

FRANK
CONTINITY

PAL MALL
BODIE DUCHIN
MATTY MALNECK

SEPT. 1933

to

AUG. 1939

0795196-001

R1X01 0229792

"Go Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN & ORCH. (REVISED)	Date:	Mon. Sept. 5, 1938
Client:	PALL MALL	Time:	9.30-10.00 p.m.
Product:	AMERICAN TOBACCO CO. (Typed Sept. 2, 1938)	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN .. ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking pleasure embodied in
the modern blend of Pall Mall famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever discriminating
people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER..)

ANNOUNCER...(ON CUE)

Just as discriminating people congregate to enjoy the suave,
danceable rhythms of Eddy Duchin and his orchestra ... playing for
you now in his distinctive, inimitable style... This is a program
dedicated to lovers of the dance ... Eddy Duchin's piano has set
the tempo ... the dancers are eager to begin ... we hope that you

ANNOUNCER... (CON'T)

too .. wherever you are .. will respond to the lilting fox trot ...

"I've Got A Pocketful of Dreams" ...

"I'VE GOT A POCKETFUL OF DREAMS" GROUP VOICE

(DUCHIN SEQUE ON PIANO BACKGROUND UNDER ANNOUNCEMENT)

ANNOUNCER...

Still in the rhythm of the fox trot ... but favouring the slower tempo synonymous with the Eddy Duchin style of music ... and so appealing to young people in love... At the top of the list of popular favorites ... it's natural appeal enhanced by the treatment of our Pall Mall maestro ... the romantic dance ballad "Now It Can Be Told"

"NOW IT CAN BE TOLD" MALE VOICE

(BELL .. BIG BEN COMPLETE EFFECT .. DOWN FOR)

ANNOUNCER...

No doubt you wonder why we use the booming voice of Big Ben on our Pall Mall Pavilion. There's a very good reason. Big Ben, to all Englishmen, is the voice of London. It is the huge old bell that hangs in the clock tower of the House of Parliament and solemnly tolls out each hour. Almost in the shadow of Big Ben's tower stretches Pall Mall, one of England's and one of the world's most famous avenues. Near it are the shops where men's styles are born. On it, are the historic clubs whose members join at birth and remain till death. On it, at Number 60, is the traditional home of Pall Mall Famous Cigarettes. Pall Mall has, as have these shops, and these clubs, a certain hard-to-define character the world admires ... that's why, for forty years, Pall Mall has been preferred by the discriminating in America as well as London. Made in the English manner .. of natural tobaccos with no artificial flavouring .. Pall Mall is always in good taste .. it is smart without being pretentious .. it has a natural sincerity. With these pleasant virtues, it is no wonder Pall Mall the Modern Blend of America is daily capturing more and more particular palates. For Pall Mall Famous Cigarettes are typical and symbolic of the London of good living and good taste ... the London that has so much in common with America ... the London of Big Ben.

(BELL .. COMPLETE EFFECT)

(ORCHESTRA ON CUE SETS VAMP INTRO, FOR RHUMBA ... REGISTER AND
FADE FOR BACKGROUND)

ANNOUNCER... (ON CUE)

Eddy Duchin leads his orchestra in the rhumba Siboney ...

"SIBONEY"ORCHESTRA

(DIRECT MUSICAL SEQUE INTO)

"ZIGEUNA"ORCHESTRA

(DUCHIN .. PIANO SOLO ... HALF CHORUS .. FADE)

ANNOUNCER... (ON CUE)

As Eddy Duchin .. at his piano .. plays the haunting melody of
Zigeuna, we believe it fitting for Pall Mall of America to send a
musical letter home to Pall Mall of England ... So here is a tribute
to London .. scene of Noel Coward's production of Bitter Sweet ...
which won the acclaim of not only his native England .. but of the
world .. We dispatch our letter ~~home~~ through the voice of James
Shields who recalls one of the big moments from Bitter Sweet as he
sings "I'll See You Again"...

"I'LL SEE YOU AGAIN"SHIELDS

(ORCHESTRA SEQUE INTO VAMP INTRO FOR TISKET A TASKET)

ANNOUNCER...

Once again into the spirit of the dance .. the rhythm quickens and
Eddy Duchin pays his respects to the contagious style so aptly
named "swing" ... and what better representative could we find than
America's current favorite .. "A Tisket .. A Tasket"...

ANN...

And now may we suggest .. a deep comfortable chair ... a refreshing tobacco rich Pall Mall (PIANO IN) .. and to make the picture complete Eddy Duchin at his piano glorifying the ever popular strains of "A Pretty Girl Is Like A Melody" ...

"A PRETTY GIRL IS LIKE A MELODY" DUCHIN SOLO .. WITH ORCHESTRA

ANNOUNCER...

In most of our present day programs, ladies and gentlemen .. you can usually depend on someone asking someone else questions ... so in keeping with that modern trend .. we'd like to ask you a question. What is the most important thing you look for in a cigarette? It's the natural flavour of fine tobaccos ... isn't it? You'll find it in Pall Mall Famous Cigarettes. For in Pall Mall you get only the natural flavour of selected imported and domestic tobaccos ... no artificial flavouring ... simply straight tobacco ... real tobacco ... unaltered. That's what we mean when we say that Pall Malls are better naturally ... because only the very finest tobaccos are used ... tobaccos which require no artificial flavouring. This English tradition of blending without flavouring has always been observed in Pall Mall Originals, long famous as A Shilling In London, A Quarter Here ... and it is also observed in Pall Mall the Modern Blend. Yet these truly superior cigarettes cost but 15 cents for 20. We'd like very much to have you try Pall Mall. You'll appreciate the patented English wrapping, which provides a unique opening tab for the famous red and gold packet ... a convenience for you ... a protection for your cigarettes. But most important ... we believe you'll discover a new and distinctive cigarette. Join the trend to Pall Mall, the Modern Blend. They're better .. naturally.

"FLAT FOOT FLOOGIE"ORCHESTRA & GROUP
(PIANO SEQUE UNDER ANNOUNCEMENT)

ANNOUNCER...

Our Pall Mall maestro Eddie Duchin presents rich contrast again ...
as he returns to the gliding fox trot temp with ... "You Go To
My Head"...

"YOU GO TO MY HEAD"MALE VOCAL
(ORCHESTRA VAMP INTRO FOR "SOME OF THESE DAYS" ... FADE)

ANNOUNCER...(ON CUE)

Our temp increases ... the music achieves a liltng irresistable
bouyancy as Eddy Duchin pays his respects to a great favorite of
yesterday ... today ... and always ... "Some Of These Days" ...

"SOME OF THESE DAYS"ORCHESTRA
(SEQUE INTO THEME ... FADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING .. FADE)

ANNOUNCER...(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour ... and our program ... dedicated to the dance is ended ...
We hope you'll join us next Monday night when the throbbing stroke
of Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pall Mall Famous Cigarettes.

ANNOUNCER...

And remember ... wherever discriminating people congregate you will
fine Pall Malls ... they're better ... naturally. Goodnight.

(APPLAUSE) (THEME UP ... SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN & ORCH.	Date: MON. SEPT. 12, 1938
Client:	AMERICAN TOBACCO CO.	Time: 8:30 - 10:00 P.M.
Product:	PALL MALL	Network: WEAFF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking pleasure embodied in
the modern blend of Pall Mall famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever discriminating
people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

Just as discriminating people congregate to enjoy the suave,
danceable rhythms of Eddy Duchin and his orchestra ... playing for
you now in his distinctive, inimitable style and inviting you to
join us in this program dedicated to lovers of the dance ...

ATX01 0229800

ANNOUNCER ... (CONT'D)

Eddy Duchin's ~~nimble fingers are cavering over the bass notes ...~~ *familiar tempo has set the mood*

~~which is the cue to start your toes tapping to the bright melody~~
of "I'm Gonna Lock My Heart And Throw Away The Key".

"I'M GONNA LOCK MY HEART AND THROW AWAY THE KEY" GROUP VOICE
(DUCHIN SEQUE ON PIANO BACKGROUND UNDER ANNOUNCEMENT)

ANNOUNCER ...

Still in the rythms of the fox trot ... but favoring the slower
tempo synonomous with the Eddy Duchin style of music ... Our Pall
Pall Maestro brings you the soft, sweet music of one of America's
most popular dance ballads "So Help Me."

"SO HELP ME" MALE VOICE

Big Ben

ANNOUNCER ...

Some years ago, a gentleman by the name of Shakespeare, I think it was -- tossed off a very pertinent question ... to wit ... What's in a name? Last night, in a fashionable club, that question was answered to everyone's satisfaction ...

1ST AMERICAN ...

Cigarette, Tom?

2ND AMERICAN ...

Yes thanks ... I see you're smoking them too.

1ST MAN ...

Sure ... I think Paul Mauls are ...

2ND MAN ...

What do you mean -- "Paul Maul" ... the name's "Pell Mell".

1ST MAN ...

Oh, is it? I suppose that's why it's spelled P-A-L-L M-A-L-L.

2ND MAN ...

But that's beside the point. The cigarette was named after Pell Mell, the famous thoroughfare of London. That avenue of smart, distinctive clubs is pronounced Pell Mell -- so it's quite logical to call the cigarette ...

1ST MAN ... (INTERRUPTING)

... Pell Mell, sure enough. Say, that's interesting all right. Oh, I forgot -- here -- have a Pell Mell -- and you can take it from me -- it's the best tasting tobacco I ever came across!

ANNOUNCER ...

And, after all, ladies and gentlemen -- that's the really important consideration ... the tobacco ... that's why Pall Mall Famous Cigarettes have become a symbol of quality in America. For it is the only American cigarette of its kind that observes the English tradition of blending only natural tobaccos ... with no artificial flavouring added. So you are assured the true aroma ... true flavour, and true goodness of natural tobacco. When you ask for Pall Mall ... you can look forward to a new and keener smoking pleasure. And you'll get it ... for Pall Malls are better -- naturally.

Big Ben

(ORCHESTRA ON CUE SETS VAMP INTRO. FOR RHUMBA ... REGISTER AND
FADE FOR BACKGROUND)

~~ANNOUNCER ... (ON CUE)~~

~~Eddy Duchin takes you to Mexico with the pulsating beat of the
rhumba ... "La Cucarachia".~~

"LA CUCARACHIA" ORCHESTRA

(DIRECT MUSICAL SEQUE INTO)

"LOVE IS THE SWEETEST THING" ORCHESTRA

(DUCHIN ... PIANO SOLO ... FADE)

ANNOUNCER ... (ON CUE)

As Eddy Duchin plays the unforgettable melody of "Love Is the
Sweetest Thing", Pall Mall of America addresses it's weekly letter
to Pall Mall of England -- Our musical tribute to London is framed
in the music of Noel Coward's celebrated production, "Conversation
Piece". Our letter recalls vividly all the charm and beauty of
this great London musical as ^{Jimmie}~~James~~ Shields sings - "I'll Follow
My Secret Heart".

"I'LL FOLLOW MY SECRET HEART" SHIELDS & ORCH.

(ORCH. SEQUE INTO VAMP INTRO. FOR MULBERRY BUSH.)

ANNOUNCER ... (ON CUE)

Again the compelling rhythm of Eddy Duchin's piano invites the
urge to dance -- and we reflect on the all-embracing carefreeness
of this thing called "swing" as we hear a childhood favorite

ANNOUNCER ... (CONT'D)

streamlined to suit the modern trend - "Stop Beating Around the Mulberry Bush".

"STOP BEATING AROUND THE MULBERRY BUSH" ORCHESTRA

ANNOUNCER ...

And now a relaxing interlude to the dance ... ~~as Eddy Duchin takes over by himself~~ ... may we suggest a deep comfortable chair, a

refreshing, tobacco-rich Pall Mall ... (PIANO IN) ^{and ~~listen~~} *aware the*

perfect spell - Eddy Duchin at his piano playing ... ~~while the stylist of the keyboard plays~~ "More Than You Know".

"MORE THAN YOU KNOW" DUCHIN SOLO ... ORCH.

ANNOUNCER ...

When you listen to music -- good music -- you listen for the pleasure that music can bring you, isn't that true? And, ladies and gentlemen -- it's just as true that when you smoke a cigarette -- you smoke for the distinct pleasure that tobacco gives you. That's why we'd like very much to have you try Pall Mall Famous Cigarettes. For Pall Malls were created solely to give you the utmost in smoking pleasure ... to give you only the natural flavour of selected domestic and imported tobaccos ... straight tobaccos -- skillfully blended -- without any artificial flavouring. So the tobaccos used must be of the very highest grade -- the kind of tobaccos which need no artificial flavouring. That's what we mean when we say Pall Malls are better -- naturally. Yet the famous red and gold packet of twenty cigarettes costs you but fifteen cents. Lift the unique easy-opening tab on the back of the packet ... remove one of these firm, fresh cigarettes and light it ... And before the last wisp of fragrant smoke from that first Pall Mall fades into the air ... you will know that here at long last is the cigarette for discriminating people. Join the trend to Pall Mall Famous Cigarettes. They're better -- naturally.

ATX01 0229806

"WHAT GOES ON HERE IN MY HEART" ORCHESTRA & GROUP
(PIANO SEQUE UNDER ANNOUNCEMENT)

ANNOUNCER ...

Again our versatile Pall Mall Maestro returns to the slow - dreamy
fox trot so synonomous with the Eddy Duchin style. A melody high
on the list of current favorites - romantic - melodies ...

"There's A Faraway Look In Your Eye" ...

"THERE'S A FARAWAY LOOK IN YOUR EYE" MALE VOCAL
(ORCHESTRA VAMP INTRO FOR "I'M NOBODY'S SWEETHEART NOW" ... FADE)

ANNOUNCER ...

And now - the music achieves a new lift - a lilting irresistable
bouyancy as Eddy Duchin pays his respects to a great favorite of
yesterday - today - and always - "I'm Nobody's Sweetheart Now".

"I'M NOBODY'S SWEETHEART NOW" ORCHESTRA

(SEGUE INTO THEME ... FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour ... and our program ... dedicated to the dance is ended ... We
hope you'll join us next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pall Mall Famous Cigarettes. And
remember ... wherever particular people congregate you will find
Pall Malls ... they're better ... naturally. Goodnight.

(APPLAUSE) (THEME UP ... SIGN OFF) (BRING UP BELL)

As broadcast

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN & ORCH. (REVISED)	Date:	MON. SEPT. 19, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL (Typed Sept. 19, 1938)	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking pleasure embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his orchestra ... playing for you now in his dis-
tinctive, compelling style and inviting you to join us in this
program dedicated to lovers of the *fresh things of life* ~~dance~~ ... We open our program
tonight ... with the lilting foxtrot ... "I Used To Be Color Blind".

ATX01 0229808

"I USED TO BE COLOR BLIND" GROUP VOICE
(DUCHIN SEGHE ON PIANO BACKGROUND UNDER ANNOUNCEMENT)

ANNOUNCER ...

A change in tempo ... and our Pall Mall maestro sets the mood for
a currently popular song ... rich in character and style ...

"Small Fry".

"SMALL FRY" GIRL VOCAL

(DUCHIN . . . PIANO . . . SEGUE TO "LET'S CALL THE WHOLE THING OFF" . . .
FADE UNDER)

ANNOUNCER . . .

We find to our surprisc, ladies and gentlemen, that we are responsible for a bit of controversy in the American Home. So tonight, in all fairness, we would like to present both sides of the situation . . .

(MUSIC OUT)

YOUNG MAN . . .

Oh, confound it . . . can't you keep these cigarette boxes filled?

YOUNG WOMAN . . .

Count ten and relax, darling . . . there are plenty of Paul Mauls in this box.

MAN . . .

Pell Mells.

WOMAN . . .

What are you talking about?

MAN . . .

The name of the cigarette is Pell Mell.

WOMAN . . .

Well -- I may not be very bright, but, P-A-Double L . . . M-A-Double L spells Paul Maul where I come from.

MAN ...

Of course, you're not very bright ... that's why you married me.
Where's the encyclopedia?

WOMAN ...

Over there, (SWEETLY) ... and remember, darling -- the letter comes
right after the letter O.

MAN ...

Fancy you knowing that -- oh, here we are ... P-A-L-L, M-A-L-L, a
famous street in London ... and it's pronounced Pell Mell.

WOMAN ...

Oh.

MAN ... (GOING RIGHT ON)

So you see, sweetheart, since the cigarette was named after that --

WOMAN ... (INTERRUPTING)

Oh, how must I feel! Well -- have a Pell Mell. At least there's
no argument about its being our favorite cigarette.

ANNOUNCER ...

And that, ladies and gentlemen, is the constantly growing opinion of
discriminating American families. Did you know that Pall Mall
Famous Cigarettes are the only blended cigarettes in this country
that observe the English tradition of blending only natural tobaccos
... without any artificial flavouring? Well, they are. Just as
with Pall Mall Originals -- A Shilling In London, A Quarter Here --
so in Pall Mall Modern Blend -- fifteen cents the packet of twenty
-- you derive smoking pleasure from the taste of the highest-grade
tobaccos - and nothing else. Try them, won't you? They're better
-- Naturally.

(ORCHESTRA ON CUE SETS VAMP INTRO. FOR RHUMBA ... REGISTER AND
FADE FOR BACKGROUND)

"QUIEN BOMBA" ORCHESTRA

(DIRECT MUSICAL SEGUE INTO)

"THE VERY THOUGHT OF YOU" ORCHESTRA

(DUCHIN ... PIANO SOLO ... FADE)

ANNOUNCER ... (ON CUE)

As Eddy Duchin ... at his piano ... echoes the lingering melody
of "The Very Thought of You", so closely associated with his
English contemporary Ray Noble ... Pall Mall of America addresses
its weekly letter to Pall Mall of London. Our salutation this
week is from the music of Noel Coward's celebrated London
production, "~~Bitter Sweet~~" ^{"Private Lives"} ... which won the acclaim of England's
famed Piccadilly ... and of Pall Mall, the fashionable community
which gave its name to our distinctive cigarette. Jimmy Shields
re-awakens the memory of "~~Bitter Sweet~~" ^{"Private Lives"} as he sings "Some Day
I'll find You" ...

"SOME DAY I'LL FIND YOU" SHIELDS & ORCH.

(ORCH. SEGUE INTO VAMP INTRO. FOR "I'M GONNA LOCK MY HEART".

ANNOUNCER ...

Some of you may prefer softly played, sweet ~~music~~ music ... while others would rather listen to swing. And, ladies and gentlemen, - just as your tastes in music differ ... so may your tastes in cigarettes. We realize it's well nigh impossible to make a cigarette that will capture the favour of everyone. But we do believe that Pall Mall Famous Cigarettes will prove most pleasing to you who prefer the finer things. For among cigarettes, Pall Malls are finer ... they're better -- naturally. In all America, Pall Mall is the only blended cigarette of natural tobaccos ... and only natural tobaccos, - without any artificial flavouring. Obviously, only tobaccos of the very highest grade can be used -- tobaccos which need no artificial flavouring. That's why Pall Mall is a really unique cigarette. Even Pall Mall's exclusive English wrapper with the patented opening tab on the back of the packet is unique - a better protection for your cigarettes - a more thoughtful convenience for you. Buy one of the famous red and gold packets tomorrow -- and we'll leave it entirely to your own taste if Pall Mall's aren't better - naturally.

"ALEXANDER'S RAGTIME BAND" ORCHESTRA & GROUP
(PIANO SEGUE UNDER ANNOUNCEMENT)

ANNOUNCER ...

On Pall Mall mascot
~~Eddy Duchin presents rich contrast again~~ as he returns to the
the gliding foxtrot tempo ... with a popular dance ballad ... ~~romantic~~
... ~~deeply appealing~~ ... "I've Got a Date With a Dream".

"I'VE GOT A DATE WITH A DREAM" MALE VOCAL
(ORCHESTRA VAMP INTRO FOR "SWEET SUE" . . . FADE)

ANNOUNCER ...

The tempo quickens ... and the music surges forth ... as Eddy
Duchin brings you a great favorite of yesterday - today - and
always - "Sweet Sue".

"SWEET SUE" ORCHESTRA
(SEGUE INTO THEME ... FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour ... and our program ... dedicated to the *finer things of life* ~~finer things of life~~ ...
We hope you'll join us next Monday night when the throbbing stroke
of Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pall Mall Famous
Cigarettes. And remember ... wherever particular people congregate

ANNOUNCER ... (CONT'D)

you will find Pall Malls ... They're better ... naturally.

Goodnight.

(SOUND: BIG BEN UP FULL AND HOLD)

(APPLAUSE)

(THEME UP ... SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:

Client: EDDY DUCHIN & ORCH. "AS BROADCAST"

Product: PALL MALL

Date:

MON. SEPT. 26, 1938

Time:

9:30 10:00 P.M.

Network:

AMERICAN CIGAR & CIGARETTE CO.

(Typed Sept. 27, 1938)

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking pleasure embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his orchestra ... playing for you now in his dis-
tinctive, compelling style and inviting you to join us in this
program dedicated to lovers of the finer things of life ... We open
our program tonight ... with one of the brightest ... and one of the

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ANNOUNCER ... (CONT'D)

most popular foxtrots of the day ... "I've Got A Pocketful of Dreams"

"I'VE GOT A POCKETFUL OF DREAMS" TRIO

(DUCHIN SEGUE ON PIANO BACKGROUND UNDER ANNOUNCEMENT)

ANNOUNCER ...

Our Pall Mall maestro plays in the suave style that has made him
a favorite among discriminating people ... "You Go To My Head".

"YOU GO TO MY HEAD" ORCHESTRA

FIRST COMMERCIAL ...

FIRST COMMERCIAL

ANNOUNCER ...

Last night, two men had just dined wisely and well at the club,
when one of them asked ...

1ST MAN ...

What are you having for dessert, Don?

2ND MAN ...

Oh, I think I'll have deep dish apple pie ... a demi tasse ... and-
a ... I'd better get another pack of Pell Mells.

1ST MAN ...

You don't by any chance mean Paul Mauls, do you?

2ND MAN ...

All right, Tom, have it your way ... Paul Mauls ... in which case
perhaps I should have ordered "oople pie".

1ST MAN ...

What?

2ND MAN ...

Oh, I thought you didn't like my pronunciation in general.

1ST MAN ...

Oh! No! But - a lot of people do call them Paul Mauls, - and --

2ND MAN ... (INTERRUPTING)

I know ... but look ... what's the name of that famous section of
London where most of the smart clubs are ... Pell Mell, isn't it?

PALL MALL PROGRAM
September 26, 1938

FIRST COMMERCIAL -2-

1ST MAN ...

Well sure but --

2ND MAN...

Well, when the cigarette is named after Pell Mell, - why shouldn't you call it Pell Mell?

1ST MAN ...

You have me there, Don -- so you want -- apple pie -- a demi tasse - and a pack of Pell Mells - is that right?

2ND MAN ...

That's perfect!

ANNOUNCER ...

And, ladies and gentlemen, - when you ask for Pall Malls, you can be certain of receiving a packet full of rare and unusual smoking pleasure. For Pall Mall Famous Cigarettes are the only blended cigarettes in America that observe the English tradition of blending only natural tobaccos - without any artificial flavouring. Just as with Pall Mall Originals - long famous as A Shilling In London, A Quarter Here - so in Pall Mall Modern Blend - which cost but fifteen cents the packet of twenty - your smoking enjoyment is derived from the taste of the highest-grade tobaccos alone ... nothing else. That's why we can so confidently commend to you ... Pall Malls ... They're better - naturally.

ATK01 0229819

(ORCHESTRA ON CUE SETS VAMP INTRO. FOR RHUMBA ... REGISTER AND FADE FOR BACKGROUND)

"QUERRA MI MUCHA" ORCHESTRA

(DIRECT MUSICAL SEGUE INTO)

"TIME ON MY HANDS" ORCHESTRA

(DUCHIN . . . PIANO SOLO ... FADE)

ANNOUNCER ... (ON CUE)

As Eddy Duchin ... at his piano ... echoes the familiar melody of "Time On My Hands" ... Pall Mall of America addresses its weekly musical greeting to Pall Mall of England.. Our salutation this week is from the pen of England's versatile music-maker -- Ray Noble ... a favorite of London's Piccadilly, and of Pall Mall, the fashionable community which gave its name to our distinctive cigarette. Jimmy Shields sings the romantic melody ... "The Touch of Your Lips".

"THE TOUCH OF YOUR LIPS" SHIELDS & ORCHESTRA

(ORCHESTRA SEGUE INTO VAMP INTRO FOR "GAVOTTE")

ANNOUNCER ... (ON CUE)

Eddy Duchin features a unique swing treatment of a lilting Gavotte..

"GAVOTTE" ORCHESTRA

ANNOUNCER ...

And now may we suggest ... a deep comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) and to complete a perfect sense of pleasure ... Eddy Duchin at his piano ... playing "Sweet

ANNOUNCER ... (CONT'D)

And Lovely".

"SWEET AND LOVELY " DUCHIN SOLO ORCHESTRA

SECOND COMMERCIAL...

SECOND COMMERCIAL

ANNOUNCER ...

Most people agree that there are two sides to every story. Tonight,
-- we'd like to present both sides of our particular story ... the
OUTside ...

MAN ...

Pall Mall Famous Cigarettes, in the handsome red and gold packet,
offer you an exclusive convenience ... a patented English tab on
the back of the packet -- a unique tab for easy opening and for
cigarette protection.

ANNOUNCER ...

The INside ...

MAN ...

Twenty distinctive cigarettes for fifteen cents ... really unique
because they are the only blended cigarettes in America that give
you the true flavour, aroma, and goodness of natural tobaccos ---
skillfully blended -- without any artificial flavouring.

ANNOUNCER ...

That's the inside story, ladies and gentlemen, of why Pall Mall
Famous Cigarettes are winning the favour of those who prefer the
finer things. For only the finest tobaccos can be used in their ...
making ... tobaccos so fine they need no artificial flavouring..

That's why they're better -- naturally. And why, next time you

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SECOND COMMERCIAL -2-

ANNOUNCER ... (CONT'D)

visit your tobacconist, these three words will open the door to a
new enjoyment, a keener enjoyment in smoking ... "Pall Malls,
please."

ATX01 0229823

"TULI TULIP TIMEORCHESTRA
(PIANO SEGUE UNDER ANNOUNCEMENT)

ANNOUNCER ...

Our Pall Mall maestro returns to the soothing foxtrot tempo ...
with the popular dance ballad ... "SO HELP ME."

"SO HELP ME".....GIRL VOCAL
(ORCHESTRA VAMP INTRO FOR "LIMEHOUSE BLUES"FADE)

ANNOUNCER ...

The tempo quickens ... as Eddy Duchin pays his respect to a great
favorite of yesterday --today -- and always -- "Limehouse Blues."

"LIMEHOUSE BLUES".....ORCHESTRA

(SEGUE INTO THEME ...FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

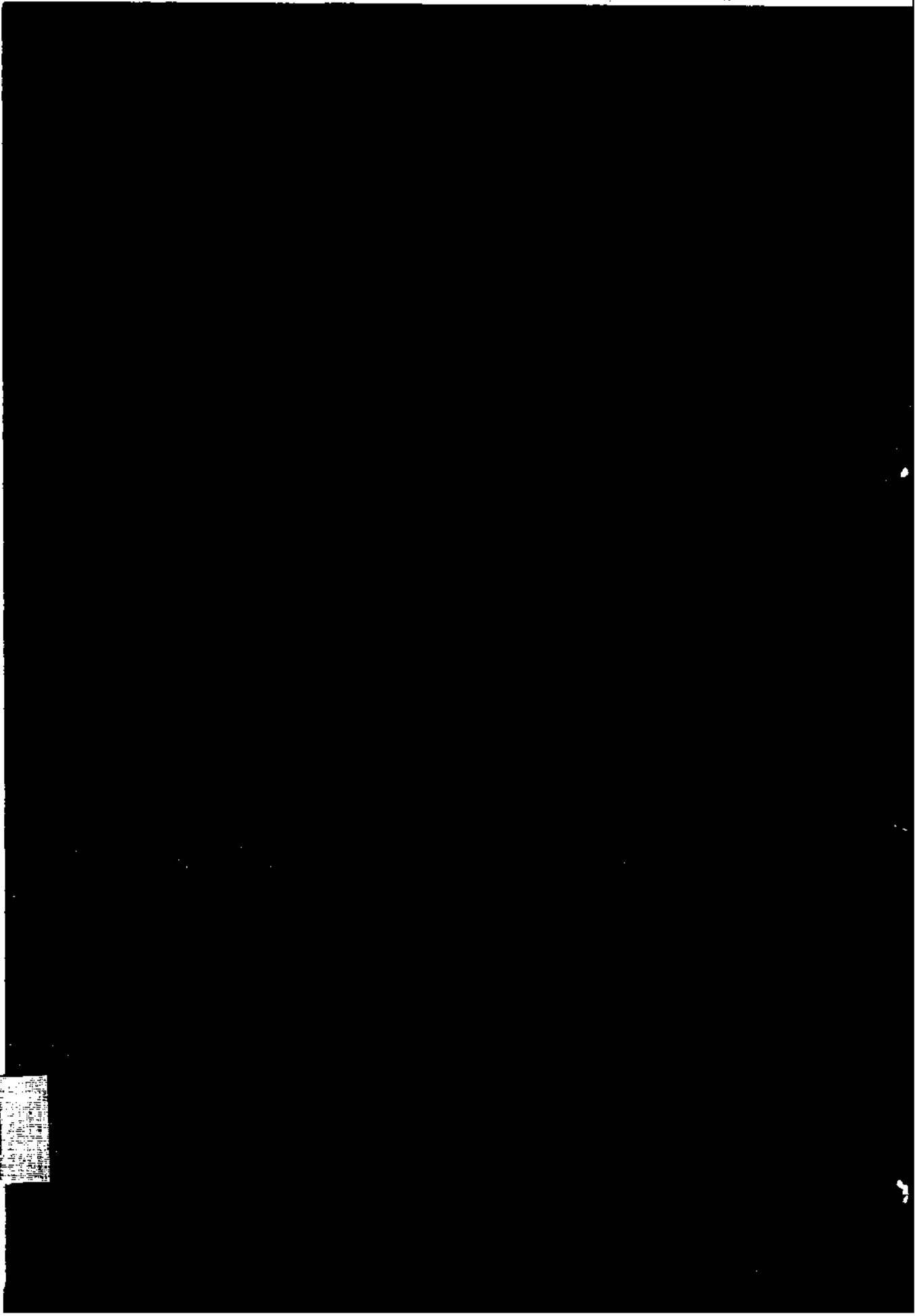
ANNOUNCER (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour ... and our program ... dedicated to the finer things of life
is ended ... We hope you'll join us next Monday night when the
throbbing stroke of Big Ben will again invite your attention to the
rich smoking pleasure embodied in the modern blend of Pall Mall
Famous Cigarettes. And remember ... wherever particular people
congregate you will find Pall Malls ... They're better
naturally. Goodnight.

(SOUND: BIG BEN UP FULL AND HOLD)

(APPLAUSE)

(THEME UP ... SIGN OFF)



CONFIDENTIAL

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: PALL MALL PROGRAM-Eddy Duchin

Date: MON. OCT. 3, 1938

Client: AMERICAN CIGARETTE & CIGAR CO.

Time: 9:30 - 10:00

Product: PALL MALL CIGARETTES

Network: WEAF

As Broadcast

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ...(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
 inviting your attention to the rich smoking pleasure embodied in the
 modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs
 and restaurants ... in smart cafes ... wherever particular people
 congregate ... you will find Pall Mallis ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ...(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his orchestra ... playing for you now in New York
 City's famed Rockefeller Center, the showplace of the nation ...
 and inviting you to join us in this program dedicated to lovers of
 the finer things of life ... We open our program tonight ... with a

ATX01 0229827

ANNOUNCER ... (CONT'D)

nursery rhyme in swing time ... "Stop Beating Around The Mulberry Bush".

"STOP BEATING AROUND THE MULBERRY BUSH"TRIO
(DUCHIN SEQUE ON PIANO BACKGROUND UNDER ANNOUNCEMENT)

ANNOUNCER ...

Our Pall Mall maestro offers a new dance ballad ... that overnight has become a popular favorite ... "Change Partners"

"CHANGE PARTNERS" ORCHESTRA

FIRST NEWS ITEM

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
October 3, 1938

FIRST NEWS ITEM

(BIG BEN -- TWO STROKES -- DOWN FOR)

ANNOUNCER ...

Each hour the voice of Big Ben booms over London -- the London of fashionable clubs; of world-famous men's shops; of historic places. One of the most noted and most fashionable of all these historic places is that street and section known as Pall Mall -- the same Pall Mall that loaned its name to Pall Mall Famous Cigarettes. For Forty years, Pall Mall Originals have been known -- wherever particular people congregate in America as well as in England -- as ... "A Shilling in London ... A Quarter Here". Two years ago, here in America, an heir was born to the house of Pall Mall ... Pall Mall Modern Blend came into being. They cost but fifteen cents for a packet of twenty. Yet ... these distinctive American cigarettes respect their English heritage -- they adhere to the English tradition of blending only natural tobaccos. There is no artificial flavouring in Pall Malls. That is why we say -- "They're better -- naturally."

(BIG BEN IN)

And so we hope the voice of Big Ben will become a friendly reminder to you, too, of the keener smoking enjoyment that awaits you in Pall Mall Famous Cigarettes.

