malls cost only fifteen cents. So smoke Pall Malls today and prove for yourself that They're Better...NATURALLY.

ATX01 0062388

#11

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 1st 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back next Monday evening with more sports news. Meanwhile, enjoy PALL MALL, The Modern Blend...with STRAIGHT tobacco flavor. They're Better...NATURALLY. They're PALL MALLS!

ATX01 0062390

COMPTON ADVERTISING, INC. • New York

OPENING COMMERCIAL ANNOUNCEMENT MAY 3rd 1957

TODAY'S SPORTS WITH FORD BOND #12 PALL MALL CIGARETTES

ANNOUNCER:

And now TODAY'S SPORTS...with FORD BOND! Brought to you
by Pall Mall, The modern Blend...the cigarette that can afford to be
natural! Go ahead, Ford.

(FORD BOND: SCRIPT)

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MIDDLE COMMERCIAL ANNOUNCEMENT MAY 3rd 1937

TODAY'S SPORTS WITH FORD BOND

#12

PALL MALL CIGARETTES

ANNOUNCER:

What makes the new Pall Mall different from most popular blended cigarettes? It's different because it is blended from tobaccos so fine, so expensive they need no artificial flavoring or sweetening of any kind.

The usual practice ~~you know~~ in making blended cigarettes is to dip tobacco in a mixture of flavoring or sweetening ingredients. But Pall Malls are not doctored in any way.

Now common sense tells you that because Pall Mall's tobaccos are not sugar-coated, ~~They~~ they must be finer tobaccos. And your taste tells you there's more real enjoyment in Pall Mall's natural tobacco ~~s~~ flavour.

So, we ask you to try Pall Malls and enjoy the flavor of fragrant straight tobaccos, ~~perhaps for the very first time~~. You pay only 15 cents for twenty superior cigarettes. Look for Pall Malls in the sparkling red and gold package...They're Better...Naturally.

(FORD BOND: SCRIPT)

ATX01 0062392

CLOSING COMMERCIAL ANNOUNCEMENT MAY 3rd 1937

TODAY'S SPORTS WITH FORD BOND

#12

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND is brought to you every evening at this time
by the makers of PALL MALL, The Modern Blend. Enjoy their straight
Tobacco Flavor. They're Better...NATURALLY...They're PALL MALLS!

ATX01 0062393

COMPTON ADVERTISING, INC. • New York

OPENING COMMERCIAL ANNOUNCEMENT MAY 4th 1937

TODAY'S SPORTS WITH FORD BOND

#13

PALL MALL CIGARETTES

ANNOUNCER:

Once again, TODAY'S SPORTS WITH FORD BOND!....brought you
by PALL MALL, THE MODERN BLEND. The cigarette with STRAIGHT tobacco
flavor...And now, FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE COMMERCIAL ANNOUNCEMENT

MAY 4th 1937

TODAY'S SPORTS WITH FORD BOND

#13

PALL MALL CIGARETTES

ANNOUNCER:

What gives most blended cigarettes their taste? You'd naturally think it's the tobacco. Yet, surprisingly, the common practice in making ordinary blended cigarettes is to dip tobacco in a flavoring and sweetening mixture. This may include licorice, oil of juniper...up to a hundred other ingredients.

But the only flavor you get from Pall Mall, The Modern Blend, is the natural flavor of fine tobaccos. Pall Mall doesn't need artificial flavoring. It starts with finer, more expensive tobaccos, blends them in a new and special way -- without sugar-coating. ...

So now you can enjoy ~~perhaps for the very first time~~ the natural fragrance, the true flavor of really fine tobaccos. Ask today for Pall Mall, The Modern Blend, in its bright red and gold package. They're only fifteen cents for twenty superior cigarettes with straight tobacco flavor -- They're better...Naturally.

(FORD BOND: SCRIPT)

ATX01 0062395

CLOSING COMMERCIAL ANNOUNCEMENT MAY 4th 1937

TODAY'S SPORTS WITH FORD BOND #13

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back again tomorrow at this same time
with America's modern cigarette...PALL MALL, The Modern Blend, with
STRAIGHT TOBACCO FLAVOR...They're Better...NATURALLY!

ATX01 0062396

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT May 5th 1937

TODAY'S SPORTS WITH FORD BOND #14 PALL MALL CIGARETTES

ANNOUNCER:

Once more it's TODAY'S SPORTS -- late baseball and sports flashes with FORD BOND! brought you by PALL MALL, The Modern Blend The Cigarette with Straight Tobacco Flavor All right, FORD!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

May 5th 1937

TODAY'S SPORTS WITH FORD BOND #14 PALL MALL CIGARETTES

ANNOUNCER:

Why are the new Pall Malls called "The Modern Blend"?

Well, that's because Pall Malls have established a new and modern standard of ^{quality} ~~enjoyment~~ for blended cigarettes. Pall Malls are blended solely from tobaccos so fragrant, so fine they need no artificial flavoring or sweetening.

For years most popular blended cigarettes have mixed tobacco with such flavorings or sweetenings as molasses, licorice, almond oil - actually up to a hundred such flavoring ingredients.

But the new Pall Mall offers you the pure, unadorned flavor of straight tobaccos -- and nothing else. Pall Malls can afford to be natural.

And you can afford Pall Malls. They're only 15 cents for twenty superior cigarettes. And they bring you the ^{greater} ~~true~~ enjoyment of natural tobaccos ~~... perhaps for the very first time.~~

Smoke the new Pall Malls and let your own taste tell you They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062398

CLOSING
COMMERCIAL ANNOUNCEMENT

May 5th 1937

TODAY'S SPORTS WITH FORD BOND #14

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow at this same time for
FORD BOND's baseball and sports news. And be sure to smoke PALL MALL,
The Modern Blend, with STRAIGHT Tobacco flavor they're better
NATURALLY! They're PALL MALLS!

ATX01 0062399

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

May 6th 1937

TODAY'S SPORTS WITH FORD BOND

#15

PALL MALL CIGARETTES

ANNOUNCER:

Once again TODAY'S SPORTS with FORD BOND!
brought you by PALL MALL Cigarettes. With STRAIGHT tobacco flavor ...
They're better NATURALLY! And now, FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

May 6th 1937

TODAY'S SPORTS WITH FORD BOND #15 FALL MALL CIGARETTES

ANNOUNCER:

And here's some news about Pall Mall, The Modern Blend -- the remarkable new cigarette that's different from most popular blended cigarettes. It's different because it uses no artificial flavoring or sweetening of any kind.

Perhaps you didn't know that most blended cigarettes mix tobaccos with flavoring and sweetening ingredients -- up to a hundred of them in fact.

But PallMall tobaccos are not artificially flavored or sugar-coated in any way. Pall Malls bring you ~~perhaps for the very first time~~ ^{grade} the true enjoyment of top-notch fragrant tobaccos that need no sugar-coating.

Yet the new Pall Mall costs only fifteen cents. In the sparkling red and gold package you get twenty Pall Malls with straight tobacco flavor. Smoke Pall Malls today -- They're Better ...
NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062401

CLOSING
COMMERCIAL ANNOUNCEMENT

May 6th 1937

TODAY'S SPORTS WITH FORD BOND

FALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back again tomorrow with America's
most exciting baseball and sports news. Remember -- smoke FALL MALLS
... with STRAIGHT TOBACCO FLAVOR THEY'RE Better ... NATURALLY!
They're FALL MALLS!

ATX01 0062402

COMPTON ADVERTISING, INC. • New York

OPENING COMMERCIAL ANNOUNCEMENT MAY 7, 1937

TODAY'S SPORTS WITH FORD BOND #16 PALL MALL CIGARETTES

ANNUNCER:

And now TODAY'S SPORTS with FORD BOND!.....Brought
you by PALL MALL, The Modern Blend...the cigarette that can
afford to be natural! Go ahead, Ford.

(FORD BOND: SCRIPT)

MIDDLE COMMERCIAL ANNOUNCEMENT MAY 7, 1937

TODAY'S SPORTS WITH FORD BOND #16 PALL MALL CIGARETTES

ANNOUNCER:

The common practice in making most popular blended cigarettes is to mix tobaccos with flavoring and sweetening ingredients. Today I'll mention only one -- licorice. Yes, this is a flavoring ingredient commonly used to flavor ordinary cigarette tobaccos and there are up to one hundred others. But the tobaccos in PALL MALL, The Modern Blend, are not artificially flavored, not sweetened, not doctor'd in any way. Instead Pall Mall starts with tobaccos so fragrant, so fine that they can be blended in Pall Mall's new and special way, without the use of artificial flavoring. As a result you can enjoy the true fragrance, the real flavor of top-grade tobaccos. ~~perhaps for the very first time~~

Ask today for Pall Mall, The Modern Blend, in the bright red and gold package. Although they bear the Pall Mall name, they cost you only 15 cents for twenty superior cigarettes. Smoke Pall Malls today ---they're better....NATURALLY!
(FORD BOND: SCRIPT)

ATX01 0062404

CLOSING COMMERCIAL ANNOUNCEMENT MAY 7, 1937

TODAY'S SPORTS WITH FORD BOND #16- FALL MALL CIGARETTES

ANNOUNCER:

FORD BOND is brought to you every evening at
this same time by the makers of FALL MALL, The Modern Blend.
Enjoy the Straight Tobacco Flavor of the new FALL MALLS.
They're Better....NATURALLY!.....They're Fall Malls!

ATK01 0062405

COMPTON ADVERTISING, INC. - New York

OPENING COMMERCIAL ANNOUNCEMENT MAY 8th 1937

TODAY'S SPORTS WITH FORD BOND #17 PALL MALL CIGARETTES

ANNOUNCER:

Today's Sports - news ~~in the world of baseball and sports~~
with FORD BOND, brought to you by PALL MALL cigarettes...with Straight
Tobacco Flavor...All right, FORD.

(FORD BOND: SCRIPT)

MIDDLE COMMERCIAL ANNOUNCEMENT MAY 8th 1937

TODAY'S SPORTS WITH FORD BOND

#17

PALL MALL CIGARETTES

ANNOUNCER:

If someone asked you what gives most popular blended cigarettes their flavor you'd probably say, "Tobacco".

Yet here is a surprising fact. The usual practice in making ordinary blended cigarettes is to mix tobacco with flavoring or sweetening ingredients -- as many as a hundred different kinds are ~~sometimes~~ used.

But Pall Mall, The Modern Blend, contains no artificial flavoring or sweetening of any kind. The reason is that Pall Mall tobaccos are so fine that they don't need "doctoring up". That means you can enjoy...perhaps for the first time in your life the real flavor of fragrant top-notch tobaccos.

Twenty Pall Malls cost only 15 cents. Ask for Pall Mall... The Modern Blend, with straight tobacco flavor. Smoke Pall Malls and let your own taste tell you They're Better...Naturally!

(FORD BOND: SCRIPT)

ATX01 0052407

CLOSING COMMERCIAL ANNOUNCEMENT MAY 8th 1937

TODAY'S SPORTS WITH FORD BOND

#17

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen ^{Monday} ~~tomorrow~~ night at this same time for
FORD BOND'S sports and baseball news. And be sure to smoke PALL MALL,
The Modern Blend, with STRAIGHT tobacco flavor...They're Better...
NATURALLY! They're PALL MALLS!

RTX01 0062408

CUMPTON ADVERTISING, INC. • New York

*72.
7:20 P.M.
Monday
Commercial*

OPENING
COMMERCIAL ANNOUNCEMENT May 12th 1937

TODAY'S SPORTS WITH FORD BOND #20 PALL MALL CIGARETTES

ANNOUNCER:

Now, TODAY'S SPORTS, with Ford Bond. For full smoking enjoyment, light a Pall Mall the cigarette with Straight Tobacco Flavour They're better ... NATURALLY. All right, Ford.

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

May 12th 1937

TODAY'S SPORTS WITH FORD BOND #20

PALL MALL CIGARETTES

ANNOUNCER:

I've heard lots of people say that since they've started ~~smoking~~ Pall Malls, their former cigarettes don't taste right to them. Well, the reason is probably this. Most popular blended cigarettes flavor their tobaccos ... mix them with oil of juniper, maple sugar, vanilla ... up to a hundred different ingredients. But Pall Mall does not use artificial flavoring or sweetening of any kind. Instead it brings you the natural taste ... the real flavor of fine, un-doctored tobaccos.

That is why, once you've smoked Pall Mall, you may never again be satisfied with the sugar-coated flavor of ordinary blended cigarettes. For Pall Mall brings you the fullest enjoyment of fine tobaccos -- the true fragrance ... the real flavor ... of pure tobaccos and nothing else.

Pall Malls with straight tobacco flavor cost only fifteen cents for twenty. So enjoy Pall Malls today ... let your own taste tell you they're better NATURALLY.

(FORD BOND: SCRIPT)

ATX01 0062410

CLOSING
COMMERCIAL ANNOUNCEMENT

May 12th 1937

TOBAY'S SPORTS WITH FORD BOND #20

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And be sure to smoke the new PALL MALLS with STRAIGHT Tobacco Flavour ... they're better, NATURALLY. They're PALL MALLS!

ATX01 0062411

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

May 13th 1937

TODAY'S SPORTS WITH FORD BOND #21

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS with FORD BOND brought you by
PALL MALL, The Modern Blend... the cigarette with straight tobacco
flavour. And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

May 13th 1937

TODAY'S SPORTS WITH FORD BOND #21 PALL MALL CIGARETTES
ANNOUNCER:

Fifteen cents now buys you twenty Pall Malls ... twenty cigarettes without artificial flavouring of any kind! For fifteen cents you now can enjoy the natural flavour of pure tobaccos ... perhaps for the very first time.

Most popular blended cigarettes mix their tobaccos with flavourings or sweetenings which run in some cases up to 15% of the weight of these cigarettes.

But Pall Mall, The Modern Blend does not flavour, does not sweeten, does not doctor its tobaccos. Pall Mall doesn't need to. Instead Pall Mall selects finer, more expensive tobaccos, blends them in a new and special way. Thus Pall Mall brings you tobacco in its most enjoyable form ... fine, fragrant, straight tobaccos.

Ask today for Pall Malls with STRAIGHT Tobacco flavour only fifteen cents for twenty. Smoke Pall Malls and your own taste will tell you they're better NATURALLY!

(FORD BOND:SCRIPT)

ATK01 0062413

CLOSING
COMMERCIAL ANNOUNCEMENT

May 13th 1937

TODAY'S SPORT WITH FORD BOND

#21

PALL MALL CIGARETTES

ANNOUNCER:

Don't miss FORD BOND tomorrow. And today don't miss
the true enjoyment of Pall Mall's STRAIGHT TOBACCO FLAVOUR. They're
BETTER NATURALLY. THEY'RE PALL MALLS.

ATX01 0062414

COMPTON ADVERTISING, INC. - New York

OPENING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #22

MAY 14, 1937

ANNOUNCER:

PALL MALL CIGARETTES

And now TODAY'S SPORTS and baseball news with FORD BOND...
brought you by PALL MALL, the cigarette with STRAIGHT TOBACCO FLAVOUR.
You're on Ford!

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND

#22

MAY 14, 1937

ANNOUNCER:

PALL MALL CIGARETTES

Finer tobaccos! More thorough blending! Those are two good reasons why Pall Malls need no artificial flavouring. Most popular blended cigarettes, you know, do mix their tobaccos with flavourings and sweetenings...which may run up to 15% of the weight of the cigarette. But Pall Mall uses no artificial flavouring of any kind ...and that's the best reason in the world for changing to Pall Malls.

For, with no artificial flavouring, Pall Mall brings you the true fragrance...the real flavour of pure, top-notch tobaccos. And that means real smoking enjoyment...enjoyment that you can't possibly get from ordinary flavored tobaccos.

So change today to this new smoking luxury...smoke Pall Malls with straight tobacco flavour. You pay only fifteen cents for twenty Pall Malls in the bright red and gold package. You'll like them better because they're better...NATURALLY.

(FORD BOND SCRIPT)

ATXO1 0062416

CLOSING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #22

MAY 14, 1937

ANNOUNCER:

PALL MALL CIGARETTES

FORD BOND will be back tomorrow with more sports news. Mean-
while, enjoy PALL MALLS, The Modern Blend...with STRAIGHT tobacco
flavour. They're better...NATURALLY. They're PALL MALLS.

ATX01 0062417

COMPTON ADVERTISING, INC. - New York

OPENING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND

#23

MAY 15, 1937

ANNOUNCER:

PALL MALL CIGARETTES

Today's Sports news with FORD BOND...brought to you by
PALL MALL cigarettes...with STRAIGHT Tobacco Flavor...All right, FORD.

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #23

MAY 15, 1937

ANNOUNCER:

PALL MALL CIGARETTES

Wouldn't you like, for once, to be able to prove a claim about a cigarette? Well, with Pall Malls, you can. Now when we say Pall Malls are made from "Finer Tobaccos" you don't have to take even our word for it. Your own common-sense tells you that because Pall Mall tobaccos are not artificially flavored, they have to be finer more fragrant tobaccos.

Most cigarettes you know mix their tobaccos with chocolate, maple sugar...up to a hundred flavoring ingredients. But Pall Mall does not flavor, sweeten or doctor its tobaccos. Now isn't that proof that Pall Mall tobaccos must be finer?

And if you want proof that fine un-flavored tobaccos mean more smoking enjoyment, smoke the new Pall Malls. You'll get the full enjoyment of a superior cigarette because you'll be smoking its fine, fragrant, natural tobaccos...and nothing else.

P all Malls...with STRAIGHT Tobacco Flavor...cost only fifteen cents for twenty. Smoke Pall Malls TONIGHT...and you'll agree... They're better...NATURALLY.

(FORD BOND SCRIPT)

ATK01 0062419

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 15th 1937

TODAY'S SPORTS WITH FORD BOND #23

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen Monday night at this same time for
FORD BOND'S sports and baseball news. And be sure to smoke PALL
MALL, The Modern Blend, with STRAIGHT tobacco flavor...They're
Better...NATURALLY! They're PALL MALLS!

ATX01 0062420

Mr. L. H. Lee

372-6

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(revised)
MAY 17th 1937

TODAY'S SPORTS WITH FORD BOND

#24

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND....brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavour.
And now, Ford Bond!

(FORD BOND: SCRIPT)

Mc

MIDDLE
COMMERCIAL ANNOUNCEMENT

(revised)
MAY 17th 1937

TODAY'S SPORTS WITH FORD BOND #24

PALL MALL CIGARETTES

ANNOUNCER:

Won't you test for yourself our claim for the quality of PALL MALL cigarettes? When we say PALL MALLS are made from "finer tobaccos", you don't have to take even our word for it. ^{Your own} common sense tells you that because PALL MALL tobaccos are not artificially flavoured, they have to be finer and more fragrant tobaccos - and your taste will confirm this.

In most cigarettes you have smoked the tobaccos are flavoured with chocolate, maple sugar - up to a hundred flavouring ingredients. But PALL MALL does not flavour, sweeten or doctor its tobaccos.

If you want evidence that fine and unflavoured tobaccos mean more smoking enjoyment, smoke the new PALL MALL. You will get the full enjoyment of a superior cigarette because you will get the flavour and the fragrance of fine, natural tobaccos and nothing else.

PALL MALLS - with straight Tobacco Flavour - cost only 15¢ for twenty. Smoke PALL MALLS tonight and you will agree They're Better.....NATURALLY!

(FORD BOND SCRIPT)

*OK
B.B.S.*

ATX01 0062422

CLOSING
COMMERCIAL ANNOUNCEMENT

(revised)
May 17th 1937

TODAY'S SPORTS WITH FORD BOND #24

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow night at this same time for
FORD BOND'S sports and baseball news. And be sure to smoke PALL MALL,
~~The Modern Blend~~, with STRAIGHT tobacco flavor ...they're Better
NATURALLY! They're PALL MALLS!

ATX01 0062423

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

MAY 18th 1937

TODAY'S SPORTS WITH FORD BOND #25

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND.....brought you by PALL
MALL, The Modern Blend...the cigarette with straight tobacco
flavour. And now, Ford Bond!

(FORD BOND: SCRIPT)

*BAC
P. S.*

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 18th 1937

TODAY'S SPORTS WITH FORD BOND #25

FALL MALL CIGARETTES

ANNOUNCER:

Many years ago, the famous English author Charles Lamb,
wrote this verse:

"For thy sake tobacco, I
Would do anything but die,
And but seek to extend my days,
Long enough to sing thy praise."

Now remember, ^{Charles} when Lamb wrote that, he was talking about
pure, unflavored tobacco. ~~and you don't get that when you smoke~~
~~most popular blended cigarettes.~~ ^{get} Today it's common practice to
flavor and sweeten ^{blended} cigarettes with up to one hundred ingredients
besides tobacco.

