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ATX01 0142425

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: 9/15/54  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pall Mall Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142427

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142428

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

9/16/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5 TO: :09

6 EDWARDS NEWS TO: 2:40

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ATK01 0142429

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CIE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142430

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

9/17/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATXO1 0142432



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pall Mall Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142433

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

9/22/59

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40  
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ATK01 0142434

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142435

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: LOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

9/23/57

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5  
6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142437

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142438

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: FALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
2 E.T. CLOSE AT 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
4 With The News You Need to Know is brought  
5 to you by Pell Mell Famous Cigarettes.  
6 "Outstanding" - and they are mild!  
7 TO: 4:27  
8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142439

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

9/24/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40  
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ATK01 0142440



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.  
About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142441

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: LOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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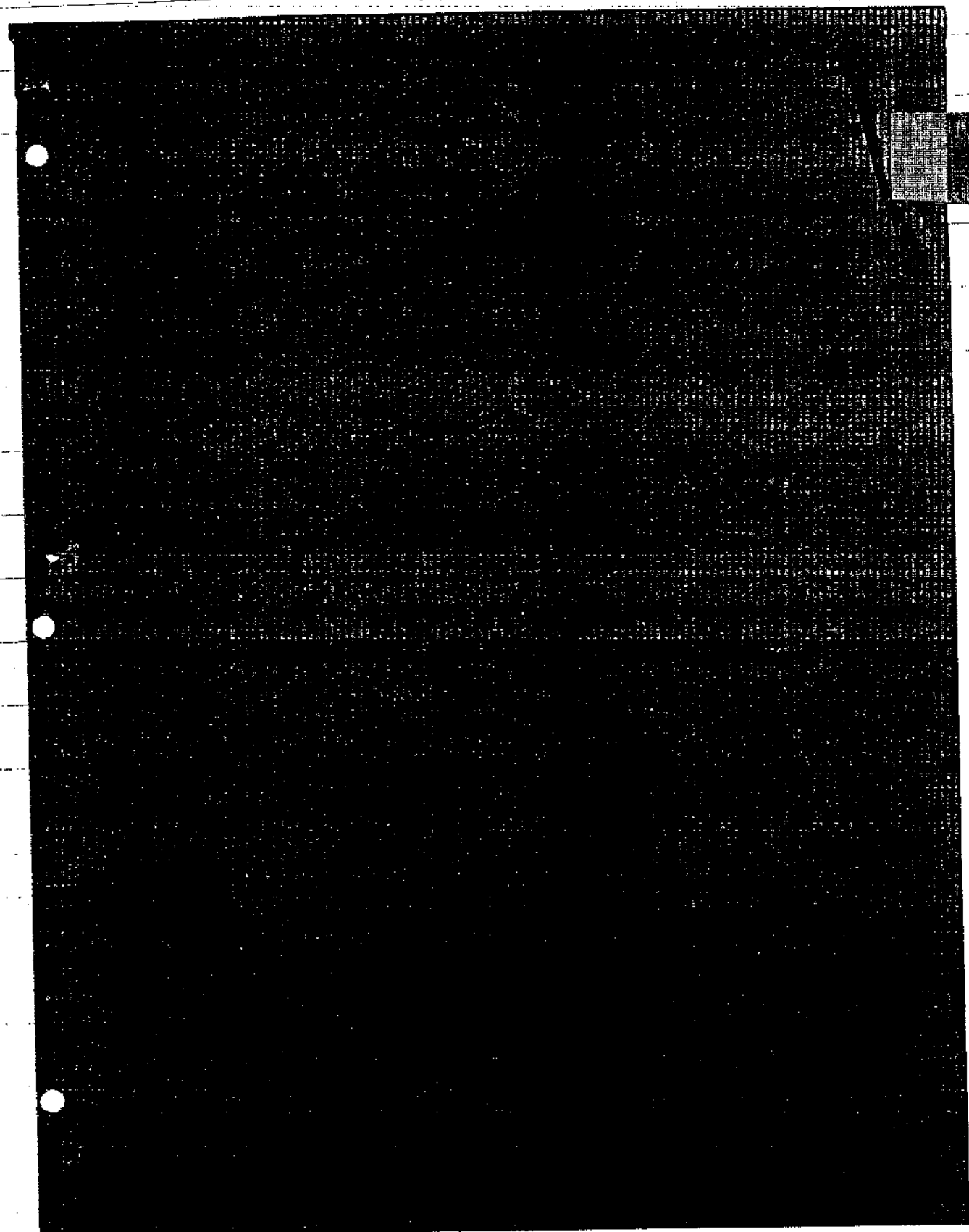
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ATX01 0142443

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

10/6/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION:

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40

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THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142445

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
~~YOU NEED TO KNOW~~

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pall Mall Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142446

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

10/7/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
5  
6 TO: :09  
7 EDWARDS NEWS TO: 2:40

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ATX01 0142447

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

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CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

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1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
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Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

10/8/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142449

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward  
You get from PELL MELL

Reward yourself

With this quality high -

..... The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142450

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142451

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

10/13/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PAUL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5  
6 TO: :09  
7 EDWARDS NEWS TO: 2:40

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ATMO1 0142452

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142453

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142454

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

10/14/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION:

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E.T. OPENING

CHAPPELL: Pall Mall Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TC: :09

EDWARDS NEWS TO: 2:40

ATK01 0142455

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette -- every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142456



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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1        EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
2        E.T. CLOSE AT 4:17  
3        CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
4                With The News You Need to Know is brought  
5                to you by Pell Mell Famous Cigarettes.  
6                "Outstanding" - and they are mild!  
7        TO: 4:27  
8        THIS IS THE CBS RADIO NETWORK

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Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

10/15/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40  
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ATX01 0142458

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142459

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING

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~~YOU NEED TO KNOW~~

1           EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2           E.T. CLOSE AT 4:17

3           CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4                       With The News You Need to Know is brought

5                       to you by Pell Mell Famous Cigarettes.

6                       "Outstanding" - and they are mild!

7           TO: 4:27

8           THIS IS THE CBS RADIO NETWORK

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ATK01 0142460

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

10/20/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATX01 0142461

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142462

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142463

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142464



Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142465

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

10/22/54

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PELL MELL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	

YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATK01 0142466

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142467

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: LOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pall Mall Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142468

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	OCT 27 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142470

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS OCT 28 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATX01 0142472



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's

greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142473

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pell Mell Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)

ATX01 0142474

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	OCT 29 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATX01 0142475