ATX01 0229829

(ORCHESTRA ON CUE SETS VAMP INTRO. FOR RHUMBA ... REGISTER AND FADE FOR BACKGROUND)

"NEGRA CONCENTIDA" ORCHESTRA

(DIRECT MUSICAL SEQUE INTO)

"NIGHT AND DAY" ORCHESTRA

(DUCHIN . . . PIANO SOLO ... FADE)

ANNOUNCER ... (ON CUE)

As Eddy Duchin ... at his piano ... echoes the haunting tempo of "Night and Day" Pall Mall of America addresses its weekly musical greeting to Pall Mall of England ... Our salutation this week is a continental favorite ... heard on the boulevards of Paris ... and in the ^{smart} clubs of London ... Jimmy Shields carries our message abroad ... as he sings "Tell Me That You Love Me Tonight".

"TELL ME THAT YOU LOVE ME TONIGHT" SHIELDS & ORCH.

(ORCHESTRA SEQUE INTO VAMP INTRO. FOR "GAVOTTE")

ANNOUNCER ... (ON CUE)

Eddy Duchin features the new favorite ... which came to America from Pall Mall, London's most fashionable community... "The Lambeth Walk".

"THE LAMBETH WALK" ORCHESTRA

ANNOUNCER ...

And now may we suggest a deep comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) and to complete the setting ...

Eddy Duchin at his piano ... playing "April In Paris".

"APRIL IN PARIS" DUCHIN SOLO ... ORCH.

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM

October 3, 1938

SECOND NEWS ITEM

ANNOUNCER ...

At this very moment, ladies and gentlemen, many of you are smoking cigarettes. May I ask those of you who are, a somewhat surprising question ... "Do you honestly know what real tobacco tastes like?" If you are smoking a Pall Mall ... then you do know. For Pall Mall is the only blended cigarette in America that follows the English tradition of using natural tobaccos with no artificial flavouring ... the only American blend that brings you true tobacco flavour ... true tobacco aroma ... true tobacco goodness. You can very easily understand then why, in such a cigarette, only the very highest grade tobaccos can be used -- tobaccos which need no artificial flavouring. That's the inside story of why Pall Malls are better -- naturally. There's an outside story, too ... for each handsome red and gold packet has a patented, easy-opening tab on the back ... an exclusive feature offering a convenience for you -- a protection for your Pall Malls. If you have yet to enjoy this unique cigarette ... next time ask for Pall Malls, won't you ... just fifteen cents for twenty. Then you'll know what real tobacco tastes like ... then, we sincerely believe you'll join the particular people everywhere who say ... here, at last, is perfect smoking enjoyment.

ATX01 0229831

(SOUND: BIG BELL UP FULL AND HOLD)

(APPLAUSE)

(THEME UP ... SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: PALL MALL PROGRAM--Eddy Duchin (REVISED)	Date: MON. OCT. 10, 1938
Client: AMERICAN CIGARETTE & CIGAR CO.	Time: 9:30-10:00 P.M..
Product: PALL MALL CIGARETTES	Network: ^{WGLF}

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER...(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... In fashionable
 clubs and restaurants ... in smart cafes ... wherever particular
 people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER...(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his orchestra ... playing for you now in New York
 City's famed Rockefeller Center, the showplace of the nation...
 and inviting you to join us in this program dedicated to lovers
 of the finer things of life Eddy Duchin's familiar style has

ATX01 0229833

set the mood as our program begins with the current favorite ...

"What Goes On Here In My Heart".....

"WHAT GOES ON HERE IN MY HEART".....ORCHESTRA..TRIO VOCAL...

(DUCING PIANO SEQUE FOR BACKGROUND)

ANNOUNCER: (ON CUE)

Our Pall Mall maestro offers in his distinctive style one of
America's most popular ballads ... "I've Got A Date With A Dream."

"I'VE GOT A DATE WITH A DREAM.....ORCHESTRA..FEATURING PIANO

FIRST NEWS ITEM -2-

MAN.....

No, --- just pronouncing.

WOMAN...

Well --- it's spelled "Paul Maul," isn't it?

MAN...

Yes, but it's pronounced "Pell Mell."

WOMAN...

Well, for goodness sake --- why?

MAN...

Because the cigarettes are named for the fashionable section of London where most of the smart clubs are ... and that's pronounced "Pell Mell."

WOMAN...

Well, for goodness sake --- I never knew that. All I know is my most particular customers ask for them. And -- (POINTED COMPLIMENT) here you are, sir...a pack of...Pell Mells...

(MUSIC OUT)

ANNOUNCER...

And ladies and gentlemen -- there's a very particular reason why those who appreciate the finer things always ask for Pell Malls. They are the only blended cigarettes in America that observe the English tradition of blending only natural tobaccos -- without any artificial flavouring. Just as with Pell Mall Originals ... A

FIRST NEWS ITEM -3-

ANNOUNCER...(CONT)

Shilling in London, A Quarter Here...so in Pall Mall Modern Blend,
which cost but fifteen cents the packet of twenty...you derive
smoking enjoyment solely from the taste of the highest-grade to-
baccos---nothing else. We hope you'll try Pall Malls. They're
better----naturally.

(ORCHESTRA PICK UP FOR RHUMBA.....NO ANNOUNCEMENT)

MASABI.....RHUMBA.....ORCHESTRA

(DIRECT ORCHESTRA SEQUE INTO:)

MY HEART STOOD STILL.....

(ORCHESTRA ONE CHORUS...DUCHIN CONTINDE OH PIANO...FADE FOR CUE)

ANNOUNCER..(OVER PIANO ON CUE)

As Eddy Duchin...at his piano...echoes the ever familiar melody of "My Heart Stood Still"....Pall Mall of America addresses it's weekly musical greeting to Pall Mall of London..the historic and fashionable community which gave it's name to our distinctive cigarette...Our musical greeting finds expression in the voice of Jimmie Shields as he sings a haunting melody captioned...

"My Reverie".....

MY REVERIE.....SHIELDS AND ORCH.

(DUCHIN SEQUE ON PIANO TO RHYTHM VAMP FOR:)

ANNOUNCER: ON CUE

Riding high on the list of popular nits Eddy Duchin features the stirring song..."Alexander's Ragtime Band"...

ALEXANDER'S RAGTIME BAND.....TRIO AND ORCHESTRA

ANNOUNCER: (COLD)

And now..may we suggest again a deep...comfortable chair.. a refreshing..tobacco-rich Pall Mall...(PIANO IN)...and to make this moment of relaxation complete Eddy Duchin at his piano playing an unforgettable melody...The Man I Love.

THE MAN I LOVE.....DUCHIN PIANO SOLO

SECOND NEWS ITEM

ANNOUNCER ...

One of the finer things of life is friendship of long standing ... and the friends who wear best are those who are inherently sincere -- natural -- unaffected. Just as you appreciate those qualities in a friend, ladies and gentlemen -- we feel you will appreciate them in a cigarette. That is why we so proudly commend to you ... Pall Mall Famous Cigarettes. For Pall Mall's are the only blend of domestic and Turkish tobaccos in this country that give you the natural ... undisguised ... real flavour and aroma of natural tobaccos, without any artificial flavouring. You can understand, then, why only the very highest grade tobaccos can be used in their making ... tobaccos which need no artificial flavouring. You can also understand why they're better -- naturally. In order to safeguard the distinctive quality of these unique cigarettes ... Pall Mall's handsome red and gold packet has an exclusive easy - opening tab on the back ... making it possible for you to remove the cigarettes without removing their protective wrapping. Pall Malls cost but fifteen cents the packet of twenty. As friend to friend ... may we suggest you try Pall Mall ... and discover what real tobacco tastes like a discovery we sincerely believe will lead you to say ... they're better --- naturally.

(ORCHESTRA PICK UP ... "FLAT FOOT FLOOGIE" ...)

"FLAT FOOT FLOOGIE" ORCHESTRA

(DUCHIN SEGUE ON PIANO ... FADE FOR ...)

ANNOUNCER ... (ON CUE)

In the soft ... smooth rhythm so synonymous with the Eddy Duchin style our Pall Mall Maestro offers ... "At Long Last Love".

"AT LONG LAST LOVE" ORCHESTRA .. GIRL VOCAL

(PIANO VAMP INTRO FOR ~~VARISITY DRAG~~) **I NEVER KNEW**

ANNOUNCER ... (ON CUE)

Our tempo achieves a new lilt and lift as Eddy Duchin plays a great favorite of yesterday ... today ... and always ... "~~The Varsity Drag~~". **NEVER KNEW**

"~~VARISITY DRAG~~" . . **I NEVER KNEW** ORCHESTRA

(SEGUE INTO THEME ... FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join us next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Malls ... They're better ... naturally. Goodnight.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN & ORCHESTRA	Date:	OCT. 17, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO.	Time:	9:30 - 10:00 P.M.
Product:	PALL-MALL	Network:	WEAF
	(Typed Oct. 12, 1938)		

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... In fashionable
 clubs and restaurants ... in smart cafes ... wherever particular
 people congregate ... you will find Pall Malls ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his orchestra ... playing for you now in New York
 City's famed Rockefeller Center, the showplace of the nation ...
 and inviting you to join us in this program dedicated to lovers
 of the finer things of life ... Eddy Duchin sets the mood with

ATX01 0229840

ANNOUNCER ... (CONT'D)

a sparkling tempo as our program begins with the current favorite
... "Don't Cross Your Fingers"

"DON'T CROSS YOUR FINGERS" ORCHESTRA TRIO VOCAL
(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ... (ON CUE)

In his own distinctive style, our Pall Mall maestro offers one of
the most popular of current ballads ... "There's A Faraway Look
In Your Eyes"

"THERE'S A FARAWAY LOOK IN YOUR EYES" . . ORCHESTRA . . FEATURING PIAN

YOUNG & RUBICAM, INC.
Advertising
NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
October 17, 1938

FIRST NEWS ITEM

ANNOUNCER . . .

Perhaps you have wondered why, as we talk about the pleasant virtues of Pall Mall Cigarettes, we stress their character and background. Perhaps you have said to yourself, "what has English tradition to do with an American cigarette -- and with my enjoyment of it". Actually, ladies and gentlemen -- it has a great deal to do with it. For one thing, many of our fashions in smoking, [REDACTED], have originated in London. And it was in London that Pall Mall Famous Cigarettes came into being. But more important, the individuality of these distinctive cigarettes comes from adhering strictly to the English tradition of blending only natural tobaccos -- without artificial flavouring. Just as with Pall Mall Originals -- "A Shilling In London -- A Quarter here" -- so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty -- you derive smoking enjoyment from the taste of the highest grade tobaccos alone -- nothing else. So you see the English heritage of Pall Mall is really responsible for the keener smoking enjoyment that this unique cigarette can bring you. For it is the reason why Pall Malls are better -- naturally.

(ORCHESTRA PICKUP FOR RUMBA ... NO ANNOUNCEMENT)

"STONEY" .. OR .. "OLD CLOTHES" . . . RUMBA . . . ORCHESTRA

(DIRECT ORCHESTRA SEGUE INTO)

"WHAT'LL I DO"

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONTINUE ON PIANO ... FADE FOR CUE)

ANNOUNCER ... (ON CUE) ... (OVER PIANO)

As Eddy Duchin ... at his piano ... echoes the over familiar melody of "What'll I Do" ... Pall Mall of America address it's weekly musical greeting to Pall Mall of London ... the historic and fashionable community which gave its name to our distinctive cigarette ... Our musical salutation this week finds expression in the voice of Jimmie Shields as he sings for you now the romantic ballad ... "I Married An Angel"

"I MARRIED AN ANGEL" SHIELDS & ORCHESTRA

(DUCHIN SEGUE ON PIANO TO RHYTHM VAMP FOR)

ANNOUNCER ... (ON CUE)

Eddy Duchin ~~brightens the mood as our tempo achieves a new list~~ *chases your blues away with the lively*
~~in the form of~~ ... "Lullaby In Rhythm" ...

"LULLABY IN RHYTHM" TRIO & ORCHESTRA

ANNOUNCER ...

And now ... may we suggest again a deep ... comfortable chair ...

a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make

this moment of relaxation complete Eddy Duchin at his piano playing

that ~~never to be forgotten song ... "Old Man River" ...~~ *timeful melody of a few years back - "Say It Ain't So"*

~~"OLD MAN RIVER"~~ DUCHIN PIANO SOLO

"Say It Ain't So".

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM

October 17, 1938

SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- you have only to look at the country-side ablaze with Autumn color, to realize that no artist, however great, could duplicate it on canvas. Men cannot rival Nature -- much less surpass her. That's equally true of cigarettes. We believe there is no finer flavour in tobaccos than the natural flavour Mother Nature puts there herself. That is why, in Pall Mall Famous Cigarettes, we do not attempt to alter or disguise that flavour. In this respect, Pall Malls are unique -- the only blended cigarettes in America that contain no artificial flavouring ... just straight domestic and imported tobaccos ... thoughtfully selected -- skillfully blended. That is why they're better naturally. Even the method of packaging Pall Malls is unique -- the handsome red and gold packet has a patented, easy-opening tab on the back -- a convenience for you -- a protection for your cigarettes. Give Pall Malls a try won't you? ... they cost but fifteen cents for twenty. Smoke them until we meet again next week ... We believe you'll agree that there is a keener enjoyment in pure tobaccos -- that Pall Malls are better -- naturally.

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(ORCHESTRA PICK UP "LAMBETH WALK")

"LAMBETH WALK" ORCHESTRA

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ... (ON CUE)

Riding high on the list of current hits ... Our Pall Mall Maestro features the melodic fox trot "Heart and Soul" ...

"HEART AND SOUL" ORCHESTRA . . . GIRL VOCAL

(PIANO VAMP FOR VARSITY DRAG)

ANNOUNCER ... (ON CUE)

~~The road brightens~~ Eddy Duchin offers a great favorite of yesterday ... today and always ... "Varsity Drag".

"VARSITY DRAG" ORCHESTRA

(SEGUE INTO THEME ... FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join us next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Malls ... They're better ... naturally. Goodnight.

(BIG BEN UP FULL UNTIL SIGN OFF)

"An Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: PALL MALL
 Client: EDDIE DUCHIN AND ORCHESTRA
 Product: AMERICAN CIGAR & CIGARETTE CO.

MON. OCT. 24, 1938
 Date:
 9:30 - 10:00 P.M.
 Time:
 WEAF
 Network:

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
 STROKE OF HOUR REGISTER)

ANNOUNCER...

(ON CUE)
 The mighty voice of London's historic Big Ben chimes the hour
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... In fashionable
 clubs and restaurants ... in smart cafes ... wherever particular
 people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER.....)

ANNOUNCER...

(ON CUE)
 And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his orchestra playing for you now in New York
 City's famed Rockefeller Center, the showplace of the nation ... and
 inviting you to join us in this program dedicated to lovers of the

ANNOUNCER... (CONT)

finer things of life.

Eddy Duchin opens the program in a sparkling manner with "I'm Gonna
Lock My Heart"

(I'M GONNA LOCK MY HEARTORCHESTRATRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER...

From the list of currently popular ballads, our Pall Mall maestro
offers the tuneful melody -- "Change Partners."

(CHANGE PARTNERSORCHESTRA.....FEATURING PIANO)

FIRST NEWS ITEM

ANNOUNCER...

As Eddy Duchin's nimble fingers relax for a moment -- we'd like to prove that your best friends are your severest critics by telling you what one of our friends wrote about our pronunciation of Pell Mell

MAN... (PLEASANTLY)

Gentlemen -- I do not hang my pictures on the well I hang them on the wall. And you wouldn't say I keep my horse in a stell I keep him in a stall. Then why, may I ask in all friendliness, do you spell my favourite cigarette P-A-L-L M-A-L-L and pronounce it Pell Mell?

ANNOUNCER...

Well, ladies and gentlemen -- we appreciate that letter --- just as we appreciate the opportunity to answer it -- for the same thought may have occurred to some of you. We say Pell Mell because the cigarette is named for that exclusive section of London where most of the smart clubs are. And that has always been pronounced Pell Mell. But whether you ask your tobacconist for Paul Maul or Pell Mell you can be certain of this ... you can be certain of receiving the only blended cigarette in America without artificial flavouring. Just as with Pall Mall Originals -- "A Shilling In London -- A Quarter Here" so with Pall Mall Modern Blend -- which cost but

FIRST NEWS ITEM -2-

ANNOUNCER ... (CONT)

fifteen cents the packet of twenty -- you derive smoking enjoyment from the taste of the highest-grade tobaccos alone -- nothing else. That's why Pall Mall is better -- naturally --- and why you can look forward to a new and keener smoking enjoyment when you say "Pall Mall, please."

(ORCHESTRA PICKUP FOR RHUMBA NO ANNOUNCEMENT)

(OLD CLOTHES RHUMBA ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO)

(TEA FOR TWO.....)

(ORCHESTRA ONE CHORUS DUCHIN CONTINUE ON PIANO...FADE FOR CU'

ANNOUNCER...

(ON CUE).....(OVER PIANO)

Eddy Duchin lingers over the melody of "Tea For Two" as we direct our thoughts to ^{that} the historic and fashionable ^{section of} community in old London ^{that} which gave its name to our distinctive cigarette. Pall Mall ---- famed 'round the world for its smart shops ... its gay theatres ... and its exclusive clubs ^{Pall Mall is} rich in the tradition of centuries of culture ... good fellowship ... and good will. It is with this feeling of good fellowship and good will that ^{we call to mind} ~~Pall Mall of America~~ ^{the historic heritage of Pall Mall} offers a salute to ~~Pall Mall of England~~ ... as Jimmie Shields sings a song, favored at home and abroad --- "Night and Day." //

(NIGHT AND DAY.....SHIELDS & ORCHESTRA)

ANNOUNCER...

(ON CUE)

Eddy Duchin lends his distinctive style to the current favorite --
 "The Girl Friend of the Whistling Dervish"
 "Could You Pass in Love"

(COULD YOU PASS IN LOVE?.....TRIO & ORCHESTRA)

ANNOUNCER...

And now may we suggest again a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall(PIANO IN) and to make this moment of relaxation complete Eddy Duchin at his piano playing the haunting refrain of ---"Lady of the Evening."

(LADY OF THE EVENINGPIANO SOLO)

SECOND NEWS ITEM

ANNOUNCER....

Since the postman always rings twice, ladies and gentlemen -- we'd like you to hear what he brought the second time. A letter which reads, in part ...

MAN...

Have you ever noticed some women opening a package of cigarettes? Well, my wife sort of peels the pack in all directions. That is, she did until last week when we started smoking Pall Mall. That handy little tab on the wrapper makes opening a packet of Pall Mall so easy --- and does it so neatly, that whoever thought of it gets a special vote of thanks from us.

ANNOUNCER..:

And may we thank you, sir, for taking the time to tell us so. Look for that patented tab, ladies and gentlemen, when you purchase your first packet of Pall Mall. It's on the back --- a small circular tab. Lift it up, and tear across the end of the packet ... it gives you just the opening you desire, leaving the cellophane intact -- a fitting protection for ~~America's most distinctive cigarette.~~ ^{Pall Mall Jamaica cigarette has} And Pall Mall is really unique because it is the only blended cigarette in this country with no artificial flavouring....just straight domestic and imported tobaccos....thoughtfully selected....skillfully blended....~~the only American blend~~ ^{the Jamaica blend} that brings you the true flavour

SECOND NEWS ITEM -2-

ANNOUNCER...(CONT)

.... true aroma and true goodness of natural tobaccos. Yet
with all these exclusive virtues Pall Mall Famous Cigarettes
cost but fifteen cents for twenty. Try them tomorrow ...
won't you? They're better ----naturally.

(ORCHESTRA PICK UP ~~GIRL FRIEND OF THE WHIRLING DERVISH~~)

"Could you Pass a Love"

(~~GIRL FRIEND OF THE WHIRLING DERVISH~~ ORCHESTRA)

(DUCHIN DEGUE ON PIANO.....FADE FOR)

ANNOUNCER...

(ON CUE)

Our Pall Mall maestro features the wistful ballad "While A Cigarette Was Burning."

(WHILE A CIGARETTE WAS BURNING.....ORCHESTRA.....GIRL VOCAL.)

(PIANO VAMP FOR LADY BE GOOD)

ANNOUNCER....

(ON CUE)

The tempo again takes a lively turn as Eddy Duchin offers a great favorite of yesterday ... today and always ... "Lady Be Good."

(LADY BE GOODORCHESTR.)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING FADE)

ANNOUNCER...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hours ... and our program dedicated to the finer things of life is ended We hope you'll join Eddy Duchin and his Orchestra

ANNOUNCER.....(CONT)

next Monday night when the throbbing stroke of Big Ben will again
invite your attention to the rich smoking pleasure embodied in the
modern blend of Pall Mall Famous Cigarettes. And remember
Wherever particular people congregate you will find Pall Malls.....
They're better naturally. Goodnight.

(BIG BEN UP FULL UNTIL SIGN OFF)

"Friend News Item"

10/24/38

1 University Place
New York City
October 20, 1938

American Cigarette & Cigar Co.
111 Fifth Avenue
New York City

Att: Mr. John R. Latham, President

Gentlemen:

I do not hang my pictures on the well ... I hang them on the wall. And you wouldn't say I keep my horse in a stall ... I keep him in a stall. Then why, may I ask in all friendliness, do you spell my favourite cigarette P-A-L-L M-A-L-L and pronounce it Pell Mell?

Very truly yours

Edward A. Merrill

Edward A. Merrill

EAM:cm

ATX01 0229857

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDIE DUCHIN AND ORCHESTRA

Date: MON. OCT. 31, 1938 ✓

Client: AMERICAN CIGARETTE & CIGAR CO.

Time: 9:30 - 10:00 P.M.

Product: PALL MALL

Network:
WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ...

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddie Duchin and his orchestra ... playing for you now in New York
City's famed Rockefeller Center, the showplace of the nation ...

ATX01 0229858

ANNOUNCER ... (CONT'D)

and inviting you to join us in this program dedicated to lovers of the finer things of life.

Eddie Duchin opens the program in a lively manner with the current favorite ... "Stop Beating Around the Mulberry Bush."

(STOP BEATING AROUND THE MULBERRY BUSH ... ORCHESTRA TRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ...

Eddie Duchin lends his distinctive style to the soothing ballad -- "My Reverie."

(MY REVERIE ORCHESTRA FEATURING PIANO)

FIRST NEWS ITEM

ANNOUNCER ...

We often wish, ladies and gentlemen ... that, in addition to your hearing us, ... we could hear what you have to say. For then when we ask if you honestly know what ^{the taste of} real tobacco ~~tastes like~~ ... you might answer ...

MAN ... (ON FILTER)

Why, of course I do. I've been smoking cigarettes half my life ... why shouldn't I know?

ANNOUNCER ...

In which case we'd like to explain why, unless you smoke Pall Mall, you have yet to discover ^{the taste of} what real tobacco ~~tastes like~~ in a *blended* cigarette. Pall Mall, you see, is the only blended cigarette in America that observes the English tradition of blending natural tobaccos ... and only natural tobaccos ... without any artificial flavouring. Just as with Pall Mall Originals ... A Shilling In London -- A Quarter Here ... so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... you derive smoking enjoyment solely from the taste of the highest grade tobaccos ... nothing else. That is why Pall Mall is better -- naturally, and why this famous cigarette is preferred by particular people in fashionable hotels and smart clubs the world over. Try them -- won't you? For we sincerely believe that once you discover ~~what~~

FIRST NEWS ITEM -2-

ANNOUNCER ... (CONT'D)

taste of
the real tobacco ~~tastes like~~ ... we will then hear you say ...

MAN ... (ON FILTER)

Here, at last, is perfect smoking enjoyment. Pall Mall is better
..... naturally.

(ORCHESTRA PICKUP FOR RHUMBA NO ANNOUNCEMENT)

(HASTA MANANA RHUMBA ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO)

(NOW IT CAN BE TOLD)

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ON CUE ... OVER PIANO)

Eddy Duchin lingers over the melody of "Now it Can Be Told" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... its gay theaters ... and its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... good fellowship and good will . It is with this feeling of good fellowship and good will that Pall Mall of America offers a salute to Pall Mall of England ... as Jimmie Shields sings a song, favored at home and abroad ... "Smoke Gets In Your Eyes."

(SMOKE GETS IN YOUR EYES SHIELDS AND ORCHESTRA)

ANNOUNCER ...

(ON CUE)

Eddy Duchin in his own distinctive style offers an unusual novelty arrangement of "Gavotte"

(GAVOTTE ORCHESTRA)

ANNOUNCER ...

And now ... may we suggest again a deep ... comfortable chair ...
a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make
this moment of relaxation complete Eddy Duchin at his piano playing
the unforgettable favorite -- "My Blue Heaven"

(MY BLUE HEAVEN PIANO SOLO)

SECOND NEWS ITEM

ANNOUNCER ...

There is a unique story, ladies and gentlemen, that is familiar wherever particular people congregate. We'd like everyone to know both sides of that story. First ... the OUTside ...

MAN ...

Pall Mall Famous Cigarettes, in their handsome red and gold packet, offer you an exclusive convenience ... a patented tab on the back of the packet ... and ingenious tab for easy-opening and better cigarette protection.

ANNOUNCER ...

The INside ...

MAN ...

Twenty distinctive cigarettes ... really unique because they are the only blended cigarettes in America that give you the true flavour ... true aroma ... and true goodness of natural tobaccos ... without any artificial flavouring.

ANNOUNCER ...

That's the inside story, ladies and gentlemen, of why Pall Mall Famous Cigarettes are winning the favour of those who prefer the finer things. For only the highest-grade domestic and imported tobaccos can be used in making Pall Mall ... tobaccos so fine they need no artificial flavouring. Yet with all these exclusive virtues ... Pall Mall Famous Cigarettes cost but fifteen cents for twenty. Try them ... tomorrow ... won't you? They're better ... naturally.

(Revised)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDIE DUCHIN AND ORCHESTRA
Client: AMERICAN CIGARETTE & CIGAR CO.
Product: PALL MALL

Date: MON. OCT. 31, 1938
Time: 9:30 - 10:00 P.M.
Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
 STROKE OF HOUR ... REGISTER)

ANNOUNCER...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... In fashionable
 clubs and restaurants ... in smart cafes ... wherever particular
 people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER...

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddie Duchin and his orchestra ... playing for you now in New York
 City's famed Rockefeller Center, the showplace of the nation ...

ATX01 0229865

FIRST NEWS ITEM

ANNOUNCER...

We often wish, ladies and gentlemen ... that, in addition to your hearing us, ... we could hear what you have to say. For then when we ask if you honestly know what ^{the} real tobacco ~~is like~~ ... you might answer....
taste of

MAN... (ON FILTER)

Why, of course I do. I've been smoking cigarettes half my life... why shouldn't I know?

ANNOUNCER...

In which case we'd like to explain why, unless you smoke Pall Mall, you have yet to discover ^{the} real tobacco ^{taste of} ~~tastes like~~ in a blended cigarette. Pall Mall, you see, is the only blended cigarette in America that observes the English tradition of blending natural tobaccos ... and only natural tobaccos ... without any artificial flavouring. Just as with Pall Mall Originals ... A Shilling In London -- A Quarter Here ... so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... you derive smoking enjoyment solely from the taste of the highest grade tobaccos ... nothing else. That is why Pall Mall is better -- naturally, and why this famous cigarette is preferred by particular people in fashionable hotels and smart clubs the world over. Try them -- won't you? For we sincerely believe that once you discover ~~what~~

FIRST NEWS ITEM -2-

ANNOUNCER ... (CONT'D)

the ^{taste of} real tobacco ~~tastes like~~ ... we will then hear you say ...

MAN ... (ON FILTER)

Here, at last, is perfect smoking enjoyment. Pall Mall is better
..... naturally.

(ORCHESTRA PICKUP FOR RHUMBA NO ANNOUNCEMENT)

(HASTA MANANA RHUMBA ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO)

(NOW IT CAN BE TOLD)

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER...

(ON CUE ... OVER PIANO)

Eddy Duchin lingers over the melody of "Now It Can Be Told" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... its gay theaters ... and its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... good fellowship and good will. It is with this feeling of good fellowship and good will that (Pall Mall of America offers a salute to Pall Mall of England) ... as Jimmie Shields sings a song, favored at home and abroad ... "Smoke Gets In Your Eyes."

(SMOKE GETS IN YOUR EYESSHIELDS AND ORCHESTRA)

ANNOUNCER....

(ON CUE)

Eddy Duchin in his own distinctive style offers an unusual novelty arrangement of "Gavotte"

(GAVOTTE ORCHESTRA)

ANNOUNCER..

And now ... may we suggest again a deep ... comfortable chair ...
a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make
this moment of relaxation complete Eddy Duchin at his piano playing
the unforgettable favorite -- "My Blue Heaven"

(MY BLUE HEAVENPIANO SOLO)

SECOND NEWS ITEM

ANNOUNCER...

There is a unique story, ladies and gentlemen, that is familiar wherever particular people congregate. We'd like everyone to know both sides of that story. First ... the OUTside ...

MAN...

Pall Mall Famous Cigarettes, in their handsome red and gold packet, offer you an exclusive convenience ... a patented tab on the back of the packet ... an ingenious tab for easy-opening and better cigarette protection.

ANNOUNCER...

The INside...

MAN...

Twenty distinctive cigarettes ... really unique because they are the only blended cigarettes in America that give you the true flavour ... true aroma ... and true goodness of natural tobaccos ... without any artificial flavouring.

ANNOUNCER...

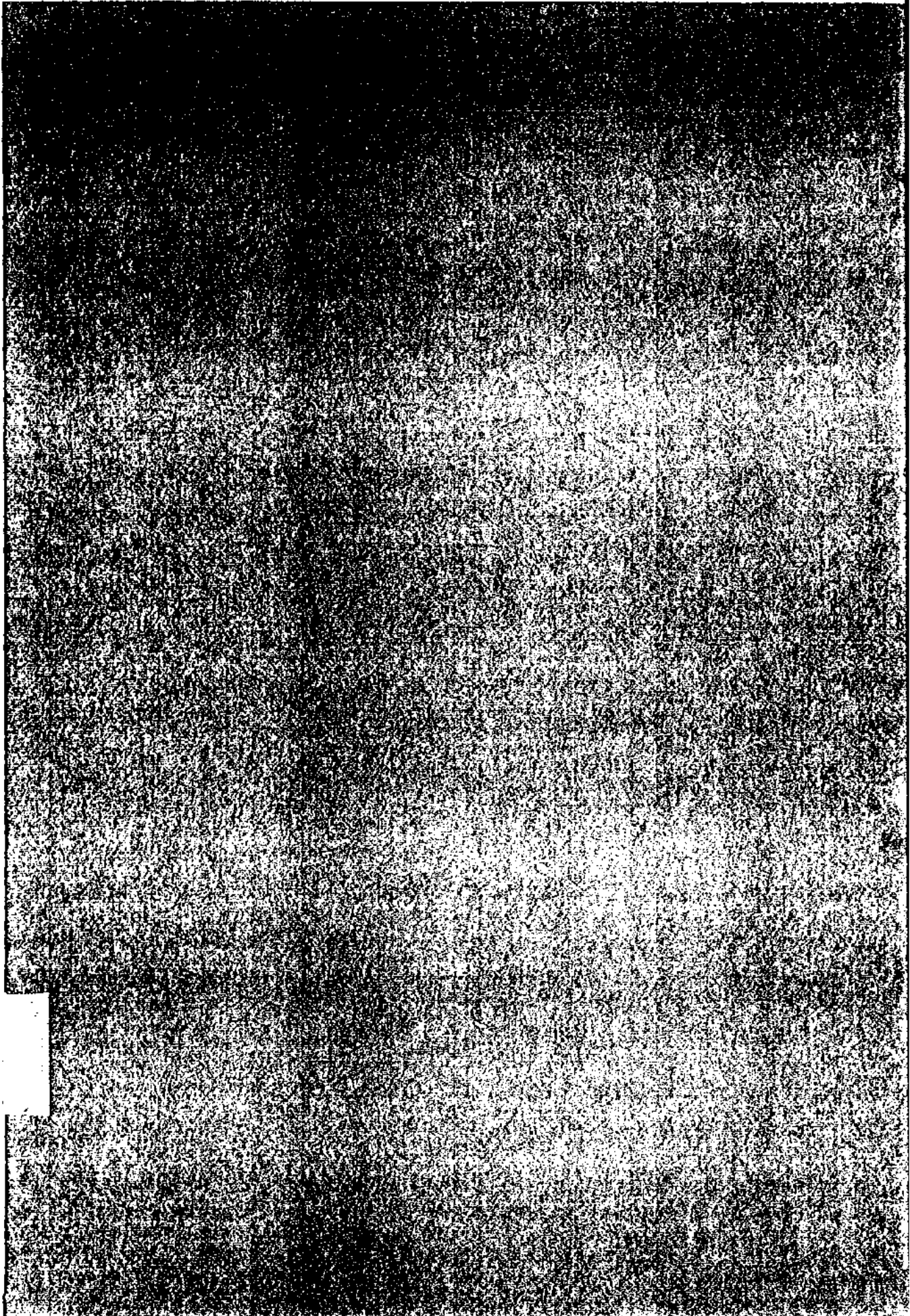
That's the inside story, ladies and gentlemen, of why Pall Mall Famous Cigarettes are winning the favour of those who prefer the finer things. For only the highest-grade domestic and imported tobaccos can be used in making Pall Mall ... tobaccos so fine they need no artificial flavouring. Yet with all these exclusive virtues ... Pall Mall Famous Cigarettes cost but fifteen cents for twenty. Try them ... tomorrow ... won't you? They're better ... naturally.