But the new Fall Mall doesn't sweeten, doesn't flavor,
doesn't doctor its tobaccos. That's proof ^{instead} that Fall Mall ~~cannot~~ ^{uses finer,}
~~use coarse tobaccos~~ ~~that top-grade tobaccos must predominate.~~
~~And that's evidence too, that there's more smoking pleasure in a...~~
Fall Mall...the full enjoyment of fine, natural tobacco flavor....
without sugar-coating. So get all the enjoyment from smoking. ^{Smoker} ~~Buy~~
Fall Malls with straight tobacco flavor. They're fifteen cents for
twenty...and They're Better....NATURALLY!

(FORD BOND: SCRIPT)

ok
we
W. H. H.

ATX01 0062425

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 18th 1937

TODAY'S SPORTS WITH FORD BOND #25

PALL MALL CIGARETTES

ANNOUNCER:

Get PALL MALLS tonight, and enjoy their Straight Tobacco Flavor as you listen to Ford Bond tomorrow. Remember PALL MALL, in the red and gold package. They're Better.....NATURALLY!

ML

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

May 19th 1937

TODAY'S SPORTS WITH FORD BOND #26

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS with FORD BOND ... brought you by PALL
MALL, the Modern Blend the cigarette with straight tobacco
flavor. And now, Ford Bond!

(FORD BOND: Script)

*OK
L. Lewis*

MIDDLE
COMMERCIAL ANNOUNCEMENT

May 19th 1937

TODAY'S SPORTS WITH FORD BOND #26

PALL MALL CIGARETTES

ANNOUNCER:

After constant smoking do you ever notice an unpleasant
after-taste? *not if you smoke the*
~~If you do that's still another reason for changing to~~
the new Pall Mall. For smokers tell us that Pall Mall gives relief

from the ~~unpleasant~~ after-taste of artificially flavored cigarettes.

Pall Mall, you see, uses no artificial flavoring. ^{most} Other
popular blended cigarettes mix their tobaccos with flavoring and
sweetening ingredients... sometimes up to 15% of their weight. But
Pall Mall brings you the natural flavor of un-sweetened, un-doctored
tobaccos.

of finer, more expensive
~~that you just can't get from sugar-coated~~ tobaccos. And that's why
your last Pall Mall of the day tastes as good as the first. So
start smoking Pall Mall TODAY. Twenty Pall Malls with STRAIGHT
Tobacco Flavor cost only fifteen cents. Your own taste will tell
you They're Better NATURALLY.

(FORD BOND: Script)

*all we
like*

ATX01 0062428

CLOSING
COMMERCIAL ANNOUNCEMENT

May 19th 1937

TODAY'S SPORTS WITH FORD BOND #26

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALLS with STRAIGHT Tobacco Flavor ... they're better ... NATURALLY. They're PALL MALLS!

ATX01 0062429

COMPTON ADVERTISING, INC. • New York

(2nd revision 5/20/37)

OPENING
COMMERCIAL ANNOUNCEMENT

May 20th 1937

TODAY'S SPORTS WITH FORD BOND

#27

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

~~3rd~~
(~~5th~~ revision 5/20/37)
~~text~~

MIDDLE
COMMERCIAL ANNOUNCEMENT May 20th 1937

TODAY'S SPORTS WITH FORD BOND #27 PALL MALL CIGARETTES

ANNOUNCER:

Maybe you think all popular blended cigarettes are pretty much alike. Well, here's a surprise! When you smoke PALL MALL, The Modern Blend, you will be enjoying the natural fragrance, the true flavor of fine tobaccos perhaps for the very first time.

The difference between PALL MALL and most blended cigarettes is this! These other cigarettes mix their tobaccos with maple syrup ... chocolate, oils of almonds ... up to a hundred different flavoring ingredients.

But PALL MALL, The Modern Blend uses no artificial flavoring, no sugar coating of any kind. Instead Pall Mall selects only top-grade tobaccos, blends them a new way. As a results, PALL MALL offers you full smoking enjoyment -- the true, enjoyment of fine, undoctored tobaccos.

PALL MALLS, in their bright red and gold package, cost only fifteen cents for twenty. They bring you straight tobacco flavor. Smoke Pall Malls today and you'll agree ... They're Better ... Naturally!

(FORD BOND: SCRIPT)

3-14
(2nd revision 5/20/37)
ATX01

CLOSING
COMMERCIAL ANNOUNCEMENT

May 20th 1937

TODAY'S SPORTS WITH FORD BOND #27

PALL MALL CIGARETTES

ANNOUNCER:

Don't miss FORD BOND tomorrow. And today don't miss
that added smoking pleasure of STRAIGHT TOBACCO FLAVOR in PALL MALL
CIGARETTES. They're BETTER ... NATURALLY. They're PALL MALLS!

ATX01 0062432

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

Revised
MAY 21st 1937

TODAY'S SPORTS WITH FORD BOND #28

FALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by FALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

Revised
MAY 21st 1937

TODAY'S SPORTS WITH FORD BOND #28

FALL MALL CIGARETTES

ANNOUNCER:

Ever since the days of Sir Walter Raleigh, tobacco has brought the world pleasure. And today, as always, all the pleasure you get from your cigarette comes from TOBACCO...and nothing else.

Yet, surprisingly, you may never have enjoyed the true flavor...the real fragrance...of really fine tobaccos. That's because most popular blended cigarettes add flavoring and sweetening ingredients to their tobaccos - ingredients that may run up to 15% of the weight of the cigarette.

But Fall Mall does not need to "doctor up" the flavor of its tobaccos. Instead Fall Mall brings you the true enjoyment of tobacco as Nature made it. Fall Mall can do this because Fall Mall uses only top-grade, fragrant tobaccos...which need no artificial flavoring or sugar-coating.

There's extra enjoyment...in Fall Mall's STRAIGHT TOBACCO Flavor...Fall Malls, in a bright red and gold package cost only fifteen cents for twenty...Your taste will tell you They're Better
....NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062434

(2nd revision 5/20/37)

CLOSING
COMMERCIAL ANNOUNCEMENT

May 21st 1937

TODAY'S SPORTS WITH FORD BOND

#28

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow with more sports news.
Meanwhile, enjoy PALL MALL cigarettes ... with STRAIGHT tobacco flavor.
They're Better ... NATURALLY! They're PALL MALLS!

ATX01 0062435

COMPTON ADVERTISING, INC. • New York

OPENING (2ND REVISION 5/19/37)
COMMERCIAL ANNOUNCEMENT MAY 22nd, 1937

TODAY'S SPORTS WITH FORD BOND #29

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND brought you by PALL MALL,
The Modern Blend . . . the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(2ND REVISION 5/19/37)
MAY 22nd, 1937

TODAY'S SPORTS WITH FORD BOND #29

PALL MALL CIGARETTES

ANNOUNCER:

Here is a fact which really means something to your smoking enjoyment. PALL MALL Cigarettes are blended of fine tobaccos without any artificial flavoring. Do you realize that added flavourings and sweetenings in most popular blended cigarettes are not just dashes of licorice or molasses. Actually, in a package of twenty, the flavouring itself may amount to as much as one-seventh of the total weight of the cigarettes.

But PALL MALLS use no artificial flavouring. They bring you the full smoking pleasure you really want ... the full enjoyment of selected fragrant tobaccos. And, if you want proof that there's greater smoking enjoyment in unflavored tobaccos ... smoke Pall Malls TODAY!

Twenty Pall Malls ... with straight tobacco flavor ... cost only fifteen cents. So smoke Pall Malls tonight. You'll agree They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062437

3rd
(2nd revision 5/20/37)

CLOSING
COMMERCIAL ANNOUNCEMENT May 22nd 1937

TODAY'S SPORTS WITH FORD BOND #29 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news Monday. And enjoy the added pleasure of smoking PALL MALL cigarettes with STRAIGHT Tobacco Flavor ... They're Better ... NATURALLY. They're PALL MALLS!

ATK01 0062438

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

MAY 24th 1937

TODAY'S SPORTS WITH FORD BOND #30

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND.....brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 24th 1937

TODAY'S SPORTS WITH FORD BOND #30

PALL MALL CIGARETTES

ANNOUNCER:

If you ever fiddle and fuss trying to open a pack of cigarettes you're due for a pleasant surprise when you open your first pack of Pall Malls. For every bright red and gold Pall Mall packet has a handy patented tab on the back. When you tear off this tab, off comes one corner of the cellulose jacket. The rest of the cellulose stays there as protection.

This is just another refinement of the kind you'd expect to find in a cigarette bearing the Pall Mall name. For Pall Mall is setting a new standard of quality and luxury among popular blended cigarettes. Most of these cigarettes mix their tobaccos with licorice, maple sugar, oil of almonds...up to 100 flavoring ingredients. But Pall Mall uses no artificial flavoring, no sweetening of any kind. It brings you only the natural flavor...the complete enjoyment...of pure, top-grade tobaccos.

So ask for Pall Malls today...twenty Pall Malls with STRAIGHT Tobacco Flavor cost only fifteen cents. You're own taste will tell you They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062440

CLOSING
COMMERCIAL ANNOUNCEMENT

Revised 5/20/57

MAY 24th 1957

TODAY'S SPONES WITH FORD BOND #30

FALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting baseball
and sports news. Today ...and every day....smoke FALL MALL cigarettes
with STRAIGHT TOBACCO FLAVOR. They're Better....NATURALLY!

ATX01 0062441

COMPTON ADVERTISING, INC. - New York

OPENING
COMMERCIAL ANNOUNCEMENT MAY 25th 1937

TODAY'S SPORTS WITH FORD BOND #31 PALL MALL CIGARETTES

ANNOUNCER:

...
TODAY'S SPORTS WITH FORD BOND:..brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 25th 1937

TODAY'S SPORTS WITH FORD BOND #31

PALL MALL CIGARETTES

ANNOUNCER:

Who discovered tobacco...who first started to smoke it?
No one knows for sure. But everyone will agree with this fact:

..All the enjoyment you get from smoking comes from the
tobaccos...and from nothing else. And the better the tobaccos in your
cigarettes, the more enjoyment you'll have.

That's why you're sure of extra enjoyment when you smoke
Pall Mall, The Modern Blend. For Pall Mall uses no artificial
flavoring of any kind. Most other blended cigarettes flavor their
tobaccos with up to a hundred different ingredients. But Pall Mall
tobaccos are so fine they don't need flavoring. Thus Pall Mall
brings you the real flavor, the full enjoyment of fine, natural
tobaccos. Pall Malls, in the bright red and gold package, cost
fifteen cents for twenty. They bring you STRAIGHT Tobacco Flavor.
Smoke Pall Malls Today -- you'll agree they're Better...NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062443

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 25th 1937

TODAY'S SPORTS WITH FORD BOND #31

PALL MALL CIGARETTES

ANNOUNCER:

Remember to listen to FORD BOND tomorrow. And remember to ask for Pall Mall, The Modern Blend. Unlike most popular blended cigarettes, Pall Mall uses no artificial flavoring. Instead it starts with more expensive tobaccos, blends them in a special way to bring you all the enjoyment that fine, natural tobaccos have to offer. Smoke Pall Malls. They're fifteen cents for twenty. They're Better.....NATURALLY.

ATX01 0062444

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT MAY 26th 1937

TODAY'S SPORTS WITH FORD BOND #32 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 26th 1937

TODAY'S SPORTS WITH FORD BOND #32

PALL MALL CIGARETTES

ANNOUNCER:

Many years ago the famous French dramatist, Moliere, wrote these words in praise of tobacco: He said:

"There is nothing like tobacco; it is the passion of all proper people and he who lives without tobacco has nothing to live for."

"There is nothing like tobacco." Yes, these words of Moliere are just as true today. So Pall Mall gives you the real flavor of natural tobaccos...and nothing else. Yes, Pall Mall, alone among popular blended cigarettes, offers you the full enjoyment of fragrant, top-grade tobaccos without any artificial flavoring or sweetening. Pall Mall needs no artificial flavoring because Pall Mall uses only the very finest tobaccos. Pall Malls can afford to be natural.

And you can afford Pall Malls. For only fifteen cents you get the extra enjoyment of STRAIGHT Tobacco Flavor. So smoke Pall Malls TODAY. You'll like them better because They're Better....
NATURALLY.

(FORD BOND: SCRIPT)

ATX01 0062446

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 26TH 1937

TODAY'S SPORTS WITH FORD BOND #32

PALL MALL CIGARETTES

ANNOUNCER:

Get Pall Malls tonight, and enjoy their Straight Tobacco
Flavor, as you listen to Ford Bond tomorrow. Remember PALL MALL,
in the red and gold package. They're Better.....NATURALLY!

ATX01 0062447

COMPTON ADVERTISING, INC. : New York

OPENING
COMMERCIAL ANNOUNCEMENT

MAY 27th 1937

TODAY'S SPORTS WITH FORD BOND #33

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 27th 1937

TODAY'S SPORTS WITH FORD BOND #33

PALL MALL CIGARETTES

ANNOUNCER:

During the Great Plague in England, before people knew much about tobacco, they smoked it to keep from getting the Plague. But today no one believes in tobacco as medicine - everyone smokes for enjoyment alone. And everyone agrees that the enjoyment of smoking comes from tobacco...and nothing else.

That's why so many people have welcomed the new Pall Mall. For Pall Mall alone among popular blended cigarettes, offers you the full enjoyment, the true flavor of really fine tobaccos. Other popular blended cigarettes flavor and sweeten tobaccos with up to a hundred different ingredients. But Pall Mall starts with such fine tobaccos that no artificial flavoring is needed.

No artificial flavoring in Pall Malls! That's your guarantee of finer tobaccos...your assurance of complete smoking enjoyment...so smoke Pall Malls with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. Let your own taste tell you They're Better....NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062449

Revised 5/20/37

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 27th 1937

TODAY'S SPORTS WITH FORD BOND #33

FALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking FALL MALL cigarettes with STRAIGHT Tobacco Flavor...they're better....NATURALLY. They're FALL MALLS!

ATX01 0062450

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

MAY 28th 1937

TODAY'S SPORTS WITH FORD BOND #34

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 28th 1937

TODAY'S SPORTS WITH FORD BOND #34

PALL MALL CIGARETTES

ANNOUNCER:

For three generations the Original Turkish Pall Mall has been famous... "wherever particular people congregate". Now Pall Mall, The Modern Blend, an entirely different cigarette made to please modern American smokers, has already won the same kind of acceptance from particular people who set the standards of taste and of quality.

Yes, those who demand enjoyment first and foremost have welcomed the new Pall Mall. For Pall Mall, alone among blended cigarettes, offers you the enjoyment of STRAIGHT Tobacco Flavor. Most popular blended cigarettes don't give you Straight Tobacco Flavor because they use up to a hundred different ingredients to flavor their tobaccos. But Pall Mall doesn't alter the natural flavor of its tobaccos in any way...and that's surely proof of finer more expensive tobaccos.

For the full enjoyment of natural, top-grade tobaccos -- smoke Pall Malls. They're only fifteen cents for twenty and your own taste will tell you They're Better...NATURALLY!

(FORD BOND:SCRIPT)

RTX01 0062452

CLOSING
COMMERCIAL ANNOUNCEMENT

Revised 5/20/37

MAY 28th 1937

TODAY'S SPORTS WITH FORD BOND #34

FALL MALL CIGARETTES

ANNOUNCER:

Don't miss FORD BOND tomorrow. And today don't miss that added smoking pleasure of Fall Mall Cigarettes with STRAIGHT TOBACCO FLAVOUR. They're Better....NATURALLY. They're FALL MALLS!

ATX01 0062453

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

MAY 29th 1937

TODAY'S SPORTS WITH FORD BOND #35

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND:SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

MAY 29th 1937

TODAY'S SPORTS WITH FORD BOND #35

PALL MALL CIGARETTES

ANNOUNCER:

Pall Malls are a blend of domestic tobaccos with several types of fine Oriental tobaccos. Some other popular cigarettes are more or less the same kind of blends. But there are big differences in the way Pall Malls are made...and these differences mean more Smoking Enjoyment for you...The first difference is that in Pall Mall top-grade tobaccos predominate. The second difference is that because there are no coarse types of tobaccos in Pall Mall no artificial flavoring is needed. Most other popular blended cigarettes get part of their flavor from licorice, chocolate or vanilla. But Pall Mall gets its flavor entirely from fine, fragrant natural tobaccos...and nothing else. That's why those who have changed to Pall Malls say they give complete smoking enjoyment -- enjoyment you don't get from sugar-coated tobaccos. And that's why we ask you to smoke Pall Malls today...they cost only fifteen cents for twenty and bring you Straight Tobacco Flavor. You'll agree...They're Better...NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062455

Revised 5/20/37

CLOSING
COMMERCIAL ANNOUNCEMENT

MAY 29th 1937

TODAY'S SPORTS WITH FORD BOND #35

FALL MALL CIGARETTES.

ANNOUNCER:

FORD BOND will be back Monday with more sports news.
Meanwhile, enjoy FALL MALL, The Modern Blend....the cigarette with
STRAIGHT TOBACCO FLAVOUR. They're better....NATURALLY. They're
FALL MALLS.

ATX01 0062456

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT May 31, 1937

TODAY'S SPORTS WITH FORD BOND #36

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL, The
Modern Blend...the cigarette with straight tobacco flavor. And now,
Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT MAY 31, 1937

TODAY'S SPORTS WITH FORD BOND #36 PALL MALL CIGARETTES

ANNOUNCER:

Pall Mall, The Modern Blend, is NOT a Turkish cigarette. It is a NEW cigarette blended to please the modern American smoker. Pall Mall, The Modern Blend, is NOT an expensive cigarette. Twenty Pall Malls cost you only fifteen cents.

Nor is the new Pall Mall just another new cigarette. For Pall Mall, alone among popular blended cigarettes, brings you the full enjoyment of natural, fragrant tobaccos. That's because Pall Mall uses no artificial flavoring of any kind.

Most other popular blended cigarettes mix their tobaccos with some of almost up to a hundred flavoring and sweetening ingredients. But Pall Mall uses more expensive tobaccos...blends them in a new and special way so that no sugar-coating is needed.

We believe you will find greater smoking pleasure in Pall Malls STRAIGHT Tobacco Flavor. Smoke Pall Malls today. You'll like them better...They're Better...NATURALLY.

ATX01 0062458

CLOSING

COMMERCIAL ANNOUNCEMENT

MAY 31, 1937

TODAY'S SPORTS WITH FORD BOND #36

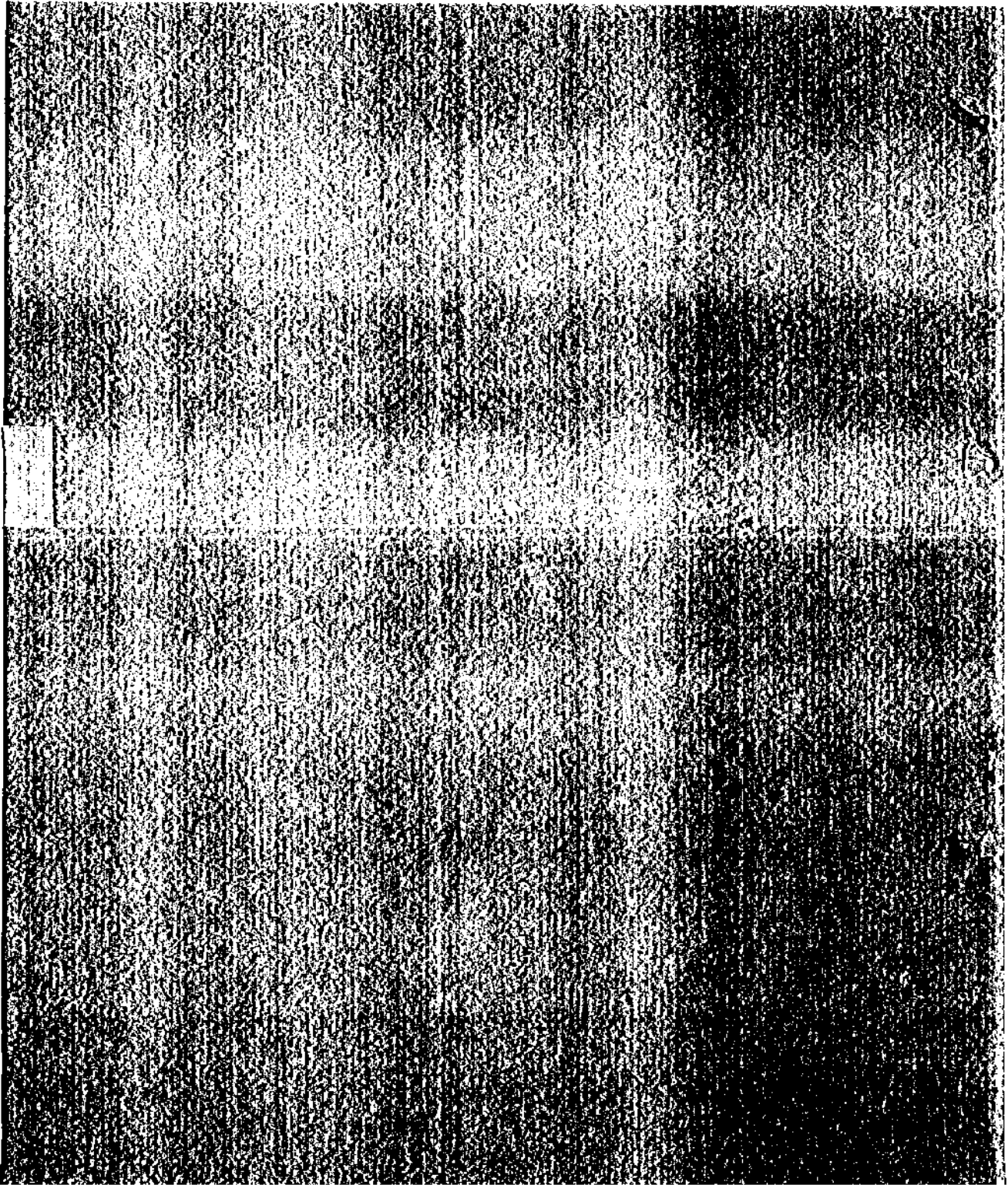
PALL MALL CIGARETTES

ANNOUNCER:

Got PALL MALLS tonight, and enjoy their Straight Tobacco Flavor
as you listen to Ford Bond tomorrow. Remember Pall Mall cigarettes,
in the red and gold package. Fifteen cents for twenty. They're
[Better.....NATURALLY!