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142476

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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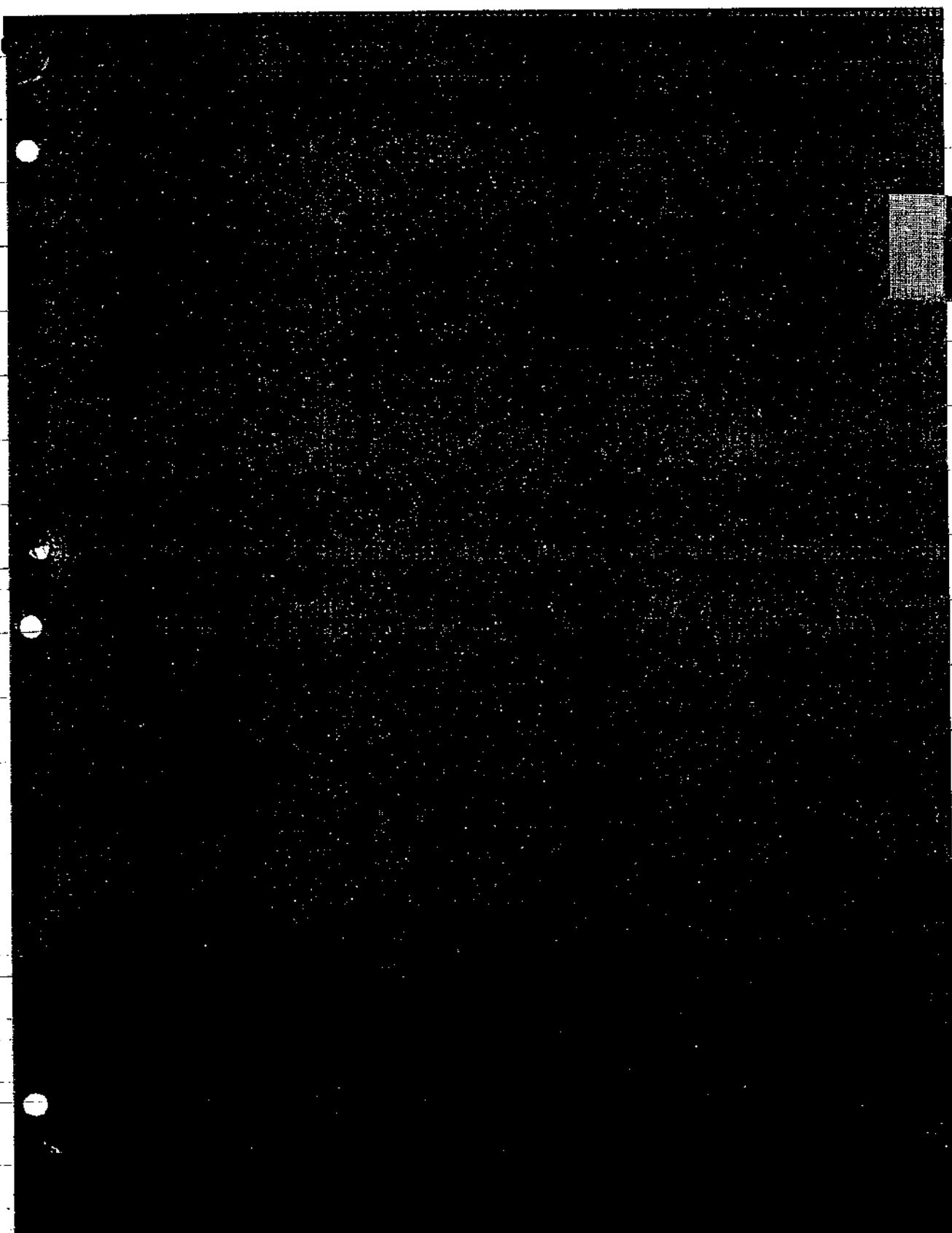
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ATK01 0142477



ATX01 0142478

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 3 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	NOV CBS 1954
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATK01 0142480



Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)

ATX01 0142481

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 4 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	OPENING - RADIO
	YOU NEED TO KNOW		

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142483

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATX01 0142484

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 5 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATXO1 0142486

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATX01 0142487

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

11/10/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATX01 0142488



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142489

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142490

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

11/11/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40

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ATX01 0142491

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.  
About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142492

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	
	YOU NEED TO KNOW		

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142493



Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS NOV 12 1954
PRODUCT:	PALE MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Pell Mall Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke, and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142495

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATX01 0142496



Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 17 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATK01 0142497

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142498

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATX01 0142499

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 18 1954
PRODUCT:	PALL MAIL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	OPENING - RADIO
	<del>YOU NEED TO KNOW</del>		

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATX01 0142500

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142501

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATK01 0142502

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATK01 0142503

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	FALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pell Mell Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 24 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATK01 0142505

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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ATX01 0142506

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	NOV 25 1954
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	OPENING - RADIO
	YOU NEED TO KNOW		

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

(5 seconds)

ATX01 0142507

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding..:

HARRICE: And they are mild!

ATK01 0142508

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATX01 0142509

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142510

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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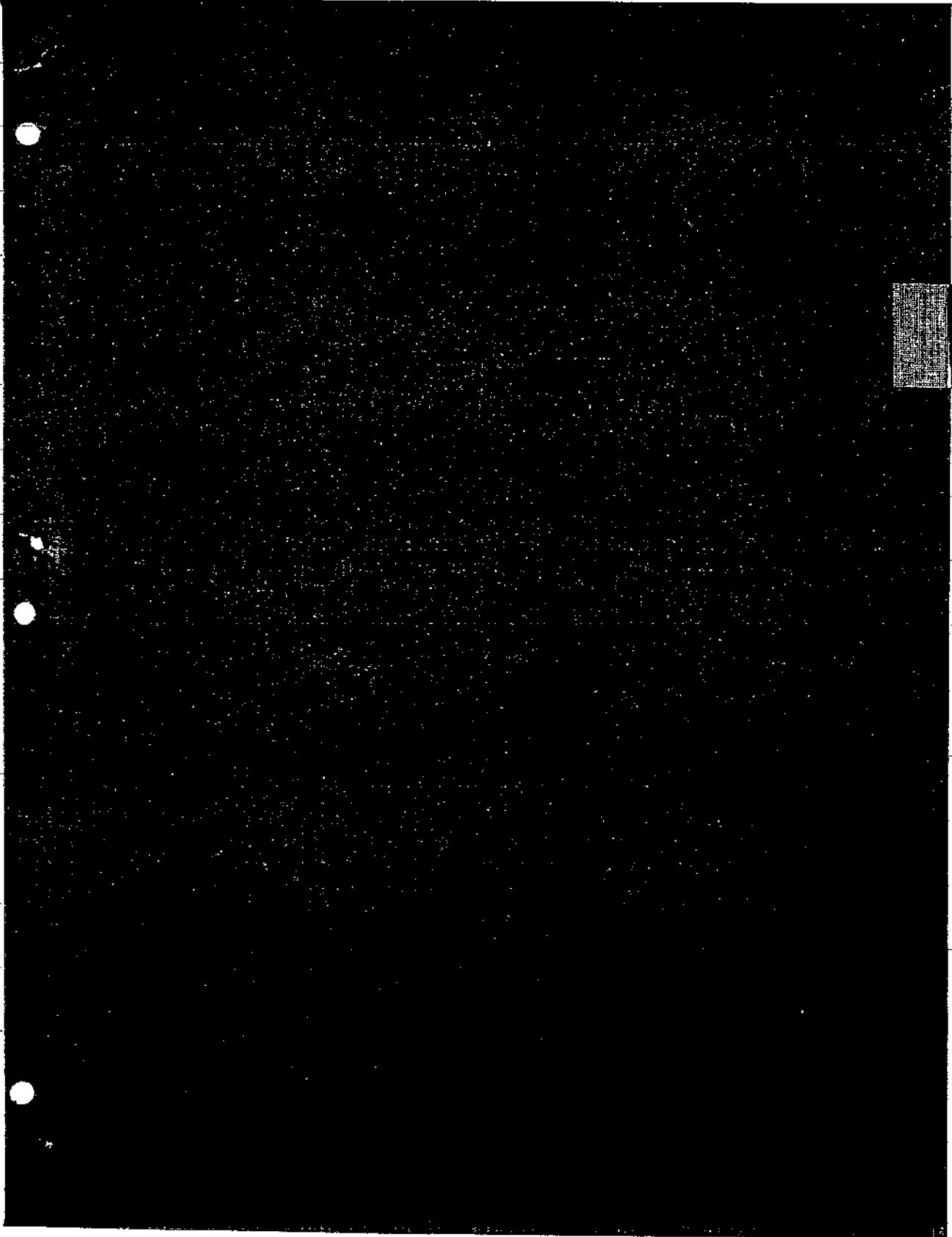
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ATX01 0142511