ANNOUNCER....(CONT'D)

will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Malls ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

NOVEMBER



"No Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date:	MON. NOV. 7, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.,	Time:	9:30 - 10:00 PM
Product:	PALL MAIL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE OF HOUR ... REGISTER)

ANNOUNCER

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ... inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of Eddie Duchin and his orchestra ... playing for you now in New York City's famed Rockefeller Center, the showplace of the nation ... and inviting you to join us in this program dedicated to the finer things of life.

Eddie Duchin opens the program with the popular favorite - "Lambeth Walk.

ATX01 0229873

("LAMBETH WALK" ORCHESTRA TRIO)

(DUCHIN PIANO SEQUE FOR BACKGROUND)

ANNOUNCER

Eddie Duchin lends his distinctive style to the wistful ballad -- "Summer Souvenirs".

("SUMMER SOUVENIERS" ORCHESTRA FEATURING PIANO)

FIRST NEWS ITEM

(ORCHESTRA PICKUP FOR RHUMBA NO ANNOUNCEMENT)

("OLD CLOTHES OF TRIGENITA" RHUMBA ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("AT LONG LAST LOVE")

(ORCHESTRA . . . ONE CHORUS . . . DUCHIN CONT. ON PIANO FADE ON CUE)

ANNOUNCER

(ON CUE . . . OVER PIANO)

Eddie Duchin lingers over the melody of "At Long Last Love" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops . . . its gay theatres . . . its exclusive clubs . . . Pall Mall is rich in the tradition of centuries of culture . . . good fellowship and good will . . . And Pall Mall Famous Cigarettes are rich in tradition too . . . famed for their fine tobaccos . . . their natural flavor . . . They are a real mark of distinction everywhere . . . In tune with that good fellowship and good will . . . Jimmie Shields sings a song, favored at home and abroad . . . "When I Grow Too Old to Dream."

("WHEN I GROW TOO OLD TO DREAM" SHIELDS AND ORCHESTRA)

ANNOUNCER

(ON CUE)

Eddie Duchin swings into a livelier tempo with a novel arrangement of . . . "Swampfire".

("SWAMPFIRE" ORCHESTRA)

ANNOUNCER

And now ... may we suggest again a deep ... comfortable chair a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete Eddy Duchin at his piano playing the unforgettable song ... "When Day Is Done."

("WHEN DAY IS DONE" PIANO SOLO)

SECOND NEWS ITEM

(ORCHESTRA PICKUP "WHAT HAVE YOU GOT THAT GETS ME?")

("WHAT HAVE YOU GOT ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER

(ON CUE)

Our Pall Mall Maestro offers the romantic ballad - "My Own."

("MY OWN" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "CHEERFUL LITTLE EARFUL" . . .)

ANNOUNCER

(ON CUE)

Our Mood changes as Eddy Duchin brings you a great favorite of yesterday ... today and always ... "Gheerful Little Earful."

("CHEERFUL LITTLE EARFUL" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER

(ON CUE) All too soon ... the mighty voice of London's Big Ben chimes the hours ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddy Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Malls ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

WJH - 11/2/38

ATX01 0229879

FORM 107

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDIE DUCHIN AND ORCHESTRA

MONDAY,
Date: NOVEMBER 14, 1938

Client: AMERICAN CIGARETTE & CIGAR CO. INC.

Time: 9:30 - 10:00 PM

Product: PALL MALL CIGARETTE

Network: WEAZ

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE
OF HOUR ... REGISTER)

ANNOUNCER

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour
inviting your attention to the rich smoking enjoyment embodied in the
modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs
and restaurants ... in smart cafes ... wherever particular people
congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER . . .)

ANNOUNCER

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddie Duchin and his orchestra ... playing for you now in New York
City's famed Rockefeller Center, the showplace of the nation ... and
inviting you to join us in this program dedicated to the finer things
of life.

Eddie Duchin opens the program with the popular favorite - "What Goes
On Here In My Heart."

ATX01 0229880

(WHAT GOES ON HERE IN MY HEART ORCHESTRA - TRIO)

(PIANO SEGUE)

ANNOUNCER

Eddie Duchin plays the romantic fox-trot -- "While A Cigarette Was
Burning."

(WHILE A CIGARETTE WAS BURNING ORCHESTRA . . PIANO)

21781 -
YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
November 14, 1938

FIRST NEWS ITEM

ANNOUNCER ...

In each of the great cities of the world, there is one thoroughfare synonymous with quality ... with the finer things of life. In New York, it is Fifth Avenue -- in Paris, the Champs Elysees ... while in London it is Pall Mall -- famed for its smart shops and fashionable clubs ... the same Pall Mall that gave its name to our Famous Cigarette. For nearly half a century -- wherever particular people congregate -- Pall Mall Originals have been known as "A Shilling In London -- A Quarter Here." A few years ago, an heir to the house of Pall Mall came into being -- Pall Mall Modern Blend. They cost but fifteen cents the packet of twenty. Yet these distinctive cigarettes respect their English heritage -- they faithfully observe the English tradition of blending only natural tobaccos. There is no artificial flavouring in Pall Mall. That is why Pall Mall Modern Blend so quickly became a symbol of quality in America ... that is why we say -- and feel confident you will, too, once you've tried them -- "Pall Mall is better -- naturally."

ATX01 0229882

(ORCHESTRA PICKUP FOR RHUMBA NO ANNOUNCEMENT)

(CUBAN PETE RHUMBA ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO: . . .)

~~ORCHESTRA~~) *"linger Anobile"*

(ORCHESTRA . . ONE CHORUS . . DUCHIN CONT. ON PIANO . . FADE ON CUE)

ANNOUNCER

(ON CUE . . . OVER PIANO)

Eddie Duchin lingers over the melody of *"linger Anobile"* ~~"At Long Last Love"~~ as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... its gay theatres ... its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... good fellowship and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song, favored at home and abroad ... "Here Lies Love."

("HERE LIES LOVE" SHIELDS AND ORCHESTRA)

ANNOUNCER

(ON CUE)

Eddie Duchin swings into ~~a novel arrangement of~~ a novel arrangement of ... "Caravan."

("CARAVAN" ORCHESTRA)

(DUCHIN DIRECT SEGUE INTO CHOPIN THEME . . . FADE ON CUE)

ANNOUNCER

Tonight Eddie Duchin's piano solo has a special significance. No greater compliment can be paid an artist than glowing praise from an honored master of his art. It is ^{with} ~~is~~ deep gratification for the splendid compliment recently paid him by Serge Rachmaninoff that Eddie Duchin plays the famous pianist's favorite popular ballad --
"Blue Skies."

("BLUE SKIES" PIANO SOLO)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM

November 14, 1938

SECOND NEWS ITEM

ANNOUNCER . . .

Only a cynic scoffs at the notion of "Love at first sight" . . . and only a dreamer believes that love comes no other way. The makers of Pall Mall Famous Cigarettes prefer to remain neutral on this subject. But we do say that with many people, smoking their first Pall Mall . . . it's love at first light. While with others, the taste for NATURAL tobaccos, without artificial flavouring, is acquired more gradually. In either case, your appreciation of Pall Mall is prompted by the same natural reason. Pall Mall is distinctly different from every other blended cigarette in America. It contains absolutely nothing to disguise the natural flavour of straight domestic and imported tobaccos. Obviously, then, those tobaccos must be of the very highest grade -- so fine they need no artificial flavouring . . . tobaccos thoughtfully selected . . . skillfully blended. Yet Pall Mall costs but fifteen cents the packet of twenty. Tonight, or tomorrow when you go to your tobacconist, and see that handsome red and gold Pall Mall packet with the exclusive, easy-opening tab on the back . . . we hope it will remind you of the new and keener smoking enjoyment it holds for you. All we ask is that you try a packet or two of Pall Mall . . . we leave it entirely to your own particular taste ^{to say} ~~is~~ Pall Mall ~~is~~ better -- naturally.

ATX01 0229885

(ORCHESTRA PICKUP POP CORN MAN TRIO)

Alexander Ragtime Band
(~~POP CORN MAN~~ ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER

(ON CUE)

Our Pall Mall Maestro offers the romantic ballad - "Sixty Seconds Get Together."

("SIXTY SECONDS GET TOGETHER" ORCHESTRA GIRL VOCAL)

(PIANO VAMP SEGUE)

ANNOUNCER

(ON CUE)

Our Mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ~~"Hallelujah."~~ *"Hot Rhythm"*

Hot Rhythm
(~~HALLELUJAH~~ ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

Applause
(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER

(ON CUE) All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things in life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ~~///~~ ... They're better naturally. Good night.

(SOUND: BIG BEN UP FULL UNTIL SIGN OFF)

meg/11-10-38

"On Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date: MON. NOV. 21, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.,	Time: 9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network: WEAf

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ... inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ...

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of Eddie Duchin and his orchestra ... playing for you now in New York City's famed Rockefeller Center, the showplace of the nation ... and inviting you to join us in this program dedicated to the finer things of life.

ATX01 0229887

ANNOUNCER ... (CONT'D)

Eddie Duchin opens the program with the popular "Don't Cross Your Fingers".

("DON'T CROSS YOUR FINGERS".....ORCHESTRATRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ...

Eddie Duchin lends his distinctive style to the wistful ballad --
"My Own".

("MY OWNORCHESTRA FEATURING PIANO)

YOUNG & RUBICAM, INC.

Advertising

PALL MALL PROGRAM

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

November 21, 1938

FIRST NEWS ITEM

~~(ORCHESTRA UP FOR 10 TO 15 SECONDS OF "OTHELLO" TABLE TOP AND UNDER)~~

ANNOUNCER ...

A little more than an hour ago ... before the most fashionable audience of the year, the historic Metropolitan Opera began its 54th season here in New York ... as the possessors of the most illustrious names in America gathered to witness the opening performance of Verdi's "Othello".

~~(ORCHESTRA UP FOR A FEW BARS THEN DOWN UNDER ...)~~

~~ANNOUNCER ...~~

Representatives of social, diplomatic and artistic circles ... make up the most distinguished gathering of the new social season..

~~ANNOUNCER ...~~

During the intermissions ... as the fashionable first-nighters gather in the lobby to chat and to smoke -- many a Pall Mall is lighted and enjoyed. For wherever particular people congregate ... not only at the opera ... but in fashionable hotels and smart clubs the world over ... there you will find Pall Mall. The reason, ladies and gentlemen, is a natural one. Pall Mall is the only blended cigarette in this country that brings you the natural flavour of natural tobaccos -- undisguised by artificial flavouring. Just as with Pall Mall Originals -- a Shilling in London, a Quarter Here -- so

ATX01 0229889

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM

Nov. 21, 1938

FIRST NEWS ITEM -2-

ANNOUNCER ... (CONT)

with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... you derive smoking enjoyment from the taste of the highest grade tobaccos alone ... nothing else. Try Pall Mall, won't you? They're better -- naturally.

ATX01 0229890

("BOY FRIEND OF THE WHIRLING DERVISH".....NO ANNOUNCEMENT)

(.....RHUMBA.....ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("BODY AND SOUL"

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ON CUE) ... OVER PIANO)

Eddie Duchin lingers over the melody of "Body and Soul" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... its gay theatres ... its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... good fellowship and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song, favored at home and abroad ... "With You On My Mind".

("WITH YOU ON MY MIND"SHIELDS AND ORCHESTRA)

(RHUMBA RHYTHM VAMP FADE FOR:)

ANNOUNCER ...

(ON CUE)

Eddie Duchin swings into a spirited rhumba: "Trigenita".

("TRIGENITA".....ORCHESTRA)

ANNOUNCER ...

And now ... may we suggest again a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete Eddy Duchin at his piano playing the unforgettable "Indian Love Call".

("INDIAN LOVE CALL".....PIANO SOLO)

(APPLAUSE)

(ORCH: QUICK SEGUE ON CUE ... "LOVE DOESN'T GROW ON TREES"

TRIO AND ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

PALL MALL PROGRAM

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

November 21, 1938

SECOND NEWS ITEM

ANNOUNCER . . .

One point of etiquette that is always open to discussion, ladies and gentlemen, concerns the proper cigarettes for your guests. Some say . . . "offer a variety" . . . while others believe you should serve the cigarettes you smoke yourself. May we suggest a very simple solution to that problem . . . offer Pall Mall -- the cigarette everyone enjoys. ~~Let~~ your guests ^{who} smoke them regularly . . . ~~they~~ ^{will} appreciate your thoughtfulness . . . ~~if they don't~~ ^{others will} they appreciate your acquainting them with a distinctive cigarette that brings them a new and keener smoking enjoyment. For Pall Mall is unique . . . the only blended cigarette in this country that adheres to the English tradition of blending natural tobaccos with no artificial flavouring . . . Pall Mall is made solely from straight Turkish and domestic tobaccos . . . thoughtfully selected and skillfully blended . . . tobaccos so fine they need no artificial flavouring. And they come to you fresh and firm in their handsome red and gold packet with the patented easy-opening tab on the back. Yet with all these exclusive advantages . . . Pall Mall costs but fifteen cents for twenty. All we ask is that you try Pall Mall . . . we leave it to your own particular taste . . . and that of your guests . . . ^{to tell you} ~~let~~ Pall Mall is better -- naturally.

ATX01 0229893

(ORCHESTRA PICKUP "I'VE GOT A POCKETFUL OF DREAMS..1 CHO.
.....ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro offers the romantic ballad "Simple and Sweet".

("SIMPLE AND SWEET"ORCHESTRAGIRL VOCAL)

(PIANO VAMP FOR "CHINA BOY"....)

ANNOUNCER ...

(ON CUE)

Our Mood changes as Eddy Duchin brings you a great favorite of yesterday ... today and always ... "China Boy".

("CHINA BOY"ORCHESTRA)

(SEGUE INTO THEMEFADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKINGFADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hours ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddy Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date:	NOV. 28, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.,	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ... inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ...

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of Eddie Duchin and his orchestra ... playing for you now in New York City's famed Rockefeller Center, the showplace of the nation ... and inviting you to join us in this program dedicated to the finer things of life.

ATX01 0229895

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
November 20, 1938FIRST NEWS ITEM

ANNOUNCER . . .

Perhaps you have wondered why, as we talk about the pleasant virtues of Pall Mall Cigarettes, we stress their character and background. Perhaps you have said to yourself, "What has English tradition to do with an American cigarette -- and with my enjoyment of it." Actually, ladies and gentlemen -- it has a great deal to do with it. For one thing, many of our fashions in smoking, you know, have originated in London. And it was in London that Pall Mall Famous Cigarettes came into being. But more important, the individuality of these distinctive cigarettes comes from adhering strictly to the English tradition of blending only natural tobaccos -- without artificial flavouring. Just as with Pall Mall Originals -- "A Shilling in London -- A Quarter Here" -- so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty -- you derive smoking enjoyment from the taste of the highest grade tobaccos alone -- nothing else. So you see the English heritage of Pall Mall is really responsible for the keener smoking enjoyment that this unique cigarette can bring you. For it is the reason why Pall Mall is better -- naturally.

ATX01 0229896

("DIPSY DOODLE" NO ANNOUNCEMENT)

(..... ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("KISS ME AGAIN" WALTZ)

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ON CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "Kiss Me Again" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... and its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... and good fellowship and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song, favored at home and abroad ... "Heart and Soul".

("HEART AND SOUL" SHIELDS AND ORCHESTRA)

(RHUMBA RHYTHM VAMP FADE FOR:)

ANNOUNCER ...

(ON CUE)

Eddie Duchin swings into a spirited rhumba "Negra Concentida".

("NEGRA CONCENTIDA" ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
November 28, 1938

SECOND NEWS ITEM

ANNOUNCER ...

One of the finer things of life is friendship of long standing ... and the friends who wear best are those who are inherently sincere -- natural -- unaffected. Just as you appreciate those qualities in a friend, ladies and gentlemen -- we feel you will appreciate them in a cigarette. That is why we so proudly commend to you ... Pall Mall. For Pall Mall is the only blended cigarette in this country that gives you the natural ... undisguised flavour and aroma of natural tobaccos, without any artificial flavouring. Pall Mall is made solely from Turkish and domestic tobaccos ... thoughtfully selected and skillfully blended -- tobaccos so fine they need no artificial flavouring. In order to safeguard the distinctive quality of these unique cigarettes ... Pall Mall's handsome red and gold packet has a patented easy-opening tab on the back ... making it possible for you to remove the cigarettes without removing their protective wrapping. And yet with all these exclusive virtues, Pall Mall costs but fifteen cents the packet of twenty. As friend to friend ... may we suggest you try Pall Mall ... We leave it entirely to your own particular taste to tell you Pall Mall is better -- naturally.

ATX01 0229898

(ORCHESTRA PICKUP "WHAT GOES ON HERE" 2 CHOR.
.....ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro offers the romantic hit "Two Sleepy People".

("TWO SLEEPY PEOPLE ORCHESTRAGIRL VOCAL)

(PIANO VAMP FOR ... "I KNOW THAT YOU KNOW")

ANNOUNCER ...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "I Know That You Know".

("I KNOW THAT YOU KNOW"ORCHESTRA)

(SEGUE INTO THEMEFADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good Night.

(BIG BEN UP FULL UNTIL SIGN OFF)

100-100000-100000
100-100000-100000
100-100000-100000

"An Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date: MON. DEC. 5, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.,	Time: 9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE
OF HOUR ... REGISTER)

ANNOUNCER...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall...

(ORCHESTRA IN AND UP TO REGISTER.....)

ANNOUNCER...

(ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddie Duchin and his orchestra ... playing for you now in New York
City's famed Rockefeller Center, the showplace of the nation ...

ATK01 0229901

ANNOUNCER... (CONT'D)

and inviting you to join us in this program dedicated to the finer things of life.

Eddy Duchin opens in a gay mood with "The Lambeth Walk."

("LAMBETH WALK ORCHESTRA TRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER...

Eddy Duchin's piano enhances the appealing melody of "Summer Souvenirs

("SUMMER SOUVENIRS" ORCHESTRA FEATURING PIANO)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
Dec. 5, 1938

FIRST NEWS ITEM

(ORCHESTRA ... GYPSY LOVE SONG ... DOWN UNDER)

ANNOUNCER ...

At the turn of the century, when America was first humming the "Gypsy Love Song" from Victor Herbert's new operetta "The Fortune Teller" ... ~~an English celebrity~~ -- Pall Mall Original Cigarettes - first came to this country.

(MUSIC OUT)

And to this day, these famous cigarettes ... named for London's fashionable Pall Mall ~~section~~ ... are preferred ^{by} ~~competition~~ of discriminating smokers ^{everywhere}. A few years ago, ~~an heir was born to the house of Pall Mall~~ -- Pall Mall Modern Blend came into being ^{and Pall Mall} ~~These distinctive cigarettes~~ ^{respects its} ~~respect~~ their English heritage ^{Pall Mall} ~~for~~ they faithfully adhere to the English tradition of blending only natural tobaccos. There is no artificial flavouring in Pall Mall. Just as with Pall Mall Originals -- A Shilling in London, A Quarter Here ... so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... you derive smoking enjoyment from the taste of the highest grade tobaccos alone -- nothing else. ^{There is no artificial flavouring in Pall Mall} That is why no other cigarette in America has ~~ever usurped~~ or even approached the unique position of Pall Mall ~~as the cigarette of knowing smokers~~. And that is why, on every packet of Pall Mall, you will find the truthful and descriptive slogan ... "They're better -- naturally."

ATX01 0229903

("CARAVAN" NO ANNOUNCEMENT)

(..... ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("MEXICALI ROSE" WALTZ)

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ON CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "Mexicali Rose" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette. Pall Mall -- famed 'round the world for its smart shops ... and its exclusive clubs ... Pall Mall is rich in the tradition of centuries of culture ... and good fellowship and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song, favored at home and abroad ... "Among My Souvenirs."

("AMONG MY SOUVENIRS" SHIELDS & ORCHESTRA)

(RHUMBA RHYTHM VAMP FADE FOR:)

ANNOUNCER ...

(ON CUE)

Eddie Duchin swings into a spirited rhumba "~~After Sundown~~"

"Just on the Wave"

("AFTER SUNDOWN" ORCHESTRA)

ANNOUNCER ...

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete Eddie Duchin at his piano playing the unforgettable "Stardust."

("STARDUST" PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE ... "I'LL NEVER SAY NEVER AGAIN" ...

TRIO AND ORCHESTRA ...)

YOUNG & RUBICAM, INC.
Advertising

PALL MALL PROGRAM
Dec. 5, 1938

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

SECOND NEWS ITEM

(ORCHESTRA ... DOWN UNDER)

ANNOUNCER ...

In an exclusive restaurant, famous for its fine food, the music is playing ... the diners are chatting ... and a young couple enters ...

HEAD WAITER ...

Bon soir, Monsieur ... table for two, bien? Right over here, Monsieur..
Garcon, le carte du jour (FADING) pour ...

YOUNG WOMAN ...

Aren't we going a little elegant tonight, dear?

YOUNG MAN ...

Oh, just slightly. But when you're ordering, remember your figure and my pocketbook.

WOMAN ...

I see. What's the French for a hard-boiled egg and a glass of water?

MAN

Something like ... uh ... an "oof" and an "oh".

WOMAN ...

Doesn't sound just right somehow. Have you got a cigarette?

MAN ...

Here, have a Pall Mall.

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
Dec. 5, 1938

SECOND NEWS ITEM -2-

WOMAN ...

And is that French for Paul Maul?

MAN ... (LAUGHINGLY)

No, honest, darling ... that's the way it's pronounced ... Pell Mell.

WOMAN ...

But it's spelled P-A double L ... M-A double L.

MAN ...

But you see, dear, the cigarette was named for that fashionable section in London where most of the smart clubs are ... which, according to the latest edition of Webster's Dictionary and the Encyclopaedia Britannica, is pronounced Pell Mell.

WOMAN ...

Well, who am I to argue with a man who is that chummy with an encyclopedia.

MAN ... (LAUGHS)

Well, it's just because I've been through all this before.

WOMAN ...

That's what I suspected ... well, at least there's no argument about it being our favorite cigarette. And, if you haven't forgotten -- I will have a ... Pell Mell.

(MUSIC OUT)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
Dec. 5, 1938

SECOND NEWS ITEM -3-

ANNOUNCER ..

And, ladies and gentlemen, no matter what your pronunciation -- whether you ask your tobacconist for Pall Mall or Paul Maul ... you can be certain of this ... you can be certain of receiving the only blended cigarette in America without artificial flavouring .. the cigarette famous for its thoughtfully selected, skillfully blended domestic and imported tobaccos ... tobaccos so fine they need no artificial flavouring. Yet the distinctive packet of twenty cigarettes ... the handsome red and gold packet with the exclusive easy-open ng tab on the back ... costs but fifteen cents. Try Pall Mall, won't you? They're better -- naturally.

ATX01 0229908

(ORCHESTRA PICKUP ... "YA GOT ME" ... 2 CHOR ... ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER...

(ON CUE)

Our Pall Mall Maestro offers the romantic ballad -- "They Say"

("THEY SAY" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "MELANCHOLY BABY")

ANNOUNCER...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "Melancholy Baby."

("MELANCHOLY BABY" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good Night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDIE DUCHIN AND ORCHESTRA

Date: MON. DEC. 12, 1938

Client: AMERICAN CIGARETTE & CIGAR CO. INC.

Time: 30 - 10:00 P.M.

Product: PALL MALL CIGARETTE

Network: WEAJ

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ...

(ON CUE)

in the Persian Room of the Hotel Plaza

And so people congregate to enjoy the suave, danceable rhythms of
Eddie Duchin and his orchestra ... ~~playing for you now in New York~~
~~City's famed Rockefeller Center, the showplace of the nation ...~~

ATX01 0229910

ANNOUNCER ... (CONT'D)

Tonight we again invite you
~~and inviting you~~ to join us in this program dedicated to the finer things of life.

Eddie Duchin opens with the lilting favorite - "You Must Have Been A Beautiful Baby."

"YOU MUST HAVE BEEN A BEAUTIFUL BABY" ORCHESTRA TRJO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ...

Eddie Duchin's piano lends added charm to - "Sixty Seconds Got Together."

"SIXTY SECONDS GOT TOGETHER" ORCHESTRA FEATURING PIANO)

YOUNG & RUBICAM, INC.
Advertising
NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
December 12, 1938

FIRST NEWS ITEM

ANNOUNCER ...

Tonight, ladies and gentlemen, we are proud to announce that Pall Mall Famous Cigarettes are now appearing in their new and even more distinctive packet ... one that has been heralded as the handsomest cigarette packet ever developed. And we think you'll be interested in hearing what one of America's foremost artists, John Held, Jr., has to say about it. So we are very happy to have you meet Mr. Held, who is also famous as an author, illustrator and designer ... Mr. Held.

JOHN HELD, JR. ...

I believe that art should be utilitarian as well as beautiful. And, in my opinion, the new Pall Mall packet is both. It has the same rich red and gold coloring -- and the same distinctive lettering that has always characterized Pall Mall Originals -- and, well, I think it's the handsomest cigarette packet I ever saw. And it's just as practical as it is good-looking. For instance, that tab on the back ... which I understand is exclusive with Pall Mall -- that's been made more prominent, so the packet is still easier to open. And that tab is a real convenience -- for it gives you just the opening you want for the cigarettes and leaves the rest of the cellophane intact for continued protection.

ATK01 0229912

ANNOUNCER ...

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddie Duchin at his piano playing the haunting strains of "My Reverie."

("MY REVERIE"..... PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "YOU'RE A BUILDER UPPER")

(TRIO AND ORCHESTRA ...)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
December 12, 1938SECOND NEWS ITEM

ANNOUNCER ...

Along with the joy and excitement that precedes Christmas, one little problem always manages to make a nuisance of itself ... namely ... what shall I give? And the more discriminating the tastes of your friends ... the more difficult the selection of your gifts. May we suggest cartons of Pall Mall Famous Cigarettes. Because Pall Mall is so distinctive -- so unique -- that it meets the demands of the most discriminating tastes. For just as in Pall Mall Originals ... A Shilling In London -- A Quarter Here ... so in Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty -- you derive smoking enjoyment solely from the taste of the highest grade tobaccos. In this Pall Mall is unique -- the only blended cigarette in America that observes the English tradition of blending only natural tobaccos. There is no artificial flavouring in Pall Mall. You'll find Pall Mall Modern Blend at your favorite tobacconist ... in handsome red and gold cartons especially designed for Christmas giving. And you give your friends a new and keener smoking enjoyment when you give them this distinctive cigarette. Because Pall Mall is better -- naturally.

ATX01 0229914

(ORCHESTRA PICKUP ... "ALEXANDER'S RAGTIME BAND" .. 2CHOR .. ORCH.)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad -- "Have You
Forgotten So Soon."

("HAVE YOU FORGOTTEN SO SOON" ... ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "CHINATOWN")

ANNOUNCER ...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of
yesterday ... today and always ... "Chinatown."

("CHINATOWN" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour ... and our program ... dedicated to the finer things of life
is ended ... We hope you'll join Eddie Duchin and his Orchestra next
Monday night when the throbbing stroke of Big Ben will again invite
your attention to the rich smoking pleasure embodied in the modern
blend of Pall Mall Famous Cigarettes. And remember ... wherever
particular people congregate you will find Pall Mall ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"Our Broadcast"
Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA (REVISED)	Date:	MON. DEC. 19, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
 STROKE OF HOUR REGISTER)

ANNOUNCER...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
 clubs and restaurants ... in smart cafes ... wherever particular
 people congregate ... you will find Pall Mall...

(ORCHESTRA IN AND UP TO REGISTER.....)

ANNOUNCER...

(ON CUE)

and so people congregate in the Persian Room of the Hotel Plaza, New
 York, to enjoy the suave, danceable rhythms of Eddie Duchin and
 his orchestra...

ATX01 0229816

-2-

ANNOUNCER ... (CONT'D)

Tonight we again invite you to join us in this program dedicated to the finer things of life.

Eddie Duchin opens with the joyous theme ... "The Night Before Xmas",

("NIGHT BEFORE XMAS"ORCHESTRATRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ...

Eddie Duchin features a current favorite ... "Please Come Out of Your Dream".

("PLEASE COME OUT OF YOUR DREAM".....ORCHESTRAFEATURING PIANO

ATK01 0229917

YOUNG & RUBICAM, INC.
Advertising
 NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
 December 19, 1938

FIRST NEWS ITEM

ANNOUNCER ...

Just as a lovely jewel deserves a beautiful setting, ladies and gentlemen ... so, we believe, a truly fine cigarette deserves a handsome packet. That's why we are so gratified to know that the distinctive Pall Mall packet has been heralded as the handsomest cigarette packet ever developed. As your tobacconist hands it to you, you will first notice this --

MAN ...

It has the same rich red and gold colouring ... and the same distinctive lettering which has long characterized Pall Mall Originals.

ANNOUNCER ...

As you are about to open your packet of Pall Mall Modern Blend you will appreciate this very practical convenience ...

MAN ...

An exclusive, easy-opening tab on the back. As you lift this circular tab, you get just the opening you desire for your cigarettes, and the rest of the cellophane is left intact for continued protection.

ANNOUNCER ...

As you touch a light to the end of a firm, fresh Pall Mall, you experience a unique smoking enjoyment. The explanation is to be found on the back of the packet in these words ...

ATX01 0229918

YOUNG & RUBICAM, INC.
Advertising
NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
December 19, 1938

FIRST NEWS ITEM -2-

MAN ...

This Modern Blend of Pall Mall, made from selected imported and domestic tobaccos, contains no artificial flavouring. Its flavour is solely that of fine tobaccos.

ANNOUNCER ...

Ladies and gentlemen, this distinctive cigarette costs but fifteen cents the packet of twenty. Try Pall Mall, won't you? They're better -- naturally.

("YA GOT ME".....2 CHO.)

(.....ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("THE ONE ROSE".....)

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER...

(ON CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "The One Rose" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette, Pall Mall -- famed 'round the world ~~for its smart shops... and its exclusive clubs...~~ Pall Mall is rich in the tradition of centuries of culture ... ~~and good fellowship~~ ^{living} and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song favored at home and abroad ... "The Thrill is Gone."

("THE THRILL IS GONE"SHIELDS & ORCHESTRA)

(RHUMBA RHYTHM VAMPFADE FOR)

ANNOUNCER...

(ON CUE)

Eddie Duchin swings into the spirited rumba "Quinbamba."

("QUINBAMBA"ORCHESTRA)

ANNOUNCER ...

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddie Duchin at his piano playing the wistful strains of "The Last Roundup".

("THE LAST ROUNDUP"PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "Eenie Meenie Minie Mo")

(TRIO AND ORCHESTRA)

(ORCHESTRA PICKUP "SWAMPFIRE" ORCH.)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad ... "Deep In a Dream".

("DEEP IN A DREAM" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "DARKTOWN STRUTTERS' BALL")

ANNOUNCER ...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "Darktown Strutters' Ball."

("DARKTOWN STRUTTERS' BALL" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(SOUND: BIG BEN STRIKING FADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"No Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA (REVISED)	Date:	MON. DEC. 26, 1938
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ...

(ON CUE)

And so people congregate in the Persian Room of the Hotel Plaza, New
York, to enjoy the suave, danceable rhythms of Eddie Duchin and
his orchestra ...

RTX01 0229923

ANNOUNCER ... (CONT'D)

Tonight we again invite you to join us in this program dedicated to the finer things of life.

Eddie Duchin features a current favorite to start the dance ...

"What Have You Got That Gets Me" ...

("WHAT HAVE YOU GOT THAT GETS ME"ORCHESTRATRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER ...

Eddie Duchin's piano lends added charm to .. "This Can't Be Love."

("THIS CAN'T BE LOVE"ORCHESTRAFEATURING PIANO)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
December 26, 1938

FIRST NEWS ITEM

(ORCHESTRA ... TOP HAT, WHITE TIE AND TAILS ... ESTABLISH MELODY ...
THEN FADE FOR)

ANNOUNCER ...

Eddie Duchin is playing "Top Hat, White Tie and Tails" ... a sort of theme song for this time of the year. For between now and New Year's Eve ... the social pace becomes fast and furious. With so many parties to attend, (ORCHESTRA OUT) the chances are you will smoke many more cigarettes than you ordinarily do. So we'd like to make a friendly suggestion -- and that suggestion is ... change to Pall Mall Famous Cigarettes for the holidays. For, Pall Mall alone of all cigarettes in America is made of natural tobaccos. It has no artificial flavouring, and, therefore, none of the heavy after-taste that artificial flavouring so frequently gives. That's why we sincerely believe that no matter how many Pall Mall you smoke in an evening, you will derive the same keen enjoyment from your last Pall Mall as you do from your first. Yes, just as with Pall Mall Originals. A Shilling In London -- A Quarter Here ... so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... your smoking enjoyment comes from the taste of the highest grade tobaccos alone -- nothing else. So try Pall Mall, during this festive week ... and see if you don't agree Pall Mall is better -- naturally.

ATX01 0229925

5) ("LULLABY IN RHYTHM" 2 CHO.)

(..... ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("ZIGUINA")

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ONE CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "Ziguina" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette -- Pall Mall -- famed 'round the world ... and ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song favored at home and abroad ...

"All Alone."

("ALL ALONE" SHIELDS & ORCHESTRA.)

(RHUMBA RHYTHM VAMP FADE FOR)

ANNOUNCER ...

(ON CUE)

Eddie Duchin plays the spirited rhumba "Cuban Pete."

7) ("CUBAN PETE" ORCHESTRA)

ANNOUNCER ...

And now may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddie Duchin at his piano playing the popular favorite ... "Heart and Soul".

("HEART AND SOUL"PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "JEEPERS CREEPERS")

(TRIO AND ORCHESTRA ...)