ATX01 0062459

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COMPTON ADVERTISING, INC. • New York

(Revised 6/1/37)
PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO

"TODAY'S SPORTS WITH FORD BOND"

TO BE GIVEN AFTER FIRST GAME:

That's the first game we'll visit tonight, brought you by the sponsors of this broadcast, the makers of Pall Mall Cigarettes, and before we jump over to the game between the Giants and the Pirates, I want to give you fans a tip. If you want to smoke what in my opinion is the best cigarette ever made, try these New Pall Malls. I was raised in Kentucky, and I know good tobacco, and that's what there is in Pall Malls ... good domestic and Oriental tobaccos. They've got the best taste, the smoothest smoke, and give the most real smoking pleasure you ever had. All I ever give you are facts on these baseball broadcasts, and I am sure you'll appreciate this one. Pall Malls are straight tobacco. You'll like them, so I advise you to try them.

TO BE INCORPORATED IN OPENING:

And up here at the ball park, I've noticed that more and more of you fans, when you pull out a pack of cigarettes, are pulling out that beautiful red package that contains the New Pall Malls. They're fast becoming the mark of those who are smart in the sports world. They have heard about Pall Malls on this nightly broadcast. They've tried them, liked them, and continue using them. My tip to you, fans, is this: Try these New Pall Malls. You don't know what you are missing.

(Revised 6/1/37)

PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

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TO BE INCORPORATED IN SCORES:

Yes, sir, that team made lots of hits today, and I just want to remind you fans that there are twenty hits, real hits, in a pack of Pall Mall Cigarettes ... In my opinion, the best cigarette I have ever smoked. I promise you they'll be a hit with you. So try Pall Malls.

TO BE INCORPORATED IN THE FLASH NEWS:

NEW YORK: The champion cigarettes, Pall Malls, are breaking all records for smoking enjoyment. In an interview with a Pall Mall cigarette, I asked the secret of its success. Here's the answer: Quote - Made of straight tobacco ... properly blended no flavoring ... that's all. Unquote. Pall Mall Cigarettes ... they're fifteen cents a pack, the beautiful red pack of twenty Pall Malls.

TO BE INCORPORATED IN OPENING REMARKS:

What you fans want on sports broadcasts are facts, straight facts, with nothing added to or taken from the sports story as it actually occurs. And that's what Pall Mall brings you on the air, in these broadcasts, and in the cigarettes themselves. That's what Pall Mall brings you ... straight tobacco ... no flavouring added to it ... none taken away ... the finest tobacco, ~~in the world,~~ unflavored and undoctored. Give these Pall Malls a try, fans. I'm sure they are what you want in a cigarette.

ATX01 0062462

(Revised 6/1/37)
PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

-3-

TO BE USED WHEN NO GAMES ARE AVAILABLE:

Lots of you fans have phoned me here at the National Broadcasting Company, to find out the progress of a game during the afternoon. I'm glad to give you the information, but I must ask you not to phone. The pressure that is turned on about three o'clock in the afternoon when games are starting all over the country, and sports news begins to pile up on my desk, is really terrific. To condense the sports stories into these ten Pall Mall minutes is a daily, heavy undertaking; one that I enjoy, and one of which I never tire. And speaking of tiring, once you try Pall Malls, you'll never tire of them. Why? Because there is no artificial flavoring that will dull your enjoyment. ~~For instance, if you ate too much chocolate, or maple sugar, or any one of a hundred flavoring ingredients commonly used in cigarettes, you know your sense of taste would become dull and tired of the constant flavoring.~~ That can never happen with Pall Malls. They are pure, fine, straight tobaccos, with no added flavoring. And you get, perhaps for the very first time, the grand sense of well-being that comes from smoking tobacco and only tobacco. That's that's kept men using tobacco since Sir Walter Raleigh first discovered its pleasure. So try these fine New Pall Malls. Lay down fifteen cents on the counter and get this beautiful red package of Pall Malls.

TO BE USED DURING REPORT OF A GAME:

It's a swell game they're putting on here today, a grand battle between two grand teams. That is a fact, and -- another fact is this: Pall Malls are straight tobacco, the finest tobacco, unflavored and undoctored. You'll like them - so try Pall Malls. Now on with

ATKO1 0062463

(Revised 6/1/37)
PARAGRAPHS SELLING PALL MALLS TO BE WOVEN INTO "TODAY'S SPORTS WITH
FORD BOND"

-4-

the game.

TO BE USED AS A SIGN-OFF SOME NIGHT BY BOND:

That's the sport news for tonight, fans, but here's something I want you listeners to this broadcast to do: I want you to give yourself one other piece of enjoyment that you will feel has come to you as a result of listening to this broadcast. And that is, I want you to try Pall Malls. They're better tobaccos than I think you've ever smoked, and they're better for this reason: Since Pall Malls are made without any flavoring, they must use the very finest tobaccos they can get. So you get a finer cigarette than you've ever smoked before. Try the New Pall Malls -- just fifteen cents a pack -- unflavored, undoctored, straight tobacco. Pall Mall is the name. So use it next time you go up to a tobacco counter.

ATX01 0062464

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 1st 1937

TODAY'S SPORTS WITH FORD BOND #37

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 1st 1937

TODAY'S SPORTS WITH FORD BOND

#37

PALL MALL CIGARETTES

ANNOUNCER:

Fifteen cents now buys you twenty Pall Malls ...
twenty cigarettes without artificial flavouring of any kind! For fif-
teen cents you now can get the full enjoyment of the natural flavour of
pure tobaccos ... perhaps for the very first time.

Most popular blended cigarettes mix their tobaccos with
flavourings or sweetenings. These added ingredients run in some cases
up to 15% of the weight of these cigarettes.

But Pall Mall, The Modern Blend does not flavour,
does not sweeten, does not load its tobaccos. Pall Mall doesn't need
to. Instead Pall Mall selects finer, more expensive tobaccos and
then blends them in a new and special way. Thus Pall Mall brings you
tobacco in its most enjoyable form ... fine, fragrant, straight tobaccos.

Ask today for Pall Malls the STRAIGHT tobacco flavour
... only fifteen cents for twenty. Smoke Pall Malls and your own taste
will tell you they're better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062465

CLOSING
COMMERCIAL ANNOUNCEMENT

June 1st 1937

TODAY'S SPORTS WITH FORD BOND #37

PALL MALL CIGARETTES

ANNOUNCER:

Remember to listen to FORD BOND tomorrow. Tonight,
smoke Pall Mall Cigarettes, The Modern Blend. They're fifteen cents
for twenty. They're Better ... NATURALLY!

ATX01 0062467

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 2, 1937

TODAY'S SPORTS WITH FORD BOND #38

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL, The
Modern Blend...the cigarette with straight tobacco flavor. And now,
Ford Bond!

(FORD BOND; SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 2nd, 1937

TODAY'S SPORTS WITH FORD BOND #38

PALL MALL CIGARETTES

ANNOUNCER:

Finer tobaccos! More thorough blending! These are two good reasons why Pall Malls need no artificial flavoring. Most blended cigarettes, you know, mix their tobaccos with flavorings and sweetenings...such added ingredients may run up to 15% of the weight of the cigarette. But Pall Mall uses no artificial flavoring of any kind.

Without artificial flavoring, Pall Mall is able to bring you the true fragrance...the real flavor of pure, top-grade tobaccos. And that means real smoking enjoyment...enjoyment greater than you get from ordinary cigarettes.

Enjoy today this new smoking luxury...Pall Malls with straight tobacco flavor. You pay only fifteen cents for twenty Pall Malls in the bright red and gold package. You'll like them, because they're better.....NATURALLY.

(FORD BOND: SCRIPT)

ATX01 0062469

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 2nd 1937

TODAY'S SPORTS WITH FORD BOND #38

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow with more sports news. Meanwhile, enjoy PALL MALL Cigarettes, The Modern Blend...with STRAIGHT tobacco flavor. They're 15¢ for twenty. They're better...NATURALLY. They're PALL MALLS.

ATK01 0062470

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 3rd, 1937

TODAY'S SPORTS WITH FORD BOND #39

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by Pall Mall, The
Modern Blend...the cigarette with straight tobacco flavor. And now,
Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 3rd, 1937

TODAY'S SPORTS WITH FORD BOND #39

PALL MALL CIGARETTES

ANNOUNCER:

People once believed tobacco had great medicinal powers.

But today, we go to a doctor when we need medicine. We smoke cigarettes ~~only~~ for enjoyment's sake. And that's why more and more

people are smoking Pall Mall. For Pall Mall's ^{it} fine, unflavored tobacco's tobacco's bring you extra enjoyment.

In other Most popular blended cigarettes ^{you may not get} ~~don't~~ give you the full enjoyment of tobacco because they mix their tobaccos with molasses, oil of almonds, or some of almost a hundred other ingredients.

4. But Pall Mall doesn't sweeten, doesn't flavor its tobaccos in any way. ~~That's your guarantee of better tobaccos.~~ And that's ^{why you can} ~~your chance~~

^{Pall Mall's} to discover the extra enjoyment of straight tobacco flavor. Pall Malls cost only fifteen cents for twenty. Smoke Pall Malls today. They're Better....NATURALLY.

ATX01 0062472

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 3rd, 1937

TODAY'S SPORTS WITH FORD BOND #39

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow with more sports news. Meanwhile, enjoy PALL MALL CIGARETTES, The Modern Blend...with STRAIGHT Tobacco Flavor. They're 15¢ for twenty. They're Better...NATURALLY...They're PALL MALLS!

ATX01 0062473

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 4th 1937

TODAY'S SPORTS WITH FORD BOND #40

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORT WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ...the cigarette with straight tobaccos flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 4th 1937

TODAY'S SPORTS WITH FORD BOND #40

PALL MALL CIGARETTES

ANNOUNCIER:

After constant smoking do you ever notice an unpleasant after-taste? Not if you smoke the new Pall Mall. For smokers tell us that Pall Mall gives relief from the after-taste of artificially flavored cigarettes.

Pall Mall, you see, uses no artificial flavoring. Most other popular blended cigarettes mix their tobaccos with flavoring and sweetening ingredients ... sometimes up to 15% of their weight. But Pall Mall brings you the natural flavor of un-sweetened, un-doctored tobaccos.

That's why Pall Mall tobaccos give you full enjoyment of finer, more expensive tobaccos. And that's why your last Pall Mall of the day tastes as good as the first. So start smoking Pall Mall TODAY, Twenty Pall Malls with STRAIGHT tobaccos Flavor cost only fifteen cents. Your own taste will tell you they're better ... NATURALLY!

(FORD BOND SCRIPT)

ATX01 0062475

CLOSING
COMMERCIAL ANNOUNCEMENT

June 4th 1937

TODAY'S SPORTS WITH FORD BOND #40

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALL Cigarettes with STRAIGHT Tobaccos Flavor ... They're Fifteen cents for twenty ... they're better ... NATURALLY! They're PALL MALLS!

ATX01 0062476

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 5/4/37)
JUNE 5th, 1937

TODAY'S SPORTS WITH FORD BOND #41

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 5th, 1937

TODAY'S SPORTS WITH FORD BOND #41

PALL MALL CIGARETTES

ANNOUNCER:

Ever since the days of Sir Walter Raleigh, tobacco has brought the world pleasure. Today Pall Mall Cigarettes bring you the pleasure of STRAIGHT tobacco flavor.

Of course the pleasure you get from your cigarettes, comes from TOBACCO, yet, surprisingly, unless you smoke Pall Malls, you may never have enjoyed the true flavor ... the real fragrance ... of really fine tobaccos. That's because most popular blended cigarettes add flavoring and sweetening ingredients to their tobaccos.

But Pall Mall does not need to "doctor up" the flavor of its tobaccos. Instead, Pall Mall brings you the true enjoyment of tobacco as Nature made it. Because Pall Mall uses only top-grade, fragrant tobaccos ... which need no artificial flavoring.

There's extra enjoyment ... in Pall Mall's STRAIGHT TOBACCO Flavor ... Pall Malls, in a bright red and gold package cost only fifteen cents for twenty ... Your taste will tell you They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062478

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 5th, 1937

TODAY'S SPORTS WITH FORD BOND #41

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back Monday with more sports news.
Meanwhile, enjoy PALL MALL cigarettes ... with STRAIGHT tobacco flavor.
They're 15¢ for twenty. They're Better ... NATURALLY! They're
PALL MALLS!

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 7th, 1937

TODAY'S SPORTS WITH FORD BOND #42

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE (Revised 6/4/37)
COMMERCIAL ANNOUNCEMENT JUNE 7th, 1937

TODAY'S SPORTS WITH FORD BOND #42

PALL MALL CIGARETTES

ANNOUNCER:

How would you like to have your salary paid in tobacco?
It actually happened in Maryland in 1773. A minister there was
paid 5,590 pounds of tobacco for preaching seventeen sermons!

We no longer use tobacco for money. Today a cigarette is
prized for the enjoyment it gives. Yet unless you're smoking Pall
Malls, you're probably not getting all the enjoyment fine tobaccos
have to offer. That's because in most popular blended cigarettes
tobaccos are mixed with flavorings and sweetenings like licorice,
and molasses ... and some of almost a hundred others.

But Pall Mall doesn't sweeten, doesn't "doctor" its tobaccos
in any way. Instead, Pall Mall uses finer tobaccos, blended in a
new way. And that's your promise of more smoking enjoyment ... the
full enjoyment of natural, unflavored tobaccos. So enjoy straight
tobacco flavor in Pall Malls. They're fifteen cents for twenty and
They're Better -- NATURALLY!

(FORD BOND: SCRIPT)

RTX01 0062481

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 7th, 1937

TODAY'S SPORTS WITH FORD BOND #42

PALL MALL CIGARETTES

ANNOUNCER:

Get Pall Mall Cigarettes tonight, and enjoy their STRAIGHT
Tobacco Flavor, as you listen to Ford Bond tomorrow. Remember, PALL
MALL, in the red and gold package ... fifteen cents for twenty.
They're Better ... NATURALLY!

ATX01 0062482

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 8th, 1937

TODAY'S SPORTS WITH FORD BOND #43

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 8th, 1937

TODAY'S SPORTS WITH FORD BOND #43

PALL MALL CIGARETTES

ANNOUNCER:

A friend of mine surprised me today. "These new Pall Malls", he said, "are they Turkish cigarettes?" Well, I thought everyone realized that the new Pall Mall, The Modern Blend, is NOT a Turkish cigarette. It's a modern AMERICAN cigarette made by the same company which makes the Original Turkish Pall Mall.

The new Pall Mall is entirely different from the Turkish Pall Mall in that it is made from American and Oriental tobaccos -- blended for the popular American taste. And the new Pall Mall is also different from ordinary blended cigarettes. It's different because, unlike most of these cigarettes, Pall Mall does not artificially flavor or sweeten its tobaccos. As a result, in Pall Mall you get the real flavor ... the full enjoyment ... of fine, pure tobaccos.

So ask today for the modern cigarette ... Pall Mall, The Modern Blend. Twenty Pall Malls with Straight Tobacco Flavor cost only fifteen cents. Smoke Pall Malls ... your taste will tell you They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062484

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 8th, 1937

TODAY'S SPORTS WITH FORD BOND #43

PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL
MALL Cigarettes, The Modern Blend with STRAIGHT TOBACCO FLAVOR ...
fifteen cents for twenty. "They're Better ... NATURALLY"!

ATX01 0062485

COMPTON ADVERTISING, INC. New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 9th, 1937

TODAY'S SPORTS WITH FORD BOND #44

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by Pall
Mall, The Modern Blend ... the cigarette with straight tobacco
flavor. And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 9th, 1937

TODAY'S SPORTS WITH FORD BOND #44

PALL MALL CIGARETTES

ANNOUNCER:

Why are the new Pall Malls called "The Modern Blend"?
Well, that's because Pall Malls have established a new and modern
standard of quality for blended cigarettes. Pall Malls are blended
solely from tobaccos so fragrant, so fine they need no artificial
flavoring or sweetening.

For years most popular blended cigarettes have mixed
tobacco with such flavorings or sweetening as molasses, licorice,
almond oil - actually some of almost a hundred such flavoring
ingredients.

But the new Pall Mall offers you the pure, unadorned
flavor of straight tobaccos -- and nothing else. Pall Malls can
afford to be natural.

And you can afford Pall Malls. They're only 15 cents for
twenty superior cigarettes.

Smoke the new Pall Malls and let your own taste tell you
They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062487

CLOSING (Revised 6/4/37)
COMMERCIAL ANNOUNCEMENT JUNE 9th, 1937

TODAY'S SPORTS WITH FORD BOND #44

FALL HILL CIGARETTES'

ANNOUNCER:

Be sure to listen tomorrow at this same time for FORD
BOND'S baseball and sports news. And be sure to smoke FALL HILL,
The Modern Blend, with STRAIGHT Tobacco Flavor ... fifteen cents
for twenty They're Better ... NATURALLY! They're FALL HILLS!

ATX01 0062488

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 10th, 1937

TODAY'S SPORTS WITH FORD BOND #45

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 10th, 1937

TODAY'S SPORTS WITH FORD BOND #45

PALL MALL CIGARETTES

ANNOUNCER:

Although Pall Mall, The Modern Blend, sells at fifteen cents for twenty, it is NOT "just another new cigarette." Pall Mall is a modern cigarette, made in an up-to-date way for modern American smokers. For Pall Mall gives you straight tobacco flavor, and all the extra smoking enjoyment that comes from a finer cigarette.

Most popular blended cigarettes mix their tobaccos with molasses, oil of juniper or some of almost a hundred flavorings and sweetenings.

But Pall Mall doesn't flavor, doesn't "doctor" its tobaccos in any way. Instead, it uses better tobaccos blended in a new way. And that's the reason why Pall Malls give you the full enjoyment of smoking ... the true pleasure of fine, unflavored tobaccos.

Ask TODAY for Pall Malls in the bright red and gold package. SMOKE Pall Malls .. and you'll agree: They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062490

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/4/37)
JUNE 10th, 1937

TODAY'S SPORTS WITH FORD BOND #45

PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL
MALL Cigarettes with STRAIGHT TOBACCO FLAVOR ... fifteen cents for
twenty. They're Better ... NATURALLY!

ATX01 0062491

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 11th 1937

TODAY'S SPORTS WITH FORD BOND #46
ANNOUNCER:

PALL MALL CIGARETTES

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 11th 1937

TODAY'S SPORTS WITH FORD BOND #46

PALL MALL CIGARETTES

ANNOUNCER:

Here is a fact which really means something to your smoking enjoyment. PALL MALL Cigarettes are blended of fine tobaccos without any artificial flavoring. Do you realize that added flavorings and sweetenings in most popular blended cigarettes are not just dashes of licorice or molasses or some of almost a hundred different flavorings. Actually, in a package of twenty, the flavoring itself may amount to as much as one-seventh of the total weight of the cigarettes.

But PALL MALLS use no artificial flavoring. They bring you smoking pleasure you may never have known ... the full enjoyment of selected fragrant tobaccos. And, if you want proof that there's greater smoking enjoyment in unflavored tobaccos ... smoke Pall Malls TODAY!