ATX01 0142512



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12-1-54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142514

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
2 E.T. CLOSE AT 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
4 With The News You Need to Know is brought  
5 to you by Pell Mell Famous Cigarettes.  
6 "Outstanding" - and they are mild!  
7 TO: 4:27  
8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142515

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/2/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142516

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142517

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142518

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/3/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PAIT MATT FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATK01 0142519

THE AMERICAN TOBACCO COMPANY  
PALM MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATK01 0142520



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142521

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/8/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5 TO: :09

6 EDWARDS NEWS TO: 2:40

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ATK01 0142522

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142523

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pall Mall Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142524

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

12/9/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40  
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ATX01 0142525

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142526

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATK01 0142527

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

12/10/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pall Mall Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATK01 0142528



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142529

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/15/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's

greater length of traditionally fine tobaccos travels the

smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest

quality money can buy. No finer tobacco has ever been

grown - and it's blended to a flavor peak - distinctively

PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,

fragrant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142531

[REDACTED]

Ollivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

TOBACCO CO.	DATE:	
FAMOUS CIGARETTES	NETWORK:	CBS
NEWS WITH THE NEWS	DESCRIPTION:	CLOSING
FROM		

Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pell Mell Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)

ATX01 0142532

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING

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~~YOU NEED TO KNOW~~

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pell Mell Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATK01 0142533

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

12/16/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142535

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO. PALL MALL FAMOUS CIGARETTES	DATE:	CBS
PRODUCT:	DOUGLAS EDWARDS WITH THE NEWS	NETWORK:	CLOSING
PROGRAM:	YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards

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With The News You Need to Know is brought

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to you by Pall Mall Famous Cigarettes.

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"Outstanding" - and they are mild!

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ATK01 0142536



THE AMERICAN TOBACCO COMPANY  
FALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142537

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	<del>YOU NEED TO KNOW</del>		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATX01 0142538

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

12/22/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

5  
6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142539

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

RTX01 0142540

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/23/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

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6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142541

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142542

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	FALL MAIL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Fall Mail Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATX01 0142543

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/24/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pall Mall Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5 TO: :09

6 EDWARDS NEWS TO: 2:40

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ATX01 0142544



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142545

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards

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With The News You Need to Know is brought

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to you by Pall Mall Famous Cigarettes.

6

"Outstanding" - and they are mild!

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(5 seconds)

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ATX01 0142546

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/29/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

RTX01 0142547

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
Remember it well.  
About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.  
(REFRAIN)  
PELL M-E-L-L! PELL M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142548

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MAIL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATK01 0142549

4  
THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

Remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATKO1 0142550

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE NEW YORK 16

RADIO DIVISION

12/31/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know

5 TO: :09

6 EDWARDS NEWS TO: 2:40

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ATX01 0142551

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATX01 0142553

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

12/30/54

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATX01 0142554

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	CLOSING
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards

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With The News You Need to Know is brought

5

to you by Pall Mall Famous Cigarettes.

6

"Outstanding" - and they are mild!

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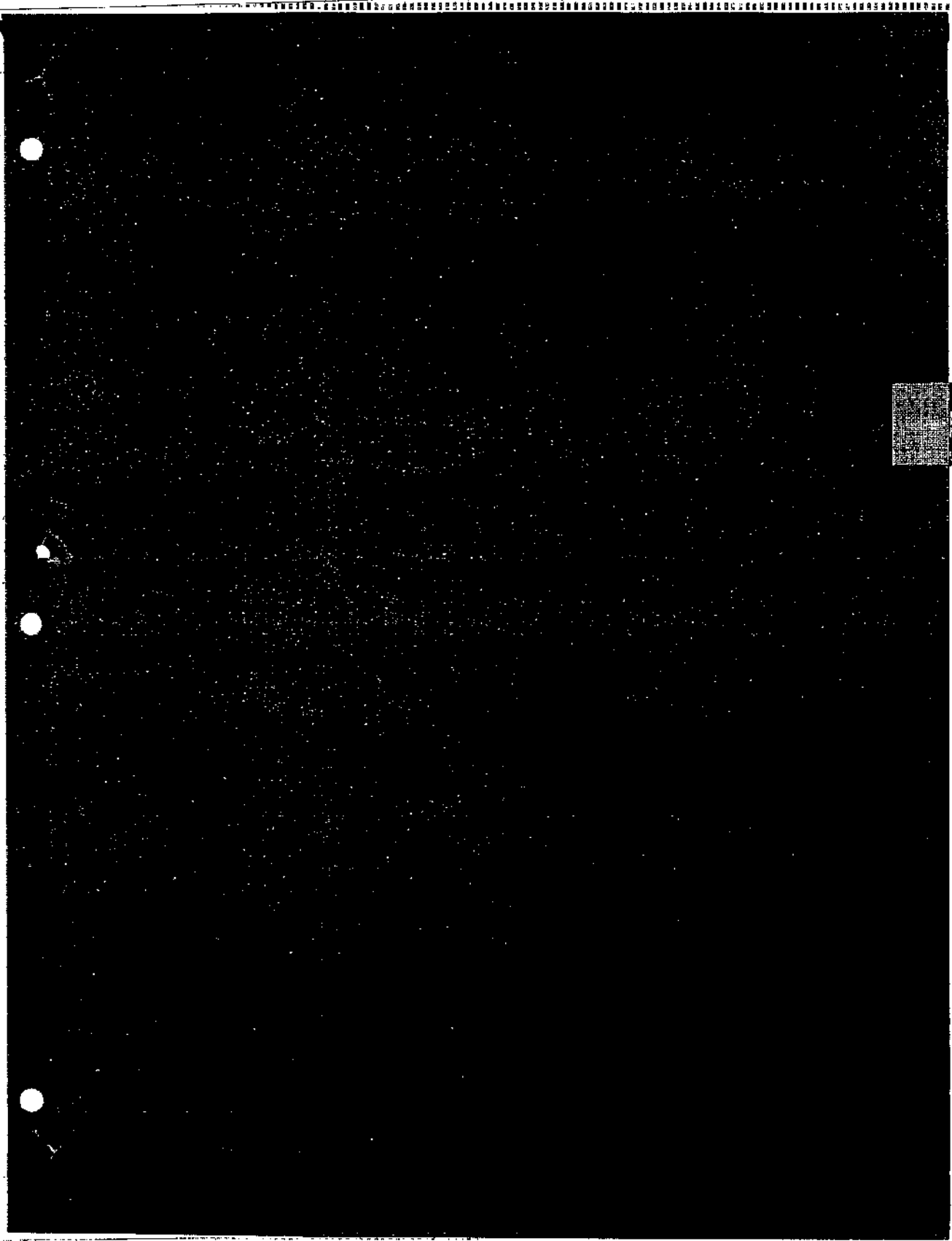
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ATX01 0142555



ATK01 0142556

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

11/5/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

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CHAPPELL: Pall Mall Famous Cigarettes, the finest

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quality money can buy, present Douglas

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Edwards with The News You Need To Know

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TO: :09

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EDWARDS NEWS TO: 2:40

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ATK01 0142557

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142558

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	FALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards

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With The News You Need to Know is brought

5

to you by Fall Mall Famous Cigarettes.