(ORCHESTRA PICKUP "LADY OF SPAIN" ORCH.)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad ... "Two Sleepy People".

("TWO SLEEPY PEOPLE" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "WAY DOWN YONDER IN NEW ORLEANS"..)

ANNOUNCER ...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "Way Down Yonder In New Orleans".

("WAY DOWN YONDER IN NEW ORLEANS" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING FADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)



YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM

January 2, 1939

FIRST NEWS ITEM

(CHIMING OF BIG BEN ... DOWN UNDER)

ANNOUNCER

Saturday midnight, in London, the booming voice of Big Ben heralded Nineteen Thirty-Nine. Tonight, the same Big Ben is repeating its greeting to you, our friends ... hoping you will enjoy a brighter, fuller year. It's only natural that Big Ben should also remind you of Pall Mall Famous Cigarettes. Not only because the traditional home of Pall Mall is within the very shadow of Big Ben's tower ... not only because the historic and fashionable section of London that stretches out beneath that tower gave its name to our distinctive cigarette ... But chiefly because Big Ben is a symbol of English tradition. And a famous English tobacco tradition is that no artificial flavouring be used in the making of cigarettes. So just as with Pall Mall Originals -- A Shilling In London, A Quarter Here ... so with Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... you derive smoking enjoyment from the taste of the highest-grade tobaccos alone. There is no artificial flavouring in Pall Mall. (BIG BEN IN AND UNDER) That is why we hope the mighty voice of Big Ben will always be a friendly reminder of the unique smoking enjoyment embodied in Pall Mall ... they're better -- naturally.

(BIG BEN UP AND OUT)

ATX01 0229930

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
January 2, 1939

SECOND NEWS ITEM

ANNOUNCER ...

Yesterday, the air was full of good resolutions -- resolutions to do better ... to be better ... to live better. In that same spirit, ladies and gentlemen, may we suggest one more resolution...It's this...

MAN ...

Resolved -- that this year I will find out what the real taste of natural tobacco is like.

ANNOUNCER ...

And to keep that resolution, you have simply to say to your tobacconist, "Pall Mall, please." For Pall Mall is the only blended cigarette in America that adheres to the tradition of blending natural tobaccos, without any artificial flavouring ... the only blend that brings you true tobacco flavour ... true tobacco aroma ... true tobacco goodness. You can very readily understand why, in such a cigarette, only the very highest grade domestic and imported tobacco can be used ... tobaccos so fine ... so thoughtfully selected and so skillfully blended they need no artificial flavouring. In this respect, Pall Mall is unique. Just as Pall Mall's handsome red and gold packet with the patented, easy-opening tab on the back is unique. Yet with all these exclusive advantages, Pall Mall Modern Blend cost but fifteen cents the packet of twenty. Try them, won't you? For once you discover the real taste of tobacco, we sincerely believe you will say ...

ATX01 0229931

("WHAT GOES ON HERE IN MY HEART" 2 CHO.)

(..... ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("DESERT SONG")

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER ...

(ON CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "The Desert Song" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette -- Pall Mall -- famed 'round the world. ~~and~~ ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... They are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song favored at home and abroad ... "One Alone."

("ONE ALONE" SHIELDS & ORCHESTRA)

(RHUMBA RHYTHM VAMP FADE FOR)

ANNOUNCER ...

(ON CUE)

Eddie Duchin plays a favorite rhumba "The Peanut Vendor."

("THE PEANUT VENDOR" ORCHESTRA)

ANNOUNCER ...

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddie Duchin at his piano playing the popular hit ... "While A Cigarette Was Burning."

("WHILE A CIGARETTE WAS BURNING" PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "YOU MUST HAVE BEEN A BEAUTIFUL BABY")

(TRIO AND ORCHESTRA ...)

YOUNG & RUBICAM, INC.
Advertising

PALL MALL PROGRAM
January 2, 1939

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

SECOND NEWS ITEM -2-

MAN ...

Here, at last, is perfect smoking enjoyment. Pall Mall is better ...
naturally.

(ORCHESTRA PICKUP ... "GIRL FRIENDS OF THE WHIRLING DERVISH" .. ORCH.)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER ...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad ... "Hurry Home."

("HURRY HOME" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "MY GAL SAL")

ANNOUNCER ...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "My Gal Sal."

("MY GAL SAL" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER ...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date:	MON. JAN. 9, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTES	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ...

(ON CUE)

And so people congregate in the Persian Room of the Hotel Plaza,
New York, to enjoy the suave, danceable rhythms of Eddie Duchin and
his orchestra ...

ATX01 0229936

ANNOUNCER... (CONT'D)

Tonight we again invite you to join us in this program dedicated to the finer things of life.

Eddie Duchin begins the dance with a current hit - "WHAT HAVE YOU GOT THAT GETS ME"

("WHAT HAVE YOU GOT THAT GETS ME".....ORCH.TRIO)

(DUCHIN PIANO SEGUE FOR BACKGROUND)

ANNOUNCER...

Eddie Duchin's piano adds to the wistful charm of "Day After Day."

("DAY AFTER DAY".....ORCHESTRA.....FEATURING PIANO)

YOUNG & RUBICAM, INC. PALL MALL PROGRAM
 Advertising January 9, 1939

NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM

ANNOUNCER ...

Countless books have been written on the subject of tobacco, ladies and gentlemen -- from the standpoint of its history, its cultivation, and the place it holds in our modern scheme of living. But, from the standpoint of smoking enjoyment, we sincerely believe the most important words ever written are not to be found in any of these books ... but rather on the back of the handsome red and gold Pall Mall packet ... These words ...

MAN ...

This modern blend of Pall Mall -- made from selected imported and domestic tobaccos -- contains no artificial flavouring. Its flavour is solely that of fine tobaccos. They're better -- naturally.

ANNOUNCER ...

And those words, ladies and gentlemen, are really the key to a new and keener smoking enjoyment. For Pall Mall is distinctly a different cigarette. Because where all other American blended cigarettes add artificial flavouring ... Pall Mall adds none. Thus Pall Mall brings you the flavour of natural tobaccos ... tobaccos so good they need no artificial flavouring. So, you see, Pall Mall is also a decidedly better cigarette. Satisfy yourself that this is true. Smoke a packet ... they cost but fifteen cents for twenty. .. The natural flavour of fine tobaccos, free of all artificial flavouring, will intrigue you ... and we believe you'll agree that Pall Mall is better -- naturally.

RTX01 0229938

("DIPSY DOODLE" 2 CHO.)

(.....ORCHESTRA)

(DIRECT ORCHESTRA SEGUE INTO:)

("HAVE YOU FORGOTTEN SO SOON")

(ORCHESTRA ... ONE CHORUS ... DUCHIN CONT. ON PIANO ... FADE ON CUE)

ANNOUNCER...

(ON CUE ... OVER PIANO)

Eddie Duchin lingers over the melody of "Have You Forgotten So Soon" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette -- Pall Mall -- famed 'round the world. Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... they are a real mark of distinction everywhere ... In tune with that good fellowship and good will ... Jimmie Shields sings a song favored at home and abroad ... "Romance."

("ROMANCE"SHIELDS & ORCHESTRA)

(RHUMBA RHYTHM VAMPFADE FOR)

ANNOUNCER...

3 Eddie Duchin plays a favorite rhumba "Say Si Si."

("SAY SI SIORCHESTRA)

ANNOUNCER ...

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddie Duchin at his piano playing a much requested favorite of another season - "Red Sails In The Sunset."

("RED SAILS IN THE SUNSET" PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "SMALL FRY")

(TRIO AND ORCHESTRA ...)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
January 9, 1939

SECOND NEWS ITEM

ANNOUNCER . . .

Saturday evening, ladies and gentlemen, a young couple hailed a cab on Park Avenue. (STREET NOISES IN) . . . As they stopped into the taxi (CAR DOOR SLAM) the young man said to the driver . . .

YOUNG MAN . . .

The Empire Theatre -- and hurry. (MOTOR IN AND UNDER)

ANNOUNCER . . .

Then, settling back in the seat, he said to the young woman . . .

YOUNG MAN . . .

Well, my darling, I hope we're not late -- thanks to you.

YOUNG WOMAN . . .

Oh now don't scold. Have we time for a cigarette?

YOUNG MAN . . .

If we get caught in that traffic jam ahead of us, we'll have time for a rubber of bridge. Here, have a Paul Maul.

YOUNG WOMAN . . .

Pell Mell.

YOUNG MAN . . .

What are you mumbling?

YOUNG WOMAN . . .

The name of the cigarette is Pell Mell.

YOUNG MAN . . .

Look, darling, even at the school you attended they must at least have hinted that P-A-Double-L, M-A-Double-L spells Paul Maul.

ATKO1 0229941

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTEAL TORONTO

PALL MALL PROGRAM
January 9, 1939

SECOND NEWS ITEM -2-

YOUNG WOMAN ...

No -- but they did hint that in London there is a fashionable section, where most of the smart clubs are, that is called Pell Mell. And since these cigarettes are named for that section, they are consequently pronounced Pell Mell.

YOUNG MAN ...

Say, we don't seem to agree about anything, do we?

YOUNG WOMAN ...

Oh yes we do. We both think you're wonderful ... and Pell Mell is our favorite cigarette, so --

YOUNG MAN ... (LAUGHS)

So have a Pell Mell.

ANNOUNCER ...

Ladies and gentlemen, no matter what your pronunciation -- whether you ask your tobacconist for Pell Mell or Paul Maul -- you can be certain of this ... you can be certain of receiving the only blended cigarette in America without artificial flavouring ... the cigarette famous for its thoughtfully selected, skillfully blended tobaccos -- tobaccos so fine they need no artificial flavouring. Yet these distinctive cigarettes cost but fifteen cents the packet of twenty. Try Pall Mall, won't you? They're better -- naturally.

ATX01 0229942

(ORCHESTRA PICKUP ... "STOP, LOOK AND LISTEN" ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad ... "This Can't Be Love."

("THIS CAN'T BE LOVE"ORCHESTRAGIRL VOCAL)

(PIANO VAMP FOR "ANYTHING GOES")

ANNOUNCER...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of yesterday ... today and always ... "Anything Goes."

("ANYTHING GOES"ORCHESTRA)

(SEGUE INTO THEMEFADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER...

(ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour ... and our program ... dedicated to the finer things of life is ended ... We hope you'll join Eddie Duchin and his Orchestra next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. One thing more -- when you buy your packet of Pall Mall, take particular note of the patented opening tab on the back, - an added service for you. And remember ... wherever particular people congregate you will find Pall Mall ... They're better naturally. Good night. (BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDIE DUCHIN AND ORCHESTRA	Date:	JAN., 16, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	8:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

(ON CUE)

The mighty voice of London's historic Big Ben chimes the hour...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER...

(ON CUE)

And so people congregate in the Persian Room of the Hotel Plaza,
New York, to enjoy the suave, danceable rhythms of Eddie Duchin and
his orchestra...

ATK01 0229944

ANNOUNCER... (CONT'D)

Tonight we again invite you to join us in this program dedicated to the finer things of life.

Eddie Duchin opens his program with "I Must See Annie Tonight"

("I MUST SEE ANNIE TONIGHT" ORCH. TRIO)

(DUCHIN PIANO SEQUE FOR BACKGROUND)

ANNOUNCER...

Eddie Duchin offers his interpretation of the popular ballad ...

"Deep In A Dream"

("DEEP IN A DREAM") ORCHESTRA FEATURING PIANO)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT PALL MALL PROGRAM
HOLLYWOOD MONTREAL TORONTO January 16, 1939FIRST NEWS ITEM

ANNOUNCER ...

It has been said so often, ladies and gentlemen, that it has virtually become a slogan ... "wherever particular people congregate -- there you will find Pall Mall." The next time you attend a concert, or the opera ... the next time you visit a fashionable club, hotel, or restaurant ... notice how many handsome red and gold packets appear from pockets and purses. The reason is a natural one -- a reason that lies far back in the ancestry of these Famous Cigarettes. There is an English tobacco tradition that no artificial flavouring be used in the making of cigarettes. Pall Mall Modern Blend faithfully follows that tradition. As a matter of truth -- it is the only blended cigarette in America that goes. That is why Pall Mall brings you an altogether new and keener conception of smoking enjoyment. But smoke a packet of these distinctive cigarettes -- they cost but fifteen cents for twenty ... and discover for yourself just what it means to enjoy the natural flavour of the finest tobaccos -- undisguised by artificial flavouring. Then you'll fully appreciate why, wherever particular people congregate -- there you will find Pall Mall. They're better -- naturally.

ATK01 0229946

ANNOUNCER

And now ... may we again suggest a deep ... comfortable chair ... a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete Eddie Duchin at his piano playing the haunting refrain of "Memories"

("MEMORIES"PIANO SOLO)

(APPLAUSE)

(ORCHESTRA QUICK SEGUE ON CUE "UMBRELLA MAN")

(TRIO AND ORCHESTRA ...)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
January 16, 1939SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen, just as you appreciate the qualities of sincerity and naturalness in literature, art, music and friendship -- so, we feel, you will appreciate those same outstanding qualities in a cigarette. That is why we earnestly suggest you join the trend to Pall Mall Modern Blend. For Pall Mall is the only blended cigarette in America that gives you the natural ... undisguised ... the real flavour and aroma of natural tobaccos. There is no artificial flavouring in Pall Mall. That is why Pall Mall is distinctly a different cigarette. And because only the very finest domestic and imported tobaccos are used ... superb tobaccos, thoughtfully selected and skillfully blended -- tobaccos so fine they need no artificial flavouring ... Pall Mall is decidedly a better cigarette. Satisfy yourself that this is true by smoking Pall Mall until we meet again next week. They cost but fifteen cents the packet of twenty. We sincerely believe you will agree that here at long last is perfect smoking enjoyment -- that Pall Mall is better -- naturally.

ATX01 0229948

(ORCHESTRA PICKUP "SAYS MY HEART" ORCHESTRA)

(DUCHIN SEGUE ON PIANO FADE FOR)

ANNOUNCER...

(ON CUE)

Our Pall Mall Maestro plays the romantic ballad ... "Thanks For-
Everything".

("THANKS FOR EVERYTHING" ORCHESTRA GIRL VOCAL)

(PIANO VAMP FOR "SOME OF THESE DAYS")

ANNOUNCER...

(ON CUE)

Our mood changes as Eddie Duchin brings you a great favorite of
yesterday ... today and always ... "Some of These Days".

("SOME OF THESE DAYS" ORCHESTRA)

(SEGUE INTO THEME FADE FOR BACKGROUND)

(APPLAUSE)

(SOUND: BIG BEN STRIKING ... FADE)

ANNOUNCER...

(ON CUE)

All too soon...the mighty voice of London's Big Ben chimes the hour
... and our program dedicated to the finer things of life is ended
... We hope you'll join Eddie Duchin and his Orchestra next Monday
night when the throbbing stroke of Big Ben will again invite your
attention to the rich smoking pleasure embodied in the modern

ANNOUNCER (CONT'D)

blend of Pall Mall Famous Cigarettes. One thing more -- when you buy your packet of Pall Mall, take particular note of the patented tab on the back, - an added service for you. And remember ... wherever particular people congregate you will find Pall Mall... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"On Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	23, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In Fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
person at the piano, and the golden voice of his friend, Morton Downey
... a program dedicated to the finer things of life.

ATX01 0229951

ANNOUNCER ... (CONT'D)

Eddy Duchin opens his program with the lilting favorite "Ya Got Me."

("YA GOT ME"ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Eddy Duchin at his piano lends added charm to a popular ballad as he plays "Heart and Soul."

("HEART AND SOUL".....DUCHIN SOLO WITH ORCHESTRA)

FIRST NEWS ITEM

At a fashionable club or hotel, or at some smart cafe -- wherever particular people congregate -- there you have undoubtedly met PALL MALL Famous Cigarettes. And with the very first introduction, you have probably recognized that ... PALL MALL is distinctly a different cigarette ... Possibly you have wondered why? Part of that difference arises from finer tobaccos -- superb imported and domestic tobaccos -- thoughtfully selected ... skillfully blended. But -- there is something else and this is all important ... PALL MALL is the only blended cigarette in America that does not contain artificial flavoring. The flavor of PALL MALL is that of fine tobaccos and of nothing else. - Thus PALL MALL brings you the flavor of natural tobaccos -- tobaccos so good they need no artificial flavoring ... And so, you see, PALL MALL is not only a distinctly different cigarette but a decidedly better cigarette. Satisfy yourself that this is true ... Buy a packet ... the natural flavor of fine tobaccos, with no artificial flavoring, will intrigue you and you will agree that PALL MALL is better ... naturally.

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

Eddy Duchin presents his friend Morton Downey.

(DOWNEY SINGS LAST PHRASE OF "WABASH MOON" SIGNATURE)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

As a greeting to our great host of Pall Mall friends, Eddy Duchin brings you the golden voice of that famous tenor who has been such a sensation in the Persian Room at the Hotel Plaza ... Morton Downey. Mr. Downey's first selection is one which has been an outstanding favorite with our listeners since the inception of this series of programs, "My Reverie."

("MY REVERIE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA....."SIBONEY"..... ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again we sway to the gliding rhythm so synonymous with Eddy Duchin as the orchestra plays "Day After Day."

("DAY AFTER DAY" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Day After Day" as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... they are a real mark of distinction everywhere ... In that same spirit of good fellowship and good will, our Pall Mall Maestro again presents Morton Downey, who sings one of the songs most often requested during his sensational appearance in the Persian Room at the Plaza Hotel ... "This Can't Be Love."

("THIS CAN'T BE LOVE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

(GAVOTTE ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin at his piano playing the never to be forgotten melody "Body and Soul."

("BODY AND SOUL" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("YOU MUST'A BEEN A BEAUTIFUL BABY" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again Eddy Duchin brings you the distinctive voice of Morton
Downey in "Deep In A Dream" ...

("DEEP IN A DREAM" DOWNEY AND ORCHESTRA)

(APPLAUSE)

-7A-

SECOND NEWS ITEM -2-

~~ANNOUNCER~~...

Cellophane is gone, and you open the foil in the usual manner.

Announcer...

And that, ladies and gentlemen, is just one more refinement of the kind you would expect to find in a cigarette bearing the Pall Mall name. Since the distinctive wrapping is a protection as well as a service ... it is just one more reason why we sincerely believe when you try Pall Mall ... you will say "Pall Mall - they're better -- naturally."

(ORCHESTRA "DARKTOWN STRUTTERS' BALL"FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great dancing favorite of yesterday ..
today and always ... "The Darktown Strutters' Ball."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER... (ON CUE)

All too soon...the mighty voice of London's Big Ben chimes the hour
...and our program dedicated to the finer things of life is ended...
We hope you'll join us with Eddy Duchin, his Persian noon Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pall Mall Famous Cigarettes. And
remember...wherever particular people congregate you will find Pall
Mall...They're better...naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	Jan. 30, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants . . . in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
person at the piano, and the golden voice of his friend, Morton Downey
... a program dedicated to the finer things of life.

ATK01 0229959

ANNOUNCER ... (CONT'D)

Eddy Duchin opens his program with the lilting favorite "What Have You Got That Gets Me".

("WHAT HAVE YOU GOT THAT GETS ME" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Eddy Duchin at his piano lends his inimitable style to the current ballad "They Say".

("THEY SAY" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
January 30, 1939FIRST NEWS ITEM

ANNOUNCER ...

As you listen to this program, ladies and gentlemen -- many of you are adding to your enjoyment by smoking Pall Mall. Some of you perhaps have just recently accepted our friendly invitation to try Pall Mall ... and as you enjoy this unique cigarette, you probably wonder why it is so distinctly different. Well -- part of that difference arises from finer tobaccos... superb Turkish and domestic tobaccos... thoughtfully selected and skillfully blended. But there is something else that makes the greatest difference of all. Pall Mall is the only blended cigarette in America that does not use artificial flavouring. The flavour of Pall Mall is solely that of fine tobaccos, nothing else... tobaccos so naturally good they need no artificial flavouring. That is why you recognize in Pall Mall .. not only a distinctly different cigarette... but a decidedly better cigarette... We hope that the new friends we welcome to our program tonight will satisfy themselves that this is true. Smoke a packet... the natural flavour of fine tobaccos, without artificial flavouring, will open the door to a new and keener smoking enjoyment... And we sincerely believe you'll agree that Pall Mall is better -- naturally.

ATX01 0229961

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Eddy Duchin presents his friend Morton Downey.

Mr. Downey's first selection is one with which he has won new laurels during his recent appearances in the Hotel Plaza's famed Persian Room -- "Two Sleepy People."

("TWO SLEEPY PEOPLE"..... DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA..... QUIERAMI MUCHO ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again we sway to the gliding rhythm so synonomous with Eddy Duchin as the orchestra plays "Thanks for Everything."

("THANKS FOR EVERYTHING" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO.....FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Thanks For Everything" as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall .. famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... they are a real mark of distinction everywhere ... In that same spirit of good fellowship and good will, our Pall Mall Maestro again presents Morton Downey, who sings one of the songs most often requested during his sensational appearance in the Persian Room at the Plaza Hotel ... "Night and Day".

("NIGHT AND DAY" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

(LADY OF SPAIN ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin at his piano playing the never-to-

ANNOUNCER ... (CONT'D)

be-forgotten refrain "A Pretty Girl Is Like a Melody".

("A PRETTY GIRL" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("I MUST SEE ANNIE TONIGHT" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again Eddy Duchin brings you the distinctive voice of Morton Downey in "Get Out of Town".

("GET OUT OF TOWN" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
January 30, 1939

SECOND NEWS ITEM

(ORCHESTRA DOWN UNDER)

ANNOUNCER ...

It was a lovely wedding. The bride looked beautiful, and the honeymoon in Bermuda was perfect. But all this is over. Right now it lacks a half hour before the scheduled arrival of twenty guests for a buffet supper at the new home of the bride and groom.

WOMAN ...

Darling, wouldn't you like to see the table?

MAN... (ANXIOUSLY)

You bet I would.

WOMAN ...

Grandmother's silver looks lovely, doesn't it?

MAN ...

Yes -- but that supper will never be enough for twenty people.

WOMAN ...

That supper, including two turkeys and a whole ham, should be enough for a church picnic.

MAN ...

Well, what about cigarettes ... have you got enough cigarettes?

WOMAN ...

Two cartons of Paul Mauls.

MAN ...

Pell Mell.

ATX01 0229965

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
January 30, 1939

SECOND NEWS ITEM -2-

WOMAN ...

Darling, if you don't stop finding fault -- I'll go out of my mind.

MAN ...

But look, dear -- the cigarette is named for that fashionable section in London where most of the smart clubs are. That's pronounced Pell Mell... so of course the name of the cigarette is pronounced Pell Mell.

WOMAN ..(GOOD NATUREDLY)

Oh, well, -- once in a while, I guess even you can be right.

MAN ...

Especially when I say you're going to give the best party that ever was.

WOMAN ...

Just for that, I'll let you sit down and relax. Here -- have a ...
Pell Mell.

ANNOUNCER ...

Ladies and gentlemen -- no matter what your pronunciation -- whether you ask for Pell Mell or Paul Maul ... you can be certain of receiving the only blended cigarette in America that uses no artificial flavouring ... the cigarette famous for its thoughtfully selected, skillfully blended domestic and imported tobaccos... tobaccos so fine they need no artificial flavouring. Yet the handsome red and gold packet of twenty distinctive cigarettes cost but fifteen cents. Try Pall Mall, won't you? They're better -- naturally.

ATX01 0229966

(ORCHESTRA "SWEET SUE" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great dancing favorite of yesterday ... today
and always ... "SWEET SUE"

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

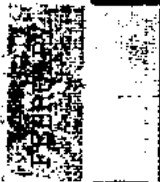
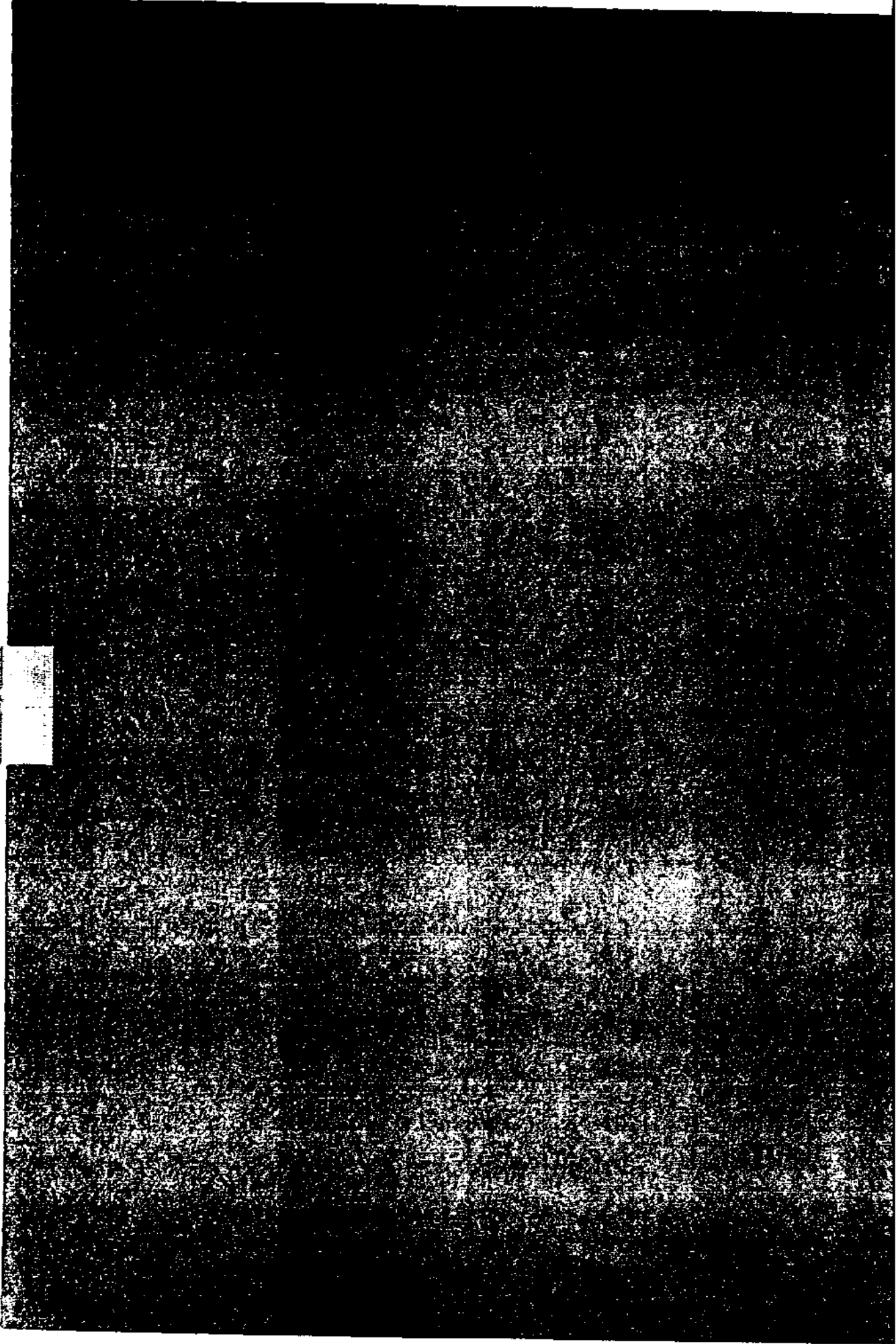
(BIG BEN ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour...
and our program dedicated to the finer things of life is ended...

We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of Big
Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pall Mall Famous Cigarettes. One thing
more ... when you buy your packet of Pall Mall, take particular note
of the patented tab on the back - an added service for you. And
remember ... wherever particular people congregate you will find Pall
Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)



YOUNG & RUBICAM, INC. PALL MALL PROGRAM
Advertising February 6, 1939

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM

ANNOUNCER . . .

Ladies and gentlemen -- you have a very commendable pride in your homes . . . and your family traditions. Pall Mall has the same pride in its heritage . . . in its traditions. Most important to you is the English tobacco tradition which Pall Mall Modern Blend is proud to observe . . . that only tobacco should go into a cigarette . . . that no artificial flavouring should ever be used. That is why Pall Mall here stands alone . . . For Pall Mall is the only blended cigarette in America in which the natural flavour and aroma of tobacco is not altered or disguised by artificial flavouring. That is why Pall Mall is distinctly a different cigarette. And because only the very finest domestic and imported tobaccos are used . . . superb tobaccos, thoughtfully selected and skillfully blended . . . tobaccos so fine they need no artificial flavouring . . . Pall Mall is decidedly a better cigarette. Satisfy yourself that this is true by smoking Pall Mall until we meet again next week, and you will discover that Pall Mall is better -- naturally.

ATXO1 0229969

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Eddy Duchin presents his friend Morton Downey. One of the country's leading hit songs serves as Mr. Downey's opening number - "I Have Eyes" from Bing Crosby's picture "Paris Honeymoon".

("I HAVE EYES" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT OR CUE)

(RHUMBA PEANUT VENDOR ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

From the rhythm of the rumba to a smooth four-time, Eddy Duchin and his orchestra play "All Ashore".

("ALL ASHORE" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

All Ashore

Eddy Duchin lingers over the melody of ~~"Thank For Everything"~~ as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall .. famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty ... they are a real mark of distinction everywhere ... In that same spirit of good fellowship and good will, our Pall Mall Maestro brings back his friend Morton Downey. One of the best reasons for Morton Downey's popularity at the Persian Room of the Plaza Hotel is his presentation of "My Wonderful One".

("MY WONDERFUL ONE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SECUE NO ANNOUNCEMENT ON CUE)

("STOP, LOOK, AND LISTEN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of

ANNOUNCER . . (CONT'D)

relaxation complete, Eddy Duchin at his piano playing that ever-
reminiscent refrain "Blue Heaven".

("BLUE HEAVEN" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE TO ANNOUNCEMENT ON CUE)

("YOU MUST HAVE BEEN A BEAUTIFUL BABY" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER . . (ON CUE)

Morton Downey's exclusive manner of singing gives added charm to this
already popular selection . . . "They Say".

("THEY SAY" DOWNEY AND ORCHESTRA)

(APPLAUSE)

"No Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	FEB. Date: 6, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time: 9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR .. REGISTER)

ANNOUNCER (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smacking enjoyment embodied in
the modern bland of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in person
at the piano, and the golden voice of his friend, Morton Downey ...
a program dedicated to the finer things of life.

ATX01 0229973

ANNOUNCER ... (CONT'D)

Eddy Duchin of the Persian Room plays his top-hat and white-tie arrangement of "F. D. R. Jones", from "Sing Out the News".

("F. D. R. JONES" ORCHESTRA)

(PIANO SEQUE)

ANNOUNCER ... (ON CUE)

Still in the grand manner, Eddy Duchin at the grand piano playing "Between a Kiss and a Sigh".

("BETWEEN A KISS AND A SIGH" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

PALL MALL PROGRAM

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

February 6, 1939

SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- we would like a very brief word with those of you who do not know what the real taste of tobacco is like ... for you may have smoked cigarettes all your life, and still not know. Of course, if you smoke Pall Mall, you have already made that pleasant discovery. If not, you are missing the cigarette that may please you most. So say to your tobacconist tomorrow, or even tonight, "Pall Mall, please." As he hands you the handsome red and gold packet of twenty cigarettes, which cost but fifteen cents, look at the back of the packet. Read the twenty-~~five~~⁸ words that explain why Pall Mall is unique among all blended cigarettes in America ... these important words ... "This modern blend of Pall Mall, made from selected imported and domestic tobaccos, contains no artificial flavouring. Its flavour is solely that of fine tobaccos. They're better naturally."

Then, ladies and gentlemen -- when you've smoked your first packet of Pall Mall -- you will know what the real taste of tobacco is like ... you will have discovered a new and distinctive smoking enjoyment ... And we sincerely believe you will agree that Pall Mall is better ... naturally.

ATX01 0229975

(ORCHESTRA LIMEHOUSE BLUESFADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great dancing favorite of yesterday ... today
and always ... "Limehouse Blues".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER . . (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour
and our program dedicated to the finer things of life is ended ...

We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of Big
Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pall Mall famous Cigarettes. One
thing more ... when you buy your packet of Pall Mall, take particular
note of the patented tab on the back - an added service for you. And
remember .. wherever particular people congregate you will find Pall
Mall ... They're better . . . naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	FEB. 13, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour ...
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
person at the piano, and the golden voice of your friend Morten
Downey ... in a program dedicated to the finer things of life.

ATX01 0229977

ANNOUNCER ... (CONT'D)

Eddy Duchin opens the program in a lively manner with his exclusive arrangement of "Jeepers Creepers."

("JEEPERS CREEPERS" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

With Eddy Duchin at the concert grand, it's grand to again listen to "My Reverie."

("MY REVERIE" DUCHIN SOLO WITH ORCHESTRA)

SECOND NEWS ITEM

ANNOUNCER ...

To those of you who truly appreciate the finer things of life, we are proud to commend Pall Mall Famous Cigarettes. We are confident you will discover a new and keener smoking enjoyment, for Pall Mall is distinctly a different cigarette. Part of that difference arises from finer tobaccos ... superb imported and domestic tobaccos -- thoughtfully selected skillfully blended. But there is something else -- something all important. Pall Mall is the only blended cigarette in America that does not contain artificial flavouring. The flavour of Pall Mall is solely that of fine tobaccos, and nothing else. Thus Pall Mall brings you the full flavour of natural tobaccos -- tobaccos so good they need no artificial flavouring. So you see, Pall Mall is not only a distinctly different cigarette, but a decidedly better cigarette. Yet ... different ... better ... naturally finer ... Pall Mall costs but fifteen cents the packet of twenty. May we suggest you enjoy Pall Mall until we meet again next week, and satisfy yourself that among the finer things of life, you may definitely number the true tobacco taste of Pall Mall Modern Blend -- They're better -- naturally.