Twenty Pall Malls ... with straight tobacco flavor ... cost only fifteen cents. So smoke PALL MALLS tonight. You'll agree They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062493

CLOSING
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 11th 1937

TODAY'S SPORTS WITH FORD BOND #46 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALL Cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're BetterNATURALLY! They're PALL MALLS!

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 12th 1937

TODAY'S SPORTS WITH FORD BOND #47

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with Straight Tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 12th 1937

TODAY'S SPORTS WITH FORD BOND #47

PALL MALL CIGARETTES

ANNOUNCER:

If you ever fiddle and fuss trying to open a pack of cigarettes you're due for a pleasant surprise when you open your first pack of Pall Malls. For every bright red and gold Pall Mall packet has a handy opening tab on the back. When you tear off this tab, off comes one corner of the cellulose jacket. The rest of the cellulose stays there as protection.

This is just another refinement of the kind you'd expect to find in a cigarette bearing the Pall Mall name. For the new Pall Mall at 15 cents for 20 is setting a new standard of quality and luxury among popular blended cigarettes. Most of these cigarettes mix their tobaccos with licorice, maple sugar, oil of almonds ... some of almost 100 flavoring ingredients. But not Pall Mall! Pall Mall uses no artificial flavoring, no sweetening of any kind. It brings you only the natural flavor ... the complete enjoyment ... of pure, top-grade tobaccos.

So ask for Pall Malls today ... twenty Pall Malls with STRAIGHT Tobacco Flavor cost only fifteen cents. Your own taste will tell you they're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATK01 0062496

CLOSING
COMMERCIAL ANNOUNCEMENT

(revised 6/4/37)
June 12th 1937

TODAY'S SPORTS WITH FORD BOND

PALL MALL CIGARETTES

ANNOUNCER:

Monday ... listen to Ford Bond with more exciting baseball
and sports news. Today ... and every day ... smoke PALL MALL Cigarettes
with STRAIGHT TOBACCO FLAVOR ... 15¢ for twenty. They're Better ...
NATURALLY!

ATX01 0062497

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 14th 1937

TODAY'S SPORTS WITH FORD BOND #48

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 14th 1937

TODAY'S SPORTS WITH FORD BOND #48

PALL MALL CIGARETTES

ANNOUNCER:

Many years ago, the famous English author, Ben Johnson,
wrote:

"Tobacco, I do assert, is the most soothing, sovereign
and precious weed that ever our dear mother
Earth tendered to the use of man!"

When Ben Johnson wrote that he was talking about pure,
unflavored tobacco. And today you get pure, unflavored tobacco when
you smoke the new Pall Malls. That isn't true of ordinary blended
cigarettes. They flavor and sweeten their tobaccos with some of
almost a hundred ingredients besides tobacco.

But the new Pall Mall doesn't sweeten, doesn't flavor,
doesn't doctor its tobaccos. Instead Pall Mall uses finer, top-grade
tobaccos. That means there's full smoking pleasure in a Pall Mall,
the full enjoyment of fine, natural tobacco flavor ... So smoke Pall
Malls with straight tobacco flavor. They're fifteen cents for twenty
... and They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

AFX01 0062499

CLOSING
COMMERCIAL ANNOUNCEMENT

June 14th 1937

TODAY'S SPORTS WITH FORD BOND #48

PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.
Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.
Remember, PALL MALL, in the red and gold package ... fifteen cents
for twenty. They're Better ... NATURALLY!

ATX01 0062500

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 15th 1937

TODAY'S SPORTS WITH FORD BOND #49

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 15th 1937

TODAY'S SPORTS WITH FORD BOND #49

PALL MALL CIGARETTES

ANNOUNCER:

Let me ask you - "What makes a cigarette enjoyable?"
I think you'll agree that all the pleasure of a cigarette must come
from its tobaccos.

That's why we ask you to smoke Pall Mall, the Modern
Blend ... Pall Mall offers the full enjoyment of smoking because Pall
Mall brings you the true flavor of fine tobaccos ... without artificial
flavoring or sweetening of any kind.

Most popular blended cigarettes dip their tobaccos in
a flavoring mixture that may include angelica, maple sugar, almond oil
... some of almost a hundred other ingredients are commonly used.

But Pall Mall doesn't have to sugar-coat it's tobacco.
Pall Mall starts with more expensive tobaccos and blends them in a
special way to bring you full smoking enjoyment. So start smoking
Pall Malls tonight. Twenty Pall Malls cost only fifteen cents. You
get straight tobacco flavor, and your own taste will tell you They're
Better ... NATURALLY.

(FORD BOND: SCRIPT)

ATX01 0062502

CLOSING
COMMERCIAL ANNOUNCEMENT

June 15th 1937

TODAY'S SPORTS WITH FORD BOND #49

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow with more sports news.
Enjoy PALL MALL Cigarettes, The Modern Blend ... with STRAIGHT tobacco
flavor. They're 15¢ for twenty. They're better ... NATURALLY.
They're PALL MALLS.

ATK01 0062503

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 16th 1937

TODAY'S SPORTS WITH FORD BOND #50

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND; SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 16th 1937

TODAY'S SPORTS WITH FORD BOND

#50

PALL MALL CIGARETTES

ANNOUNCER:

What makes the new Pall Mall different from most popular blended cigarettes? It's different because it is blended from tobaccos so fine, so expensive they need no artificial flavoring or sweetening of any kind.

The usual practice, you know, in making blended cigarettes is to dip tobacco in a mixture of flavoring or sweetening ingredients. But Pall Malls are not doctored in any way.

Now common sense tells you that because Pall Mall's tobaccos are not sugar-coated, they must be finer tobaccos. And your taste tells you there's full smoking enjoyment in Pall Mall's natural tobacco flavor.

So, we ask you to try Pall Malls and enjoy the flavor of fragrant straight tobaccos. You pay only 15 cents for twenty superior cigarettes. Look for Pall Malls in the sparkling red and gold package ... They're Better ... Naturally.

(FORD BOND: SCRIPT)

ATX01 0062505

CLOSING
COMMERCIAL ANNOUNCEMENT

June 16th 1937

TODAY'S SPORTS WITH FORD BOND #50

PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night. Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR. Remember, PALL MALL, in the red and gold package ... fifteen cents for twenty. They're Better ... NATURALLY!

ATX01 0062506

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 17th 1937

TODAY'S SPORTS WITH FORD BOND #51

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by
PALL MALL, The Modern Blend ... the cigarette with straight tobacco
flavor. And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 17th 1937

TODAY'S SPORTS WITH FORD BOND #51

PALL MALL CIGARETTES

ANNOUNCER:

Did you know that the common practice in making most popular blended cigarettes is to mix tobaccos with flavoring and sweetening ingredients? Today I'll mention only one --- chocolate. Yes, this is a flavoring ingredient commonly used to flavor ordinary cigarette tobaccos and there are up to a hundred others.

But the tobaccos in PALL MALL, The Modern Blend, are not artificially flavored, not sweetened, not doctored in any way. Instead Pall Mall starts with tobaccos so fragrant, so fine that they can be blended in Pall Mall's new and special way without the use of artificial flavoring.

As a result Pall Mall brings you the real flavor ... the full enjoyment ... of top-grade tobaccos...

Ask today for Pall Mall, The Modern Blend, in the bright red and gold package. Although they bear the Pall Mall name, they cost you only 15 cents for twenty. Smoke Pall Malls today -- you'll agree they're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062508

CLOSING
COMMERCIAL ANNOUNCEMENT

June 17th 1937

TODAY'S SPORTS WITH FORD BOND

#51

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back tomorrow with more sports news.
Enjoy PALL MALL CIGARETTES, The Modern Blend ... with STRAIGHT Tobacco
Flavor. They're 15¢ for twenty. They're Better ... NATURALLY ...
they're PALL MALLS!

ATX01 0062509

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 18th 1937

TODAY'S SPORTS WITH FORD BOND

#52

PALL MALL CIGARETTES

ANNOUNCER:

Today's SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobaccos flavor.
And now, Ford Bond!

(FORD BOND: SCRIP)

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

June 19th 1937

TODAY'S SPORTS WITH FORD BOND #53

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

June 19th 1937

TODAY'S SPORTS WITH FORD BOND #53

PALL MALL CIGARETTES

ANNOUNCER:

Pall Mall Cigarettes are a blend of domestic tobaccos with several types of fine Oriental tobaccos. Some other popular cigarettes are more or less the same type of blends.

But there are big differences in the way Pall Malls are made ... and those differences mean Smoking Enjoyment for you. First, Pall Mall uses only top-grade tobaccos. Second, because Pall Mall tobaccos are so fine, Pall Malls need no artificial flavoring.

Now most other popular blended cigarettes get part of their flavor from such ingredients as licorice, chocolate or vanilla. But Pall Mall gets its flavor entirely from fine, fragrant tobaccos ... and nothing else.

That's why those who smoke Pall Malls say they give added smoking enjoyment -- enjoyment not found in sugar-coated tobaccos. Pall Malls cost only fifteen cents for twenty and bring you STRAIGHT Tobacco Flavor. You'll agree ... They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062512

CLOSING
COMMERCIAL ANNOUNCEMENT

June 19th 1937

TODAY'S SPORTS WITH FORD BOND #53

PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND will be back Monday with more sports news.
Enjoy PALL MALL Cigarettes ... with STRAIGHT tobacco flavor. They're
15; for twenty. They're Better ... NATURALLY! They're PALL MALLS!

ATX01 0062513

COMPTON ADVERTISING, INC. - New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

To the American Indian tobacco was a sacred herb. Indian medicine men smoked tobacco to ratify peace treaties, to worship their gods, to work magic. But today people smoke cigarettes for one reason alone ... for the true enjoyment offered by tobacco.

That's why so many people have welcomed the new Pall Mall. For Pall Mall alone among popular blended cigarettes, offers you the full enjoyment, the true flavor of really fine tobaccos. Other popular blended cigarettes flavor and sweeten tobaccos with some of almost a hundred different ingredients. But Pall Mall starts with such fine tobaccos that no artificial flavoring is needed.

No artificial flavoring in Pall Malls! That's your guarantee of finer tobaccos ... your assurance of greater smoking enjoyment. So try Pall Malls with STRAIGHT Tobacco Flavor ... They're fifteen cents for twenty. Smoke Pall Malls tonight and let your own taste tell you They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATK01 0062515

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.
Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.
Remember, PALL MALL, in the red and gold package....fifteen cents for
twenty. They're Better . . . NATURALLY!

ATX01 0062516

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

To the American Indian tobacco was a sacred herb. Indian medicine men smoked tobacco to ratify peace treaties, to worship their gods, to work magic. But today people smoke cigarettes for one reason alone ... for the true enjoyment offered by tobacco.

That's why so many people have welcomed the new Pall Mall. For Pall Mall alone among popular blended cigarettes, offers you the full enjoyment, the true flavor of really fine tobaccos. Other popular blended cigarettes flavor and sweeten tobaccos with some of almost a hundred different ingredients. But Pall Mall starts with such fine tobaccos that no artificial flavoring is needed.

No artificial flavoring in Pall Malls! That's your guarantee of finer tobaccos ... your assurance of greater smoking enjoyment. So try Pall Malls with STRAIGHT Tobacco Flavor ... They're fifteen cents for twenty. Smoke Pall Malls tonight and let your own taste tell you They're Better NATURALLY!

(FORD BOND: SCRIPT)

ATX01 0062518

CLOSING
COMMERCIAL ANNOUNCEMENT

(Revised 6/18)
JUNE 21st, 1937

TODAY'S SPORTS WITH FORD BOND #54

PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.
Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.
Remember, PALL MALL, in the red and gold package....fifteen cents for
twenty. They're Better . . . NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 22, 1937

TODAY'S SPORTS WITH FORD BOND #55

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND....brought you by Pall Mall
The Modern Blend...the cigarette with straight tobacco flavor. And
now FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 22, 1937

TODAY'S SPORTS WITH FORD BOND #55

PALL MALL CIGARETTES

ANNOUNCER:

Who discovered tobacco...who first started to smoke it? No one knows for sure. But everyone will agree with this fact:

All the enjoyment you get from smoking comes from the tobaccos...and from nothing else. And the better the tobaccos in your cigarettes, the more enjoyment you'll have.

That's why you're sure of extra enjoyment when you smoke Pall Mall, The Modern Blend. For Pall Mall uses no artificial flavoring of any kind. Most other blended cigarettes flavor their tobaccos with some of up to a hundred different ingredients. But Pall Mall tobaccos are so fine they don't need artificial flavoring. Thus Pall Mall brings you the real flavor, the full enjoyment of fine, natural tobaccos. So ask for Pall Malls, in the bright red and gold package — they're fifteen cents for twenty and they bring you STRAIGHT Tobacco Flavor. Smoke Pall Malls today — let your own taste tell you They're Better....
NATURALLY!

(FORD BOND SCRIPT)

OK

ATK01 0062521

CLOSING

COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #55

JUNE 22, 1937

ANNOUNCER:

PALL MALL CIGARETTES

Tomorrow...listen to Ford Bond with more exciting baseball
and sports news. Todayand every day...smoke PALL MALL Cigarettes,
The Modern Blend with STRAIGHT TOBACCO FLAVOR.....fifteen cents for
twenty. "They're Better...NATURALLY! "

ATX01 0062522

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 23, 1937

TODAY'S SPORTS WITH FORD BOND #56

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND . . . brought you by Pall
Mall, The Modern Blend...the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 23, 1937

TODAY'S SPORTS WITH FORD BOND #56

PALL MALL CIGARETTES

ANNOUNCER:

the modern blend,

~~Maybe you think all cigarettes are pretty much alike. Well~~
~~here's a surprise!~~ ^{The secret!} PALL MALL is different from ordinary cigarettes because Pall Mall brings you the full enjoyment...the true flavor of fine undoctored tobaccos.

~~Pall Mall, you see, is made differently from ordinary~~
blended cigarettes. ~~They~~ mix their tobaccos with maple syrup...cocoa-
late, oil of almonds...some of almost a hundred different flavoring
ingredients.

But Pall Mall, The Modern Blend, uses no artificial flavoring
no sugar coating of any kind. Instead Pall Mall selects top-grade tobac-
cos and blends them a new way. PALL MALL, offers you greater smoking
enjoyment — the true enjoyment of fine, natural tobaccos.

Ask for Pall Malls, in the bright red and gold package.
They cost only fifteen cents for twenty and they bring you straight
tobacco flavor. Smoke Pall Malls TODAY and you'll agree...They're
Better....Naturally!

(FORD BOND SCRIPT)

ATX01 0062524

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 23, 1937

TODAY'S SPORTS WITH FORD BOND #56

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow at this same time for FORD BOND'S
baseball and sports news. And be sure to smoke PALL MALL, The Modern
Blend, with STRAIGHT Tobacco Flavor...fifteen cents for twenty...They're
Better...NATURALLY! They're PALL MALLS!

ATX01 0062525

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 24, 1937


TODAY'S SPORTS WITH FORD BOND #57

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)



There's only one thing you really want in a cigarette - and that's top-grade tobacco. For after all, you smoke for the pleasure which only pure tobacco can give - and the finer the tobaccos, the greater the pleasure they give you.

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 24, 1937

TODAY'S SPORTS WITH FORD BOND #57

PALL MALL CIGARETTES

ANNOUNCER:

~~You hear a lot of reasons these days why one cigarette is better than another.~~

(A) ~~But when it comes right down to it there's only one thing you really want in a cigarette -- and that's top-grade tobaccos. For after all, you smoke for pleasure and the finer the tobaccos the greater the pleasure they give you.~~

To get full enjoyment...all the pleasure a cigarette has to offer...smoke Pall Mall, The Modern Blend. For Pall Mall brings you only top-grade tobaccos...tobaccos so fine in themselves that they need no artificial flavoring, no sugar-coating.

Most popular blended cigarettes load their tobaccos with some of almost a hundred different flavoring ingredients. But Pall Mall doesn't need to. Pall Mall brings you straight tobacco flavor... the true flavor of natural, undoctored tobaccos.

So get more pleasure from your cigarettes -- smoke Pall Malls. They're only fifteen cents for twenty and you'll agree They're Better...NATURALLY.

(FORD BOND SCRIPT)

ATX01 0062528

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 24, 1937

TODAY'S SPORTS WITH FORD BOND #57

PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting baseball
and sports news. Today...and every day...smoke PALL MALL Cigarettes
with STRAIGHT TOBACCO FLAVOR...fifteen cents for twenty. They're
Better...NATURALLY!

ATX01 0062529

Approved 6/22

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 25, 1937

TODAY'S SPORTS WITH FORD BOND #58

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond.

(FORD BOND SCRIPT)

Lee

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 25, 1937

TODAY'S SPORTS WITH FORD BOND #58

PALL MALL CIGARETTES

ANNOUNCER:

~~If someone asked you what gives most popular blended cigarettes their flavor you'd probably say "Tobacco".~~

Yst ^{Here} is a surprising fact. The usual practice in making ordinary blended cigarettes is to mix tobacco with flavoring or sweetening ingredients -- some of almost a hundred different kinds are commonly used.

But Pall Mall, The Modern Blend, contains no artificial flavoring or sweetening of any kind. The reason is that Pall Mall tobaccos are so fine that they don't need "doctoring up". That means that Pall Mall, alone among popular blended cigarettes, brings you the greater enjoyment of natural, fragrant top-grade tobaccos.

Twenty Pall Malls cost only 15 cents. Ask for Pall Mall... The Modern Blend, with straight tobacco flavor. Smoke Pall Malls TODAY and let your own taste tell you They're Better...Naturally!

(FORD BOND SCRIPT)

ATX01 0062531

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 25, 1937

TODAY'S SPORTS WITH FORD BOND #58

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALL Cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're Better...NATURALLY! They're PALL MALLS!

ATX01 0062532

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT JUNE 26, 1937

TODAY'S SPORTS WITH FORD BOND #59 PALL MALL CIGARETTES
ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with Straight Tobacco flavor. And
now, Ford Bond!

(FORD BOND SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 26, 1937

TODAY'S SPORTS WITH FORD BOND #59

PALL MALL CIGARETTES

ANNOUNCER:

Pall Mall, The Modern Blend, is NOT a Turkish cigarette. It is a NEW cigarette blended to please the modern American smoker. Pall Mall, The Modern Blend, is NOT an expensive cigarette. Twenty Pall Malls cost you only fifteen cents.

Nor is the new Pall Mall just another new cigarette. For Pall Mall, alone among popular blended cigarettes, brings you the full enjoyment of natural, fragrant tobaccos. That's because Pall Mall uses no artificial flavoring of any kind.

Most other popular blended cigarettes mix their tobaccos with some of almost a hundred flavoring and sweetening ingredients. But Pall Mall uses more expensive tobaccos...blends them in a new and special way so that no sugar-coating is needed.

We believe you will find greater smoking pleasure in Pall Malls STRAIGHT Tobacco Flavor. Smoke Pall Malls today. You'll like them better...They're Better...NATURALLY.

(FORD BOND SCRIPT)

ATX01 0062534

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 26, 1937

TODAY'S SPORTS WITH FORD BOND #59

PALL MALL CIGARETTES

ANNOUNCER:

Monday...listen to Ford Bond with more exciting baseball and sports news. Today...and every day...smoke PALL MALL cigarettes with STRAIGHT TOBACCO FLAVOR...15¢ for twenty. They're Better...

NATURALLY!

ATX01 0062535

COMPTON ADVERTISING, INC. • New York

(REVISED 6/28)

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 28, 1937

TODAY'S SPORTS WITH FORD BOND #60

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL, The
Modern Blend...the cigarette with straight tobacco flavor. And now
FORD BOND!

(FORD BOND: SCRIPT)

(REVISED 6/28)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 28, 1937

TODAY'S SPORTS WITH FORD BOND #60

PALL MALL CIGARETTES

ANNOUNCER:

For fifteen cents you can now buy twenty Pall Mall cigarettes...
The new Pall Mall, The Modern Blend! For fifteen cents you now can
get the matchless fragrance...the natural flavor .. the full enjoyment
of PALL MALL'S top-grade tobaccos.

Most popular blended cigarettes mix their tobaccos with flavor-
ings or sweetenings. These added ingredients may run up to one seventh
of the weight of these cigarettes.

But Pall Mall, The Modern Blend does not flavor, does not sweeten
does not load its tobaccos. Pall Mall doesn't need to. Instead Pall
Mall selects finer, more expensive tobaccos and blends them in a new
and special way. Thus Pall Mall brings you tobacco in its most enjoyable
form...fine, fragrant, straight tobaccos.