6

"Outstanding" - and they are mild!

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(5 seconds)

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ATK01 0142559

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

1/6/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATK01 0142560



THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
Remember it well.  
About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL's  
greater length of traditionally fine tobaccos travels the  
smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the finest  
quality money can buy. No finer tobacco has ever been  
grown - and it's blended to a flavor peak - distinctively  
PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

ATX01 0142561

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

(5 seconds)

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JAN - 7 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

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CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards With The News You Need to Know.

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ATX01 0142563

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

(START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure  
- and extra measure of cigarette goodness. Remember,  
fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction no  
other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red  
package. "Outstanding!"

HARRICE: And - they are mild!

ATK01 0142564

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	
	YOU NEED TO KNOW		

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CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
With The News You Need to Know is brought  
to you by Pall Mall Famous Cigarettes.  
"Outstanding" - and they are mild!

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(5 seconds)

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ATK01 0142565

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

11/12/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PEEL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Peel Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

5  
6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATX01 0142566

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142567

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142568



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

1/13/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

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E.T. OPENING

CHAPPELL: Pell Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

ATK01 0142569

THE AMERICAN TOBACCO COMPANY  
PALM MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE AT 2:40  
COMMERCIAL T.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Smoke longer and finer and milder  
PELL MELL.

( START E.T.)

SINGER: (GUITAR) PELL M-E-L-L-L! PELL M-E-L-L-L! Smoke Longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking  
pleasure - and extra measure of cigarette goodness.  
Remember, fine tobacco is its own best filter and  
PELL MELL'S greater length of traditionally fine  
tobaccos travels the smoke further - filters the  
smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL  
MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made  
it America's most successful and most imitated  
cigarette. PELL MELL gives you fresh, new smoking  
satisfaction no other cigarette of any length  
can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Buy PELL MELL Famous Cigarettes in the  
distinguished red package "Outstanding!"

HARRICE: And - they are mild!

TO: 3:40

EDWARDS NEWS TO: 4:17

ATX01 0142570

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
2 E.T. CLOSE AT 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
4 With The News You Need to Know is brought  
5 to you by Pell Mell Famous Cigarettes.  
6 "Outstanding" - and they are mild!  
7 TO: 4:27  
8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142571

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

1/14/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PELL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with The News You Need To Know

5  
6 TO: :09

7 EDWARDS NEWS TO: 2:40

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ATK01 0142572

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRYKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette --every puff richly-flavorful,  
fragrant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATX01 0142573

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT  
2 E.T. CLOSE AT 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards  
4 With The News You Need to Know is brought  
5 to you by Pall Mall Famous Cigarettes.  
6 "Outstanding" - and they are mild!  
7 TO: 4:27  
8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142574

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS JAN 11 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E.T. OPENING  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with The News You Need To Know  
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6 TO: :09  
7 EDWARDS NEWS TO: 2:40

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ATX01 0142575

THE AMERICAN TOBACCO COMPANY  
PAUL MALL FAMOUS CIGARETTES  
EDWARDS CHE LINE AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Smoke longer and finer and milder  
PELL MELL.

( START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke Longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking  
pleasure - and extra measure of cigarette goodness.  
Remember, fine tobacco is its own best filter and  
PELL MELL'S greater length of traditionally fine  
tobaccos travels the smoke further - filters the  
smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL  
MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made  
it America's most successful and most imitated  
cigarette. PELL MELL gives you fresh, new smoking  
satisfaction no other cigarette of any length  
can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Buy PELL MELL Famous Cigarettes in the  
distinguished red package "Outstanding!"

HARRICE: And - they are mild!

TO: 3:40

EDWARDS NEWS TO: 4:17

ATX01 0142576



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142577

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JUN 20 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:		

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YOU NEED TO KNOW

1        E.T. OPENING

2        CHAPPELL: Pall Mall Famous Cigarettes, the finest

3                    quality money can buy, present Douglas

4                    Edwards with The News You Need To Know

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6        TO:            :09

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EDWARDS NEWS TO: 2:40

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ATX01 0142578

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE ENDING AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "A"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.  
About the reward  
You get from PELL MELL  
Reward yourself  
With this quality high -  
The finest quality  
Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.  
Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travel  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has  
ever been grown - and it's blended to a flavor peak-  
distinctively PELL MELL.

CHAPPELL: It's your cigarette -- every puff richly-flavorful,  
fragrant, so pleasingly mild, Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

TO: 3:40

EDWARDS NEWS TO 4:17

ATK01 0142579

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pall Mall Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142580

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS JAN 21 1958  
PRODUCT: PEEL MELL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION:

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E.T. OPENING

CHAPPELL: Peel Mell Famous Cigarettes, the finest  
quality money can buy, present Douglas  
Edwards with The News You Need To Know

TO: :09

EDWARDS NEWS TO: 2:40

THE AMERICAN TOBACCO COMPANY  
PALM MALL FAMOUS CIGARETTES  
EDWARDS CUE LINE AT 2:40  
COMMERCIAL E.T. AT 2:40

DOUGLAS EDWARDS - RADIO  
COMMERCIAL "B"  
NOW THIS WORD FROM PELL MELL  
FAMOUS CIGARETTES

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Smoke longer and finer and milder  
PELL MELL.

( START E.T.)

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke Longer  
and finer and milder PELL MELL.

(END E.T.)

HARRICE: Yes, PELL MELL pays you a rich reward in smoking  
pleasure - and extra measure of cigarette goodness.  
Remember, fine tobacco is its own best filter and  
PELL MELL'S greater length of traditionally fine  
tobaccos travels the smoke further - filters the  
smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL  
MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made  
it America's most successful and most imitated  
cigarette. PELL MELL gives you fresh, new smoking  
satisfaction no other cigarette of any length  
can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth  
smoking. Buy PELL MELL Famous Cigarettes in the  
distinguished red package "Outstanding!"

HARRICE: And - they are mild!

TO: 3:40

EDWARDS NEWS TO: 4:17

ATK01 0142582

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING  
YOU NEED TO KNOW

1 EDWARDS LAST LINE ENDING AT 4:17: GOODNIGHT

2 E.T. CLOSE AT 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas Edwards

4 With The News You Need to Know is brought

5 to you by Pell Mell Famous Cigarettes.

6 "Outstanding" - and they are mild!

7 TO: 4:27

8 THIS IS THE CBS RADIO NETWORK

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ATX01 0142583





THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142585

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142586

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JAN 27 1955
PRODUCT:	PELL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mall Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mall Famous	
9	Cigarettes.	2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMM. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking plea-  
sure - an extra measure of cigarette goodness. Remem-  
ber, fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction  
no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished  
red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATK01 0142588

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142589

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	11/19/55
PRODUCT:	PELL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142590