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Pall Mall presents your friend, Morton Downey, in one of the country's leading hit songs "Hurry Home."

("HURRY HOME" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "LA CUCARACHA" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

From the rhythm of the rumba to a smooth four-time, Eddy Duchin and his orchestra play "Get Out Of Town" from "Leave It To Me."

("GET OUT OF TOWN" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Get Out Of Town" as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen

ANNOUNCER ... (CONT'D)

cents the packet of twenty ... they are a real mark of distinction everywhere ... In that same spirit of good fellowship and good will, Pall Mall brings back your friend, Morton Downey ... who, in turn brings you the famous Scottish air "I'll Take You Home Again, Kathleen" ...

("I'LL TAKE YOU HOME AGAIN, KATHLEEN" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("GIRL FRIEND OF A WHIRLING DERVISH" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin at his concert grand piano playing "Indian Love Call."

("INDIAN LOVE CALL" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("COULD BE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

"Thanks For Everything" is Morton Downey's answer to your many requests.

("THANKS FOR EVERYTHING" DOWNEY AND ORCHESTRA)

(APPLAUSE)

PALL MALL PROGRAM
February 13, 1939

FIRST NEWS ITEM

ANNOUNCER ...

Some of our best friends, who pronounce their favorite cigarette "Paul Maul" have asked us why we say "Pell Mell" -- Well, Pall Mall was originally an ancient French game resembling croquet ... pronounced by the English Pall Mall. It was played on a long strip of turf which was also called Pall Mall. And eventually, one of the most noted of these Pall Mall courts became the thoroughfare now London's fashionable club center -- Pall Mall. And since that is where our distinctive cigarette got its name -- we call it "Pell Mell." But whether you ask your tobacconist for Pall Mall or Paul Maul -- you can be certain of this ... you can be certain of receiving the only blended cigarette in America which contains no artificial flavouring ... the cigarette famous for its thoughtfully selected, skillfully blended tobaccos ... tobaccos so fine they need no artificial flavouring. Because Pall Mall Modern Blend is so different -- because it is so genuinely fine -- we commend it to you as an unusually enjoyable smoking experience -- confident that your good taste will pronounce the good taste of Pall Mall as -- better -- naturally.

ATX01 0229982

(ORCHESTRA "MELANCHOLY BABY" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great dancing favorite of yesterday ...
today and always ... "Melancholy Baby."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended
... We hope you'll join us with Eddy Duchin, his Persian Room
Orchestra, and Morton Downey next Monday night when the throbbing
stroke of Big Ben will again invite your attention to the rich
smoking pleasure embodied in the modern blend of Pall Mall Famous
Cigarettes. One thing more ... when you buy your packet of Pall
Mall, take particular note of the patented tab on the back - an
added service for you. And remember ... wherever particular people
congregate you will find Pall Mall ... They're better ... naturally.
Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

(FROM PHILADELPHIA)

As Broadcast

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

265 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	FEB. 29, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE . . .
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall ..

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in person at the piano, and the golden voice of your friend Morton Downey ... We again invite you to join us in this program dedicated to the finer things of life.

ATX01 0229984

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open tonight's program with "What Have You Got That Gets Me".

("WHAT HAVE YOU GOT THAT GETS ME" ORCHESTRA)

(PIANO SEQUE)

ANNOUNCER ... (ON CUE)

At the concert grand piano Eddy Duchin offers his interpretation of one of the country's leading song successes, "^{I Have Eyes}Annabelle".

^{I Have Eyes}
("ANNABELLE" DUCHIN SOLO WITH ORCHESTRA)

FIRST NEWS ITEM

ANNOUNCER ...

Those of you who enjoy the finer things of life know that there is often a vast difference between champagne and a champagne cocktail ... The cocktail does not necessarily require a fine vintage wine, for it contains added ingredients which disguise the original flavour.

But when champagne is served alone, only the genuine champagne flavour is evident ... and so the wine must be better -- naturally. Likewise, Pall Mall Famous Cigarettes must also be -- as they are -- better, naturally. For Pall Mall contains nothing to alter or disguise its genuine goodness. In fact, Pall Mall is the only blended cigarette in America which uses no artificial flavouring. Its flavour is solely that of fine tobaccos ... nothing else ... tobaccos so superb ... so thoughtfully selected and skillfully blended ... so naturally fine, they need no artificial flavouring. Thus they impart to Pall Mall a distinctive natural flavour which the more exacting smoker appreciates. We invite you to try this unique cigarette ... confident that you will discover a delightfully keener enjoyment in the genuine tobacco flavour of Pall Mall Modern Blend. They're better -- naturally!

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Pall Mall presents your friend, Morton Downey. From the current Broadway success "The Boys From Syracuse" Morton Downey sings "This Can't Be Love!"

("THIS CAN'T BE LOVE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "QUINBOMBA" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

From the rhumba "Quinbomba" Eddy Duchin melodically blends into ^{Annabelle}~~"I Have Eyes"~~ from Bing Crosby's picture "Paris Honeymoon."

^{Annabelle}
(~~"I HAVE EYES"~~ ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "^{Annabelle}~~"I Have Eyes"~~" as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarette are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend,

ANNOUNCER ... (CONT'D)

which cost but fifteen cents the packet of twenty ... they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pall Mall brings back your friend, Morton Downey. From the famous musical "Roberta", Mr. Downey sings "Smoke Gets In Your Eyes."

("SMOKE GETS IN YOUR EYES" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("DIPSEY DOOBLE" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin at his concert grand piano recalls from the musical score of "Show Boat", "Just My Bill."

("JUST MY BILL" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("I GO FOR THAT" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The distinctive voice of Morton Downey lends added charm to "Deep In A Dream."

("DEEP IN A DREAM" DOWNEY AND ORCHESTRA)

(APPLAUSE)

SECOND NEWS ITEM

ANNOUNCER ...

To the particular hostess who prides herself on the tasteful beauty of her table, may we make this suggestion -- At your next dinner party place beside each plate a handsome red and gold packet of Pall Mall Famous Cigarettes. For with the spotless white of your linen as a background ... the stunning colors of the distinctive Pall Mall packets will add a touch of bright dignity to your table decoration. And Pall Mall itself, within easy reach of every guest, will provide him with unique smoking enjoyment. For among all blended cigarettes in America, Pall Mall, and Pall Mall alone, contains no artificial flavouring. And, ladies and gentlemen -- that is all important to greater smoking enjoyment. For, since the flavour of Pall Mall is solely that of fine tobaccos -- those tobaccos must be so fine they need no artificial flavouring. That is why this distinctly different cigarette is also a decidedly better cigarette. Yet Pall Mall costs ^{only a packet of Pall Mall costs ten cents} but fifteen cents the packet of twenty. Smoke ~~Pall Mall~~ until we meet again next week won't you? The natural flavour of fine tobaccos, with no artificial flavouring, will intrigue you ^{the folks} ~~and~~ you will agree that Pall Mall is better -- naturally.

(ORCHESTRA "HALLELUJAH" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and always ... the stirring "Hallelujah" from "Hit The Deck."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program dedicated to the finer things of life is ended ... We hope you'll join us with Eddy Duchin, his Persian Room Orchestra, and Morton Downey next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. One thing more ... when you buy your packet of Pall Mall, take particular note of the patented tab on the back - an added service for you. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDY DUCHIN AND ORCHESTRA	Date: FEB. 27, 1939
Client: AMERICAN CIGARETTE & CIGAR CO., INC.	Time: 9:30 - 10:00 P.M.
Product: PALL MALL CIGARETTE	Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pall Mall Famous Cigarettes ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in person at the piano, and the golden voice of your friend Morton Downey ... We again invite you to join us in this program dedicated to the finer things of life.

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra start the program off in the livelier
Duchin style with "I Must See Annie Tonite."

("I MUST SEE ANNIE TONITE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Eddie Duchin at the concert grand piano fashions now that popular
international hit "Penny Serenade."

("PENNY SERENADE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC. PALL MALL PROGRAM
Advertising February 27, 1939
 NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM

ANNOUNCER . . .

Perhaps you, too, like so many other smokers, consider your first cigarette of the day to be the best. If so, ladies and gentlemen -- Pall Mall Modern Blend will deeply enhance the relish of your first, thoughtful smoke of the day. For, of all blended cigarettes in America, Pall Mall, and Pall Mall alone, uses no artificial flavouring. It is simply and completely a natural smoke . . . bringing you the full, natural taste of superb tobaccos . . . nothing else . . . Tobaccos so genuinely good -- so naturally fine -- they need no artificial flavouring. Thus Pall Mall also provides relief from the heavy after-taste which artificial flavouring so frequently causes . . . That's why we sincerely believe that no matter how many Pall Mall Cigarettes you may smoke throughout the day -- you will derive the same keen enjoyment from your last Pall Mall as you do from your first. Satisfy yourself that this is true by smoking Pall Mall until we meet again next week. ^{*Their*} ~~The~~ genuine tobacco goodness will convince you that Pall Mall is better -- naturally.

ATX01 0229993

(ORCHESTRA: LONEY FANFARE HOLE)

ANNOUNCER ... (OVER MUSIC)

And now - Pall Mall presents your friend, Morton Downey.
Selected from the current leading tunes of the day, Morton Downey
sings "They Say."

("THEY SAY".....DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

RHUMBA "LAMENTO ESCLAVA".....ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Rhumba Rhythm ^{moves} ~~segues~~ smoothly into four-time, as Eddie Duchin
and his orchestra play the "Masquerade Is Over."

("MASQUERADE IS OVER".....ORCHESTRA.....PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO...FADE)

ANNOUNCER ... (ON CUE)

Eddie Duchin lingers over the melody of ^{the} "Masquerade Is Over" as we
direct our thought to that historic section of London that gave its
name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall
... famed 'round the world ... Pall Mall is rich in the tradition of
centuries of culture, good living, and good will ... And Pall Mall
Famous Cigarette are rich in tradition too ... famed for their fine
tobaccos ... their natural flavor ... Whether they be Pall Mall

ATX01 0229994

ANNOUNCER ... (CONT'D)

Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ...
or Pall Mall Modern Blend, which cost but fifteen cents the packet of
twenty ... they are a real mark of distinction everywhere. In that
same spirit of good fellowship and good will, Pall Mall brings back
your friend, Morton Downey. Mr. Downey sings "I Cried For You."

("I CRIED FOR YOU" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("CARAVAN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing
tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of
relaxation complete, Eddy Duchin at his concert grand piano recalls
the tuneful tenderness of "Sweet And Lovely."

("SWEET AND LOVELY" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("MULBERRY BUSH" ORCHESTRA)

(PIANO FIGURE)

ANNOUNCER ... (ON CUE)

The golden voice of Morton Downey lends distinction to a colorful
arrangement of "Deep Purple."

("DEEP PURPLE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
February 27, 1939

R

SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- some of you, who have yet to experience the new and different smoking enjoyment to be found only in Pall Mall, may wonder why we emphasize tradition in connection with these Famous Cigarettes. We do it because it is responsible for the individuality of Pall Mall. For Pall Mall faithfully adheres to the English tobacco tradition that no artificial flavouring be used in the making of cigarettes. And this is all-important to your smoking enjoyment. For, since the Pall Mall flavour is solely that of fine tobaccos, and nothing else ... Pall Mall tobaccos must be better -- naturally. And they are. - They are better -- thoughtfully selected ... skillfully blended tobaccos ... so naturally fine they need no artificial flavouring. That is why this distinctly different cigarette is also a decidedly better cigarette -- and why you'll discover a unique smoking enjoyment to be found in no other blended cigarette in America. Yet, the price of Pall Mall is but fifteen cents for twenty. Buy a packet of Pall Mall tomorrow -- or even tonight, won't you? The natural flavour of fine tobaccos, with no artificial flavouring, will intrigue you. We feel sure you will agree that Pall Mall is -- better, naturally.

ATX01 0229996

(ORCHESTRA "VARSITY DRAG" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin answers the many requests of his collegiate colleagues by playing the "Varsity Drag."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

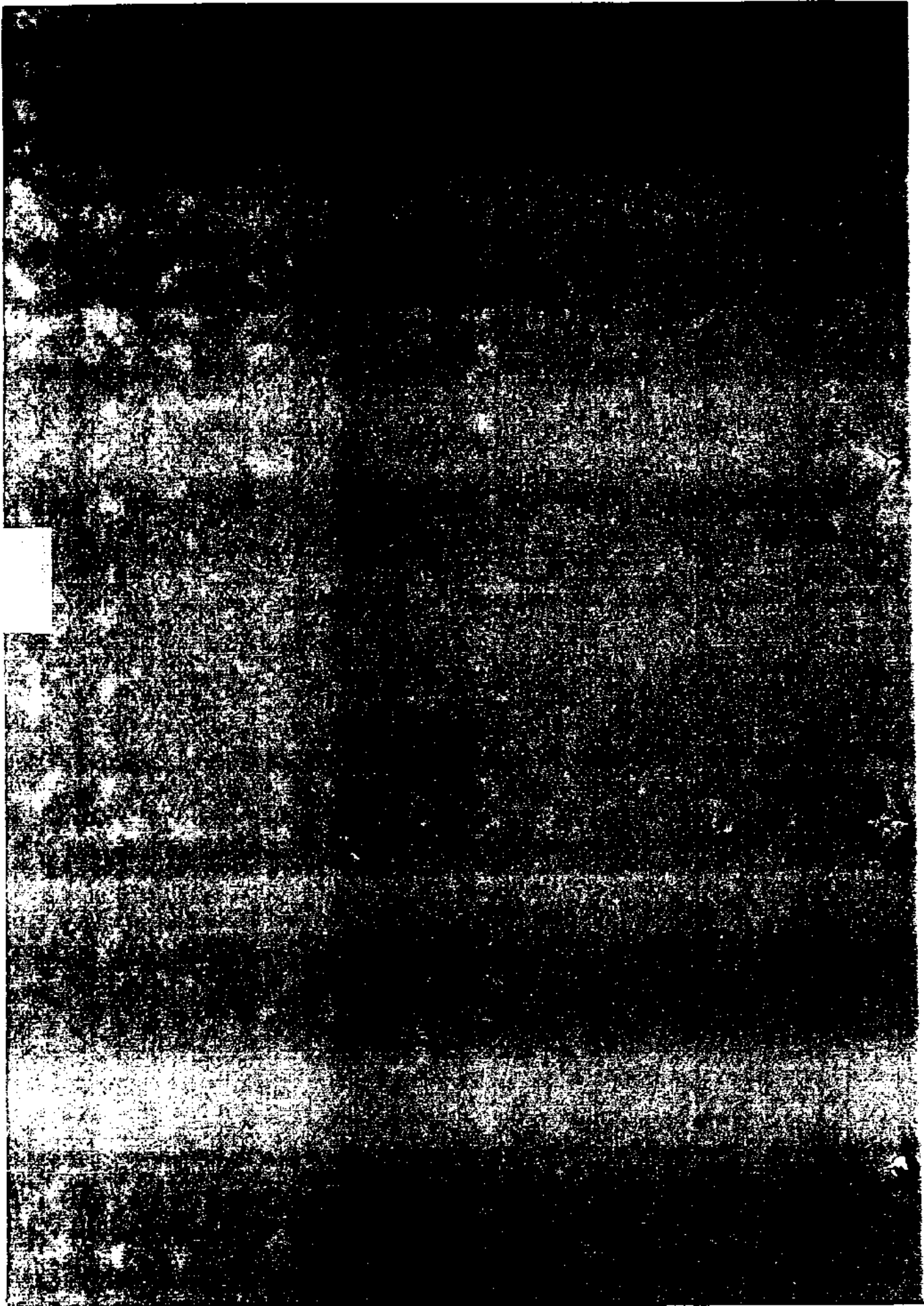
(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program dedicated to the finer things of life is ended ... We hope you'll join us with Eddy Duchin, his Persian Room Orchestra, and Morton Downey, next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. One thing more ... when you buy your packet of Pall Mall, take particular note of ^{our exclusive opening} ~~the patented~~ tab on the back - an added service for you. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)



Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	MARCH 6, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... In fashionable
clubs and restaurants ... in smart cafes ... wherever particular
people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
person at the piano, and the golden voice of your friend Morton
Downey ... We again invite you to join us in this program dedicated
to the finer things of life.

ATX01 0229999

ANNOUNCER ... (CONT'D)

Our opening number is "Could Be" as styled by Eddy Duchin and his orchestra.

("COULD BE" ORCHESTRA)
(PIANO SEQUE)

ANNOUNCER ... (ON CUE)

Now, that popular hit of the day "Umbrella Man" as played by Eddy Duchin at the concert grand piano.

("UMBRELLA MAN" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
March 6, 1939

FIRST NEWS ITEM

ANNOUNCER ...

Many of you already know that Pall Mall is unique among all blended cigarettes in America. But do you know that the very thing which makes Pall Mall a different cigarette also makes it a better one? You see, Pall Mall is the only blended cigarette in America containing no artificial flavouring ... which means the distinctive Pall Mall flavour is solely that of fine tobaccos -- nothing else. So Pall Mall tobaccos must be better -- naturally. And they are better ... Only the finest imported and domestic tobaccos are used in Pall Mall ... tobaccos so thoughtfully selected and skillfully blended -- so naturally fine -- they need no artificial flavouring. Thus Pall Mall also provides relief from the after-taste which artificial flavouring frequently causes. So, to the heavy smoker especially, Pall Mall -- with no unpleasant after-taste, is a boon as well as a pleasure. We invite you to try Pall Mall ... confident that you will discover a delightfully keener enjoyment in the fine tobacco flavour of Pall Mall Modern Blend ... They're better, naturally!

ATX01 0230001

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Pall Mall presents your friend, Morton Downey. As a prologue to the many spring nuptials now being planned, Morton Downey sings "I Promise You".

("I PROMISE YOU" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "MAMMA INEZ" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

In contrast to the Rhumba "Mamma Inez", Eddy Duchin and his orchestra play the smooth four-time melody "Hurry Home".

("HURRY HOME" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Hurry Home" as we direct our thought to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will .. And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall

Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ...
 or Pall Mall Modern Blend, which cost but fifteen cents the packet
 of twenty ... they are a real mark of distinction everywhere. In
 that same spirit of good fellowship and good will, Pall Mall brings
 back your friend, Morton Downey. From the show "Set to Music",
 Mr. Downey sings "Never Again".

("NEVER AGAIN" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("BEGIN THE BEGUIN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing
 tobacco-rich Pall Mall ... (PIANO IN).... and to make this moment
 of relaxation complete, Eddy Duchin at his concert grand piano
 melodically describes "April in Paris".

("APRIL IN PARIS DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("YOU MUST HAVE BEEN A BEAUTIFUL BABY" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey's golden voice lends added charm to the beautiful melody "When I Grow Too Old to Dream".

("WHEN I GROW TOO OLD TO DREAM" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC. PALL MALL PROGRAM
Advertising March 6, 1939
 NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen, we sincerely commend Pall Mall Famous Cigarettes to you because we believe they will more completely gratify the most exacting tastes. With the very first introduction, many of you will immediately experience a new and different smoking enjoyment. Others may be even more enthusiastic. To them, Pall Mall tobaccos, without artificial flavouring may be a revelation. In either case ... your appreciation of Pall Mall will be prompted by the same natural reason ... its flavour is solely that of fine tobaccos -- nothing else. Among all blended cigarettes in America, Pall Mall, and Pall Mall alone -- contains no artificial flavouring. And that is all-important to greater smoking enjoyment ... It also means you will experience relief from the heavy after-taste which artificial flavouring so frequently causes. We hope the new friends we welcome to our program tonight will satisfy themselves that this is true. Smoke Pall Mall until we meet again next week, won't you? They cost but fifteen cents the packet of twenty. We sincerely believe you will find in Pall Mall everything you look for in a cigarette. Your own particular taste will tell you that Pall Mall is better -- naturally.

ATX01 0230005

(ORCHESTRA "I'VE GOT RHYTHM" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and
always ... "I've Got Rhythm" from the musical "Girl Crazy".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended ..
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Merten Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pall Mall Famous Cigarettes.
One thing more ... when you buy your packet of Pall Mall, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pall Mall ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

"As Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

235 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA (REVISED)	Date:	MARCH 13, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	CAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ..

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... (PIANO IN)...
 In fashionable clubs and restaurants ... in smart cafes ... wherever
 particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
 person at the piano, and the golden voice of your friend Morton
 Downey... We again invite you to join us in this program dedicated
 to the finer things of life.

ATX01 0230007

ANNOUNCER ... (CONT'D)

To open our program tonight, Eddy Duchin and his orchestra play

"Gotta Get Some Shut Eye".

("GOTTA GET SOME SHUT EYE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At the concert grand piano, Eddy Duchin gives his own distinctive touch to the popular melody "Deep Purple".

("DEEP PURPLE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOFIRST NEWS ITEM

PALL MALL PROGRAM

March 13, 1939

(REVISED)

ANNOUNCER ...

There is an English tobacco tradition that no artificial flavouring be used in the making of cigarettes. PALL MALL faithfully follows that tradition. As a matter of truth, PALL MALL is unique among blended cigarettes in that respect. The distinctive PALL MALL flavour is solely that of fine tobaccos -- nothing else. -----
 Tobaccos so naturally fine they need no artificial flavouring and that is all-important -- for it also means PALL MALL provides relief from the heavy after-taste which artificial flavouring so frequently causes. So we sincerely believe -- no matter how many PALL MALL Cigarettes you may smoke throughout the day, you will derive the same keen enjoyment from your last PALL MALL as you do from your first. *-- and, as we have said, will no unpleasant after taste* Try them, won't you? Give the genuine naturally fine tobaccos of PALL MALL the opportunity to convince you that PALL MALL is better -- naturally.

ATX01 0230009

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now - Pall Mall presents your friend, Morton Downey. From the Bing Crosby picture, "Paris Honeymoon", Mr. Downey sings "I Have Eyes".

("I HAVE EYES" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "MASABI" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

In contrast to the rhythm of the Rhumba, "Masabi", the orchestra with Eddy Duchin at the piano, brings you "This Night".

("THIS NIGHT" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "This Night" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall

ANNOUNCER ... (CONT'D)

Originals (BIG BEN CUT) - A Shilling in London, A Quarter Here .
 or Pall Mall Modern Blend, which cost but fifteen cents the packet
 of twenty --- they are a real mark of distinction everywhere. In
 that same spirit of good fellowship and good will, Pall Mall again
 presents your friend, Morton Downey. Mr. Downey makes a bow to St.
 Patrick's Day and its many celebrations by singing a typical Irish
 Ballad "Maire My Girl".

("MAIRE MY GIRL" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("BUGLE CALL RAG" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing
 tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment
 of relaxation complete, Eddy Duchin at his concert grand piano
 romantically serenades with a number from the musical "New Moon",
 "Lover Come Back to Me."

("LOVER COME BACK TO ME" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("GOOD FOR NOTHING" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The golden voice of Merton Downey lends distinction to the sentimental, sophisticated lyrics of "I Get Along Without You Very Well".

("I GET ALONG WITHOUT YOU VERY WELL" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.

Advertising

PALL MALL PROGRAM

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

March 13, 1939

SECOND NEWS ITEM

ANNOUNCER ...

Ever since its debut, Pall Mall Modern Blend has been in great demand in fashionable clubs ... in smart hotels and restaurants ... wherever particular people congregate. For the discriminating have found in Pall Mall a natural flavour that appeals to their exacting tastes ... one which no other blended cigarette in America can offer. For Pall Mall ... and Pall Mall alone, uses no artificial flavouring. Pall Mall is made of such superb imported and domestic tobaccos ... tobaccos so thoughtfully selected and skillfully blended ... so naturally fine, they need no artificial flavouring. And because Pall Mall tobaccos are better -- naturally Pall Mall Cigarettes are better. Ask your tobacconist for Pall Mall tomorrow -- or even tonight, won't you? They cost but fifteen cents the packet of twenty. Smoke them until we meet again next week ... and let your own particular taste prove that the true tobacco flavour of Pall Mall ... with no unpleasant aftertaste ... provides more genuine smoking enjoyment ... Let your own particular taste decide that Pall Mall is better -- naturally.

ATK01 0230013

(ORCHESTRA "I NEVER KNEW" FADE ON CUE)

..... (ON CUE OVER MUSIC)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN AND ORCHESTRA	Date:	MARCH 20, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pall Mall Famous Cigarettes ... (PIANO IN) ...
In fashionable clubs and restaurants ... in smart cafes .. wherever
particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in
person at the piano, and the golden voice of your friend Morton
Downey ... We again invite you to join us in this program dedicated
to the finer things of life.

ATX01 0230015

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program in a lively manner with the popular "Jeepers Creepers".

("JEEPERS CREEPERS" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At the concert grand piano, Eddy Duchin styles the popular melody "You're a Sweet Little Headache".

("YOU'RE A SWEET LITTLE HEADACHE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTRÉAL TORONTO

PALL MALL PROGRAM

March 20, 1939

FIRST NEWS ITEM

ANNOUNCER ...

Some of you who recently accepted our friendly invitation to try PALL MALL Famous Cigarettes may have wondered why you found them so distinctly different -- why PALL MALL brings you more smoking enjoyment. Well, part of that difference arises from finer tobaccos -- superb Turkish and domestic tobaccos. But there is something else that makes the greatest difference of all. PALL MALL is the only blended cigarette in America containing no artificial flavouring. Its flavour is solely that of fine tobaccos ... nothing else ... tobaccos so thoughtfully selected and skillfully blended ... so naturally fine they need no artificial flavouring. And these better tobaccos make PALL MALL a better cigarette ... one which provides relief from the heavy after-taste which artificial flavouring so frequently causes. Try PALL MALL, won't you? With other discriminating smokers, you will discover more genuine enjoyment in the undisguised ... real flavour and aroma of the fine, natural tobaccos in PALL MALL. They're better, naturally.

ATX01 0230017

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pall Mall presents your friend, Morton Downey. Mr. Downey sings for you one of the best numbers from the current group of popular songs, "Masquerade is Over".

("MASQUERADE IS OVER" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "SIBONEY" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

From the pulsating rhythm of the rumba, Siboney, Eddy Duchin at the piano smoothly blends into the popular "Penny Serenade".

("PENNY SERENADE" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Penny Serenade" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty -- they are a real mark of distinction everywhere. In

ANNOUNCER ... (CONT'D)

that same spirit of good fellowship and good will, Pall Mall again presents your friend, Morton Downey. Mr. Downey's selection is one seldom heard in this country ... the traditional Scottish air ... "Bonnie Mary of Argyle".

("BONNIE MARY OF ARGYLE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("JOHNNY ONE NOTE" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin at his concert grand piano plays the dreamy, romantic melody, "My Silent Love".

("MY SILENT LOVE" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("F. D. R. JONES" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again the distinctive voice of Morton Downey ... and the

ANNOUNCER ... (CONT'D)

popular tune "Heaven Can Wait".

("HEAVEN CAN WAIT" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
March 20, 1939SECOND NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- many of you who smoke a lot have noted an after-taste at the end of the day. You, in particular, will welcome PALL MALL Famous Cigarettes. For PALL MALL is the only blended cigarette in America which leaves absolutely no after-taste due to artificial flavouring; for PALL MALL is the only blended cigarette in America which contains no artificial flavouring. Because PALL MALL derives its fine flavour from tobacco alone, PALL MALL tobaccos must be exceptionally fine -- so naturally fine that they need nothing to support their genuine goodness. Satisfy yourself that this is true by smoking PALL MALL until we meet again next week. They cost but fifteen cents the packet of twenty. Smoke as many as you wish -- even two packets a day -- and notice the difference at night. You will discover a new and keener smoking enjoyment ... you will discover complete freedom from unpleasant after-taste due to artificial flavouring -- in short, you will discover that PALL MALL is better -- naturally.

ATX01 0230021

(ORCHESTRA "I KNOW THAT YOU KNOW" ... FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and always ... the rhythmic "I Know That You Know".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program dedicated to the finer things of life is ended. We hope you'll join us with Eddy Duchin, his Persian Room Orchestra, and Morton Downey next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. One thing more ... when you buy your packet of Pall Mall, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate you will find Pall Mall ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN, MORTON DOWNEY AND ORCHESTRA	Date:	MAR. 27, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	9:30 - 10:00PM.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pall Mall Famous Cigarettes ... (PIANO IN) ...
 In fashionable clubs and restaurants ... in smart cafes ... wherever
 particular people congregate ... you will find Pall Mall ...

(ORCHESTRA IN AND UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
 Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in person
 at the piano, and the golden voice of Morton Downey... Again we
 invite you to join us in this program dedicated to the finer things
 of life.

ATX01 0230023

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "This is It" from the Broadway musical "Stars in Your Eyes".

("THIS IS IT"..... ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin styles the popular melody "I Promise You".

("I PROMISE YOU" DUCHIN SOLO WITH ORCHESTRA)

FIRST NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- most of us smoke cigarettes for the distinct pleasure that tobacco gives us ... And yet for some -- that pleasure is marred by an unpleasant after-taste at the end of the day. To them in particular we confidently commend PALL MALL Famous Cigarettes. For PALL MALL is the only blended cigarette in America which cannot possibly produce any unpleasant after-taste due to artificial flavouring. That is because PALL MALL is the only blended cigarette in America which contains no artificial flavouring. The PALL MALL flavour is solely that of fine tobaccos, nothing else. So you see PALL MALL tobaccos must be exceptionally fine... so naturally and genuinely fine -- that they need no artificial flavouring. You can easily satisfy yourself that this is true by smoking PALL MALL all day tomorrow ... and notice the renewed enjoyment with each successive PALL MALL. Notice particularly the difference at night, when you discover the complete absence of unpleasant after-taste due to artificial flavouring, you will have one more reason for agreeing that PALL MALL is better -- naturally.

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pall Mall presents Morton Downey. Mr. Downey sings for you the haunting melody "Deep Purple".

("DEEP PURPLE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "OLD CLOTHES" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Eddy Duchin himself at the piano with "April Showers".

("APRIL SHOWERS" ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "April Showers" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet of twenty -- they are a real mark of distinction everywhere. In

ANNOUNCER ... (CONT'D)

that same spirit of good fellowship and good will, Pall Mall again presents Morton Downey, who sings a favorite ballad "Boy of Mine"

("BOY OF MINE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("STORMY WEATHER" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays ~~appropriately~~, the melody "Stardust".

("STARDUST" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("HOLD TIGHT" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again the distinctive voice of Morton Downey ... and the often requested "We've Come a Long Way Together"

("WE'VE COME A LONG WAY TOGETHER" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA "AFTER YOU'VE GONE" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and
always ... "After You've Gone".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

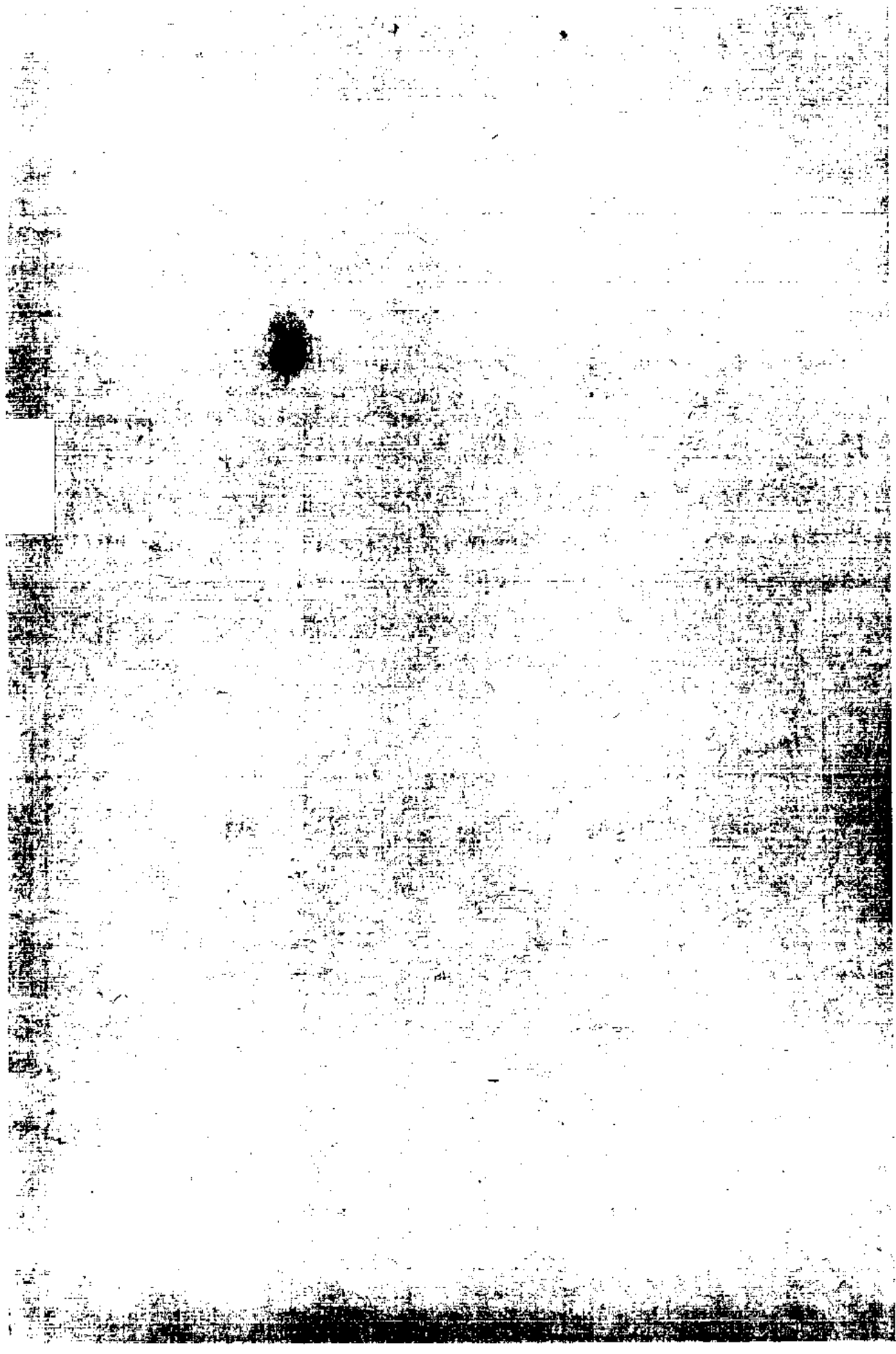
(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE . . . AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended.
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pall Mall Famous Cigarettes.
One thing more ... when you buy your packet of Pall Mall, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pall Mall ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)



Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN, MORTON DOWNEY AND ORCHESTRA	Date:	APR. 3, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	9:30 - 10:00 P.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment in the
modern blend of Pall Mall Famous Cigarettes ... (PIANO IN) ... In
fashionable clubs and restaurants ... in smart cafes ... wherever
particular people congregate ... you will find Pall Mall ...
(ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the suave, danceable rhythms of
Eddy Duchin and his Persian Room Orchestra, with Eddy Duchin in person
at the piano, and the golden voice of Morton Downey ... Again we
invite you to join us in this program dedicated to the finer things
of life.