Ask today for Pall Malls with STRAIGHT tobacco flavor...They cost
you only fifteen cents for twenty. Smoke Pall Malls and your own taste
will tell you they're better...NATURALLY!

(FORD BOND: SCRIPT)

ATXO1 0062537

(REVISED 6/28)

CLOSING

COMMERCIAL ANNOUNCEMENT

JUNE 28th, 1937

TODAY'S SPORTS WITH FORD BOND #60

PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night. Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR. Remember PALL MALL, in the red and gold package...fifteen cents for twenty. They're Better...NATURALLY!

ATX01 0062538

COMPTON ADVERTISING, INC. • New York

OPENING

REVISED

COMMERCIAL ANNOUNCEMENT

JUNE 29, 1937

TODAY'S SPORTS WITH FORD BOND #61

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by Pall Mall
The Modern Blend...the cigarette with straight tobacco flavor. And
now FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE

REVISED

COMMERCIAL ANNOUNCEMENT

June 29, 1937

TODAY'S SPORTS WITH FORD BOND

#61

PALL MALL CIGARETTES

ANNOUNCER:

For three generations the Original Turkish Pall Mall Cigarette has been famous..."wherever particular people congregate". Now Pall Mall, The Modern Blend, an entirely different cigarette made to please modern American smokers, has already won the same kind of acceptance from particular people whose standards of taste and of quality demand the best.

Yes, those whose demands are most exacting have welcomed the new Pall Mall. For Pall Mall, alone among blended cigarettes, offers you the full enjoyment of STRAIGHT Tobacco Flavor. Most popular blend/^{ed}cigarettes use some of almost a hundred different ingredients to flavor their tobaccos. But Pall Mall doesn't alter the natural flavor of its tobaccos in any way. That's your assurance of finer tobaccos. There's extra enjoyment in Pall Mall's STRAIGHT Tobacco Flavor, so ask for Pall Malls. They cost you only fifteen cents for twenty and your own taste will tell you They're Better....
NATURALLY!

ATK01 0062540

CLOSING

REVISED

COMMERCIAL ANNOUNCEMENT June 29, 1937

TODAY'S SPORTS WITH FORD BOND #61

ANNOUNCER:

PALL MALL CIGARETTES

Tomorrow....listen to Ford Bond with more exciting base-
ball and sports news. Today...and every day...smoke PALL MALL
cigarettes, the Modern Blend with STRAIGHT TOBACCO FLAVOR....
fifteen cents for twenty. "They're Better...NATURALLY!"

ATX01 0062541

COMPTON ADVERTISING, INC., New York

OPENING

COMMERCIAL ANNOUNCEMENT

JUNE 30, 1937

TODAY'S SPORTS WITH FORD BOND #62

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND.....brought you by Pall Mall,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND SCRIPT)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JUNE 30, 1937

TODAY'S SPORTS WITH FORD BOND #62
ANNOUNCER:

PALL MALL CIGARETTES

Ever since the days of Sir Walter Raleigh, pure straight tobacco has brought the world pleasure. Today Pall Mall Cigarettes bring you pure, straight tobaccos...the full pleasure of smoking.

Surprisingly, unless you smoke Pall Malls, you may never have enjoyed the true flavor...the real fragrance of really fine tobaccos. That's because most popular blended cigarettes add flavoring and sweetening ingredients to their tobaccos.

But Pall Mall does not need to "doctor up" the flavor of its tobaccos. Instead, Pall Mall brings you the true enjoyment of tobacco ~~as Nature made it~~...the natural, undoctored flavor of fragrant tobaccos. There's extra enjoyment... in Pall Mall's STRAIGHT TOBACCO flavor... Pall Malls, in their bright red and gold package cost ^{you} only fifteen cents for twenty...Your taste will tell you They're Better...**NATURALLY!**

(FORD BOND SCRIPT)

*finer, more expensive
As made and oriented*

*Blended in Pall Mall's
new and smoother way*

ATX01 0062543

CLOSING

COMMERCIAL ANNOUNCEMENT JUNE 30, 1937

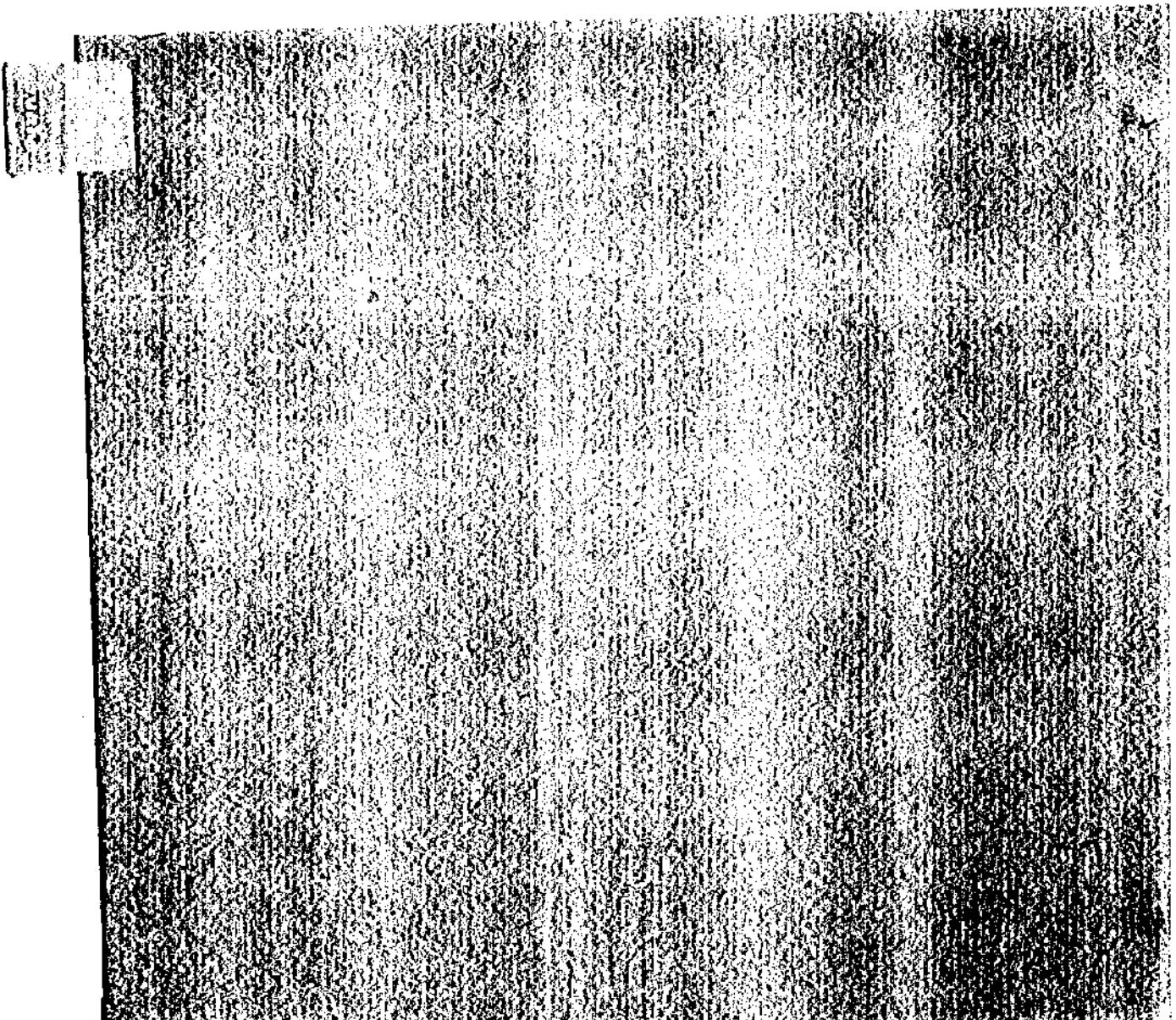
TODAY'S SPORTS WITH FORD BOND #62 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow at this same time for FORD BOND'S
baseball and sports news. And be sure to smoke PALL MALL, The Modern
Blend, with STRAIGHT Tobacco Flavor...^{they cost you} fifteen cents for twenty...
They're Better...NATURALLY! They're PALL MALLS!

ATX01 0062544

NTK01 0062545



COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

(revised 7/1/37 AM)
July 1st 1937

TODAY'S SPORTS WITH FORD BOND #63

PALL MALL CIGARETTES

Ref from June 10

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

(revised 7/1/37 AM)
July 1st 1937

TODAY'S SPORTS WITH FORD BOND #63

PALL MALL CIGARETTES

ANNOUNCER:

Although Pall Mall, The Modern Blend, sells at fifteen cents for twenty, it is NOT "just another new cigarette". Pall Mall is a modern cigarette, made in an up-to-date way for modern American smokers. The new Pall Mall gives you straight tobacco flavor, and all the extra smoking enjoyment of top-grade, natural tobaccos.

Most popular blended cigarettes mix their tobaccos with molasses, oil of juniper or some of almost a hundred flavorings and sweetenings.

But Pall Mall doesn't "doctor" its tobaccos in any way. Pall Mall doesn't need to. Instead Pall Mall uses better tobaccos blended in a new way. That means you get the natural flavor and fragrance ... the full enjoyment of fine tobaccos.

Ask TODAY for Pall Malls in the bright red and gold package. They cost you fifteen cents for twenty. SMOKE Pall Malls TODAY ... and you'll agree: They're Better ... NATURALLY!

(FORD BOND: SCRIPT)

ATK01 0062547

CLOSING (revised 7/1/37 AM)
COMMERCIAL ANNOUNCEMENT July 1st 1937

TODAY'S SPORTS WITH FORD BOND #63 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL MALL
Cigarettes with STRAIGHT TOBACCOS FLAVOR ... They cost you fifteen
cents for twenty. They're Better NATURALLY!

ATX01 0062548

COMPTON ADVERTISING, INC. • New York

(REVISED 7/1/37) AM

OPENING

COMMERCIAL ANNOUNCEMENT JULY 2, 1937

TODAY'S SPORTS WITH FORD BOND #64

PALL MALL CIGARETTES

ANNOUNCER:

Ref from June 9

TODAY'S SPORTS WITH FORD BOND... brought you by PALL MALL, The Modern Blend... the cigarette with straight tobacco flavor. And now, Ford Bond.

(FORD BOND SCRIPT)

(REVISED 7/1/37) AL

MIDDLE

COMMERCIAL ANNOUNCEMENT

JULY 2, 1937

TODAY'S SPORTS WITH FORD BOND #64

PALL MALL CIGARETTES

ANNOUNCER:

Why are the new Pall Malls called "The Modern Blend"? Well, that's because Pall Malls have established a new and modern standard of quality for blended cigarettes. Pall Malls are blended solely from carefully selected domestic and oriental tobaccos so fragrant, so fine they need no artificial flavoring or sweetening.

For years most popular blended cigarettes have mixed tobacco with such flavorings or sweetening as molasses, licorice, almond oil — actually some of almost a hundred such flavoring ingredients.

Now the new Pall Mall offers you extra smoking enjoyment in the pure, undoctored flavor of top-notch tobaccos... tobaccos so fine they can afford to be natural.

And you can afford Pall Malls. They're only 15 cents for twenty. Smoke Pall Malls today and let your own taste tell you They're Better
...NATURALLY!

(FORD BOND SCRIPT)

ATX01 0062550

(REVISED 7/1/37) AM

CLOSING

COMMERCIAL ANNOUNCEMENT

JULY 2, 1937

TODAY'S SPORTS WITH FORD BOND #64

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALL Cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're Better...NATURALLY! They're PALL MALLS!

ATK01 0062551

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

REVISED 7-2-57
July 3, 1957

TODAY'S SPORTS WITH FORD BOND #65 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... Brought you by PALL
MALL, The Modern Blend... the cigarette with straight tobacco
flavor. And now, Ford Bond!

(FORD BOND: SCRIPT)

TODAY'S SPORTS WITH FORD BOND PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board here's Bill Farrén.

FARREN: Ford, here's something one of my friends said to me the other day. He said, "Bill, you say your modern blend of Pall Mall isn't cut off the same old pattern. How can a smoker know whether he'll enjoy PALL MALLS?"

BOND: Well, Bill I think we can assure your friend that even though he does enjoy his present cigarette he will enjoy Pall Mall even more. Pall Mall is cut off a new pattern but it's cut to please the modern American taste. For one thing, Pall Mall simply has to use finer tobaccos. For it relies on tobacco alone for its flavor -- not on artificial flavoring or sweetening.

FARREN: And that makes me realize, Ford, that it's the pleasure... the soothing pleasing effect of tobacco... that makes all the world want to smoke. It's certainly not the effect of licorice and other artificial flavoring.

BOND: That's right. And you can sure of this, too. Artificial flavorings are usually used to cover up disagreeable tastes that may come from harsh tobaccos that are imperfectly blended. When fine tobaccos are properly blended they don't need artificial flavorings.

FARREN: You mean that artificial flavoring can only be a substitute for the natural flavor of top-grade, thoroughly-blended tobaccos.

MIDDLE
COMMERCIAL ANNOUNCEMENT
CONT'D.

REVISED 7-8-57

July 3, 1957

TODAY'S SPORTS WITH FORD BOND #65 PALL MALL CIGARETTES

BOND: Yes, and that's just why Pall Mall doesn't need it. Pall Mall uses the finest domestic and Oriental tobaccos. Pall Mall handles those tobaccos slowly and more carefully in the blending. Pall Mall takes time - plenty of time - to blend all the individual tobacco flavors into a pleasing harmony. And believe me, Bill, because Pall Mall takes all this trouble, they give you the very fullest smoking enjoyment.

Yes, I'm as sure as I'm standing here, if you'll smoke Pall Malls for one week I bet you'll agree with me and thousands of others that Pall Malls give more real smoking pleasure than any other cigarette you have ever tried.

FARREN: I want to tell you listeners something important. Pall Mall, the Modern Blend, costs only fifteen cents for twenty. Smoke Pall Malls today and I believe you'll smoke them every day. They bring you STRAIGHT Tobacco Flavor. They're Better...Naturally!

(FORD BOND: SCRIPT)

ATX01 0062554

CLOSING REVISED 7-2-37
SPECIAL ANNOUNCEMENT JULY 2, 1937

TODAY'S SPORTS WITH FORD BOND #65 PALL MALL CIGARETTES

ANNOUNCER:

FORD BOND WILL be back Monday with more SPORTS ROWS.

Enjoy Pall Mall Cigarettes...with STRAIGHT tobacco flavor. They're
15¢ for twenty. They're Better...NATURALLY! They're PALL MALLS!

ATX01 0062555

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT July 5th 1937

TODAY'S SPORTS WITH FORD BOND #66 PALL MALL CIGARETTES

ANNOUNCER:
TODAY'S SPORTS WITH FORD BOND... brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT July 5th 1937

TODAY'S SPORTS WITH FORD BOND #66 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board - here's Bill Farren.

FARREN: Ford, a man asked me a funny one this morning. He said: "Ford Bond talks a lot about Pall Malls. I wonder ... does Ford smoke Pall Malls himself?"

BOND: Yes, Bill, I smoke Pall Malls. And I'm not going to kid anybody. When I started on this program I wasn't smoking Pall Malls. But I naturally decided I'd try them. I've smoked Pall Malls ever since.

FARREN: How do you like them?

BOND: Bill, I've been a cigarette smoker for years but I get greater pleasure from Pall Malls than from any other cigarette I have ever smoked.

FARREN: I know what you mean. You mean that once you've tasted the real, honest-to-godness tobacco flavor of the modern Pall Mall you get a kind of pleasure you don't get from old-fashioned flavored cigarettes.

BOND: That's right, Bill. It's the pleasing effect and natural flavor of fine tobaccos that have made the world want to smoke. All the soothing effects of smoking come from tobacco itself. And Pall Mall, alone, among well-known cigarettes, brings you the true fragrance, the natural flavor ... the complete enjoyment of top-grade tobaccos without the addition of artificial flavoring.

MIDDLE (cont'd)
COMMERCIAL ANNOUNCEMENT July 5th 1937

TODAY'S SPORTS WITH FORD BOND #66 PALL MALL CIGARETTES

FARREN: That's right, Ford. Pall Mall starts with top-grade tobaccos. Then it blends them in a new and much slower way. When the Pall Mall people get through with their thorough blending of these top-grade tobaccos Pall Malls don't need licorice ... don't need chocolate ... don't need any of the scores of flavorings used in ordinary cigarettes.

BOND: Yes, as sure as I'm standing here, if you'll smoke Pall Malls for one week I believe you'll agree with me that Pall Malls give more real smoking pleasure than any other cigarette you have ever smoked.

FARREN: Well, folks, it certainly makes sense to try Pall Malls for a week and see if, like Ford Bond, you don't like them better. So buy a pack of Pall Malls today. They cost you 15¢ for 20. With straight tobacco flavor they're Better ... Naturally!

Now back to Ford Bond for last minute sports news.

(FORD BOND: SCRIPT)

CLOSING
COMMERCIAL ANNOUNCEMENT July 5th 1937

TODAY'S SPORTS WITH FORD BOND #66 PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.

Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.

Remember, PALL MALL, in the red and gold package ... fifteen cents

for twenty. They're Better NATURALLY!

ATX01 0062559

COMPTON ADVERTISING, INC. • New York

OPENING: (revised 7/8/37)
COMMERCIAL ANNOUNCEMENT July 6th 1937

TODAY'S SPORTS WITH FORD BOND #87 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by Pall
Mall, The Modern Blend... the cigarette with straight tobacco flavor.
And now, FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE (revised 7/2/37)
COMMERCIAL ANNOUNCEMENT July 6th 1937

TODAY'S SPORTS WITH FORD BOND #67 PALL MALL CIGARETTES

BOND:

Now while we're waiting for the Pall Mall sports results here's Bill Farren with a question.

FARREN:

Wait a minute, Ford — Here's a question I want to ask. I have a friend who's never satisfied until he knows the reason why. He told me he likes Pall Malls better than any cigarette he ever smoked and he wants to know why he does. Do you know?

BOND:

That's an easy one, Bill. He likes Pall Mall better because Pall Mall is giving him straight tobacco flavor and straight tobacco flavor makes a hit with any fan who wants home runs in cigarette pleasure. You see, ordinary blended cigarettes mix their tobaccos with flavoring and sweetening. Some use molasses ... some use licorice ... altogether there are almost a hundred flavorings used. So there's no wonder that when a fellow runs into Pall Mall's honest fragrant straight tobacco he likes it better.

FARREN:

Well, there's one thing sure ... all the pleasure people get from smoking comes only from tobacco.

BOND:

Right, Bill. All the soothing pleasing effect you get from smoking comes from tobacco — not from added flavorings. Artificial flavorings are frequently used to cover up harsh tobaccos or improper blending.

MIDDLE (cont'd) (revised 7/2/37)
COMMERCIAL ANNOUNCEMENT July 5th 1937

TODAY'S SPORTS WITH FORD BOND #67 PALL MALL CIGARETTES

FARREN:

Yes, and that's why Pall Mall tobaccos don't need doctoring.

BOND:

That's exactly it! Pall Mall starts from scratch with better tobaccos and it blends these tobaccos in a new and slower way. This blending method brings out all the flavor and gives you all the enjoyment and smoking effects of fine tobacco.

FARREN:

What you mean is ... when folks smoke Pall Malls they're getting more pleasure because they're getting the real flavor ... the true effect of top-grade straight tobaccos and nothing else.

BOND:

And that's right. Now I want to ask every single one of you fans and listeners to find that out for yourself. Just as a suggestion, will you smoke Pall Malls yourself for one whole week? Do this, and as sure as I'M standing here I bet you'll agree with me that Pall Malls give you more real smoking pleasure than any other cigarette you've ever put a match to.

FARREN:

Take Ford up on that. Smoke Pall Malls today and we believe you will smoke them every day! They cost you 15¢ for twenty. They bring you Straight Tobacco Flavor. They're Better ... Naturally!

Now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

ATK01 0062562

CLOSING (revised 7/8/37)
COMMERCIAL ANNOUNCEMENT July 8th 1937

TODAY'S SPORTS WITH FORD BOND #67 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL
MALL Cigarettes, The Modern Blend with STRAIGHT TOBACCO FLAVOR ...
fifteen cents for twenty. They're Better ... NATURALLY!

ATX01 0062563

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REVISED 7/6/37

OPENING

COMMERCIAL ANNOUNCEMENT JULY 7, 1937

TODAY'S SPORTS WITH FORD BOND #38 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond!

(FORD BOND SCRIPT.)

REVISED 7/8/37

MIDDLE

COMMERCIAL ANNOUNCEMENT JULY 7, 1937

TODAY'S SPORTS WITH FORD BOND #68

BOND: And now while we're waiting for the Fall Mall score board,

Bill Farren's got a fan letter he wants you to hear. Read it,

Bill.