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142591

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

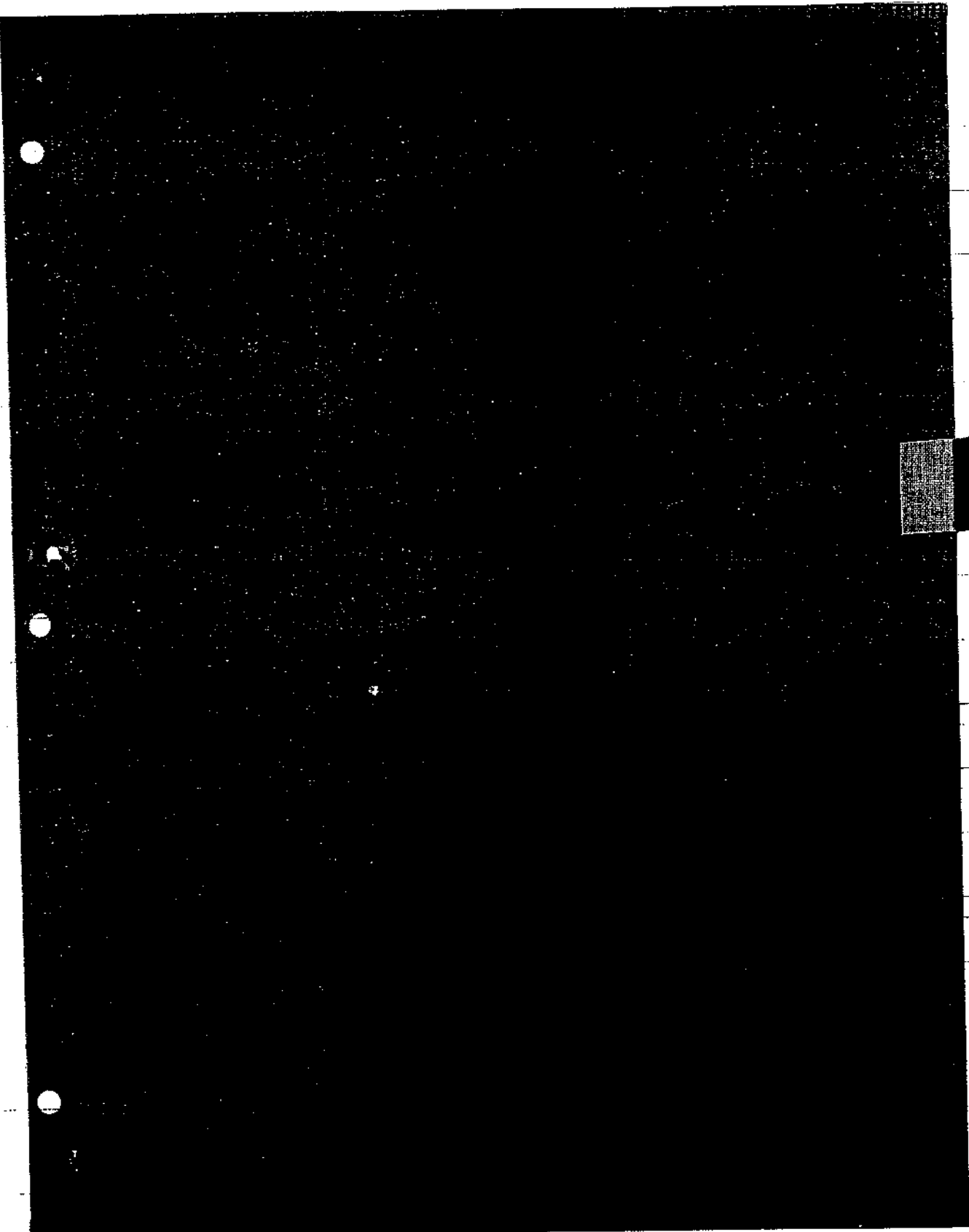
RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142592





ATX01 0142593

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS FEB - 2 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142594

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking. Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142595

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142596

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MAIL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142597

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S

greater length of traditionally fine tobaccos travels

the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the

finest quality money can buy. No finer tobacco has ever

been grown - and it's blended to a flavor peak distinc-

tively PELL MELL.

CHAPPELL: It's YOUR cigarette - every puff richly-flavorful, fra-

grant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142598

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142599

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS FEB 11, 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	1:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142600



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking plea-  
sure - an extra measure of cigarette goodness. Remem-  
ber, fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction  
no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished  
red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142601

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142602



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMM. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S

greater length of traditionally fine tobaccos travels

the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the

finest quality money can buy. No finer tobacco has ever

been grown - and it's blended to a flavor peak distinc-

tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-

grant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142604

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142605

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS FEB 10 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142606

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMM. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking. Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142607

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142608



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO.      DATE: FEB 11 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES      NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS      DESCRIPTION: OPENING - RADIO  
          YOU NEED TO KNOW

1      E. T. OPENING      :00

2      CHAPPELL:      Pell Mell Famous Cigarettes, the finest

3                      quality money can buy, present Douglas

4                      Edwards with the News You Need to Know.

5      E. T. FINISH      :09

6      EDWARDS:      NEWS

7      ENDING WITH CUE:

8                      Now this word from Pell Mell Famous

9                      Cigarettes.      2:40

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ATK01 0142609

AMERICAN TOBACCO CO.  
MELL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML: "A"

ADS CUE: "Now this word from Pell Mell Famous Cigarettes"

START

2:40

PELL: Reward yourself!

ICE: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

PELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

ICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

PELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

ICE: And they are mild!

FINISH

3:40

ADS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142610

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	FEB 10 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>		:00
2	CHAPPELL:	Pell Mell Famous Cigarettes, the finest	
3		quality money can buy, present Douglas	
4		Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>		:09
6	EDWARDS:	NEWS	
7	<u>ENDING WITH CUE:</u>		
8		Now this word from Pell Mell Famous	
9		Cigarettes.	2:40
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ATK01 0142611

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "BU"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking plea-  
sure - an extra measure of cigarette goodness. Remem-  
ber, fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL  
gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL gives you fresh, new smoking satisfaction  
no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished  
red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATK01 0142512

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142613

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK, 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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RTX01 0142614

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S

greater length of traditionally fine tobaccos travels

the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the

finest quality money can buy. No finer tobacco has ever

been grown - and it's blended to a flavor peak distinc-

tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-

grant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142615

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pell Mell Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNOR: THIS IS THE CBS RADIO NETWORK	4:30
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ATX01 0142616



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	FEB 18 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40

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ATK01 0142617

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	FEB 18 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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THE AMERICAN TOBACCO CO.  
FALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMM. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth sucking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142619

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142620

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS FEB 23 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142621

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142622

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNOR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142623

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE, NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: 11/10/55  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142624