ATX01 0230030

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with the rhythmic
"Could Be".

("COULD BE" ORCHESTRA)

(PIANO SEQUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin fashions the popular melody ^{*My Reverie*} ~~"Umbrella Man"~~.

^{*My Reverie*}
(~~"UMBRELLA MAN"~~ DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

PALL MALL PROGRAM
April 2, 1939

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTRÉAL TORONTO

FIRST NEWS ITEM

(ORCHESTRA - WALTZ - DOWN UNDER)

ANNOUNCER ...

At a fashionable restaurant ... a table for two is the setting for a sentimental reunion ...

YOUNG MAN ...

Miss me?

YOUNG WOMAN ...

Slightly.

MAN ...

Thanks.

WOMAN ...

Three months in England haven't changed you much.

(SNEAK ORCHESTRA OUT)

MAN ...

Oh, darling, don't I strike you as being more sophisticated -- more suave -- more --

WOMAN ...

No, not particularly. Of course, after your trip, I suppose you wouldn't think of wearing suspenders or a vest.

MAN ...

Definitely not, old fruit ... braces and a wescut to you.

ATX01 0230032

YOUNG & RUBICAM, INC.
Advertising

PALL MALL PROGRAM
April 3, 1989

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM -2-

WOMAN ...

I thought as much. Could you let me have a cigarette while I adjust myself to the new you?

MAN ...

Righto. How about a Pell Mell?

WOMAN ...

Look, my sweet ... these are the United States, where tiffin is tea and where Paul Maul is pronounced Paul Maul, just as it's spelled.

MAN ...

But really you're wrong about that, honest you are. The cigarette was named after that fashionable section of London where most of the smart clubs are. That's pronounced Pell Mell, so the cigarette is ...

WOMAN ...

You know darling, - you're --

MAN ...

If you don't believe me -- look it up in Webster's Dictionary or --

WOMAN ...

I was only going to say -- you're not only awfully good-looking -- you're extremely educational.

ATX01 0230033

YOUNG & RUBICAM, INC. PALL MALL PROGRAM
Advertising April 8, 1939

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM -8-

MAN ...

Thanks, darling.

WOMAN ...

Not at all -- And now, - may I have one of my favourite cigarettes
-- a Pell Mell?

ANNOUNCER ...

And, ladies and gentlemen -- whether you ask for Pell Mell or
Paul Maul ... you can be certain of this ... you can be certain
of receiving the only blended cigarette in America using no
artificial flavouring -- the only one which leaves absolutely
no unpleasant after-taste caused by artificial flavouring. Try
Pall Mall tomorrow -- or even tonight, won't you? ... they cost
but fifteen cents the packet of twenty -- and learn why Pall
Mall is better -- naturally.

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pall Mall presents Morton Downey. Mr. Downey sings for you "Little Sir Echo".

("LITTLE SIR ECHO" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "PEANUT VENDER" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin himself at the piano, brings you

Umbrella Man

~~"My Reverie"~~

Umbrella Man

(~~"MY REVERIE"~~ ORCHESTRA PIANO)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Umbrella Man

Eddy Duchin lingers over the melody of ~~"My Reverie"~~ as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pall Mall ... famed 'round the world ... Pall Mall is rich in the tradition of centuries of culture, good living, and good will ... And Pall Mall Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pall Mall Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pall Mall Modern Blend, which cost but fifteen cents the packet.

ANNOUNCER ... (CONT'D)

of twenty -- they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pall Mall again presents Morton Downey, who sings a medley of timely tunes, "Lovely to Look at", "Alice Blue Gown" and "Easter Parade".

(MEDLEY DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("SWAMPFIRE" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pall Mall ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays the melody "You Go To My Head".

("YOU GO TO MY HEAD" DUCHIN AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("SHOT EYE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Once again the distinctive voice of Morton Downey ... and the often requested "I Cried For You".

("I CRIED FOR YOU" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
April 3, 1939

SECOND NEWS ITEM

ANNOUNCER . . .

Ladies and gentlemen, the famous cigarette which brings this program to you . . . Pall Mall Modern Blend, . . . makes two very distinctive contributions to your smoking enjoyment. First, Pall Mall brings you the true flavour . . . true aroma . . . and true goodness of natural tobaccos . . . second, this unique cigarette leaves absolutely no after-taste caused by artificial flavouring. And in these respects, Pall Mall stands alone among all blended cigarettes in America -- for it is the only one in which the natural flavour and aroma of tobacco is not altered or disguised by artificial flavouring. Pall Mall tobaccos are so thoughtfully selected -- so skillfully blended -- so naturally fine -- they need no artificial substitute for genuine goodness! And so, by virtue of better tobaccos, Pall Mall is naturally a better cigarette. Satisfy yourself that this is true by smoking Pall Mall until we meet again next week. You will discover a new and keener smoking enjoyment . . . you will discover complete freedom from unpleasant after-taste caused by artificial flavouring . . . in short, you will discover that Pall Mall is better -- naturally.

ATX01 0230037

(ORCHESTRA "FINE AND DANDY" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and
always ... "Fine and Dandy"

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour
and our program dedicated to the finer things of life is ended.

We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pall Mall Famous Cigarettes.

One thing more .. when you buy your packet of Pall Mall, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pall Mall ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	ELLY LUCHIN, MORTON DOWNEY AND ORCHESTRA	Date:	APR. 10, 1939
Client:	AMERICAN CIGARETTE AND CIGAR CO., INC.	Time:	9:30 - 10:00PM
Product:	PALL MALL CIGARETTE	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking enjoyment in the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pell Mell ... (ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Ed^{with}dy Luchin ~~and~~ his Persian Room Orchestra, and the golden voice of Morton Downey ... Again we invite you to join us in this program dedicated to the finer things of life.

ATX01 0230039

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with the rhythmic
"Hold Tight."

("HOLD TIGHT".....ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "Heaven Can Wait"

("HEAVEN CAN WAIT".....DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising
 NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
 April 10, 1939

FIRST NEWS ITEM

Ladies and gentlemen -- with your very first introduction to Pell Mell Modern Blend -- you have probably recognized that here, at long last, is a distinctly different cigarette. Of the many reasons for the individuality of Pell Mell, one of the most important is "tradition". You see, there is an old English tradition that -- in the blending of tobaccos -- no artificial flavouring be used. And Pell Mell faithfully follows that tradition. The distinctive Pell Mell flavour is solely that of fine tobaccos -- nothing else ... tobaccos so naturally fine they need nothing to support their genuine goodness. And that is all-important to greater smoking enjoyment ... for it also means Pell Mell provides complete freedom from the after-taste caused by artificial flavouring. You can easily satisfy yourself that this is true by smoking Pell Mell all day tomorrow. Notice the difference ... when you discover the complete absence of unpleasant after-taste caused by artificial flavouring ... when you discover the new and keener smoking enjoyment you derive from naturally flavour-rich tobaccos ... you will certainly agree that Pell Mell is better -- naturally.

ATX01 0230041

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

"This Salt"

And now Pell Mell presents Morton Downey. Mr. Downey sings ~~for you~~

from the show "Stars in your Eyes"

~~"The Masquerade Is Over"~~

"THIS IS IT"

(~~"THE MASQUERADE IS OVER"~~ DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "NEGIA CONSENTIDA" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin styles "I Get Along Without You Very Well"

("I GET ALONG WITHOUT YOU VERY WELL PIANO & ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "I Get Along Without You Very Well" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pell Mell Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or

or Pell Mell Modern Blend, which cost but fifteen cents the packet

ANNOUNCER ... (CONT'D)

of twenty - they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings the ballad "Sylvia".

("SYLVIA"..... DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("GAVOTTE".....ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays the often requested melody

"These Foolish Things"

("THESE FOOLISH THINGS"DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("THIS CAN'T BE LOVE".....ORCHESTRA)

(PIANO SECUE)

ANNOUNCER ... (ON CUE)

Again the golden voice of Morton Downey and "The Masquerade Is Over"
Morton Downey sings "This Is It" from the show "Stars In your Eyes"
"The Masquerade Is Over"

("THIS IS IT"DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
April 10, 1939

SECOND NEWS ITEM

ANNOUNCER . . .

Ladies and gentlemen, this may surprise you -- but it's true -- there is only one blended cigarette in this country which leaves no unpleasant after-taste caused by artificial flavouring. That cigarette is Pell Mell. For Pell Mell is the only blended cigarette in America which contains no artificial flavouring . . . Because Pell Mell derives its fine flavour from tobaccos alone -- Pell Mell tobaccos must be exceptionally fine . . . superb Turkish and domestic tobaccos so thoughtfully selected -- so skillfully blended -- so naturally fine they need no artificial flavouring. And so, to smoke Pell Mell is a different and delightfully refreshing experience -- one which is more gratifying because Pell Mell leaves absolutely no after-taste caused by artificial flavouring. Tomorrow, or even tonight, ask your tobacconist for Pell Mell -- they cost but fifteen cents the packet of twenty -- and smoke them until we meet again next week. You will find, as you enjoy the natural, full-flavoured tobaccos in this distinctive cigarette -- that your good taste will pronounce the good taste of Pell Mell as -- better, naturally!

ATX01 0230044

(ORCHESTRA "LIMEHOUSE BLUES".....FADE ON CUE)

ANNOUNCER ..(ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ...today and
always ... "Limehouse Blues"

ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour
and our program dedicated to the finer things of life is ended.
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Merton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pell Mell Famous Cigarettes. One
thing more . . . when you buy your packet of Pell Mell, take particular
note of the patented opening tab you will find on the back ... an
added service for you. And remember ... wherever particular people
congregate you will find Pell Mell ... They're better naturally.
Good night.

((BIG BEN UP FULL UNTIL SIGN OFF))

(CHICAGO)

Radio Program

Prepared and Produced by

As Broadcast

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDY DUCHIN, MORTON DOWNEY AND ORCHESTRA

Date: APR. 17, 1939

Client: AMERICAN CIGARETTE AND CIGAR CO., INC.

Time: 30 - 10:00 P.M.

Product: PALL MALL CIGARETTE

Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ...
 In fashionable clubs and restaurants ... in smart cafes ...
 wherever particular people congregate ... you will find Pell Mell ...
 (ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with his
 Persian Room Orchestra, and the golden voice of Morton Downey ...
 Again we invite you to join us in this program dedicated to the
 finer things of life.

RTX01 0230046

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "The Moon
Is A Silver Dollar."

("THE MOON IS A SILVER DOLLAR" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "Little Sir Echo."

("LITTLE SIR ECHO" DUCHIN SOLO WITH ORCHESTRA)

PELL MELL PROGRAM
April 17, 1939

FIRST NEWS ITEM

ANNOUNCER ...

Just as a man is known by the company he keeps, - so is a cigarette.
That is why, wherever particular people congregate, you will find
Pell Mell. For Pell Mell Modern Blend embodies the natural qualities
preferred by discriminating smokers ... unique qualities which no
other blended cigarette in America can offer. Pell Mell, you see,
is the only blended cigarette in this country containing no artificial
flavouring. The Pell Mell flavour is solely that of fine tobaccos
-- nothing else -- tobaccos so thoughtfully selected, so skillfully
blended -- so naturally fine -- they need no artificial flavouring.
And because Pell Mell tobaccos are better -- Pell Mell cigarettes
are better -- naturally. Satisfy yourself that this is true ...
start smoking Pell Mell tomorrow -- or even tonight. As you enjoy
the natural ~~flavour~~ ^{flavour} ~~of~~ ^{of} superb ~~and~~ ^{fine} ~~and~~ ^{and} ~~flavoured~~ ^{flavoured} tobaccos --
as you discover that Pell Mell leaves no unpleasent after-taste
caused by artificial flavouring -- you will agree, with other
particular smokers, that Pell Mell is better, -- naturally!

ATX01 0230048

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pell Mell presents Morton Downey. Mr. Downey sings

"I Promise You."

("I PROMISE YOU" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "QUIERAMI MUCHO" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin fashions "Deep Purple."

("DEEP PURPLE" PIANO AND ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER (ON CUE)

Eddy Duchin lingers over the melody of "Deep Purple" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pell Mell Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pell Mell Modern Blend, which cost but fifteen cents the packet

ANNOUNCER ... (CONT'D)

of twenty - they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings the ballad "Little Mother Of Mine."

("LITTLE MOTHER OF MINE" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("BEGIN THE BEGUIN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays a haunting favorite ...

"Say It Isn't So."

("SAY IT ISN'T SO" DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("MULBERRY BUSH" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the often requested "Thanks For Everything."

("THANKS FOR EVERYTHING" DOWNEY AND ORCHESTRA)

(APPLAUSE)

PELL MELL PROGRAM
April 17, 1939

SECOND NEWS ITEM

ANNOUNCER ...

No matter what you may expect of a cigarette -- you will find in Pell Mell all the characteristics of a ~~more~~ genuinely gratifying smoke. Finer tobaccos -- naturally -- because, since Pell Mell is the only blended cigarette in America which contains no artificial flavouring -- their Turkish and domestic tobaccos must be finer. So fine -- so full-flavoured naturally -- that they need no artificial flavouring. And that makes possible ^{another characteristic} ~~a smoking advantage~~ unique in Pell Mell. For the absence of artificial flavouring completely eliminates the unpleasant after-taste which artificial flavouring so frequently causes. Try Pell Mell, won't you -- Smoke them until we meet again next week. You will derive a keener delight and a new after-smoking comfort from the genuinely full-flavoured tobaccos of Pell Mell. They cost but fifteen cents the packet of twenty. They're better, naturally.

ATX01 0230051

(ORCHESTRA TAKE ME OUT TO THE BALL GAME" ... FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today and always ... "Take Me Out To The Ball Game."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program dedicated to the finer things of life is ended. We hope you'll join us with Eddy Duchin, his Persian Room Orchestra, and Morton Downey next Monday night when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember wherever particular people congregate you will find Pell Mell ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

(CHICAGO)

No Broadcast

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDY DUCHIN, MORTON DOWNEY AND ORCHESTRA **Date:** APRIL 24, 1939
Client: AMERICAN CIGARETTE AND CIGAR CO., INC. **Time:** 9:30 - 10:00 P.M.
Product: PALL MALL CIGARETTE **Network:** WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
 STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ...
 In fashionable clubs and restaurants ... in smart cafes ...
 wherever particular people congregate ... you will find Pell Mell ...
 (ORCHESTRA IN AND UP TO REGISTER

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with his
 Persian Room Orchestra, and the golden voice of Morton Downey ...
 Again we invite you to join us in this program dedicated to the
 finer things of life.

ATX01 0230053

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "This Is It"
from the show "Stars In Your Eyes."

("THIS IS IT" OFCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin styles "The Penny Serenade."

("PENNY SERENADE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTRÉAL TORONTO

PALL MALL PROGRAM

April 24, 1939

FIRST NEWS ITEM

ANNOUNCER . . .

Some of our best friends, who pronounce their favourite cigarette "Paul Maul", have asked us why we say "Pell Mell" -- Well, Pell Mell was originally an ancient French game resembling croquet ... pronounced by the English Pell Mell. It was played on a long strip of turf which was also called Pell Mell. And eventually, one of the most noted of these Pell Mell courts became the thoroughfare now London's fashionable club center -- Pell Mell. And since that is where our distinctive cigarette got its name -- we call it "Pell Mell". But whether you ask your tobacconist for Pell Mell or Paul Maul -- you couldn't ask for a better cigarette. For Pell Mell is the only blended cigarette in America which contains no artificial flavouring ... the only one which can leave no unpleasant after-taste caused by artificial flavouring. Because Pell Mell Modern Blend is so different -- because it is so genuinely fine -- we commend it to you as an unusually enjoyable smoking experience -- confident that your good taste will pronounce the good taste of Pell Mell as -- better -- naturally.

ATX01 0230055

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pell Mell presents Morton Downey. Mr. Downey sings "Little Skipper."

("LITTLE SKIPPER" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "SAY SI SI" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin plays "Our Love."

("OUR LOVE" PIANO AND ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Our Love" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavor ... Whether they be Pell Mell Originals (BIG BEN OUT) - A Shilling in London, A Quarter Here ... or Pell Mell Modern Blend, which cost but fifteen cents the packet

ANNOUNCER ... (CONT'D)

of twenty - they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings a medley of "Moon" songs ... "Blue Moon", "Paper Moon" and "Harvest Moon."

(MEDLEY DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("STOP, LOOK AND LISTEN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays "Sweetheart of Sigma Chi."

("SWEETHEART OF SIGMA CHI" DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("COULD BE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the often requested "I Get Along Without You Very Well."

("I GET ALONG WITHOUT YOU VERY WELL" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPELL MELL PROGRAM
April 24, 1939SECOND NEWS ITEM

ANNOUNCER ...

You know that discriminating hosts not only provide their guests with the finest in food and drink -- but also the finest cigarettes. That is why, wherever particular people congregate, you will find Pell Mell. For among all blended cigarettes in America, Pell Mell -- and Pell Mell alone -- contains no artificial flavouring. And that is all-important to greater smoking enjoyment. For since the flavour of Pell Mell is solely that of fine tobaccos and nothing else -- those tobaccos must be exceptionally fine. They must be so thoughtfully selected -- so skillfully blended -- so naturally flavour-rich, they need no artificial flavouring: And these better tobaccos make Pell Mell a better cigarette -- naturally ... a cigarette which provides complete freedom from any unpleasant after-taste caused by artificial flavouring. Smoke Pell Mell until we meet again next week, won't you? They cost but fifteen cents the packet of twenty. As you enjoy the true tobacco flavour of Pell Mell, as you discover the complete absence of unpleasant after-taste caused by artificial flavouring ... you will certainly agree that Pell Mell is better -- naturally.

ATX01 0230058

(ORCHESTRA "ROBERT E. LEE" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today ...
and always ... "Waiting for the Robert E. Lee".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

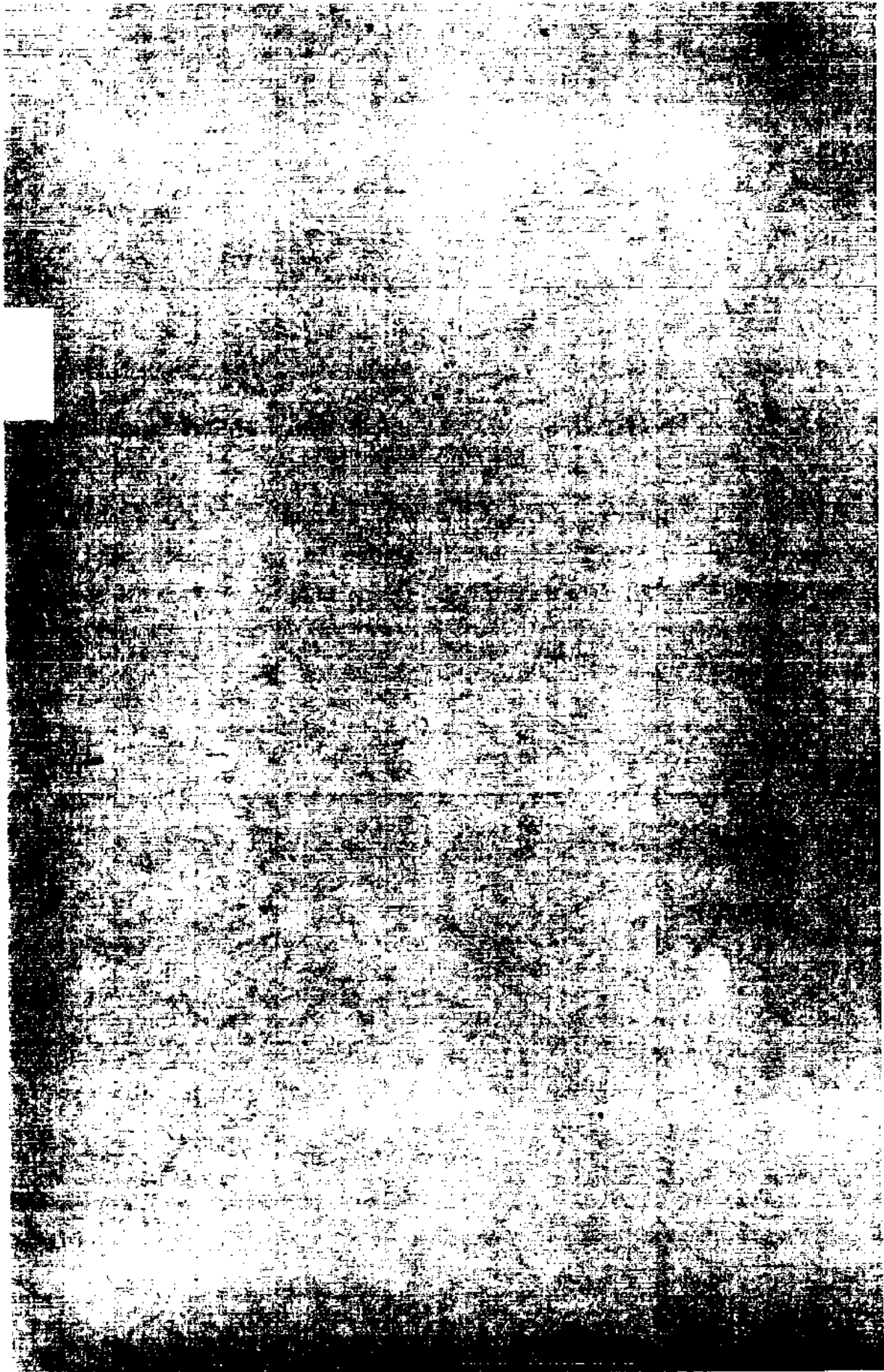
(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended.
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pell Mell Famous Cigarettes. One
thing more ... when you buy your packet of Pell Mell, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pell Mell ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)



(CHICAGO)

"No Broadcast"

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDY DUCHIN, MORTON DOWNEY & ORCHESTRA	Date: MAY 1, 1939
Client: AMERICAN CIGARETTE & CIGAR CO., INC.	Time: 9:30 - 10:00 PM
Product: PALL MALL CIGARETTE	Network: WEAf

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
 inviting your attention to the rich smoking enjoyment embodied in
 the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ...
 In fashionable clubs and restaurants ... in smart cafes ...
 wherever particular people congregate ... you will find Pell Mell ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with his
 Persian Room Orchestra, and the golden voice of Morton Downey ...
 Again we invite you to join us in this program dedicated to the
 finer things of life.

ATK01 0230061

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "Gotta Get Some Shut Eye".

("GOTTA GET SOME SHUT EYE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "It's Never Too Late".

("IT'S NEVER TOO LATE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC. PALL MALL PROGRAM
Advertising May 1, 1939

NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM

(FANFARE)

ANNOUNCER ...

Tonight we give you one of the findings of a recent study of the smoking habits of two nations ... Authentic figures reveal this ...

MAN ...

Every single day in the year, the average Englishman smokes fourteen per cent more cigarettes than the average American.

ANNOUNCER ...

While the fact may seem surprising, the explanation isn't ... for we sincerely believe it lies in this statement -- No artificial flavouring of any kind is ever used in English cigarettes. And that means they may be smoked as freely as desired without any indication of unpleasant after-taste due to artificial flavouring.

In all America there is only one blended cigarette that offers you this distinct smoking advantage -- only one blended cigarette containing no artificial flavouring. That cigarette is Pell Mell. The Pell Mell flavour is solely that of pure, natural tobaccos -- tobaccos so thoughtfully selected -- so skillfully blended -- so naturally flavour-rich, they need no artificial flavouring. We invite you to try Pell Mell ... This different, better cigarette costs but fifteen cents the packet of twenty. When you discover

ATX01 0230063

YOUNG & RUBICAM, INC.
Advertising

PELL MELL PROGRAM
May 1, 1939

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTEAL TORONTO

FIRST NEWS ITEM -2-

ANNOUNCER ... (CONT'D)

for yourself the new and keener smoking enjoyment you derive from
Pell Mell's pure, natural flavour ... unmarred by the unpleasant
after-taste due to artificial flavouring, you will certainly agree
that Pell Mell is better -- naturally.

(ORCHESTRA: DOWNEY FANFARE HOLD)

ANNOUNCER ... (OVER MUSIC)

And now Pell Mell presents Morton Downey. Mr. Downey sings "I
Can't Give You Anything But Love".

("I CAN'T GIVE YOU ANYTHING BUT LOVE" DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "HASTA MANANA" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin, fashions "Heaven Can Wait".

("HEAVEN CAN WAIT" PIANO & ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Heaven Can Wait" as we
direct our thoughts to that historic section of London that gave
its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ..
... famed 'round the world ... Pell Mell is rich in the tradition of
centuries of culture, good living, and good will ... And Pell Mell
Famous Cigarettes are rich in tradition too ... famed for their
fine tobaccos ... their natural flavor ... Whether they be Pell Mell
Originals (BIG BEN OUT) - a Shilling in London, A Quarter Here -
or Pell Mell Modern Blend, which cost but fifteen cents the packet

ANNOUNCER ... (CON'T)

of twenty - they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who is currently being ^{starred} featured in the Aquacade show at the 1939 New York World's Fair. From that show, Mr. Downey sings a medley of "You're Too Good To Be True", "Yours For a Song" and "Yankee Doodle's Going To Go To Town Again".

(MEDLEY DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("WHIRLING DERVISH" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays "Dark Eyes".

("DARK EYES" DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("THIS CAN'T BE LOVE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the popular "I'm Building a Sailboat of Dreams".

("I'M BUILDING A SAILBOAT OF DREAMS" DOWNEY & ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM

May 1, 1939

SECOND NEWS ITEM

ANNOUNCER . . .

More than two thousand years ago, a wise philosopher said, "Powerful indeed is the empire of habit." And that is just as true today -- so true that many of us never get the most out of life because of habit. In the matter of cigarettes, for example -- you often get used to one particular brand, and never stop to think you might get far more enjoyment from Pell Mell if you would but try them. For Pell Mell is really a different cigarette. Part of that difference arises from finer tobaccos -- superb imported and domestic tobaccos -- thoughtfully selected -- and skillfully blended. But there is something else -- something all-important: - Pell Mell is the only blended cigarette in America containing no artificial flavouring. You see, Pell Mell tobaccos are so naturally flavour-rich -- they need no artificial flavouring. Thus Pell Mell also provides complete freedom from any unpleasant after-taste caused by artificial flavouring. Of course, only you can tell how right Pell Mell is for you ... and the only way is by trying them. ~~No~~ Smoke Pell Mell until we meet again next week, won't you? We are confident you will agree with particular people everywhere who say "Pell Mell is better -- naturally."

ATXO1 0230067

(ORCHESTRA "ANYTHING GOES" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today ...
and always ... "Anything Goes".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicatōd to the finer things of life is
ended. We hope you'll join us with Eddy Duchin, his Persian Room
Orchestra, and Morton Downey next Monday night when the throbbing
stroke of Big Ben will again invite your attention to the rich
smoking pleasure embodied in the modern blend of Pell Mell Famous
Cigarettes. One thing more ... when you buy your packet of Pell
Mell, take particular note of the patented opening tab you will
find on the back ... an added service for you. And remember ...
wherever particular people congregate you will find Pell Mell ...
They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

(CHICAGO)

Radio Program

"A B"

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: EDDY DUCHIN, MORTON DOWNEY & ORCHESTRA	Date: MAY 8, 1939
Client: AMERICAN CIGARETTE & CIGAR CO., INC.	Time: 9:30 - 10:00 PM
Product: PALL MALL CIGARETTE (REVISED) (Typed May 5)	Network: WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment embodied in
the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ...
In fashionable clubs and restaurants ... in smart cafes ... wherever
particular people congregate ... you will find Pell Mell ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with his
Persian Room Orchestra, and the golden voice of Morton Downey ...
Again we invite you to join us in this program dedicated to the
finer things of life.

ATX01 0230069

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with *"The Moon Is a Silver Dollar"* ~~"Says My Heart."~~

"The Moon Is a Silver Dollar"

~~("SAYS MY HEART")~~ ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "Our Love."

("OUR LOVE" DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

Surprising as it may seem -- some of you ... although you may have smoked cigarettes all your lives ... have never smoked a cigarette like this ... one whose flavour is solely that of fine tobacco ... and nothing else. Only those whose personal cigarette is Pell Mell know the real enjoyment derived from a blended cigarette with no artificial flavouring ... For of all blended cigarettes in America, Pell Mell ... and Pell Mell alone -- contains no artificial flavouring. Pell Mell tobaccos are so thoughtfully selected -- so skillfully blended -- so naturally good -- they need no artificial flavouring. And because of this, Pell Mell gives you complete freedom from the unpleasant after-taste caused by artificial flavouring. Satisfy yourself that this is true by smoking Pell Mell until we meet again next week ... Smoke as many as you wish -- and when you discover that you derive the same keen enjoyment from your last Pell Mell of the day as you do from your first -- you will say that here, at long last, is a unique cigarette -- you will say that Pell Mell is better -- naturally.

"You Must Have Been A Beautiful Baby"

ATX01 0230071

~~(ORCHESTRA: DOWNEY FANFARE HOLD)~~

ANNOUNCER ... (OVER MUSIC)

And now Pell Mell presents Morton Downey. For Mr. Downey's first number we hear "And The Angels Sing."

("AND THE ANGELS SING" DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "CUBAN PETE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

The orchestra with Eddy Duchin, fashions "Little Sir Echo."

("LITTLE SIR ECHO" PIANO & ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "Little Sir Echo" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavour ... Whether they be Pell Mell Originals (BIG BEN OUT) -- A Shilling in London, A Quarter Here - or Pell Mell Modern Blend, which cost but fifteen

ANNOUNCER ... (CONT'D)

cents the packet of twenty -- they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings "When Irish Eyes Are Smiling."

("WHEN IRISH EYES ARE SMILING" DOWNEY & ORCHESTRA)
(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("BLOW GABRIEL BLOW" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays "Sweet Leilani."

("SWEET LEILANI" DUCHIN SOLO)
(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

"Says My Heart"
("THE MOON IS A SILVER DOLLAR" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the often requested - "Deep Purple."

("DEEP PURPLE" DOWNEY & ORCHESTRA)
(APPLAUSE)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

-6-

SECOND NEWS ITEM

ANNOUNCER ...

Once again we become aware of the miracle that Spring performs,
 as the ~~landscape~~^{country-side} takes on a natural color that no artist has
 ever been able to duplicate. Man cannot rival nature -- much
 less surpass her. That's equally true of cigarettes. We
 believe that the natural flavour Mother Nature herself puts in ^{her finest}
 tobaccos cannot be improved by the addition of artificial
 flavouring. That is why, in Pell Mell Famous Cigarettes, we
 do not disguise or change that ^{natural} flavour in any way ... Instead,
 we skillfully blend only the finest tobaccos -- tobaccos so
 exceptionally rich in ^{their} natural flavour, they need no artificial
 flavouring. In this respect Pell Mell is unique among all
 blended cigarettes in America -- the only one containing no
 artificial flavouring. Think what that means to your smoking
 enjoyment -- for remember -- you may smoke as many Pell Mell
 as you desire, without the slightest trace of the unpleasant
 after-taste which artificial flavouring so frequently causes.
 Try Pell Mell tomorrow -- or even tonight -- won't you? They
 cost but fifteen cents the packet of twenty. Discover the
 cigarette we honestly believe will please you most -- Pell Mell.
 They're better -- naturally.

ATK01 0230074

(ORCHESTRA "DARK TOWN STRUTTERS BALL" ... FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday ... today ...
and always ... "Dark Town Strutters Ball."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended.
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pell Mell Famous Cigarettes.
One thing more ... when you buy your packet of Pell Mell, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pell Mell ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN, MORTON DOWNEY & ORCHESTRA	Date:	MAY 15, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE (Typed May 10)	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment embodied
in the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN)
... In fashionable clubs and restaurants ... in smart cafes ...
wherever particular people congregate ... you will find Pell
Mell ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with
his Persian Room Orchestra, and the golden voice of Morton Downey
... Again we invite you to join us in this program dedicated to
the finer things of life.