FARREN: O. K., Ford. The letter says - QUOTE - I've heard you say

that Fall Mall alone among blended cigarettes doesn't flavor its tobaccos with licorice, molasses or anything else. But tell me,

why don't they? - UNQUOTE.

BOND: Well, Bill, you and I know there is one important reason

why Fall Mall doesn't flavor its tobaccos.

FARREN: Right you are! Tell the fans about it.

BOND: Well, Fall Mall's fine, straight tobaccos don't need artificial flavoring. Now, I'm sure you'll agree that the pleasing, soothing effects of smoking comes from tobaccos.

FARREN: Well, I for one, as a veteran smoker, second that notion.

BOND: Now, there's only one reason in the world for doctoring up cigarette tobaccos, and that's to cover up harsh tobaccos, improper blending, or both.

FARREN: And that means Fall Mall Tobaccos don't need sugar coating because they're top-grade tobaccos...blended in a new and special way. You know what you're getting when you smoke Fall Malls. You're getting the natural fragrance...the full pleasure...the true effect of fine, pure tobaccos.

BOND: Yes, all Fall Mall promises you fans is more real straight smoking pleasure from the straight tobacco flavor of the new Fall Mall.

ATX01 0062565

MIDDLE

COMMERCIAL ANNOUNCEMENT (CONT'D) JULY 7, 1937

TODAY'S SPORTS WITH FORD BOND #68

FARREN: Even if you enjoy your present cigarettes, you're bound to enjoy Pall Malls more.

BOND: Right you are. If you'll smoke Pall Malls for one week I'll bet you'll agree with me and with hosts of other Pall Mall smokers that Pall Malls give more real smoking pleasure than any other cigarette you have ever smoked.

FARREN: Try Pall Malls today and see for yourself. They're fifteen cents for twenty. They bring you straight tobacco flavor. They're better...NATURALEY.

Now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

ATX01 0062566

REVISED 7/2/37

CLOSING

COMMERCIAL ANNOUNCEMENT JULY 7, 1937

TODAY'S SPORTS WITH FORD BOND #68 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen tomorrow at this same time for Ford Bond's
baseball and sports news. And be sure to smoke PALL MALL, The Modern
Blend, with STRAIGHT Tobacco Flavor. fifteen cents for twenty...
They're Better...NATURALLY! They're PALL MALL'S!

Roll 1013

COMPTON ADVERTISING, INC. • New York

OPENING

COMMERCIAL ANNOUNCEMENT JULY 8, 1937

TODAY'S SPORTS WITH FORD BOND #69 FALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by FALL MALL, The
Modern Blend...the cigarette with straight tobacco flavor. And now,
Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE (REVISED 7/9/37)

COMMERCIAL ANNOUNCEMENT JULY 8, 1937

TODAY'S SPORTS WITH FORD BOND #69 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall Sports results, here's Bill Farren.

FARREN: Ford, here's one on you. A fan writes in as follows:

"Ford Bond says that ordinary blended cigarettes are flavored with some of almost a hundred different ingredients. But he never names more than one or two." This fan wants to know "how come".

BOND: O.K., Bill, just to show this fan we're not trying to stretch a bunt into a homer I'll name ten of them. Here they are ... count them. One, molasses. Two, licorice. Three, oil of Juniper. Four oil of almonds. Five, angelica. Six, rum mixed with nicotine. Seven, fruit extracts. Eight, chocolate. Nine vanilla. Ten, maple sugar.

FARREN: That's ten, all right. Now tell him, Ford, why Pall Mall refuses to use any of these artificial flavorings.

BOND: I was coming to that, Bill. Everyone knows that what people want when they smoke is the soothing, pleasing effect of tobacco, not the effects of smoking licorice or other flavorings alone. And only in Pall Malls, among well known blended cigarettes can you get the true flavor and pleasing effects of straight tobaccos. That's because Pall Mall, unlike ordinary blended cigarettes doesn't doctor up its tobaccos. Pall Mall gives you full smoking pleasure from top grade tobaccos alone.

ATX01 0062569

(REVISED 7/9/57)

MIDDLE

COMMERCIAL ANNOUNCEMENT

JULY 8, 1937

TODAY'S SPORTS WITH FORD BOND #69 CONT'D PALL MALL CIGARETTES

FARREN: Be sure to tell them Ford, why Pall Mall doesn't need artificial flavoring.

BOND: Pall Mall takes time... plenty of time to blend the individual flavors of its top-grade tobaccos into a pleasing harmony of flavor and aroma that you can't find in flavored cigarettes. And when Pall Mall gets through they've got a cigarette that brings you the soothing, pleasant effect of smoking that comes only from top-grade straight tobaccos.

And you don't have to take our word for that. If you'll smoke Pall Malls yourself for a week, as sure as the Dodgers are scheduled to meet the giants in Brooklyn tomorrow you'll agree with us that here's the best cigarette a man ever put a match to.

FARREN: That makes sense, fans. Smoke Pall Malls today and you'll want to smoke them every day. They cost only fifteen cents for twenty. They bring you STRAIGHT Tobacco Flavor. They're better... Naturally.

Now back to Ford Bond for last minute sports flashes.

ATX01 0062570

CLOSING

COMMERCIAL ANNOUNCEMENT JULY 8, 1937

TODAY'S SPORTS TIE FORD BOND #69 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting baseball and sports news. Today...and every day...smoke PALL MALL Cigarettes with STRAIGHT TOBACCO FLAVOR. They cost you fifteen cents for twenty. They're Better...NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT July 6th 1937

TODAY'S SPORTS WITH FORD BOND #70 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND brought you by
PALL MALL, The Modern Blend ... the cigarette with straight tobacco
flavor. And now, Ford Bond.

(FORD BOND SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

July 9th 1937

TODAY'S SPORTS WITH FORD BOND #70

PALL MALL CIGARETTES

BOND:

And now while we're waiting for the Pall Mall score board here's Bill Farren.

FARREN:

A friend of mine has been smoking the same brand of cigarettes for nine years. He told me yesterday that he had switched to Pall Malls. Ford, don't you think it's remarkable that a man so set in his ways has changed the habit of a lifetime?

BOND:

Yes, Bill, but yet it's not surprising. Your friend has done what thousands of Americans have done this year. He's learned that Pall Mall offers you something ordinary cigarettes don't. And that's straight tobacco flavor without any artificial flavoring or sweetening.

FARREN:

And that makes me realize, Ford, that it's the pleasure ... the soothing effect of tobacco ... that makes people want to smoke. It's certainly not the effect of the artificial flavorings that are used in ordinary cigarettes.

BOND:

You're right. All such flavorings can hope to do for you smokers is to cover up harsh and imperfectly blended tobaccos. Yes, most ordinary cigarettes do flavor their tobaccos. They mix them licorice, molasses and some

ATX01 0062573

MIDDLE cont'd
COMMERCIAL ANNOUNCEMENT July 9th 1937

TODAY'S SPORTS WITH FORD BOND #70 PALL MALL CIGARETTES

BOND: (cont'd) of almost a hundred other ingredients. But Pall Mall doesn't need to tamper with the flavor of its top-grade tobaccos.

FARREN:

I guess that is why my friend changed to Pall Malls. He gets more pleasure out of smoking Pall Malls because of their real honest-to-goodness tobacco taste.

BOND:

That's right fans. If you will smoke Pall Malls for one week you will agree with Bill and me that Pall Malls give you more smoking pleasure than any other cigarette you have ever smoked.

FARREN:

Try Pall Mall, The Modern Blend, today and find out for yourself. They cost you only fifteen cents for twenty. They give you straight tobacco flavor. They're better ... Naturally!

And now back to Ford Bond for last minute sports news.

(FORD BOND: SCRIPT)

ATX01 0062574

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 9th 1937

TODAY'S SPORTS WITH FORD BOND #70 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking PALL MALL Cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're Better ... NATURALLY! They're PALL MALLS!

ATK01 0062575

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT July 10th 1937

TODAY'S SPORTS WITH FORD BOND #71 PAIL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by
PAIL MALL, The Modern Blend ... the cigarette with Straight Tobacco
Flavor. And now, Ford Bond!

(FORD BOND SCRIPT)

ATX01 0062576

MIDDLE
COMMERCIAL ANNOUNCEMENT

July 10th 1937

TODAY'S SPORTS WITH FORD BOND #71

PALL MALL CIGARETTES

BOND:

And now while we're waiting for the Pall Mall score board here's Bill Farren.

FARREN: Ford, a funny thing occurred to me today. You know

the world's gone a long way in the last twenty years.

Look at automobiles ... airplanes ... science ... but

cigarettes? Do you realize, Ford, that until the new

Pall Malls came along there hadn't been a single REAL

improvement in cigarettes in twenty years?

BOND:

Bill, you've got something there. Outside of improve-

ments in package, ordinary blended cigarettes are just

about the same as they always were. Why even today most

blended cigarettes mix their tobaccos with the same old

flavorings and sweetenings ... chocolate, oil of almonds,

molasses and lots of others.

FARREN:

And that's why the new Pall Mall is called THE MODERN

Blend. Pall Mall does not follow the old-fashioned way.

It brings you the natural flavor ... the true effect of

fine, straight tobaccos without artificial flavoring of

any kind.

BOND:

You said it, Bill. Pall Mall brings you all the pleasing

soothing effects of tobacco that you want when you smoke

... When you smoke Pall Malls you know what you're

ATK01 0062577

MIDDLE cont'd
COMMERCIAL ANNOUNCEMENT July 10th 1937

TODAY'S SPORTS WITH FORD BOND #71 PALL MALL CIGARETTES

BOND: (cont'd) getting ... top-grade tobaccos ... and nothing else.

FARREN:

And you know that Pall Mall tobaccos are top-grade. There's no sugar-coating to cover harshness so Pall Mall tobaccos must be top-grade.

BOND:

And they are not blended by old-fashioned methods either. Pall Malls are blended more thoroughly in a new and special way. That takes extra time and money but smokers get extra enjoyment.

FARREN:

Well, I haven't found a Pall Mall smoker who wouldn't agree with that. And say, Ford, when you talked before about improvements in cigarette packages you didn't mention how Pall Mall made a home-run on that one, too.

BOND:

Right, Bill. There's no fiddling and fussing in opening Pall Malls. There's a handy tab on the back of every red and gold Pall Mall package. All you do is tear off this tab. That opens one corner only and leaves the rest of the cellulose for continued protection.

FARREN:

Yes, that's just another refinement you'd expect to find in Pall Malls ... just another reason why you'll enjoy smoking Pall Malls.

ATX01 0062578

MIDDLE cont'd
COMMERCIAL ANNOUNCEMENT July 10th 1937

TODAY'S SPORTS WITH FORD BOND #71 PALL MALL CIGARETTES

BOND:

Don't take our word for it that you'll enjoy Pall Malls more than any cigarette you've ever smoked. Smoke them for a week. Get the true effects of fine tobaccos without artificial flavorings. Then I'm willing to bet you'll agree with me that there's more real smoking pleasure when you smoke Pall Malls.

FARREN:

Fans, smoke Pall Mall, The Modern Blend. They're fifteen cents for twenty. They bring you STRAIGHT Tobacco flavor. They're Better ... NATURALLY.

Now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

ATX01 0062579

CLOSING
COMMERCIAL ANNOUNCEMENT July 10th 1937

TODAY'S SPORTS WITH FORD BOND #71 PALL MALL CIGARETTES

ANNOUNCER:

Monday ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL MALL
cigarettes with STRAIGHT TOBACCO FLAVOR ... 15¢ for twenty. They're
Better ... NATURALLY!

ATX01 0062580

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OPENING
COMMERCIAL ANNOUNCEMENT July 12th 1937

TODAY'S SPORTS WITH FORD BOND #73 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by
PALL MALL, The Modern Blend... the cigarette with straight tobacco
flavor. And now, FORD BOND!

(FORD BOND SCRIPT)

MIDDLE
COMMERCIAL announcement July 12th 1937

TODAY'S SPORTS WITH FORD BOND #72 PALL MALL CIGARETTES

BOND:

And now while we're waiting for the Pall Mall score board, here's Bill Farren.

FARREN:

Ford, here's a question from a fan. He asks: I like the new Pall Malls so much I would to know what's put into them that gives them their real tobacco taste.

BOND:

That's easy, Bill. But it isn't just what's put into Pall Malls. It's also what is left out.

FARREN:

Come on, Ford, stop talking riddles.

BOND:

O.K., Bill, here it is in a nutshell. What goes into Pall Malls that makes people like them better is top-grade tobaccos and more thorough blending. And what's left out is artificial flavoring.

FARREN:

Hold it, Ford. Maybe this fan doesn't know that ordinary blended cigarettes are artificially flavored with chocolate, vanilla, angelica and some of almost a hundred different ingredients.

BOND:

Well, it's true. And Pall Mall doesn't use a single one of them. Instead Pall Mall brings you the flavor of fine, straight tobaccos and nothing else.

ATK01 0062582

TODAY'S SPORTS WITH FORD BOND #72 PALL MALL CIGARETTES

FARREN: And, after all, what people want are the effects of tobacco ^{not} .. not the effects of added flavorings.

BOND: Right again. It's the pleasant, soothing effect of tobacco that makes all the world want to smoke. And that's what you get from Pall Malls.

FARREN: What it boils down to ^{all} ~~that~~ is that you get more real smoking pleasure from Pall Malls ^{stop and straight tobacco} than you can possibly get from ordinary ^{the} flavored cigarettes. ^{pleasant tobacco}

BOND: And that's why I am going to ask all of you fans to do something. ^{Do that} Smoke Pall Malls for just one week. And I'll bet you'll agree with Bill and me that Pall Malls are better than any other cigarette you have ever tried.

FARREN: ^{Smoke} Buy a pack of Pall Malls today. They're only fifteen cents for twenty. They bring you straight tobacco flavor. They're Better ... Naturally!
Now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

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CLOSING
COMMERCIAL ANNOUNCEMENT July 12th 1937

TODAY'S SPORTS WITH FORD BOND #72 PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.

Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.

Remember PALL MALL, in the red and gold package ... fifteen cents

for twenty. They're Better ... NATURALLY!

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OPENING
COMMERCIAL ANNOUNCEMENT

REVISED 7/13/37
July 13, 1937

TODAY'S SPORTS WITH FORD BOND #73 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by Pall Mall

The Modern Blend...the cigarette with straight tobacco flavor...And now

FORD BOND!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT REVISED 7/12/57
July 13, 1957.

TODAY'S SPORTS WISE FORD BOND #73

BOND: And now while you're waiting for the Pall Mall score board, here's Bill Farren with a question.

FARREN: Here's a question that is a question, Ford. A fan asks "All my friends and I like Pall Malls so well we can't understand why any cigarette should mix its tobaccos with licorice, molasses and all the other flavorings you've told us about. Can you tell us why?"

BOND: Well, Bill, that's a tough one. Certainly it's a fact that artificial flavorings and sweetenings can't possibly add anything to your enjoyment of a cigarette. Pall Mall doesn't use them because Pall Mall doesn't need to cover up harsh tobaccos or conceal improper blending. Pall Mall doesn't need artificial flavoring because Pall Mall tobaccos are top-grade tobaccos blended in a neat and thorough way.

FARREN: Yes, in Pall Mall there's no flavoring under which to hide so Pall Mall simply HAS to use top-grade tobaccos, and blend them more carefully.

BOND: Yes, if you want to end up with a better cigarette, you've got to start out with better tobaccos.

FARREN: And, after all, Ford, it's tobacco that the world wants when it smokes. It's the soothing, pleasing effects of fine tobacco that makes your smoke enjoyable.

MIDDLE
COMMERCIAL AIR CONCERNED REVISED 7/13/37
CONT'D JULY 13, 1937

#75

TODAY'S SPORTS WITH FORD BOND AND PALL MALL CIGARETTES

BOND: Yet Pall Mall, along among well known blended cigarettes, gives you these soothing pleasing effects of straight tobacco. You get more smoking enjoyment from Pall Malls.

FARREN: Ford, I think if you could get smokers to try Pall Malls for a week, they'd thank you for tipping them off.

BOND: Bill, I was just coming to that. Fans, I want to suggest that you smoke Pall Malls for one week. Start right now, tonight. I'm not asking you to take my word that you will like them. All I'm asking is: Smoke them yourself and let your own taste decide. And before the week is out, it's a pretty sure bet you'll decide you're at least got a cigarette that's a permanent winner.

FARREN: Yes, fans, you've got nothing to lose, and more smoking pleasure to gain by taking Ford's advice. So start today to smoke Pall Malls. They're only fifteen cents for twenty. They bring you straight tobacco flavor. They're Boston. Naturally! Now back to Ford Bond for last minute sports news.

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 15, 1937

TODAY'S SPORTS WITH FORD BOND #73 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting
baseball and sports news. Today...and every day...smoke
PALL MALL cigarettes, the Modern Blend with STRAIGHT TOBACCO
FLAVOR...fifteen cents for twenty. "They're Better...
NATURALLY!"

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OPENING
COMMERCIAL ANNOUNCEMENT REVISED 7/14/37
July 14, 1937

TODAY'S SECRETS WITH FORD BOND #74 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SECRETS WITH FORD BOND...brought you by Pall Mall,
the Modern Blond...the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT REVISED 7/14/37
July 14, 1937

TODAY'S SPORTS WITH FORD BOND #74 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board -

here's Bill Farren:

FARREN: Ford, a fan told me today that, until recently, every person in his house was smoking different cigarettes. Now they're all smoking the new Pall Malls. He wants to know why such different tastes should all agree on Pall Mall.

BOND: Well, Bill, let's answer that fan's question by asking him another one. Why do people want to smoke?

FARREN: Why, everyone smokes for the same reason...they want the pleasing, soothing effects of tobacco.

BOND: That's exactly it. And that's why your friend and his family get more real smoking pleasure from the new Pall Malls. When they smoke Pall Malls they get something different from the ordinary blended cigarette. When they smoke Pall Malls they don't get their tobaccos mixed with licorice, molasses, chocolate and scores of other flavorings and sweetenings. When they smoke Pall Malls they do get the flavor of fine tobacco...and nothing else.

FARREN: And they get the effects of tobacco...and nothing else.

BOND: Right! When folks smoke Pall Malls they get all the pleasing, soothing effects of straight tobaccos without any flavoring. And, Bill, don't forget to tell your friend, too, that Pall Mall tobaccos have just got to be better tobaccos.

ATX01 0062590

MIDDLE
COMMERCIAL ANNOUNCEMENT REVISED 7/14/37
(Cont'd) July 14, 1937

TODAY'S SPORTS WITH FORD BOND #74 PALL MALL CIGARETTES

FARREN: You mean Pall Mall tobaccos don't need any sugar-coating.

BOND: That's it. And Pall Mall takes plenty of time to blend its fine tobaccos so that all the natural flavors will blend into one harmonious flavor. Yes, it takes more time and more money to make the new Pall Malls but hosts of smokers are finding out every day that Pall Malls give more pleasure.

FARREN: They're giving more pleasure because they give the real flavor...the true effects of fine, straight tobaccos.

BOND: Yes, and I wish every one of you listeners would find out for yourselves. Just as a suggestion, will you smoke Pall Malls for one whole week. At the end of that time I'll bet dollars to doughnuts, you'll agree with me that Pall Malls give more real smoking pleasure than any cigarette you've ever smoked.

FARREN: Take Ford up on that, fans. Buy a pack of Pall Malls today. They're only fifteen cents for twenty. They bring you STRAIGHT tobacco flavor. Your own taste will tell you...They're Better...NATURALLY!

Now back to Ford Bond for last minute sports news.

CLOSING

Revised 7/14/37

COMMERCIAL ANNOUNCEMENT JULY 14, 1937

TODAY'S SPORTS: WITE FORD BOND #74

ANNOUNCER:

Be sure to listen tomorrow at this same time for FORD BOND'S
baseball and sports news. And be sure to smoke PALL MALL, The
Modern Blend, with STRAIGHT Tobacco Flavor... They cost you fifteen
cents for twenty... They're Better... NATURALLY ! They're PALL MALLS !

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OPENING

COMMERCIAL ANNOUNCEMENT JULY 15, 1937

TODAY'S SPORTS WITH FORD BOND #75 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL, The
Modern Blend...the cigarette with straight tobacco flavor. And now,
Ford Bond!

(FORD BOND SCRIPT)

ATX01 0062593

MIDDLE

COMMERCIAL ANNOUNCEMENT JULY 15, 1937

TODAY'S SPORTS WITH FORD BOND #75 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board, here's Bill Farren.

FARREN: Ford, just this afternoon a man told me he liked Pall Malls because they gave the real flavor...the true effects of tobaccos. And, after all, he said, that's why I smoke...I want the soothing, pleasing effects of tobacco.