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142625

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142626



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S

greater length of traditionally fine tobaccos travels

the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the

finest quality money can buy. No finer tobacco has ever

been grown - and it's blended to a flavor peak distinc-

tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-

grant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142628

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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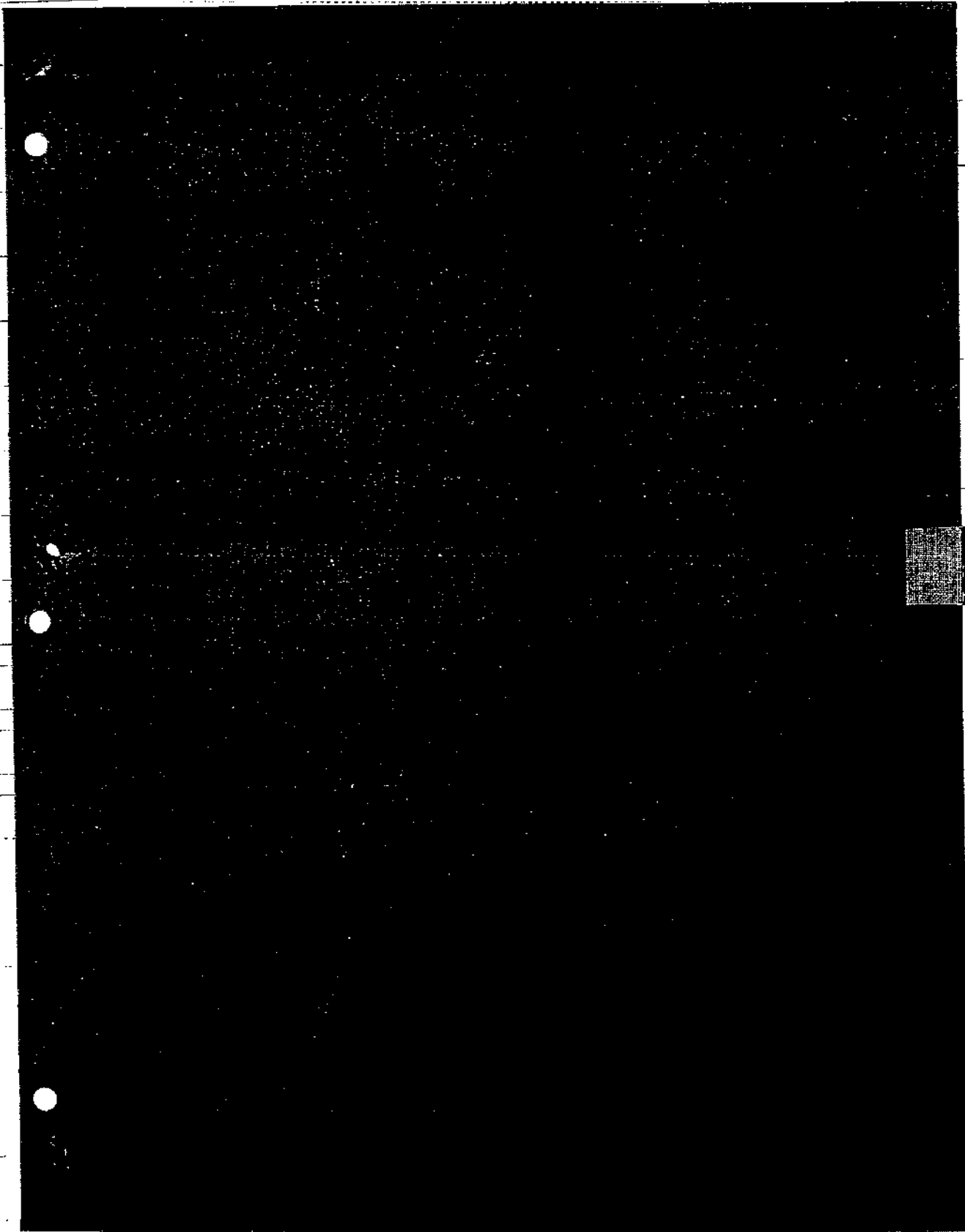
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ATX01 0142629



ATX01 0142630



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking. Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

BTX01 0142632



Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAR - 3 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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RTX01 0142634

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142635

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142636

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	11-1-1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142637

THE AMERICAN TOBACCO CO.  
FALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATK01 0142638

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142639

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS MAR - 7 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142640



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142641

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO.      DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES      NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS      DESCRIPTION: CLOSING - RADIO  
          YOU NEED TO KNOW

1      EDWARDS CUE: Ends with "GOODNIGHT"  
2      E.T. START      4:17  
3      CHAPPELL: Ernest Chappell speaking. Douglas  
4      Edwards With The News You Need to Know  
5      is brought to you by Pell Mell Famous  
6      Cigarettes. "Outstanding" - and they  
7      are mild!  
8      E.T. FINISH      4:27  
9      CBS ANNCR: THIS IS THE CBS RADIO NETWORK      4:30  
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ATX01 0142642



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking. Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142644

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Channell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142645

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAR 10 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142646

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -

remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S  
greater length of traditionally fine tobaccos travels  
the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the  
finest quality money can buy. No finer tobacco has ever  
been grown - and it's blended to a flavor peak distinc-  
tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-  
grant, so pleasingly mild. Reward yourself! Smoke  
PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142647

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO.      DATE:      NETWORK: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES      DESCRIPTION: CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS  
          YOU NEED TO KNOW

1      EDWARDS CUE: Ends with "GOODNIGHT"  
2      E.T. START      4:17  
3      CHAPPELL: Ernest Chappell speaking. Douglas  
4                    Edwards With The News You Need to Know  
5                    is brought to you by Pell Mell Famous  
6                    Cigarettes. "Outstanding" - and they  
7                    are mild!  
8      E.T. FINISH      4:27  
9      CBS ANNCR: THIS IS THE CBS RADIO NETWORK      4:30  
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ATX01 0142648



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: MAR 14 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142649

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATK01 0142650

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: NETWORK: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES DESCRIPTION: CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Channell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142651

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "A"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: Reward yourself!

SINGER: (STRIKES CHORD FIRST)

I'll tell you a story -  
remember it well.

About the reward

You get from PELL MELL

Reward yourself

With this quality high -

The finest quality

Money can buy.

(REFRAIN)

PELL M-E-L-L! PELL M-E-L-L!

Smoke longer and finer and milder PELL MELL.

CHAPPELL: Reward yourself with the pleasure of smooth smoking.

Fine tobacco is its own best filter and PELL MELL'S

greater length of traditionally fine tobaccos travels

the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length. You get the

finest quality money can buy. No finer tobacco has ever

been grown - and it's blended to a flavor peak distinc-

tively PELL MELL.

CHAPPELL: It's your cigarette - every puff richly-flavorful, fra-

grant, so pleasingly mild. Reward yourself! Smoke

PELL MELL Famous Cigarettes - Outstanding...

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142652

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO.      DATE:  
PRODUCE: PALL MALL FAMOUS CIGARETTES      NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS      DESCRIPTION: CLOSING - RADIO  
          YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17  
2 E.T. START  
3 CHAPPELL: Ernest Channell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!

4:27

8 E.T. FINISH

4:30

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK  
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ATK01 0142653

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

DOUGLAS EDWARDS RADIO - COMML. "B"

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

HARRICE: REWARD YOURSELF!

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Smoke longer and finer and milder PELL MELL.

SINGER: (GUITAR) PELL M-E-L-L! PELL M-E-L-L! Smoke longer and  
finer and milder PELL MELL.

HARRICE: Yes, PELL MELL pays you a rich reward in smoking pleasure - an extra measure of cigarette goodness. Remember, fine tobacco is its own best filter and PELL MELL'S greater length of traditionally fine tobaccos travels the smoke further - filters the smoke and makes it mild.

CHAPPELL: But greater length is only half the story. PELL MELL gives you the finest quality money can buy.

HARRICE: Your appreciation of PELL MELL quality has made it America's most successful and most imitated cigarette. PELL MELL gives you fresh, new smoking satisfaction no other cigarette of any length can offer you.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Buy PELL MELL Famous Cigarettes in the distinguished red package. "Outstanding!"

HARRICE: And - they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT".

4:17

ATX01 0142654

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	
	YOU NEED TO KNOW		

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1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142655

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK, 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAR 16 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142656



THE AMERICAN TOBACCO CO.  
FALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "B" - CUT 3

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L-M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

                          It's finer tobacco that filters so well  
                          And adds to the pleasure  
                          You get from PELL MELL  
                          Self-filtering action  
                          And quality high  
                          Gives smooth, gentle mildness  
                          When PELL MELL you buy!

P-E-L-L-M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL

ANNCR:               Reward Yourself! - with the pleasure of smooth smoking.  
                          Pleasure-packed PELL MELL give you a smoothness, mildness and  
                          satisfaction no other cigarette can offer. Get that  
                          certain feeling of contentment. PELL MELL - Famous  
                          Cigarettes. Outstanding!