ATX01 0230076

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "Could Be."

("COULD BE" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "I Get Along Without You Very Well."

("I GET ALONG WITHOUT YOU VERY WELL" DUCHIN SOLO WITH ORCH.)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

Ladies and gentlemen -- you have a very commendable pride in your homes ... and your family traditions. Pell Mell has the same pride in its heritage ... in its traditions. Most important to you is the English tobacco tradition which Pell Mell Modern Blend is proud to observe ... that only tobacco should go into a cigarette ... that no artificial flavouring should ever be used. That is why Pell Mell here stands alone ... For Pell Mell is the only blended cigarette in America in which the natural flavour and aroma of tobacco ~~is~~ ^{is} not disguised or changed in any way by artificial flavouring. That is why Pell Mell is distinctly a different cigarette. And because only the very finest domestic and imported tobaccos are used ... superb tobaccos, thoughtfully selected and skillfully blended ... tobaccos so fine they need no artificial flavouring ... Pell Mell is ~~decidedly~~ ^{naturally} a better cigarette -- ~~one~~ ^{a cigarette} which provides complete freedom from any unpleasant after-taste caused by artificial flavouring. Satisfy yourself that this is true by smoking Pell Mell until we meet again next week, and you will discover that Pell Mell is better -- naturally.

ATX01 0230078

("JEPPERS CREEPERS" DUCHIN & ORCHESTRA)

ANNOUNCER ... (OVER MUSIC)

And now Pell Mell presents Morton Downey. As his first number
Mr. Downey sings "Tears From My Inkwell."

("TEARS FROM MY INKWELL" DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "LAMENTO ESCLAVO" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ...

The orchestra with Eddy Duchin, fashions "I Cried For You."

("I CRIED FOR YOU" PIANO & ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO ... FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "I Cried For You" as we
direct our thoughts to that historic section of London that gave
its name to our distinctive cigarette ... (BIG BEN IN) ... Pell
Mell ... famed 'round the world ... Pell Mell is rich in the
tradition of centuries of culture, good living, and good will ...
And Pell Mell Famous Cigarettes are rich in tradition too ... famed
for their fine tobaccos ... their natural flavour ... Whether they
be Pell Mell Originals (BIG BEN OUT) -- A Shilling in London, A
Quarter Here -- or Pell Mell Modern Blend, which cost but fifteen

ANNOUNCER ... (CONT'D)

cents the packet of twenty -- they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings the ballad, "I'll Take You Home Again Kathleen."

("I'LL TAKE YOU HOME AGAIN KATHLEEN" DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("LADY OF SPAIN" ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin ~~sings~~^{plays} "More Than You Know."

("MORE THAN YOU KNOW" DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("LAMBETH WALK" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the often requested - "Two Sleepy People."

("TWO SLEEPY PEOPLE" DOWNEY & ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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SECOND NEWS ITEM

ANNOUNCER ...

Most of us smoke for the very real enjoyment it gives us ... and yet many smokers accept the penalty of unpleasant after-taste as a matter of course. Well that's entirely unnecessary ... as everyone whose personal cigarette is Pell Mell will gladly tell you. Because Pell Mell leaves absolutely none of the unpleasant after-taste which artificial flavouring so frequently causes. As a matter of truth -- Pell Mell is the only blended cigarette in all America which contains no artificial flavouring. And that means a better cigarette, naturally ... for since Pell Mell derives its fine flavour from tobacco alone ... the imported and domestic Pell Mell tobaccos must be so naturally fine they need nothing to support their genuine goodness. We sincerely invite you to satisfy yourself that this is true by making this simple, pleasant test. Smoke Pell Mell until we meet again next week ... and notice the difference. When you discover the complete freedom from unpleasant after-taste caused by artificial flavouring ... when you discover the keener smoking enjoyment derived from the natural flavour of superbly fine tobaccos, you will know -- and delight in knowing -- that Pell Mell is better -- naturally!

ATKO1 0230081

(ORCHESTRA "I KNOW THAT YOU KNOW" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday today ...
and always ... "I Know That You Know."

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program dedicated to the finer things of life is ended.
We hope you'll join us with Eddy Duchin, his Persian Room Orchestra,
and Morton Downey next Monday night when the throbbing stroke of
Big Ben will again invite your attention to the rich smoking
pleasure embodied in the modern blend of Pell Mell Famous Cigarettes.
One thing more ... when you buy your packet of Pell Mell, take
particular note of the patented opening tab you will find on the
back ... an added service for you. And remember ... wherever
particular people congregate you will find Pell Mell ... They're
better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	EDDY DUCHIN, MORTON DOWNEY & ORCHESTRA	Date:	MAY 22, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE (Typed May 17)	Network:	WEAF

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

Shawling
The mighty voice of London's historic Big Ben chimes the hour,
inviting your attention to the rich smoking enjoyment embodied
in the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN)
... In fashionable clubs and restaurants ... in smart cafes ...
wherever particular people congregate ... you will find Pell
Mell ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

Shawling
And so people congregate to enjoy the music of Eddy Duchin with
his Persian Room Orchestra, and the golden voice of Morton Downey
... Again we invite you to join us in this program dedicated to
the finer things of life.

ATX01 0230083

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "This Can't Be Love."

("THIS CAN'T BE LOVE".....ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

At his piano, Eddy Duchin plays "Don't Worry About Me"

("DON'T WORRY ABOUT ME".....DUCHIN SOLO WITH ORCH.)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
May 22, 1939
FINAL REVISE

FIRST NEWS ITEM

ANNOUNCER ...

Many of you who smoke a lot have noted an after-taste at the end of the day. You, in particular, will welcome Pell Mell Famous Cigarettes. Pell Mell is the only blended cigarette in America which leaves absolutely no after-taste caused by artificial flavouring; for Pell Mell is the only blended cigarette in America which contains no artificial flavouring. Because Pell Mell derives its fine flavour from tobacco alone, Pell Mell tobaccos must be exceptionally fine -- so naturally good they need no added flavouring. Satisfy yourself that this is true. Smoke as many Pell Mell as you wish -- and notice the difference. You will discover a new and keener smoking enjoyment ... you will discover complete freedom from unpleasant after-taste caused by artificial flavouring -- you will discover that Pell Mell is better -- naturally.

ATX01 0230085

ANNOUNCER ... (OVER MUSICAL INTRO)

And now Pell Mell presents Morton Downey. As his first number

Mr. Downey sings the Irish ballad ... "Maire My Girl"

"MAIRE MY GIRL"LOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA....."MASA BIE"ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ...

The orchestra with Eddy Luchin, plays "And The Angels Sing".

("AND THE ANGELS SING".....PIANO & ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES LUCHIN TAKES MELODY ON PIANO...FADE)

ANNOUNCER ... (ON CUE)

Eddy Luchin lingers over the melody of "And The Angels Sing" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN IN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavour ... Whether they be Pell Mell Originals (BIG BEN OUT) -- A Shilling in London, A Quarter Here -- or Pell Mell Modern Blend, which cost but fifteen

ANNOUNCER ... (CONT'D)

cents the packet of twenty -- they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings, "Our Love".

("OUR LOVE".....DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("LONDON BRIDGE IS FALLING DOWN".....ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays "When Day Is Done".

("WHEN DAY IS DONE".....DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("JEEPERS CREEPERS".....ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings "Little Town in The Old County Down".

("LITTLE TOWN IN THE OLD COUNTY DOWNDOWNEY & ORCHESTRA)

(APPLAUSE)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

"A.B."



Program:	EDDY DUCHIN, MORTON DOWNEY & ORCHESTRA	Date:	MAY 29, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	9:30 - 10:00 P.M.
Product:	PALL MALL CIGARETTE	Network:	WEAF

(Typed May 24, 1939)

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ... (ON CUE)

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking enjoyment embodied in the modern blend of Pell Mell Famous Cigarettes ... (PIANO IN) ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pell Mell ...

(ORCHESTRA IN AND UP TO REGISTER ...)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the music of Eddy Duchin with his Persian Room Orchestra, and the golden voice of Morton Downey ... Again we invite you to join us in this program dedicated to the finer things of life.

ATX01 0230088

ANNOUNCER ... (CONT'D)

Eddy Duchin and his orchestra open our program with "The Lady's In Love With You".

("THE LADY'S IN LOVE WITH YOU" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON COE)

At his piano, Eddy Duchin plays "Little Skipper".

("LITTLE SKIPPER"..... DUCHIN SOLO WITH ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM

May 29, 1939

(Revised May 23)

FIRST NEWS ITEM

ANNOUNCER ...

Many words have been written -- many words have been spoken on the merits of tobaccos -- on the virtues of cigarettes. We sincerely believe, from the standpoint of your personal smoking enjoyment, one of the shortest statements ever made is one of the most important. You will find it on the back of each handsome red and gold packet of Pell Mell -- these words ...

MAN ...

This Modern Blend of Pell Mell -- made from selected imported and domestic tobaccos -- contains no artificial flavouring. Its flavour is solely that of fine tobaccos. They're better -- naturally.

ANNOUNCER ...

Those few words are really the key to a new and keener smoking enjoyment. Pell Mell is the only blended cigarette in America containing no artificial flavouring ... the only one giving you complete freedom from that unpleasant after-taste caused by artificial flavouring. We cordially invite you to discover the added enjoyment to be derived from the finer Pell Mell tobaccos... tobaccos so naturally fine they need no artificial flavouring. We are confident you will know - and delight in knowing - that Pell Mell is better -- naturally.

ATK01 0230090

ANNOUNCER ... (OVER MUSICAL INTRODUCTION)

And now Pell Mell presents Morton Downey. As his first number Mr. Downey sings ... "My Wild Irish Rose".

("MY WILD IRISH ROSE" DOWNEY & ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE WITHOUT ANNOUNCEMENT ON CUE)

(RHUMBA "PEANUT VENDOR" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ...

The orchestra with Eddy Duchin, plays "I Never Knew Heaven Could Speak".

("I NEVER KNEW HEAVEN COULD SPEAK" PIANO AND ORCHESTRA)

(AFTER TWO ORCHESTRA CHORUSES DUCHIN TAKES MELODY ON PIANO .. FADE)

ANNOUNCER ... (ON CUE)

Eddy Duchin lingers over the melody of "I Never Knew Heaven Could Speak" as we direct our thoughts to that historic section of London that gave its name to our distinctive cigarette ... (BIG BEN LN) ... Pell Mell ... famed 'round the world ... Pell Mell is rich in the tradition of centuries of culture, good living, and good will ... And Pell Mell Famous Cigarettes are rich in tradition too ... famed for their fine tobaccos ... their natural flavour ... Whether they be Pell Mell Originals (BIG BEN CUT) -- A Shilling in London, A Quarter Here -- or Pell Mell Modern Blend, which cost but fifteen

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~~10~~

ANNOUNCER ... (CONT'D)

cents the packet of twenty -- they are a real mark of distinction everywhere. In that same spirit of good fellowship and good will, Pell Mell again presents Morton Downey, who sings, "Wishing".

("WISHING" DOWNEY AND ORCHESTRA)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("NORWEGIAN DANCE #2 ORCHESTRA NOVELTY)

ANNOUNCER ... (COLD)

And now may we again suggest a deep comfortable chair, a refreshing tobacco-rich Pell Mell ... (PIANO IN) ... and to make this moment of relaxation complete, Eddy Duchin plays "A Pretty Girl Is Like A Melody".

("A PRETTY GIRL IS LIKE A MELJDY" DUCHIN SOLO)

(APPLAUSE)

(ORCHESTRA IMMEDIATE SEGUE NO ANNOUNCEMENT ON CUE)

("BEER BARREL POLKA" ORCHESTRA)

(PIANO SEGUE)

ANNOUNCER ... (ON CUE)

Morton Downey sings the Irish Ballad -- "Little Bit of Heaven".

("LITTLE BIT OF HEAVEN" DOWNEY AND ORCHESTRA)

(APPLAUSE)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPELL MELL PROGRAM
May 29, 1939
(Revised May 23)SECOND NEWS ITEM

ANNOUNCER . . .

With the playing of Eddy Duchin's next number, we come to the end of the current Pell Mell series. We'd like to take this brief moment to hope, sincerely, that you've enjoyed our last thirty-eight visits to your homes. We know that we have acquainted many of you with a new and keener smoking enjoyment by introducing you to Pell Mell -- that Famous Cigarette which is not only distinctly different -- but decidedly better. All we ask is that you remember these three things: First -- Pell Mell is the only blended cigarette in America containing no artificial flavouring. Second - the tobaccos in Pell Mell are so exceptionally fine they need no artificial flavouring. Third -- Pell Mell provides complete freedom from that unpleasant after-taste caused by artificial flavouring. For those three reasons explain why, wherever particular people congregate, you will find Pell Mell .. those three reasons explain clearly why Pell Mell is better -- naturally.

ATX01 0230093

(ORCHESTRA "FINE AND DANDY" FADE ON CUE)

ANNOUNCER ... (ON CUE OVER MUSIC)

Eddy Duchin brings you a great favorite of yesterday...today... and always ... "FINE AND DANDY".

(ORCHESTRA UP TO COMPLETE NUMBER)

(SEGUE INTO THEME)

(APPLAUSE ON CUE)

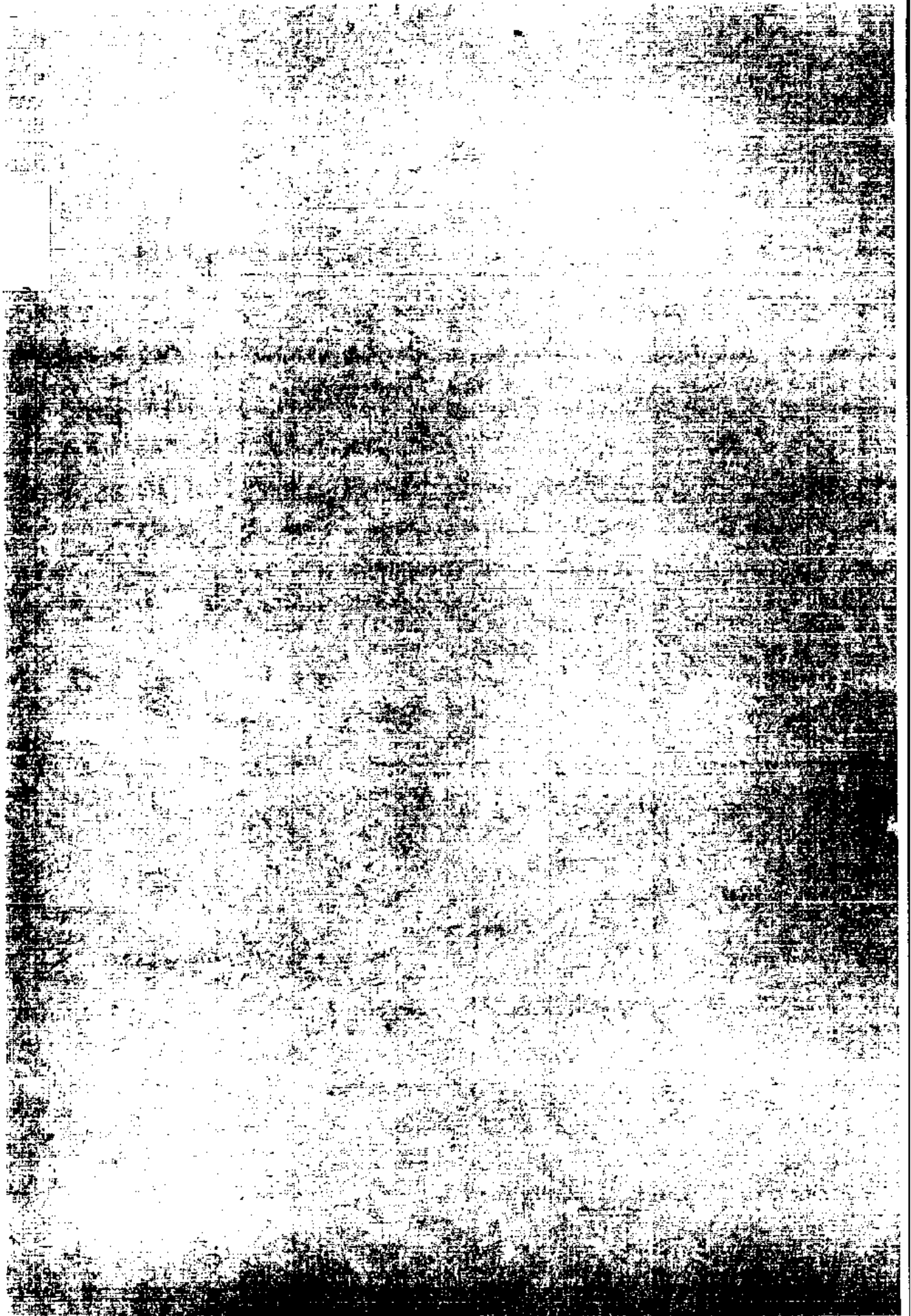
(BIG BEN STRONG ON CUE ... AND FADE ON CUE)

ANNOUNCER ... (ON CUE)

All too soon... the mighty voice of London's Big Ben chimes the hour, and this series of Pell Mell programs is ended. To Eddy Duchin, his Persian Room Orchestra, and to Morton Downey... our sincere thanks for the many friends they have made for Pell Mell. A new series of Pell Mell programs featuring the distinctive, modern music of Matty Malneck, will begin this Thursday on another network. Consult your daily newspaper for the time of the new series with Matty Malneck. We hope you'll join us this Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more... when you buy your packet of Pell Mell, take particular note of the patented opening tab you will find on the back... an added service for you. And remember... wherever particular people congregate you will find Pell Mell ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

11/11/85



Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	JUNE 1, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	7:15 - 7:30 P.M.
Product:	PALL MALL CIGARETTE (FINAL) (Typed May 26, 1939)	Network:	WABC

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...
STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes (GONG OUT AND MALNECK IN) ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pell Mell. (ORCHESTRA UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so people congregate to enjoy the modern music of Matty Malneck and his orchestra ... Again we invite you to join us in this program dedicated to the finer things of life. Matty Malneck directs his own distinctive arrangement of "The Lady's In Love."

("THE LADY'S IN LOVE" ORCHESTRA)

ATK01 0230096

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

Tonight, we are happy to bring you the first of a new series of Pell Mell programs ... designed especially for your pleasure. We want you to enjoy the distinctive, modern music of Matty Malneck ... we want you to enjoy the new and keener smoking experience provided by the modern blend of Pell Mell Famous Cigarettes. Pell Mell, you will discover, is distinctly a different cigarette -- and part of that difference arises from finer tobaccos. But there is something else - something all-important to greater smoking enjoyment. Pell Mell is the only blended cigarette in all America that does not contain artificial flavouring! The flavour of Pell Mell is solely that of fine tobaccos and of nothing else ... tobaccos so naturally fine they need no artificial flavouring. So you see, Pell Mell is a decidedly better cigarette ... one which provides complete freedom from that unpleasant after-taste caused by artificial flavouring. Try this Famous Cigarette, and discover for yourself that Pell Mell is better -- naturally.

ATK01 0230097

ANNOUNCER ... (OVER MUSIC)

In modern Malneck arrangement, the famous "Liebestraum".
("LIEBESTRAUM" ORCHESTRA)

ANNOUNCER ...

Matty Malneck now plays "And The Angels Sing."
("AND THE ANGELS SING" ORCHESTRA)

ANNOUNCER ...

And now may we suggest a deep, comfortable chair ... a refreshing
tobacco-rich Pell Mell ... (ORCHESTRA IN SOFTLY) and to make this
moment of enjoyment complete ... Matty Malneck plays his own
modern arrangement of "Listen To The Mocking Bird."

"LISTEN TO THE MOCKING BIRD" ORCHESTRA)

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HOLLYWOOD MONTREAL TORONTO

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SECOND NEWS ITEM

ANNOUNCER ...

In all America, Pell Mell is the only cigarette of its kind. For Pell Mell is the only blended cigarette in this country containing no artificial flavouring. The imported and domestic tobaccos in Pell Mell are so thoughtfully selected ... so skillfully blended ... so exceptionally rich in natural flavour, they need no artificial flavouring -- And that means you may smoke as many Pell Mell as you desire without the slightest trace of the unpleasant after-taste which artificial flavouring so frequently causes. Start smoking Pell Mell tonight, won't you? They cost but fifteen cents the packet of twenty. When you discover how your smoking enjoyment increases with each Pell Mell ... we feel sure you will agree with those who say: "Pell Mell is better -- naturally."

ATX01 0230099

"LULLABY OF BROADWAY" ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Broadway ... musically pictured by Matty Malneck.

(ORCHESTRA ... UP TO FINISH)

(AT THE CLOSE OF OUR LAST NUMBER BIG BEN CHIMES)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program of modern music by Matty Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate you will find Pell Mell ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

Wherever particular people congregate ... you will find Pell Mell. The reason is a natural one ... a reason that lies far back in the ancestry of Pell Mell. There is an English Tobacco tradition, that no artificial flavouring be used in the making of cigarettes. Pell Mell Modern Blend faithfully follows that tradition. As a matter of truth ... Pell Mell is the only blended cigarette in this country in which the natural flavour and aroma of tobaccos are not disguised or changed in any way by artificial flavouring. And that means greater smoking enjoyment for you ... enjoyment of finer tobaccos ... tobaccos so naturally fine they need no added flavouring. Yet Pell Mell costs but fifteen cents the packet of twenty. Start smoking Pell Mell tonight, won't you? When you discover what it means to enjoy complete freedom from that unpleasant after-taste caused by artificial flavouring ... when you discover your smoking enjoyment increasing with each Pell Mell ... we are confident you will agree Pell Mell is better -- naturally.

ATK01 0230101

ANNOUNCER ... (OVER MUSIC)

Matty Malneck plays his modern version of the Irish folk song ...

"Londonderry Air."

"LONDONDERRY AIR".....ORCHESTRA

ANNOUNCER ...

Matty Malneck now plays ^{*Our Love*} ~~"Don't Worry 'Bout Me."~~

^{*Our Love*} ~~"DON'T WORRY 'BOUT ME"~~.....ORCHESTRA

ANNOUNCER ...

And now may we suggest a deep, comfortable chair ... a refreshing tobacco-rich Pell Mell ... (ORCHESTRA IN SOFTLY) and to make this moment of enjoyment complete ... Matty Malneck plays for you, in his distinctive style ... "Dark Eyes"

"DARK EYES".....ORCHESTRA

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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SECOND NEWS ITEM

ANNOUNCER ...

If you have ever noted an after-taste from smoking your present cigarette ... you will welcome Pell Mell. You will not only appreciate this naturally finer cigarette as you smoke it ... you'll be glad tomorrow you smoked Pell Mell today. For most unpleasant after-taste is caused by artificial flavouring in the cigarette. And since Pell Mell contains no artificial flavouring ... it can't possibly leave any of that after-taste. The flavour of Pell Mell is solely that of fine tobaccos ... nothing else ... tobaccos so thoughtfully selected, so skillfully blended ... so naturally fine they need no artificial flavouring. Yes, ladies and gentlemen, - you'll be glad tomorrow you smoked Pell Mell today ... for Pell Mell is better --- naturally.

ATX01 0230103

"THE FLIGHT OF THE BUMBLE BEE" ORCHESTRA

(FADE FOR)

ANNOUNCER ...

A modern musical picture ... Matty Malneck's arrangement of "The Flight
Of The Bumble Bee."

(ORCHESTRA ... UP TO FINISH)

(AT THE CLOSE OF OUR LAST NUMBER BIG BEN CHIMES)

ANNOUNCER ... (ON CUE)

All to soon ... the mighty voice of London's Big Ben chimes the hour
and our program of modern music by Matty Malneck is ended. We hope
you'll join us next Thursday when the throbbing stroke of Big Ben will
again invite your attention to the rich smoking pleasure embodied in
the modern blend of Pell Mell Famous Cigarettes. One thing more ...
when you buy your packet of Pell Mell, ^{which costs but fifteen cents,} take particular note of the
patented opening tab you will find on the back ... an added service for
you. And remember ... wherever particular people congregate you will
find Pell Mell ... They're better ... naturally. Good night.

(BIG BEN UP FULL UNTIL SIGN OFF)

As Broadcast

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	JUNE 15, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE (TYPED JUNE 12, 1939) (FINAL)	Network:	WABC

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes (GONG OUT AND MALNECK IN) ... In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pell Mell.

(ORCHESTRA UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so particular people congregate to enjoy the distinctly different music of a new instrumental stylist -- Matty Malneck. Pell Mell takes pleasure in presenting this young musician to America. We think you will share the enthusiasm his debut has created in Southern California. Matty Malneck first brings you his own interpretation of "Sing A Song of Sunbeams".

("SING A SONG OF SUNBEAMS" ORCHESTRA)

YOUNG & RUBICAM, ^{INC} PELL MELL PROGRAM
 Advertising June 15, 1939
 NEW YORK CHICAGO DETROIT (REVISED)
 HOLLYWOOD MONTREAL TORONTO

FIRST NEWS ITEM

ANNOUNCER ...

Pell Mell is recognized as the cigarette that is better -- naturally ... And for these three notable reasons. First, as you open your packet of Pell Mell, notice that pleasantly different aroma. That's tobacco, ladies and gentlemen -- the natural aroma of the finest tobaccos -- nothing else. Second -- light your Pell Mell -- and enjoy a distinctive flavour. For Pell Mell is the only blended cigarette in all America that does not contain artificial flavouring ... the only one in which the natural flavour and aroma of tobaccos are not disguised or changed in any way by artificial flavouring. And thirdly ... notice the difference tomorrow. For since most unpleasant after-taste is caused by artificial flavouring ... and since Pell Mell contains none ... Pell Mell can't possibly leave any of that after-taste. We are confident those three features alone ... namely - natural aroma, natural flavour, and freedom from the effects of artificial flavouring will clearly convince you that Pell Mell is better -- naturally.

ATX01 0230106

ANNOUNCER ... (OVER MUSIC)

Matty Malneck plays his modern version of Drdla's "Souvenir".

("SOUVENIR" ORCHESTRA)

ANNOUNCER ...

Matty Malneck now plays "Don't Worry 'Bout Me."

("DON'T WORRY 'BOUT ME" ORCHESTRA)

ANNOUNCER ...

And now may we suggest a deep, comfortable chair ... a refreshing tobacco-rich Pell Mell ... (ORCHESTRA IN SOFTLY) and to make this moment of enjoyment complete ... Matty Malneck plays for you, in his distinctive style ... "Swing Low Sweet Chariot".

("SWING LOW SWEET CHARIOT" ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising
NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
June 15, 1939
(REVISED)

SECOND NEWS ITEM

ANNOUNCER ...

Pell Mell is a different and distinctive cigarette. Part of that difference arises from finer tobaccos ... superb imported and domestic tobaccos ... thoughtfully selected and skillfully blended. But there is something else ... something all important to greater smoking enjoyment ... Pell Mell is the only blended cigarette in this country containing no artificial flavouring. Pell Mell tobaccos are so naturally fine they need no artificial flavouring. Yet Pell Mell costs but fifteen cents the packet of twenty. Try them ... see how right they are for you ... see if you don't say Pell Mell is better ... naturally.

YOUNG & RUBICAM, INC.

Advertising

PELL MELL PROGRAM

NEW YORK CHICAGO DETROIT June 15, 1939

HOLLYWOOD MONTRÉAL TORONTO (REVISED)

FIRST NEWS ITEM

ANNOUNCER ...

Pell Mell is recognized as the cigarette that is better -- naturally ... And for these three notable reasons. First, as you open your packet of Pell Mell, notice that pleasantly different aroma. That's tobacco, ladies and gentlemen -- the natural aroma of the finest tobaccos -- nothing else. Second -- light your Pell Mell -- and enjoy a distinctive flavour. For Pell Mell is the only blended cigarette in all America that does not contain artificial flavouring ... the only one in which the natural flavour and aroma of tobaccos are not disguised or changed in any way by artificial flavouring. And thirdly ... notice the difference tomorrow. For since most unpleasant after-taste is caused by artificial flavouring ... and since Pell Mell contains none ... Pell Mell can't possibly leave any of that after-taste. We are confident those three features alone ... namely - natural aroma, natural flavour, and freedom from the effects of artificial flavouring will clearly convince you that Pell Mell is better -- naturally.

ATX01 0230109

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THUR. JUNE 22, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	7:15-7:30 PM
Product:	PALL MALL CIGARETTE	Network:	WABC

(Typed: June 19, 1939) (REVISED)

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ... STROKE OF HOUR OF HOUR ... REGISTER)

ANNOUNCER ...

The mighty voice of London's historic Big Ben chimes the hour, inviting your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes (GONG OUT AND MALNECK IN) In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... you will find Pall Mall.

(ORCHESTRA UP TO REGISTER)

ANNOUNCER ... (ON CUE)

And so particular people congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pall Mall takes pleasure in presenting this young musician to America. We think you will share the enthusiasm his debut has created in California. Matty Malneck first brings you his own interpretation of "I Got Rhythm"

"I GOT RHYTHM" ORCHESTRA)

ATX01 0230110

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
 HOLLYWOOD MONTRÉAL TORONTO

PELL MELL PROGRAM
 JUNE 22, 1939

2.

FIRST NEWS ITEM

ANNOUNCER ...

We'd like everyone of you ... whether you smoke Pell Mell ~~or not~~,
 to make this interesting test. It's very simple, but it will certainly
 surprise you. Open a package of cigarettes ... any popular brand at
 all ... and notice the aroma. Do the same with a packet of Pell Mell
 and notice the difference ... the marked difference. You will
 instantly recognize in Pell Mell the natural aroma of tobaccos ...
no artificial flavouring, mind you, simply finer tobaccos. That's
 why Pell Mell is different from every other blended cigarette in
 America ... it's the only one containing no artificial flavouring.
 And that means greater smoking enjoyment ... naturally. Make that
 test soon, won't you? Ask your friends to make it too. It's the
 quickest way we know to convince anyone that Pell Mell is better ...
 naturally.

ATX01 0230111

3.

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "By the waters of Minnetonka" ...

("BY THE WATERS OF MINNETONKA" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

..... "If I Didn't Care" ...

("IF I DIDN'T CARE" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

..... "St. Louis Blues" ...

("ST. LOUIS BLUES" ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
JUNE 22, 1939

4.

SECOND NEWS ITEM

ANNOUNCER ...

We ask you to smoke Pell Mell because we sincerely believe they'll give you greater smoking enjoyment. And for this reason ... Pell Mell is the only blended cigarette in America containing no artificial flavouring. The flavour of Pell Mell is solely that of the very finest tobaccos. ... tobaccos so thoughtfully selected ... so skillfully blended ... so naturally fine they need no artificial flavouring. All you have to do to prove that is to compare, side by side, the aroma of a freshly-opened packet of Pell Mell, and any other popular brand of cigarette. Buy a packet of Pell Mell now ... they cost but fifteen cents the packet of twenty ... and convince yourself that Pell Mell is better ... naturally.

ATX01 0230113

5.

("MINUET IN G" ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck plays Beethoven's "Minuet in G" as it might be danced by Shirley Temple and Bill Robinson.

(ORCHESTRA UP TO FINISH)

(AT CLOSE OF OUR LAST NUMBER BIG BEN CHIMES)

ANNOUNCER ... (ON COE)

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program of modern music by Matty Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, which costs but fifteen cents, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ...

wherever particular people congregate, you will find Pell Mell ...

They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

ATX01 0230114

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. JUNE 29, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(TYPED: June 28, 1939) (FINAL)

(SOUND: REGISTER ... ON CUE CHIMING OF BIG BEN ... ON CUE ...

STROKE OF HOUR ... REGISTER)

ANNOUNCER ...

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pall Mall Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pall Mall.
(ORCHESTRA IN ... THEME)

ANNOUNCER ... (ON CUE)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pall Mall takes pleasure in presenting this young musician to America. Matty Malneck first brings you his own interpretation of "The Lady's in Love".

("THE LADY'S IN LOVE".....ORCHESTRA)

ATK01 0230115

YOUNG & RUBICAM, INC.
*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

2.

FIRST NEWS ITEM

ANNOUNCER ...

There is only one blended cigarette in all America that brings you the true flavour and true aroma of tobacco. That cigarette is Pell Mell. For Pell Mell alone contains no artificial flavouring ... only fine tobaccos ... the finest money can buy. And those tobaccos are so naturally fine they need no artificial flavouring. There's a very easy and interesting way you can prove that. Open a package of cigarettes -- any popular brand -- and notice the aroma. Do the same with a packet of Pell Mell. And see if you don't instantly recognize the difference -- the rich, natural aroma of tobaccos. That little test will clearly convince you that Pell Mell is better -- naturally.

ATX01 0230116

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of ~~"Humoresque"~~ ... ~~with Malneck's~~

~~violin~~
"Hearts & Flowers"
~~"Humoresque"~~ ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

"And the Angels Sing"

("AND THE ANGELS SING" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

"Humoresque"
~~"Humoresque and ..."~~ ...
"Humoresque"
~~"Humoresque and ..."~~ ORCHESTRA)

YOUNG & RUBICAM, INC.
*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

4.

SECOND NEWS ITEM

ANNOUNCER ...