BOND: There's a man, Bill, who's really thought about smoking and why people do it. And he's perfectly right. People smoke for just one reason...because they enjoy the mellowing, pleasing effects that tobacco gives them. You can bet they don't smoke because they like the effects of flavorings and sweetenings used in ordinary blended cigarettes.

FARREN: You're right about that, Ford. All artificial flavorings can do is to cover up harsh tobacco or improper blending.

BOND: Yes; and that's why Pall Mall, The Modern Blend, needs no artificial flavoring...no sugar-coating of any kind. For Pall Mall starts with top-grade tobaccos. Pall Mall takes plenty of time to blend those tobaccos thoroughly...to mingle the individual flavors of each tobacco...to bring the natural flavors into a pleasing harmony.

FARREN: And that means that when you smoke Pall Malls you get the true fragrance...the real flavor...the complete enjoyment of fine tobaccos and nothing else.

BOND: Right you are. And it means when you smoke Pall Malls you

ATX01 0062594

MIDDLE

COMMERCIAL ANNOUNCEMENT JULY 15, 1967

CONT'D

TODAY'S SPORTS WIFE FORD BOND #75 PALL MALL CIGARETTES

get what you want from a cigarette... the pleasing effects of straight tobaccos undiluted with licorice, angelica, oil of almonds and all the other flavorings used in most blended cigarettes.

FARREN: Ford, a growing number of fans are enjoying Pall Malls each day.

BOND: Bill, that's one of the most interesting things about this new cigarette. Practically everyone who tries Pall Malls, agrees that they give more real smoking pleasure than any cigarette they've ever smoked. So I want to ask every one of you listeners to smoke Pall Malls yourself for one week. Treat yourself to the pleasing soothing effect of fine, straight tobaccos without artificial flavorings. Then see if you don't agree with the thousands of other fans who are saying "I like Pall Malls better." They're Better... Naturally!

FARREN: Fans, don't miss the chance to smoke a cigarette that may please you more than any you've ever smoked. Get a pack of Pall Malls today. They're only fifteen cents for twenty and they bring you STRAIGHT Tobacco Flavor. Light a Pall Mall and let your own taste tell you They're Better... NATURALLY!

Now back to Ford Bond with the last minute sports news.

ATX01 0062595

CLOSING

COMMERCIAL ANNOUNCEMENT JULY 15, 1937

TODAY'S SPORTS WITH FORD BOND #75 PALE MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting baseball and
sports news... Today...and every day...smoke PALE MALL Cigarettes with
STRAIGHT TOBACCO FLAVOR...They cost you fifteen cents for twenty.
They're Better...NATURALLY!

ATX01 0062596

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OPENING
COMMERCIAL ANNOUNCEMENT JULY 16, 1937

TODAY'S SPORTS WITH FORD BOND #76

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by PALL

MALL, The Modern Blend... the cigarette with straight tobacco
flavor. And now, Ford Bond.

(FORD BOND SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 16, 1937

TODAY'S SPORTS WITH FORD BOND #76

BOND: And now while we're waiting for the Pall Mall score board, here's Bill Farren.

FARREN: Ford, a fan writes in this one: I've heard Ford Bond say that Pall Mall, alone among well-known blended cigarettes, does not doctor its tobaccos with licorice or molasses or with any artificial flavorings. What effect, he wants to know, does this have on smoking pleasure?

BOND: Well, Bill, that fan pitched one right in the groove and I'm going to knock it over the fence. The real reason... the only reason... why Pall Mall does not use flavorings is because, without artificial flavoring, Pall Mall gives smokers a real plus in smoking pleasure. In other words, when you smoke Pall Mall you get the full pleasure... the true effects of fine tobacco.

FARREN: And after all what we're all looking for is the pleasing, soothing effect... the feeling of general well-being... that comes from tobaccos... and tobaccos alone.

BOND: Right, Bill! And Pall Mall can give the most pleasure from tobacco because Pall Mall doesn't have any harsh tobaccos that need to be covered up with sugar-coating.

FARREN: Nor has Pall Mall any spottiness of flavor due to incomplete blending.

BOND: Right, again, Bill! You see, fans, Pall Mall starts with top-grade tobacco -- then, Pall Mall's slow and painstaking blending method insures complete blending and full flavor. So Pall Mall's don't have to add anything to tobacco.

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 16, 1937

TODAY'S SPORTS WITH FORD BOND #76 CONT'D.

FARREN: Say, Ford, we could spend half the night telling our fans why they'll like Pall Malls better and not do half as good a job as if we asked them to smoke Pall Malls and decide for themselves.

BOND: That's just what I'm going to do. Fans, smoke Pall Malls yourself for a week. Get the real taste, the true effect of Pall Mall's top-grade, fragrant tobaccos. Then I'll bet my hat you'll agree with me that Pall Mall's straight tobacco flavor gives more real smoking enjoyment than any flavored cigarette you ever smoked.

FARREN: That's the best way, fans. Decide for yourself. Start smoking Pall Malls today. They cost only fifteen cents for twenty. They bring you straight tobacco flavor. They're better... Naturally.

And now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

CLOSING
COMMERCIAL ANNOUNCEMENT

JULY 16, 1937

TODAY'S SPORTS WITH FORD BOND #76

PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking Pall Mall Cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're Better... NATURALLY! They're PALL MALLS!

ATK01 0062600

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT

JULY 17, 1937

TODAY'S SPORTS WITH FORD BOND #77

PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... brought you by PALL
MALL, The Modern Blend... the cigarette with Straight Tobacco Flavor.
And now, Ford Bond!

(FORD BOND SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 17, 1937

TODAY'S SPORTS WITH FORD BOND #77 PALL MALL CIGARETTES

BOND: "And now while we're waiting for the Pall Mall score board here's Bill Farren.

FARREN: "Ford, I heard a man today say this: 'Until I discovered Pall Malls I thought all blended cigarettes were just about the same. But these new Pall Malls', he went on, 'Well, I know I get more real downright smoking pleasure from them.'"

BOND: "Yes, that fan named the BIG difference between Pall Malls and all other blended cigarettes... more real smoking enjoyment because it's made differently from any well-known cigarette our fan's ever smoked. It's made differently because ordinary blended cigarettes mix their tobaccos with some of almost a hundred flavorings and sweetenings. But Pall Mall does NOT sweeten its tobaccos or doctor their flavour in any way.

FARREN: "And, Ford, until our fan smoked Pall Malls, he never got all the pleasure from tobacco.

BOND: "That's right, Bill. Pall Mall's tobaccos are not mixed with licorice, molasses, angelica and scores of other flavorings. When you smoke Pall Malls you get the mellowing, pleasing effects of fine tobaccos...and nothing else. And that's what the whole wide world has always wanted from tobacco, isn't it?"

FARREN: "Yes Ford, it is. Pall Mall tobaccos are really fine tobaccos...They've got to be. Pall Mall hasn't got any flavoring to cover up harshness, so Pall Mall simply has got to use TOP-GRADE tobaccos. Then Pall Mall blends its fine tobaccos

MIDDLE
COMMERCIAL ANNOUNCEMENT

JULY 17, 1937

TODAY'S SPORTS WITH FORD BOND #77

PALL MALL CIGARETTES

FARREN: by a new method which develops their full flavor.
CONT'D

BOND: That means in Pall Mall you get all the pleasing effects you're looking for when you smoke. It means you get the natural fragrance...the true flavor...the full enjoyment of finer tobaccos.

Now I'm saying this to all our listeners. Treat yourself to Pall Malls for a week. Treat yourself to the pleasant, soothing effects of smoking straight tobaccos that are not mixed with artificial flavorings. Smoke Pall Malls for one week and you'll be saying with me and hosts of other fans: "Pall Mall gives me more real pleasure than any cigarette I ever put a match to."

FARREN: Well, fans, it certainly makes sense to try Pall Malls for a week. They're only fifteen cents for twenty. They give you Straight Tobacco Flavor. You'll like them better because They're Better...Naturally!

Now, Ford, who beat who in today's sports?

ATX01 0062603

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 17, 1937

TODAY'S SPORTS WITH FORD BOND #77 PALL MALL CIGARETTES

ANNOUNCER:

Monday...listen to Ford Bond with more exciting baseball
and sports news. Today...and every day...smoke PALL MALL cigarettes
with STRAIGHT TOBACCO FLAVOR...15¢ for twenty. They're Better...
NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT JULY 19, 1937

TODAY'S SPORTS WITH FORD BOND # 78 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ...brought you by PALL MALL,
The Modern Blend ... the cigarette with straight tobacco flavor.
And now, FORD BOND!

(FORD BOND SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 19, 1937

TODAY'S SPORTS WITH FORD BOND #78 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board,
here's Bill Farren.

FARREN: Ford, when I was riding on one of those new streamlined
trains the other day it reminded me of Pall Mall cigarettes.

BOND: How do you mean, Bill?

FARREN: Simply this. Every year railroad schedules were made a
little faster, service got a little better. That was trimmings.
But these new light weight trains are a basic improvement.

BOND: I see what you're getting at now.

FARREN: Sure you do. It's the same thing with cigarettes. For
twenty years, until Pall Malls came along, there wasn't much
change in blended cigarettes.

BOND: You said it, Bill. Today ordinary blended cigarettes
still mix their tobaccos with licorice, molasses and scores of
other flavoring ingredients. But Pall Mall, The Modern Blend
has left out all dead weight. Left out all these flavorings and
sweetenings. Instead Pall Mall brings you exactly what you
want...the natural flavor, the true effects of fine tobaccos.

FARREN: And, after all, Ford, the world smokes to get the pleas-
ing, soothing effects of tobacco, not to get the taste of artifi-
cial flavorings.

BOND: Yes, Fans, did you know that as much as one-seventh of
the weight of an ordinary blended cigarette may be flavoring in-
gredients? And Pall Mall hasn't even a trace of artificial

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 19, 1957

TODAY'S SPORTS WITH FORD BOND #78 CONT'D

BOND:
CONT'D flavoring or sugar coating.

FARREN: That Ford, is because Pall Malls don't need artificial
flavoring.

BOND: You bet they don't. Pall Mall doesn't need artificial
flavorings to cover up harsh tobaccos. Instead Pall Mall starts
out with top-grade tobaccos. Then Pall Mall blends these tobaccos
in a new and special way to harmonize all the individual fine
flavors.

FARREN: And what a difference it makes in the smoking pleasure
you get.

BOND: Fans, find out for yourself how much EXTRA smoking enjoy-
ment there is in Pall Mall's straight tobacco flavor. Smoke them
for just one week. And as sure as baseball's the great American
sport, before that week is up, I believe you'll agree that Pall
Malls are the Modern American cigarette.

FARREN: Remember, Pall Malls cost only fifteen cents for twenty.
So next time you buy cigarettes, get the red and gold package of
Pall Malls. They bring you straight tobacco flavor and They're
Better...Naturally!

And now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

ATX01 0062607

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 19, 1937

TODAY'S SPORTS WITH FORD BOND #78 PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.

Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.

Remember PALL MALL in the red and gold package ... fifteen cents

for twenty. They're Better...NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING COMMERCIAL
ANNOUNCEMENT JULY 20, 1937
TODAY'S SPORTS WITH FORD BOND #79 PALL MALL CIGARETTES

ANNOUNCER:
TODAY'S SPORTS WITH FORD BOND ...brought you by Pall Mall
The Modern Blend...the cigarette with straight tobacco flavor.
And now FORD BOND!

(FORD BOND SCRIPT)

MIDDLE REVISION 2/16/57
COMMERCIAL ANNOUNCEMENT July 20, 1957

TODAY'S SPORTS WITH FORD BOND #79 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board, here's Bill Farron.

FARRON: Ford, perhaps you can straighten this fan out. He writes as follows: "Ford Bond keeps saying that because Pall Mall tobaccos are TOP-GRADE tobaccos they don't need artificial flavoring. What, he wants to know, has the quality of the tobacco got to do with it?"

BOND: Well, Bill, to give that fan a good answer, I'm going to talk about fresh berries.

FARRON: Hey, Ford, has the heat got you? What have berries got to do with tobaccos?

BOND: Hold your horses, Bill. You see, when you get really good berries...hand picked right off the bush and bursting with ripe, sweet mellow flavor, why you don't need to drown them with syrup to make them taste good. They're good ... naturally. And it's the same way with tobaccos. Selected fine tobaccos, full of flavor, and thoroughly blended the Pall Mall way, don't need a lot of syrup and licorice or any other hundred-odd flavorings used in ordinary blended cigarettes.

FARRON: In other words, when Pall Mall wants to end up with a top-grade cigarette it starts out with top-grade tobaccos.

BOND: Exactly, Bill. And after all, what we and every other smoker wants from his cigarette is the known soothing, pleasing

ATX01 0062610

BOND: (cont'd) effects of tobaccos, not the taste of licorice and molasses, for example.

FARREN: Yes, it's the pleasure of tobacco alone the world has always wanted.

BOND: And that's just what you fans get from Pall Malls - all the pleasure of straight tobaccos. Pall Malls, you see, don't need sugar-coating.

FARREN: That's because Pall Mall uses only top-grade tobaccos and uses a new, slow method which blends them thoroughly.

BOND: Yes, and that's why, when you smoke Pall Malls, you get that you want ... the real flavor and pleasing affects of fine tobacco.

FARREN: If I didn't smoke Pall Malls now I'd sure make a bee-line for the nearest tobacco store counter and get some.

BOND: That's just what I'm going to ask our fans to do, Bill. Fans, please don't take our word that Pall Malls will give you more smoking pleasure than any cigarette you've ever smoked. Smoke them for a week, and decide for yourself. And don't wait for that extra smoking pleasure... Light up your first Pall Mall tonight.

FARREN: You'll be doing yourselves a favor if you'll just say, "A pack of Pall Malls, please." They cost only fifteen cents for twenty. You'll enjoy their straight tobacco flavor. I'm sure you'll agree ... They're Better... Naturally! And now, back to Ford Bond for last minute Sports News.

CLOSING
SPECIAL ANNOUNCEMENT July 30, 1937

TODAY'S SPORTS WITH FORD BOND #79 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting baseball
and sports news. Today...and every day...smoke PALL MALL

cigarettes, the Modern Blend with STRAIGHT TOBACCO FLAVOR...

fifteen cents for twenty. "They're Better..."

NATURALLY!"

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT JULY 31, 1937

TODAY'S SPORTS WITH FORD BOND # 60 FALL HALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by FALL HALL,
The Modern Blend ... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT, JULY 31, 1937

TODAY'S SPORTS WITH FORD BOND # 80 PALL MALL CIGARETTES

BOND: And now while we're waiting for the Pall Mall score board, here's Bill Farren.

FARREN: Ford, here's a letter from a fan who says: QUOTE: Formerly, after I'd smoked a lot of cigarettes I noticed an unpleasant after-taste. But since I've changed to the new Pall Mall I can smoke as many cigarettes as I want. How do you explain that? UNQUOTE.

BOND: Well, Bill, to keep hearing from all sides that Pall Malls straight tobacco flavor never tires your taste. And the best way I can explain it is this: ordinary blended cigarettes mix their tobaccos with licorice, angelica, molasses, and some of scores of flavoring and sweetening ingredients.

FARREN: But Pall Mall doesn't use a single one of these flavorings.

BOND: That's right, Bill. Pall Mall brings you relief from the after-taste of artificial flavoring.

FARREN: Pall Malls, Ford, give you what you want - the pleasant, relaxing effects of fine, top-grade tobaccos.

BOND: Yes, and you can take it from me, that pleasing, soothing effect you get from straight tobacco is what every one of us smokes for. We certainly don't smoke for the taste of artificial flavorings.

FARREN: No. Pall Mall doesn't need to use artificial flavorings. There is no harshness in its fine tobaccos.

BOND: That's it, Bill! Pall Mall selects nothing but top-grade

MIDDLE
COMMERCIAL ANNOUNCEMENT JULY 21, 1937

TODAY'S SPORTS WITH FORD BOND # 80 PALL MALL CIGARETTES

BOND: (cont'd) tobaccos, tobaccos that are naturally better. Then Pall Mall blends them in a new and special way that takes time... plenty of time... to bring out all their full ripe flavor for your enjoyment.

FARREN: Ford, let's ask our listeners to find out for themselves just how much more smoking enjoyment Pall Malls can give them.

BOND: I was just coming to that, Bill. Fans, I can talk about Pall Malls on this program till the cows come home, but you'll never get any good out of my telling you that you'll like them until you get Pall Malls and see for yourself. So start today to smoke Pall Malls. Try them for a week. That's all I ask. I'll leave the answer up to you.

FARREN: Fans, why not make a resolution right now. Say to yourself, "Next time I get cigarettes, I'll ask for Pall Malls." They're only fifteen cents for twenty. They bring you straight tobacco flavor, and They're Better... Naturally!

Now back to Ford Bond for last minute sports news.

(FORD BOND SCRIPT)

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 21, 1937

TODAY'S SPORTS WITH FORD BOND # 80 PALE MALL CIGARETTES

ANNOUNCER:

Tomorrow... listen to Ford Bond with more exciting base-
ball and sports news... Today ... and every day... smoke
PALE MALL Cigarettes with STRAIGHT TOBACCO FLAVOR... They
cost you fifteen cents for twenty... They're Better...
NATURALLY!

ATX01 0062616

COMPTON ADVERTISING, INC. • New York

OPENING July 22, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #81 PALL MALL CIGARETTES

ANNOUNCER:
TODAY'S SPORTS WITH FORD BOND...Brought you by Pall Mall,
The Modern Blend...the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

TODAY'S SPORTS WITH FORD BOND #21 JULY 22, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now while we're waiting for the Pall Mall score board
Here's a Bill Farren.

FARREN: Ford, guess what I saw on the market today? FRESH PEACHES!
And right away they reminded me of Pall Malls.

BOND: Why should peaches remind you of cigarettes, Bill?

FARREN: Well, I go for fresh peaches. And when a peach is ripe and
sweet, you don't have to drown it with syrup to make it
taste good. It's the same way with Pall Malls. Their
tobacco is ripe and full of flavor. They are blended to
develop that flavour. Pall Malls don't need artificial
flavorings.

BOND: Yes, and what a difference that natural tobacco flavor makes
in a cigarette! After all, it's tobacco that people want
to smoke. Why not get natural tobacco flavor in your
cigarette? That's what Pall Mall gives you, the soothing,
pleasant effects of smoking tobacco.

FARREN: That makes sense, Ford.

BOND: Most ordinary blended cigarettes do mix their tobacco with
licorice, molasses, and some of up to a hundred other
flavorings and sweeteners. But Pall Mall doesn't need even
a trace of sugar-coating.

FARREN: And because Pall Mall uses no artificial flavoring you get
more real smoking pleasure.

TODAY'S SPORTS WITH FORD BOND #81 July 22, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: Right you are, Bill. Pall Malls bring you full smoking pleasure because Pall Mall starts with top-grade, full-flavored tobaccos. Pall Mall blends its tobaccos carefully and slowly - without resorting to the short-cut of artificial sweetenings. And believe me because Pall Mall takes all this trouble, you get the very fullest smoking enjoyment there is. Smoke Pall Malls for just one week and I'll bet that you will agree with me and thousands of other smokers. I bet you, too, will say that the new Pall Malls give more real smoking pleasure than any other cigarette you have ever tried.

FARREN: That's a safe bet. Smoke Pall Malls today and I believe you'll smoke them every day. Pall Mall, The Modern Blend, costs only 15¢ for 20 superior cigarettes. Pall Mall brings you straight tobacco flavor...they're better Naturally! And now back to Ford Bond for last minute sports news.

CLOSING July 22, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #81 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting base-
ball and sports news. Today...and every day...smoke PALL MALL
cigarettes with STRAIGHT TOBACCO FLAVOR...They cost you fifteen
cents for twenty. They're better...NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING July 23, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #82 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor. And
now, Ford Bond.

(FORD BOND SCRIPT)

TODAY'S SPORTS WITH FORD BOND #82

July 23, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now while we're waiting for the Pall Mall score board,
here's Bill Farren.

FARREN: Ford, here's something - a telegram from one of our out-of-
town fans...a friend of mine.

BOND: Well, come on, Bill - let's hear it.

FARREN: All right - it says: CONGRATULATIONS ON YOUR NEW MODERN
BLEND CIGARETTE...TRIED PALL MALLS FOR THE FIRST TIME
TODAY STOP WANTED TO TELL YOU I'VE TRADED IN MY OLD
CIGARETTE STOP NEW PALL MALL IS TOPS FOR REAL SMOKING
ENJOYMENT.

BOND: Well, I certainly agree with that fan...Pall Mall does have
old-fashioned cigarettes stopped six ways from Sunday in
smoking pleasure. And that's because it's built on an all-
tobacco chassis, with none of the artificial flavorings and
sweetenings used in other blended cigarettes.