HARRICE:             And they are mild!

ATX01 0142657

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pall Mall Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild!</u>	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATX01 0142658

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAR 17 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142659

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: - and they are mild!

ATK01 0142660

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142661

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	MAR 2 1956
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142662

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142663

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS MAR 23 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142664



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142665

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: MAR 24 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION: OPENING - RADIO

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142666

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well  
And adds to the pleasure  
You get from PELL MELL  
Self-filtering action  
And quality high  
Gives smooth, gentle mildness  
When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:               Reward Yourself! - with the pleasure of smooth smoking.  
                      Pleasure-packed PELL MELL give you a smoothness, mild-  
                      ness and satisfaction no other cigarette can offer.  
                      Get that certain feeling of contentment. PELL MELL -  
                      Famous Cigarettes. Outstanding!

HARRICE:             And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142667

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142668



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142670

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pell Mell Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATX01 0142671

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAR 23 1965
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142672



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle

Take PELL MELL along.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco

Has ever been grown

So get yourself PELL MELL

And make it your own.

Reward yourself

With this quality high.

The finest quality

Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

Your appreciation of PELL MELL quality has made it

America's most successful and most imitated cigarette.

PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142673

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	MAR 31 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142674

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142675

Sullivan, Stauffer, Colwell & Bayles, Inc.

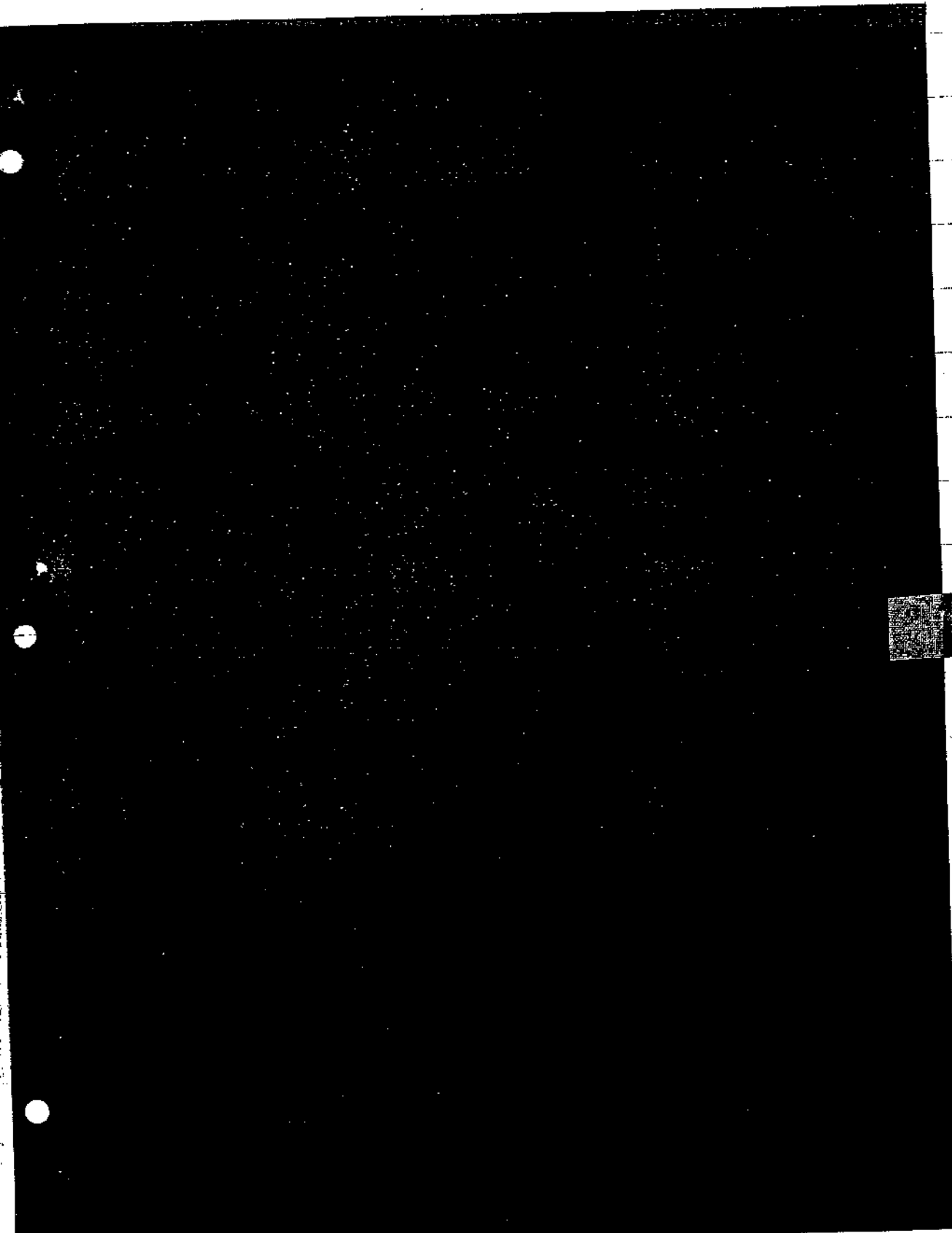
437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142676



ATK01 0142677

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE • NEW YORK, 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	APR - 4 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:

There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-I-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-I-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:

Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE:

And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142679

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

E.T. FINISH

4:27

CBS ANNCR: THIS IS THE CBS RADIO NETWORK

4:30



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	APR - 6 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142681

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

2:40

E.T. START

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

3:40

E.T. FINISH

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142682

Sullivan, Stauffer, Colwell & Bayles, Inc.

487 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS APR - 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

E. T. OPENING

:00

1 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
2 quality money can buy, present Douglas  
3 Edwards with the News You Need to Know.  
4

E. T. FINISH

:09

5 EDWARDS: NEWS  
6

ENDING WITH CUE:

7 Now this word from Pell Mell Famous  
8 Cigarettes.  
9

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ATX01 0142683

THE AMERICAN TOBACCO CO.  
FALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Citarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142684

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142885

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS APR 11 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPEL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142686

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE - NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142687





THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well  
And adds to the pleasure  
You get from PELL MELL  
Self-filtering action  
And quality high  
Gives smooth, gentle mildness  
When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:               Reward Yourself! - with the pleasure of smooth smoking.  
                      Pleasure-packed PELL MELL give you a smoothness, mild-  
                      ness and satisfaction no other cigarette can offer.  
                      Get that certain feeling of contentment. PELL MELL -  
                      Famous Cigarettes. Outstanding!

HARRICE:             And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142689

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

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EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATK01 0142690

Sullivan, Stauffer, Colwell & Bayles, Inc.

497 FIFTH AVENUE · NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	APR 14 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

E. T. OPENING

:00

1 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
2 quality money can buy, present Douglas  
3 Edwards with the News You Need to Know.  
4

E. T. FINISH

:09

5 EDWARDS: NEWS

ENDING WITH CUE:

6  
7 Now this word from Pell Mell Famous  
8 Cigarettes.  
9

2:40

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ATX01 0142691

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142692

Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	FALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

4/18/55

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATK01 0142694

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-rit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142695

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #1 April 18 & 27

ANNCR: Friends, one burning ember from a campfire,  
one lighted cigarette - can destroy millions  
of acres of timberland and natural resources.  
Remember, only you can prevent forest fires!

ATK01 0142696



Sullivan, Stauffer, Colwell & Bayles, Inc.