If you've ever noted an after-taste from the cigarette you're smoking now -- try Pell Mell, won't you -- and notice the difference. You see most unpleasant after-taste is caused by artificial flavouring in the cigarette. And since Pell Mell contains no artificial flavouring ... it can't possibly leave any of that after-taste. The flavour of Pell Mell is solely that of fine tobaccos -- nothing else -- tobaccos so thoughtfully selected -- so skillfully blended -- so naturally fine they need no artificial flavouring. All you have to do to prove that is to compare, side by side -- the aroma of a freshly-opened packet of Pell Mell and any other popular brand of cigarette. Buy a packet of Pell Mell now -- they cost but fifteen cents for twenty ... And once you make that simple test, we are confident you will know why Pell Mell is better -- naturally.

ATX01 023011B

"DARK TOWN STRUTTERS' BALL" ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck ^{gives us his idea of how the} ~~now brings you his modern arrangement of~~ "Dark
Town Strutters' Ball" ^{might be performed in a concert hall.}

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

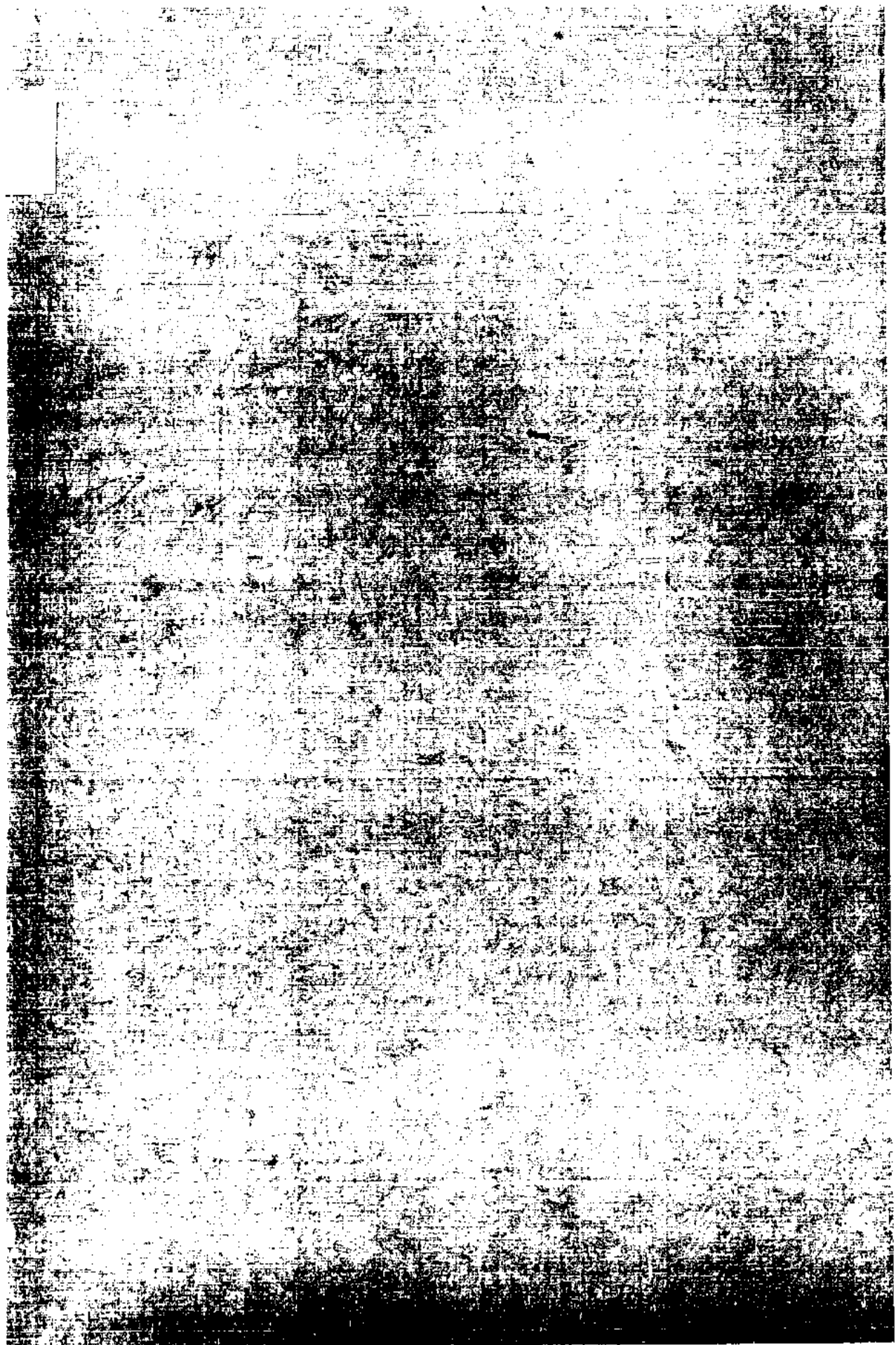
(AT CLOSE OF OUR LAST NUMBER BIG BEN CHIMES)

ANNOUNCER ... (ON CUE)

All too soon ... the mighty voice of London's Big Ben chimes
the hour and our program of modern music by Malneck is ended.
We hope you'll join us next Thursday when the throbbing stroke
of Big Ben will again invite your attention to the rich
smoking pleasure embodied in the modern blend of Pell Mell
Famous Cigarettes. One thing more ... when you buy your
packet of Pell Mell, which costs but fifteen cents, take
particular note of the patented opening tab you will find on
the back ... an added service for you. And remember ...
wherever particular people congregate, you will find Pell
Mell. They're better ... naturally.

(BIG BEN UP FULL, UNTIL SIGN OFF)

2007



Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. JULY 6, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(TYPED: June 30, 1939)

(SOUND: ... ON CUE ... FOUR STROKES OF BIG BEN ...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT)... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 or 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician to America. Matty Malneck first brings you his own interpretation of "Hawaiian War Dance".

("HAWAIIAN WAR DANCE"ORCHESTRA)

ATX01 0230121

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

A cigarette is only as good as its tobaccos ... and there is a vast difference in tobaccos ... Pell Mell tobaccos are truly the finest money can buy ... only those richest in natural flavour and aroma are selected. And knowing the character of those tobaccos ... no attempt is made to alter or disguise their natural flavour by the use of artificial flavouring. As a matter of truth, Pell Mell is the only blended cigarette in all America containing no artificial flavouring. For Pell Mell tobaccos are so naturally fine they need no artificial flavouring. There's a very easy and convincing way you can prove that. Simply open a packet of Pell Mell side by side with any other popular brand. Compare the aromatic fragrance of Pell Mell's fine tobaccos with the aroma of artificially flavoured tobaccos. Then you'll know, even before you light your cigarette, that Pell Mell is better -- naturally.

ATX01 0230122

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "Carnival ~~in Vienna~~^{of Venice}"
("CARNIVAL ~~IN VIENNA~~".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

"Wishing"

("WISHING".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

A musical biography of a radio favorite ... Matty Malneck salutes
Bing Crosby.

(CROSBY MEDLEYORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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SECOND NEWS ITEM

ANNOUNCER ...

Pell Mell is recognized as the cigarette that is better -- naturally -- because Pell Mell tobaccos are naturally better ... From among the finest tobaccos the world affords -- only those are selected for Pell Mell which meet this rigid requirement: They must be so rich in natural flavour and fragrance they need no artificial flavouring ... they can stand on their own. Do you realize, ladies and gentlemen -- that Pell Mell is the only blended cigarette in all America which contains no artificial flavouring ... the only one whose flavour is solely that of the finest tobaccos and nothing else. Discover how much that increases your smoking enjoyment. Buy a packet of Pell Mell tonight ... they cost but fifteen cents for twenty. We are confident that once you enjoy the flavour of real tobacco undisguised by artificial flavouring, there is only one thing you can honestly say ... Pell Mell is better -- naturally.

ATX01 0230124

("THE BEER BARREL POLKA".....ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of "The Beer Barrel Polka".

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN SONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben chimes the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, which costs but fifteen cents, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate, you will find Pell Mell. They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

An Broadcast

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Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. JULY 13, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	7:15 - 7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(TYPED: July 10, 1939)

(SOUND: ... ON CUE ... FOUR STROKES OF BIG BEN ...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 or 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to, enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician to America. Matty Malneck first brings you his own interpretation of "Sometimes I'm Happy".

ji ("SOMETIMES I'M HAPPY"ORCHESTRA)

ATX01 0230126

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM

July 13, 1939

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FIRST NEWS ITEM

ANNOUNCER ...

Do you realize it's possible for you to judge the quality of a cigarette before you smoke it? Even before you light a Pell Mell ... you can tell beyond any doubt that you're about to smoke one of the finest cigarettes in the world. You can prove that, convincingly, by making this easy test. Simply open a packet of Pell Mell side by side with any popular brand. Compare the aromas... the difference will surprise you. You'll immediately notice in Pell Mell an aromatic fragrance you've never before found in a blended cigarette. For Pell Mell brings you the true flavour and true fragrance of tobaccos ... no artificial flavouring, mind you, simply fine tobaccos. That's why Pell Mell is so distinctive -- it's the only blended cigarette in all America containing no artificial flavouring. Pell Mell tobaccos are so naturally fine ... they can stand on their own. Make that little test, won't you? It will clearly convince you that Pell Mell is better -- naturally.

RTK01 0230127

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "Sunrise Serenade".

("SUNRISE SERENADE"ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

Matty Malneck pays tribute to George Gershwin with a musical sketch
of favorite Gershwin melodies.

(GERSHWIN MEDLEYORCHESTRA)

SR

YOUNG & RUBICAM, INC.
Advertising
NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM
July 13, 1939
(Revise)

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SECOND NEWS ITEM

ANNOUNCER ...

We believe there is no finer flavour in cigarettes than the natural flavour Mother Nature puts in the tobaccos. That is why, in Pell Mell Famous Cigarettes, we do not disguise or change that flavour in any way ... Instead, we skillfully blend only fine tobaccos -- the finest the world affords ... tobaccos so exceptionally rich in natural flavour, they need no artificial flavouring. It may surprise you to learn that Pell Mell is the only blended cigarette in this country that contains no artificial flavouring. And that means greater smoking enjoyment for you. Buy a packet of Pell Mell now ... they cost but fifteen cents for twenty. Compare, side by side, the aroma of that freshly-opened packet of Pell Mell and any other popular brand of cigarette. Then you'll know, even before you smoke it, why Pell Mell is different - and why it is better - naturally.

ATX01 0230129

("LIEBESTRAUM".....ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of the famous
"Liebestraum".

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben chimes the
hour and our program of modern music by Malneck is ended. We
hope you'll join us next Thursday when the throbbing stroke of Big
Ben will again invite your attention to the rich smoking pleasure
embodied in the modern blend of Pell Mell Famous Cigarettes. One
thing more ... when you buy your packet of Pell Mell, which costs
but fifteen cents, take particular note of the patented opening
tab you will find on the back ... an added service for you. And
remember ... wherever particular people congregate, you will find Pell
Mell. They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. JULY 20, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(SOUND: ... ON CUE ... FOUR STROKES OF BIG BEN...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 cr 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual orchestra to America. Matty Malneck first brings you his own interpretation of "Well All right."

("WELL ALL RIGHT".....ORCHESTRA)

ATK01 0230131

YOUNG & RUBICAM, INC.

Advertising

PELL MELL PROGRAM

JULY 30, '39

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

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FIRST NEWS ITEM

ANNOUNCER ...

You smoke cigarettes for the enjoyment that smoking gives you...and it's perfectly obvious that the finer tobaccos the cigarettes are made of -- the greater your enjoyment. We aren't satisfied with merely telling you that the tobaccos in Pell Mell are the finest money can buy -- we want you to prove that to your complete satisfaction. And here's how easily you can do it. Open a packet of Pell Mell side by side with any popular brand. Compare the aroma -- for aroma is the most convincing test of tobacco quality. You'll immediately notice an aromatic fragrance in Pell Mell you've never before found in a blended cigarette. Why? Because Pell Mell, and only Pell Mell brings you the true flavour and true fragrance of tobacco alone ... there is no artificial flavouring in Pell Mell. None is needed. For Pell Mell tobaccos are so fine they can stand on their own. We sincerely hope you'll make that test soon. For it will quickly convince you that Pell Mell -- for you -- is better -- naturally.

ATX01 0230132

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "Listen to the Mocking Bird."

("LISTEN TO THE MOCKING BIRD".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

"White Sails"

("WHITE SAILSORCHESTRA)

ANNOUNCER (OVER MUSIC SEGUE)

Matty Malneck's own composition ... "Park Avenue Fantasy" ... which includes our theme song, the popular "Stairway to the Stars."

("PARK AVENUE FANTASY".....ORCHESTRA)

YOUNG & RUBICAM, INC.*Advertising*New York CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PELL MELL PROGRAM

July 20, 1929

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SECOND NEWS ITEM

ANNOUNCER ...

You know that a cigarette can only be as good as its tobaccos. We know that Pell Mell tobaccos are the finest produced. They have to be. This rigid requirement must be met by every bit of tobacco that goes into Pell Mell ... Pell Mell tobaccos must be so rich in natural flavour and fragrance they can stand on their own ... they need no artificial flavouring of any kind to change or disguise their true character. It may surprise you to learn that Pell Mell is the only blended cigarette in all American which contains no artificial flavouring. You can easily and quickly prove this for yourself. Just open a packet of Pell Mell side by side with any other popular brand. Compare the aromatic fragrance of Pell Mell's fine tobaccos with artificially flavoured tobaccos. Then you'll know -- even before you light a Pell Mell. that it is better .. naturally.

RTK01 0230134

("VOLGA BOATMEN".....ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of the famous
Song of the
Volga Boatmen."

(ORCHESTRA UP TO FINISH"

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben rings the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, which costs but fifteen cents, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate, you will find Pell Mell...They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. July 27, '39
Client:	AMERICAN CIGARETTE & CIGAR CO. INC.	Time:	7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(TYPED: July 24, 1939)

(SOUND: ... ON CUE ... FOUR STROKES OF BIG BEN...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 or 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual interpretation of "Hallelujah."

("HALLELUJAH".....ORCHESTRA)

ATX01 0230136

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MAIL PROGRAM
July 27, 1939
(REVISED)FIRST NEWS ITEM

ANNUNCER ...

Do you know the accepted test of quality in tobaccos? Those who know -- and appreciate tobaccos will tell you that the final and most convincing test is aroma. We invite you to prove by that test what we can only tell you ... that the tobaccos in Pell Mell are the finest the world affords. Simply open a packet of Pell Mell side by side with any other popular brand. Compare the aroma. You'll immediately notice an aromatic fragrance in Pell Mell you've never found before in a blended cigarette. You can't miss it ... because only those tobaccos richest in fragrance and aroma are selected for Pell Mell. And once you realize that in Pell Mell we are offering you tobaccos so fine you can recognize their quality even before you light your cigarette ... we sincerely believe you'll agree Pell Mell is better ... naturally.

ATX01 0230137

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "If I Didn't Care"

("IF I DIDN'T CARE".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

A salute to Jerome Kern.
~~"A Jerome Kerns Medley"~~

("JEROME KERNS MEDLEY".....ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
July 27, 1939
(REVISED)

SECOND NEWS ITEM

ANNOUNCER . . .

Maybe you feel there isn't much about a cigarette that could surprise you any more. Yet we honestly believe if you'll just make this interesting little test, right in your own home, - you'll not only be pleasantly surprised - but thoroughly delighted with Pell Mell. Simply open a packet of Pell Mell side by side with any other popular brand. Compare the aroma -- for aroma is the accepted and most convincing test of tobacco quality. You'll immediately notice in Pell Mell an aromatic fragrance you've never found before in a blended cigarette. That's because Pell Mell is made of the finest tobaccos the world produces ... tobaccos exceptionally rich in flavour and fragrance. Remember -- the finer the tobaccos - the richer the aroma ... and the richer the aroma ... the greater your enjoyment of a cigarette. Yet Pell Mell costs but fifteen cents the packet of twenty. Make that test soon, won't you? It will quickly and clearly convince you that Pell Mell is better - naturally.

ATK01 0230139

("THE CONTINENTAL".....ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of "The Continental"

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

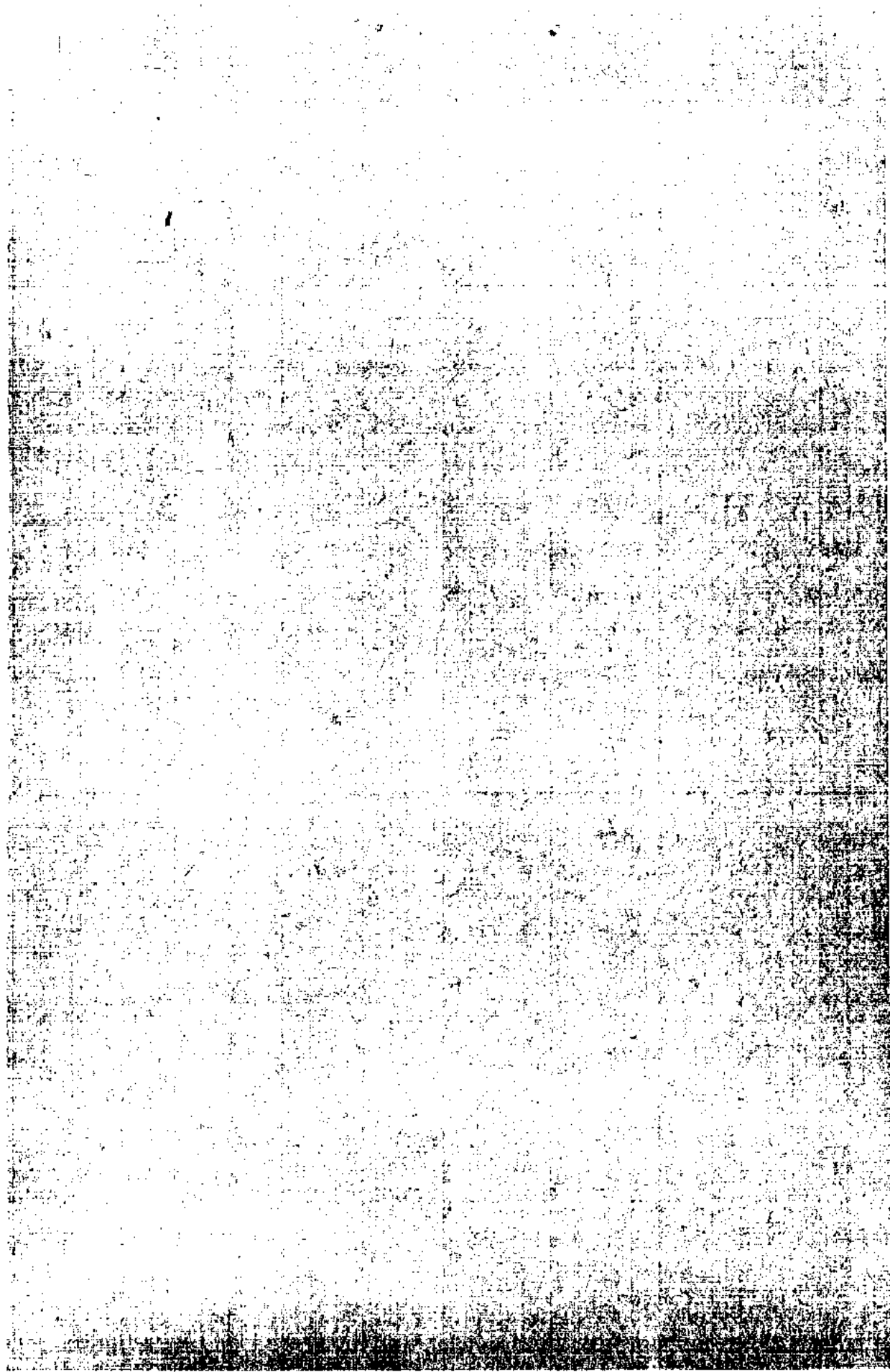
(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben rings the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, which costs but fifteen cents, take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate, you will find Pell Mell. They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

AUGUST



Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date: THU. AUG. 3, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO, INC	Time: 7:15-7:30 P.M.
Product:	PALL MALL CIGARETTE	Network: WABC

(TYPED JULY 31, 1939)

(SOUND ON CUE ... FOUR STROKES OF BIG BEN...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants.... in smart cafes ...wherever particular people congregate...(GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 OR 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist...Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual orchestra to America. Matty Malneck first brings you his own interpretation of "I'm sorry for Myself."

("I'M SORRY FOR MYSELF".....ORCHESTRA)

PALL MALL PROGRAM
AUGUST 3, 1939
(REVISED)

FIRST NEWS ITEM

ANNOUNCER ...

Do you realize that the final and most convincing test of tobacco quality is aroma? You can easily prove the excellence of the tobaccos in Pell Mell by applying this test yourself. You don't need any special training or experience ... simply open a packet of Pell Mell side by side with any other popular brand. Compare the aroma! You'll notice immediately an aromatic fragrance in Pell Mell that you've never before found in a blended cigarette. That is because ... from the finest tobaccos the world affords ... only those richest in fragrance and aroma are selected for Pell Mell. And we believe, when you discover these tobaccos in Pell Mell ... tobaccos so fine that you can recognize their quality even before you smoke them ... *then* you will know that Pell Mell is better - naturally.

ATX01 0230143

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "Souvenir"

(SOUVENIR".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

"This is No Dream"

("THIS IS NO DREAM".....ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

Matty Malneck ~~performs~~ ^{plays} ~~with~~ Vincent Youmans ~~with~~

"Tea For Two."

("TEA FOR TWO.....ORCHESTRA)

PALL MALL PROGRAM
AUGUST 3, 1939
(REVISED)

SECOND NEWS ITEM

ANNOUNCER ...

If you are not already a Pell Mell smoker ... we gladly welcome a comparison between Pell Mell and the cigarette you now smoke, because we sincerely believe it will prove what we can only tell you -- that Pell Mell tobaccos are the finest produced -- that only those tobaccos richest in flavor and aroma are selected for Pell Mell. We invite you to prove it. You can easily do it by making this simple test. Buy a packet of Pell Mell -- they cost but fifteen cents for twenty ... Just open it side by side with the cigarette you are now smoking. Compare the aroma for yourself ... bearing in mind that the finest aroma is found only in the finest tobaccos. When you notice - and you can't help but notice - the full, rich aroma of Pell Mell - you'll know, even before you light a Pell Mell, why you'll enjoy it more - and why Pell Mell is better - naturally.

ATX01 0230145

("FLIGHT OF THE BUMBLE BEE".....ORCHESTRA)

(FADE FOR)

ANNOUNCER

Matty Malneck now brings you his own arrangement of "The Flight of the Bumble Bee"

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben rings the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smcking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more... when you buy your packet of Pell Mell, which costs but fifteen cents.. take particular note of the patented opening tab you will find on the back...an added service for you. And remember ... wherever particular people congregate, you will find Pell Mell. They're better ... naturally

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program: MATTY MALNECK & ORCHESTRA

Dates: AUG. 10, 1939

Client: AMERICAN CIGARETTE & CIGAR CO., INC.

Time: 7:15 - 7:30 P.M.

Product: PALL MALL CIGARETTE

Network: WABC

(SOUND ON CUE FOUR STROKES OF BIG BEN ...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 OR 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist...Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual orchestra to America. Matty Malneck first brings you his own interpretation of "Back to Back".

("BACK TO BACK"ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
August 10, 1939FIRST NEWS ITEM

ANNOUNCER...

You know that a cigarette can only be as good as its tobaccos. We know that Pell Mell tobaccos are the finest the world affords. But you hear so much nowadays about "fine tobaccos" it isn't surprising if you might wonder 'how can I tell if they are?' Well, ~~smokers~~ ^{the ultimate} ~~who know and appreciate finer tobaccos will tell you that the accepted~~ test of quality in tobaccos is aroma. That's why we leave it entirely up to you to judge by the ~~top~~ aroma, if Pell Mell tobaccos aren't the finest you ever smoked. Buy a packet of Pell Mell ... they cost but fifteen cents for twenty. Open it, side by side with any other popular brand of cigarette, and notice the difference. Notice the rich, aromatic fragrance of Pell Mell ... a fragrance you've never before found in a blended cigarette. It will quickly show you how much more smoking enjoyment you can expect ... and get ... when you smoke Pell Mell. For Pell Mell is better -- naturally.

RTX01 0230148

ANNOUNCER... (OVER MUSIC)

7. *Matty Malneck has adapted Beethoven's famous melody, to "Then I wrote the*
~~A modern Malneck version of "Minuet in G"~~ *Minuet in G"*

("MINUET IN G" ORCHESTRA)

ANNOUNCER... (OVER MUSIC SEGUE)

"ALL I REMEMBER" *Is You*

("ALL I REMEMBER" ORCHESTRA)

ANNOUNCER... (OVER MUSIC SEGUE)

A Modern Malneck version of the
~~Matty Malneck pays tribute to a great opera with the~~ *to*
~~Overture from~~

4. "WILLIAM TELL"

("WILLIAM TELL OVERTURE" ORCHESTRA)

YOUNG & RUBICAM, INC.
Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTO

PALL MALL PROGRAM
August 10, 1939

SECOND NEWS ITEM

ANNOUNCER...

Do you know you can judge the quality of the tobaccos in your cigarette ... even before you smoke it ... simply by the aroma? You don't have to know a thing about texture or color or any of the other things that go to make up really fine tobaccos ... the final and most convincing test of tobacco quality is aroma. And Pell Mell has a rich, distinctive, aroma you've never before found in a blended cigarette. Open a packet of Pell Mell. Compare them side by side with any other popular brand, and see if the difference doesn't surprise you. Then remember -- the finer the aroma -- the finer the tobaccos. This easy side by side comparison of aroma will quickly show you that Pell Mell is better ... naturally

ATX01 0230150

"(ALEXANDER'S RAGTIME BAND".....ORCHESTRA)

(FADE FOR)

ANNOUNCER...

dance evolution

Matty Malneck now brings you his ~~new~~ arrangement of "Alexander's Ragtime Band".

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER...

All too soon ... the mighty voice of London's Big Ben rings the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. One thing more ... when you buy your packet of Pell Mell, which costs but fifteen cents..take particular note of the patented opening tab you will find on the back ... an added service for you. And remember ... wherever particular people congregate, you will find Pell Mell They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. AUG. 17, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	7:15 - 7:30 P.M.
Product:	PALL MALL CIGARETTE (REVISED)	Network:	WABC

(SOUND ... ON CUE ... FOUR STROKES OF BIG BEN ...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ... (GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 OR 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual orchestra to America. Matty Malneck first brings you his own interpretation of "Go Fly A Kite."

("GO FLY A KITE" ORCHESTRA)

ATX01 0230152

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
August 17, 1939FIRST NEWS ITEM

ANNOUNCER . . .

Do you realize that the final and most convincing test of tobacco quality is aroma? You can easily prove the excellance of the tobaccos in Pell Mell by applying this test yourself. You don't need any special training or experience ... simply open a packet of Pell Mell side by side with any other popular brand. Compare the aroma! You'll notice immediately an aromatic fragrance in Pell Mell that you've never before found in a blended cigarette. That is because ... from the finest tobaccos the world affords ... only those richest in fragrance and aroma are selected for Pell Mell. And we believe, when you discover these tobaccos in Pell Mell ... tobaccos so fine that you can recognize their quality even before you smoke them ... you will know that Pell Mell is better - naturally.

ATX01 0230153

"Sunrise Serenade" - Arriver (American Music)

S.R. ... -3-

ANNOUNCER ... (OVER MUSIC)

A modern Malneck version of "By The Waters Of Minnetonka."

("BY THE WATERS OF MINNETONKA" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

..... "Moon Love"

("MOON LOVE" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

..... ~~"Sunrise Serenade"~~

~~("SUNRISE SERENADE" ORCHESTRA)~~

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
August 17, 1939SECOND NEWS ITEM

ANNOUNCER ...

If you are not already a Pell Mell smoker ... we gladly welcome a comparison between Pell Mell and the cigarette you now smoke, because we sincerely believe it will prove what we can only tell you -- that Pell Mell tobaccos are the finest produced -- that only those tobaccos richest in flavor and aroma are selected for Pell Mell. We invite you to prove it. You can easily do it by making this simple test. Buy a packet of Pell Mell -- they cost but fifteen cents for twenty ... Just open it side by side with the cigarette you are now smoking. Compare the aroma for yourself ... bearing in mind that the finest aroma is found only in the finest tobaccos. When you notice - and you can't help but notice - the full, rich aroma of Pell Mell - you'll know, even before you light a Pell Mell, why you'll enjoy it more - and why Pell Mell is better - naturally.

ATX01 0230155

("THE BLUE DANUBE" ORCHESTRA)

(FADE FOR) *of the staff*

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of "The Blue Danube."

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben rings the hour and our program of modern music by Malneck is ended. We hope you'll join us next Thursday when the throbbing stroke of Big Ben will again invite your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. ~~one~~

~~thing more~~ ... ~~when you buy your packet of Pell Mell, which costs~~ but fifteen cents ... ~~take particular note of the patented opening~~

~~tab you will find on the back~~ ... ~~an added service for you.~~ *In the meantime*

remember ... wherever particular people congregate, you will find Pell Mell ... They're better ... naturally.

(BIG BEN UP FULL UNTIL SIGN OFF)

10/1/77

Handwritten notes

in the office

of the

Department of Health

and Human Services

Personnel

without a Song

Ha Lingua

How These Know

T 42

I know that I know

There in my hands

Ben Barrell

Radio Program

Prepared and Produced by

YOUNG & RUBICAM, Inc.

285 Madison Avenue • New York City, N. Y.

Program:	MATTY MALNECK & ORCHESTRA	Date:	THU. AUG. 24, 1939
Client:	AMERICAN CIGARETTE & CIGAR CO., INC.	Time:	7:15 - 7:30 P.M.
Product:	PALL MALL CIGARETTE	Network:	WABC

(SOUND ... ON CUE ... FOUR STROKES OF BIG BEN ...)

ANNOUNCER ... (OVER BIG BEN)

The mighty voice of London's historic Big Ben invites your attention to the rich smoking pleasure embodied in the modern blend of Pell Mell Famous Cigarettes. In fashionable clubs and restaurants ... in smart cafes ... wherever particular people congregate ...

(GONG OUT) ... you will find Pell Mell.

(ORCHESTRA IN ... THEME 4 OR 5 BARS)

ANNOUNCER ... (ON CUE) (OVER MUSIC)

Particular people also congregate to enjoy the distinctly different music of a new instrumental stylist ... Matty Malneck. Pell Mell takes pleasure in presenting this young musician and his unusual orchestra to America. Matty Malneck first brings you his own interpretation of "Hawaiian War Dance."

("HAWAIIAN WAR DANCE" ORCHESTRA)

YOUNG & RUBICAM, INC.*Advertising*NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
August 24, 1939FIRST NEWS ITEM

ANNOUNCER ...

What is the accepted, final test of quality in tobaccos? How do those who know and appreciate fine tobaccos judge quality? By a very simple but convincing test that we urge you to apply. They tell by the aroma. Get a packet of Pell Mell ... they cost but fifteen cents for twenty. Open it side by side with any other popular brand of cigarette. Compare the aroma ... bearing in mind that the finest aroma is found only in the finest tobaccos. You can't help but notice the difference ... the full, rich aroma of Pell Mell. Judge for yourself, on the basis of that test ... if Pell Mell isn't the cigarette that will please you most. We are confident it will open your eyes to how much more smoking enjoyment you can expect ... and get from Pell Mell. For Pell Mell is better ... naturally.

ATX01 0230160

ANNOUNCER ... (OVER MUSIC)

A new melody in a newer version by Malneck ... "To You."

("TO YOU" ORCHESTRA)

ANNOUNCER ... (OVER MUSIC SEGUE)

Matty Malneck salutes Vincent Youmans with a musical sketch of
favorite Youmans melodies.

(YUMANS MEDLEY ORCHESTRA)

YOUNG & RUBICAM, INC.

Advertising

NEW YORK CHICAGO DETROIT
HOLLYWOOD MONTREAL TORONTOPALL MALL PROGRAM
August 24, 1939SECOND NEWS ITEM

ANNOUNCER ...

With the playing of Matty Malneck's next melody, we come to the end of our current Pell Mell series. We'd first like to say that we sincerely hope you've enjoyed these Thursday visits to your homes. We know that we've acquainted many of you with a new and keener smoking enjoyment by introducing you to Pell Mell - the cigarette that is better -- naturally. For Pell Mell was created with but one thought in mind -- to win your favour by its quality. And we honestly believe we are offering you the finest cigarette you could buy anywhere for the price. For knowing that a cigarette can only be as good as its tobaccos -- Pell Mell tobaccos are selected from among the finest the world affords ... and only those tobaccos richest in fragrance and aroma are used. That's why we are confident Pell Mell will please you most. All we ask is that you see if it won't. We leave it entirely to your good judgment to decide that Pell Mell is better ... naturally.

ATX01 0230162

("HEARTS AND FLOWERS" ORCHESTRA)

(FADE FOR)

ANNOUNCER ...

Matty Malneck now brings you his own arrangement of "Hearts And Flowers."

(ORCHESTRA UP TO FINISH)

(MALNECK THEME)

(AT CLOSE OF LAST NUMBER BIG BEN BONGS)

ANNOUNCER ...

All too soon ... the mighty voice of London's Big Ben rings the hour and this series of Pell Mell programs comes to an end. To Matty Malneck ... and his orchestra ... our sincere thanks for the many friends they have made for Pell Mell ... And until we meet again ... remember ... wherever particular people congregate, you will find Pell Mell ... They're fifteen cents for twenty ... They're better ... naturally. Au revoir.

(BIG BEN UP FULL UNTIL SIGN OFF)

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ATK01 0230164

**Legal Information Technology
Document Preparation Sheet**

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ATX01 0230166

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