FARREN: You bet! Just as the new cars have gotten rid of everything
that wasn't useful, so the new Pall Mall leaves out everything
that doesn't add to your smoking pleasure. And that means
every flavor except straight tobacco flavor.

BOND: That's exactly it, Bill. You see, Fans, you get all the
smoking pleasure you're looking for when you smoke Pall Malls.

FARREN: Ordinary blended cigarettes today dip their tobaccos in
mixtures that may contain vanilla, molasses or some of one
hundred other flavorings and sweetenings. But the Pall Mall

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D.

FARREN CONT'D.:

people figured: Why not give smokers the pleasant, soothing effect of fine tobaccos - of tobaccos so fine and so well blended they don't need artificial flavoring.

BOND: Of course, making a cigarette this Pall Mall way takes more money, time and trouble. Pall Mall uses nothing but top-grade tobaccos. Pall Mall blends them in a new and special way. Thus Pall Malls need no artificial flavoring to cover up harsh tobaccos or imperfect blending. Pall Mall gives you the true flavor, the real effects of fine tobaccos.

FARREN: What it all adds up to, Ford, is that Pall Mall is a modern cigarette made to give modern smokers the full pleasure of fine tobaccos.

BOND: Right, Bill. And that's why I want you fans to do something. Smoke Pall Malls yourself for one week. See whether, like lots of us who are smoking them, you don't get more real enjoyment from Pall Malls than any other cigarette you've smoked.

FARREN: Take Ford up on that, fans. Try Pall Mall today and see for yourself. Pall Malls are only fifteen cents for twenty. They bring you straight tobacco flavor...they're better.... Naturally.

And now back to Ford Bond for last minute sports news.

CLOSING July 23, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #82 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking Pall Mall cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're better...NATURALLY! They're PALL MALLS!

ATX01 0062624

COMPTON ADVERTISING, INC. • New York

OPENING July 24, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #83 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND... Brought you by PALL MALL,
The Modern Blend... the cigarette with Straight Tobacco Flavor. And
now, Ford Bond!

(FORD BOND SCRIPT)

TODAY'S SPORTS WITH FORD BOND July 24, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now while we're waiting for the Pall Mall score board, here's Bill Farren.

FARREN: Here's a letter from a fan. He says: "My wife and I get along swell, except for one thing. For years she's insisted on smoking one brand of cigarettes and I've insisted on another. That's been a darned nuisance. But since we started smoking Pall Malls we've gotten together at last. Yessir, Pall Malls give us both more smoking pleasure than any other cigarette we've ever smoked."

BOND: Well, Bill, there's another case. Die-hard smokers all over the country have changed to Pall Malls for that very reason... they give extra smoking enjoyment. And they give you this extra enjoyment because, unlike ordinary blended cigarettes, they don't need or use artificial flavoring. All you get from Pall Malls is the pleasing...soothing...effect of top-grade tobacco.

FARREN: And, after all, Ford, it's the effects of smoking tobacco the world wants. It's certainly not the taste you get from smoking molasses and licorice or other artificial flavorings.

BOND: Right, Bill.

FARREN: But Pall Mall doesn't need even a trace of artificial flavoring.

BOND: No sir, Pall Mall doesn't need sugar-coating because Pall Mall tobaccos are never harsh. You see, fans, Pall Mall uses only

July 24, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D

BOND CONT'D.:

top-grade tobaccos. Then Pall Mall takes time... plenty of time... to blend the individual flavors of these different tobaccos into a more harmonious, natural pleasing flavor.

FARREN: And man, how smokers like that natural, straight tobacco flavor!

BOND: I'll say they do. And that's why I'm going to ask all you fans to do something. Smoke Pall Malls for just one week. Get all the pleasure of smoking... get the natural flavor... the real effect of Pall Mall's undoctored tobaccos. Then let your own taste decide. And I'll bet you won't ever smoke anything else.

FARREN: Take Ford up on that, fans. Smoke Pall Malls today and see for yourself. Pall Malls are only fifteen cents for twenty. And with straight tobacco flavor, they're better... Naturally. And now back to Ford Bond for last minute sport news.

CLOSING July 24, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #83 PALL MALL CIGARETTES

ANNOUNCER:

Monday...listen to Ford Bond with more exciting baseball
and sports news...Today...and every day...smoke PALL MALL cigarettes
with STRAIGHT TOBACCO FLAVOR...15¢ for twenty...They're Better...
NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 26th 1937

TODAY'S SPORTS WITH FORD BOND #84 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
MALL, The Modern Blend ... the cigarette with straight tobacco flavor.
And now, FORD BOND!

(FORD BOND SCRIPT)

MIDDLE (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 26th 1937

TODAY'S SPORTS WITH FORD BOND #84 PALL MALL CIGARETTES

BOND: And now while we're waiting for the complete PALL MALL score-board, here's Bill Farren.

FARREN: Ford, I was interested in knowing just what kind of people buy Pall Malls. So today I stood downstairs in the tobacco shop for a while and watched people buy cigarettes.

BOND: Good idea, Bill. And what did you learn? What kind of people do buy Pall Malls?

FARREN: All kinds, Ford. The new Pall Mall, the Modern Blend, seems to please everybody.

BOND: Well, *that does surprise me* ~~you don't astonish me with that.~~ Of course Pall Mall is everybody's cigarette. And the reason's plain: What the world wants in smoking is the pleasure of tobacco. And what everybody gets from Pall Malls is the pleasure of tobaccos... fine, straight tobacco without any artificial flavouring or sweetening.

FARREN: Well, Ford, it's no wonder they chose the name of The Modern Blend for the new Pall Mall. While ordinary blended cigarettes still mix their tobaccos with some of almost a hundred flavourings and sweetenings like licorice and molasses, Pall Mall doesn't use a single one of them.

BOND: What's more, Pall Mall doesn't need to flavor it's tobaccos. Instead, Pall Mall starts out with better tobaccos... the fine ripe top-grades that have the finest flavour. And then Pall Mall blends these tobaccos in a new and painstaking way. So the Modern (MORE)

MIDDLE (cont'd) (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 26th 1937

TODAY'S SPORTS WITH FORD BOND #84 PALL MALL CIGARETTES

BOND:(cont'd) Blend of Pall Mall has no harshness, no spottiness,
Pall Mall can afford to be natural! It's better natur-
ally.

FARREN: Ford, lots and lots of smokers every day are discovering
new smoking pleasure in Pall Malls.

BOND: Yes, there never was a cigarette that suited so many
types of people. And the reason? People like Pall
Malls because Pall Malls give them the true flavour ...
the real soothing pleasing effects of tobacco. ... with-
out artificial flavouring. So fans, get your red and
gold package of Pall Malls tonight. Smoke Pall Malls
yourself and find out how much extra smoking enjoyment
there is in Pall Malls.

FARREN: Take Ford's advice, Fans. Next time you buy cigarettes,
say "Pall Malls, please". They cost you only fifteen
cents for twenty. And with straight tobacco flavour ...
They're Better ... Naturally!

(FORD BOND SCRIPT)

ATX01 0062631

CLOSING (revised 7/26/37)
COMMERCIAL announcement July 26th 1937

TODAY'S SPORTS WITH FORD BOND #84 PALL MALL CIGARETTES

ANNOUNCER:

Ford Bond will be back at this same time tomorrow night.
Smoke Pall Mall cigarettes and enjoy their STRAIGHT TOBACCO FLAVOR.
Remember PALL MALL, in the red and gold package ... fifteen cents for
twenty. They're Better ... NATURALLY!

ATX01 0062632

COMPTON ADVERTISING, INC. • New York

OPENING (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 27th 1937

TODAY'S SPORTS WITH FORD BOND #85 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND ... brought you by PALL
Mall The Modern Blend ... the cigarette with straight tobacco flavor.
And now FORD BOND!

(FORD BOND SCRIPT)

MIDDLE (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 27th 1937

TODAY'S SPORTS WITH FORD BOND #85 FALL MALL CIGARETTES

BOND: And now while we're waiting for the complete Fall Mall score board, here's Bill Farren.

FARREN: Ford, I recently gave a friend of mine a pack of Fall Malls -- he started to smoke them -- and is he enthusiastic? He says Fall Malls have got everything!

BOND: Hold on, Bill, Fall Mall has everything the smoker wants but it hasn't got everything.

FARREN: You mean it hasn't got artificial flavoring.

BOND: That's it! Fall Mall hasn't got a single solitary one of the scores of artificial flavorings and sweetenings used in ordinary blended cigarettes. The reason is that Fall Mall tobaccos don't need sugar coating. Fall Mall uses only top-grade tobaccos, and blends them in a new way.

FARREN: And that's why Fall Mall gives you a plus in smoking pleasure.

BOND: Right. Fall Mall gives you more pleasure because it has everything you want. You want tobacco when you smoke -- the world always has. And that's what you get from Fall Malls... straight tobacco flavor... the true flavor... the real soothing pleasing effects of tobacco... without sugar-coating of any kind.

FARREN: Fans, get all the enjoyment from your cigarette... get a plus in pleasure... get Straight tobacco flavor. Smoke Fall Malls.

MIDDLE cont'd (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 27th 1937

TODAY'S SPORT WITH FORD BOND #85 FALL MALL CIGARETTES

BOND: Fans, next time you buy cigarettes get Fall Malls. If you don't already smoke Fall Malls, find out what you've been missing. Treat yourself to the extra smoking pleasure only Fall Mall's tobaccos can give you. Smoke Fall Malls for a week and I'll bet my hat your taste will say: "That's my cigarette."

FARREN: The red and gold pack of Fall Malls costs only fifteen cents for twenty cigarettes. And when you've enjoyed their straight tobacco flavor, you'll join in the chorus of those who say ... They're Better NATURALLY!

(FORD BOND SCRIPT)

CLOSING (revised 7/26/37)
COMMERCIAL ANNOUNCEMENT July 27th 1937

TODAY'S SPORTS WITH FORD BOND #85 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow ... listen to Ford Bond with more exciting
baseball and sports news. Today ... and every day ... smoke PALL
MALL cigarettes, The Modern Blend with STRAIGHT TOBACCO FLAVOR ...
fifteen cents for twenty. "They're Better ... NATURALLY!"

ATX01 0062636

COMPTON ADVERTISING, INC. • New York

OPENING JULY 30, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #88 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...brought you by PALL MALL,
The Modern Blend...the cigarette with straight tobacco flavor.
And now, Ford Bond.

(FORD BOND SCRIPT)

TODAY'S SPORTS WITH FORD BOND #88 JULY 30, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now, while we're waiting for the complete Pall Mall score board, here's Bill Farren.

FARREN: Ford, a friend of mine is a die-hard. I've been trying to get him to buy Pall Malls ever since I've been on this program. Finally I persuaded him to buy a pack. And, boy, is he a Pall Mall fan now!

BOND: That's the way it's going, Bill - once people smoke Pall Malls they turn into fans - and boosters. And that's the reason I am going to ask you other smokers who don't change easily to do one simple thing...

FARREN: And what's that, Ford?

BOND: I'm going to ask you to smoke Pall Malls yourself for one week. I don't want you to take my word for anything. I want you to discover...as hosts of fans already have... that Pall Malls give you something extra in the way of smoking pleasure. That something extra is: the true flavor of tobacco...the soothing pleasing effects of tobacco without artificial flavoring.

FARREN: Yes, Ford is right..Pall Malls give you extra pleasure because they're made differently. Most ordinary blended cigarettes today mix their tobaccos with angelica, chocolate, vanilla, or some of almost a hundred ingredients.

BOND: But Pall Mall doesn't use a single flavouring. Instead Pall Mall starts with top-grade tobaccos, blends them

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D

BOND: in a new special way. Thus Pall Malls have no harsh
Cont'd tobaccos...no spottiness of flavour...nothing to hide.

So Pall Malls don't need doctoring.

FARREN: Fans, smoke Pall Malls yourself for a week. At the end
of the week you'll probably be saying something like this:

BOND: "Pall malls give me something I never could get from
ordinary blended cigarettes. They give me straight un-
doctored tobacco flavour. After all, that's what I,
and every other smoker wants...the pleasing, soothing
effects of top-grade tobaccos - without the taste of
artificial flavourings."

FARREN: So fans, ask for Pall Malls....Smoke Pall Malls. They're
only fifteen cents for twenty. They bring you straight
tobacco flavour. They're better...Naturally.

COMPTON ADVERTISING, INC. • New York

OPENING
COMMERCIAL ANNOUNCEMENT July 28, 1937

TODAY'S SPORTS WITH FORD BOND #86 PALL MALL CIGARETTES

ANNOUNCER;

TODAY'S SPORTS WITH FORD BOND... Brought you by PALL
MALL, The modern Blend... the cigarette with straight tobacco flavor.
And now, Ford Bond!

(FORD BOND: SCRIPT)

TODAY'S SPORTS WITH FORD BOND #86 July 28, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now while we're waiting for the complete Pall Mall score board, here's Bill Farren.

FARREN: Ford, a man who knows a lot about cigarettes has been telling me what surprisingly big differences there are in cigarette tobaccos. Why, there are actually more different kinds and grades than you can count on your fingers and toes...twice over. And he says there are unusually fine tobaccos in the new Pall Mall.

BOND: That's right, fans. Cigarette tobaccos range all the way from the harsh low grades on up to the top-grades that are the finest, smoothest tobaccos money can buy. Now, the new Pall Mall uses only these expensive top-grades. The low grades are out.

FARREN: And Ford don't forget to tell the fans something else that is out of Pall Malls.

BOND: You mean artificial flavourings and sweetenings, don't you Bill? And that's very important. Ordinary blended cigarettes today mix their tobaccos with licorice, molasses, some of almost a hundred flavourings. But Pall Mall doesn't flavour or sweeten. And there's no magic about it. Pall Mall simply uses the top-grade tobaccos, blends them more carefully in a new and different way. Thus, Pall Mall has no harsh tobaccos to cover up with added flavourings.

TODAY'S SPORTS WITH FORD BOND #86 July 28, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D.

FARREN: And with no artificial flavouring, Pall Mall gives you the true flavour...the real effects, of tobacco.

BOND: And, after all, fans, isn't that what we all smoke for...the pleasing, soothing effects of tobacco? Certainly no one smokes for the taste of artificial flavourings.

FARREN: And that's why so many smokers every day are turning to Pall Malls unflavored tobaccos?

BOND: Fans, smoke Pall Malls for one week. See if they don't give you a new plus on smoking pleasure. You be the judge - let your own taste decide.

FARREN: What could be fairer than that? All Ford says is: Try Pall Malls decide for yourself. Twenty Pall Malls cost only fifteen cents! With straight tobacco flavour, They're Better...Naturally!

CLOSING July 28, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting base-
ball and sports news. Today...and every day...smoke PALL MALL
Cigarettes with STRAIGHT TOBACCO FLAVOR...They cost you fifteen
cents for twenty. They're better.....NATURALLY!

COMPTON ADVERTISING, INC. • New York

OPENING JULY 29, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #87 PALL MALL CIGARETTES

ANNOUNCER:

TODAY'S SPORTS WITH FORD BOND...Brought you by Pall
Mall, The Modern Blend...the cigarette with straight tobacco
flavor. And now, Ford Bond!

(FORD BOND: SCRIPT)

MIDDLE
COMMERCIAL ANNOUNCEMENT

FARREN: Ford, today I talked to a smoker with a lot of good hard common sense. He said: "I don't know a thing about cigarette tobaccos or how cigarettes are made. But since I've been smoking Pall Malls" he went on.. "I know I'm smoking better tobaccos."

BOND: Did he explain how he knew, Bill?

FARREN: Yes. He said: "I get more down-right fun out of smoking Pall Malls than I ever got before - so I know they give me better tobaccos"

BOND: Well, there's no doubt Pall Malls use better tobaccos. But there's still another reason why your friend likes Pall Malls better.

FARREN: You mean because Pall Mall doesn't sweeten or flavor its tobaccos.

BOND: Right! Most ordinary blended cigarettes mix tobaccos with licorice, molasses, angelica...and some of almost a hundred other ingredients. But Pall Mall does not use a single one! Instead Pall Mall blends its full-flavoured top-grade tobaccos more thoroughly in a new and special way. Thus Pall Malls need no sugar-coating.

FARREN: Of course, to make a cigarette the Pall Mall way takes extra time and extra money.

BOND: You said it. But, fans, when you smoke Pall Malls, you'll say it's worth it. For tobacco is what every one of us

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D

BOND: wants in our cigarettes...so why not get tobacco...fine
Cont'd tobacco...unflavored and unsweetened

FARREN: That's sound advice, Ford. It's the soothing, pleasing
effects of tobacco that make smoking a pleasure. Arti-
ficial flavourings can't add a thing to your pleasure.

BOND: Of course not. So, fans, smoke the new Pall Malls your-
self for a week. Find out why more people every day are
getting extra smoking pleasure from Pall Malls unflavour-
ed tobaccos.

FARREN: Yes, fans, let your own taste decide. Get the red and
gold package of Pall Malls today. They're only fifteen
cents for twenty! They bring you straight tobacco flavour.
They're Better...Naturally!

CLOSING
COMMERCIAL ANNOUNCEMENT JULY 29, 1937

TODAY'S SPORTS WITH FORD BOND #87 PALL MALL CIGARETTES

ANNOUNCER:

Tomorrow...listen to Ford Bond with more exciting base-
ball and sports news. Today...and every day...smoke PALL MALL
cigarettes with STRAIGHT TOBACCO FLAVOR...They cost you fifteen
cents for twenty. They're better.....NATURALLY!

ATX01 0062647

CLOSING JULY 30, 1937
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #88 PALL MALL CIGARETTES

ANNOUNCER:

Be sure to listen to Ford Bond's up-to-the-minute sports news tomorrow. And enjoy the added pleasure of smoking Pall Mall cigarettes with STRAIGHT Tobacco Flavor. They're fifteen cents for twenty. They're better...NATURALLY! They're PALL MALLS!

ATX01 0062648

COMPTON ADVERTISING, INC. • New York

OPENING JULY 31, 1957
COMMERCIAL ANNOUNCEMENT

TODAY'S SPORTS WITH FORD BOND #89 FALL FALL CIGARETTES

ANNOUNCER: TODAY'S SPORTS WITH FORD BOND... Brought you by FALL
FALL, The Modern Blend... the cigarette with Straight Tobacco
Flavor... And now, Ford Bond!

(FORD BOND SCRIPT)

JULY 31, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT

BOND: And now, while we're waiting for the complete Pall Mall score board, here's Bill Farren.

FARREN: Ford, here's an interesting thought a friend dropped last night. He said: "The world changes all the time." "But", he said, "as far as blended cigarettes go nothing really new had happened in twenty years until The Modern Blend of Pall Mall came along."

BOND: And he's right! Pall Mall really brought cigarette smokers a new and basic idea. And it's such a marked improvement that some thousands of smokers have been converted to Pall Malls practically overnight. The new idea is just this: Most ordinary blended cigarettes mix their tobaccos with some of almost a hundred flavorings and sweetenings. Now the Pall Mall people said: "What the world has always wanted has been the pleasing, soothing effects of tobacco - just fine tobacco - not tobacco covered up with something else." So Pall Mall decided to give smokers straight, unflavoured tobaccos... tobaccos so fine... so carefully blended... that they need no artificial flavoring.

FARREN: And this means blending these top-grade tobaccos by a new, more thorough process.

TODAY'S SPORTS WITH FORD BOND #89 JULY 31, 1937

MIDDLE
COMMERCIAL ANNOUNCEMENT CONT'D

BOND: Right! But when Pall Mall gets through, Pall Mall needs
no sugar-coating because Pall Mall has no harsh tobaccos,
no spottiness of flavour - nothing to hide.

FARREN: This takes a lot of extra time and money. But from the
way this Pall Mall idea is taking hold it's certainly
worth it.

BOND: Yes, and fans, you'll agree with that when you smoke
Pall Malls and enjoy the true taste...the true effects...
of fine tobacco...without artificial flavouring. So
smoke Pall Malls yourself for a week. Prove to yourself
that they bring you a glorious new smoking pleasure.

FARREN: That's a good tip, fans. Got Pall Malls next time you
buy cigarettes. They're only fifteen cents for twenty.
They bring you STRAIGHT tobacco flavour...They're Better
...Naturally!

CLOSING
COMMERCIAL ANNOUNCEMENT

JULY 31, 1997

TODAY'S SPORTS WITH FORD BOND #89

PALL MALL CIGARETTES

ANNOUNCER:

Monday...listen to Ford Bond with more exciting baseball
and sports news. Today...and every day...smoke PALL MALL cigar-
ettes with STRAIGHT TOBACCO FLAVOR...15¢ for twenty. They're
Better...NATURALLY!

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