437 FIFTH AVENUE • NEW YORK 16

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL:

Ernest Chappell speaking. Douglas

3

Edwards With The News You Need to Know

4

is brought to you by Pell Mell Famous

5

Cigarettes. "Outstanding" - and they

6

are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142697



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142699

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #2 April 20 & 28

ANNCR: More than once every minute a destructive  
fire starts because of faulty electrical  
equipment. Make sure all electrical appli-  
ances are in order. Don't let your home  
be a fire trap!

ATX01 0142700

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142701

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

4/21/55

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

E. T. OPENING

:00

1 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
2 quality money can buy, present Douglas  
3 Edwards with the News You Need to Know.  
4

E. T. FINISH

:09

5 EDWARDS: NEWS

ENDING WITH CUE:

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7 Now this word from Pell Mell Famous  
8 Cigarettes.  
9

2:40

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ATX01 0142702

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:

There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:

Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE:

And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

AFX01 0142703

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #3 April 21

ANNCR: 90 per cent of all forest fires are man-  
caused. Be absolutely sure every match -  
every cigarette -- is completely out.  
Remember, only you can prevent forest fires.

ATX01 0142704



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

EDWARDS CUE: Ends with "GOODNIGHT"

E.T. START

4:17

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pall Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

E.T. FINISH

4:27

CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS APR 25 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142707

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #4 April 25

ANNCR: Millions of dollars worth of property,  
thousands of lives ... are destroyed each  
year by fires. Fires that start because  
of faulty electrical equipment. Don't give  
fire a place to start!

ATX01 0142708

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142709



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142711

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #1 April 18 & 27

ANNCR: Friends, one burning ember from a campfire,  
one lighted cigarette - can destroy millions  
of acres of timberland and natural resources.  
Remember, only you can prevent forest fires!

ATX01 0142712



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142713

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

APR 28 1955

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	<del>APR 25 1955</del>
PRODUCT:	PAIL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142714

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142715

American Tobacco Company  
PALL MALL FAMOUS CIGARETTES  
Douglas Edwards With the News  
(Fire Prevention Announcement)  
10 seconds - #2 April 20 & 28

ANNCR: More than once every minute a destructive  
fire starts because of faulty electrical  
equipment. Make sure all electrical appli-  
ances are in order. Don't let your home  
be a fire trap!

ATKO1 0142716

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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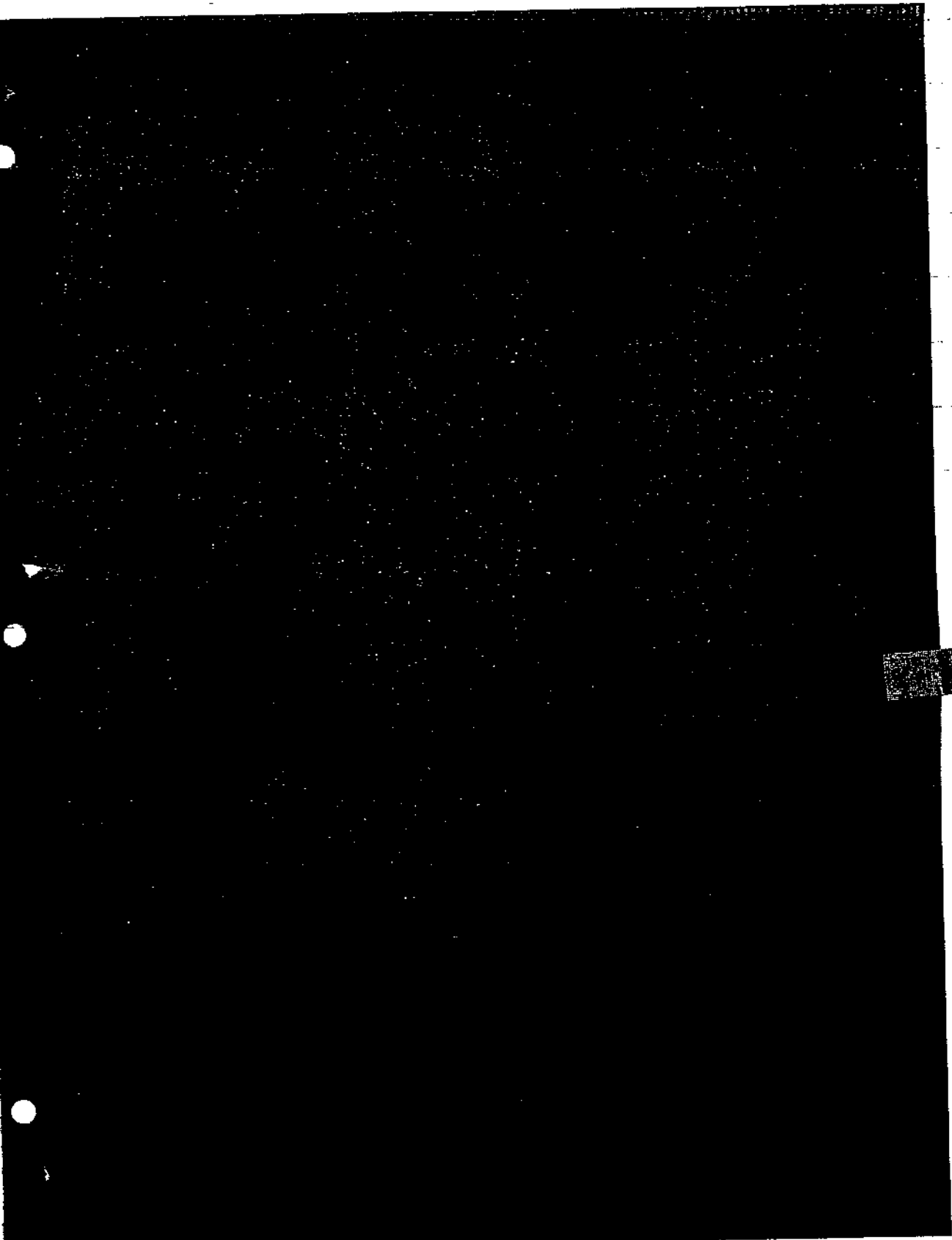
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ATK01 0142717



ATK01 0142718

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS MAY 2 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION:

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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THE AMERICAN TOBACCO CO.  
PELL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mildness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL - Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142720



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Channell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes, "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142721

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	MAY 4 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

E. T. OPENING

:00

1 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
2 quality money can buy, present Douglas  
3 Edwards with the News You Need to Know.  
4

E. T. FINISH

:09

5 EDWARDS: NEWS

ENDING WITH CUE:

6  
7 Now this word from Pell Mell Famous  
8 Cigarettes.  
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2:40

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ATK01 0142722

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142723

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142724



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-jit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L,  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATMO1 0142726

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL:

Ernest Chappell speaking. Douglas

3

Edwards With The News You Need to Know

4

is brought to you by Pall Mall Famous

5

Cigarettes. "Outstanding" - and they

6

are mild!

7

E.T. FINISH

4:27

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CBS ANNCR:

THIS IS THE CBS RADIO NETWORK

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ATK01 0142727

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	MAY 9 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>		:00
2	CHAPPELL:	Pell Mell Famous Cigarettes, the finest	
3		quality money can buy, present Douglas	
4		Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>		:09
6	EDWARDS:	NEWS	
7	<u>ENDING WITH CUE:</u>		
8		Now this word from Pell Mell Famous	
9		Cigarettes.	2:40
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142729

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL:

Ernest Chappell speaking. Douglas

3

Edwards With The News You Need to Know

4

is brought to you by Pell Mell Famous

5

Cigarettes. "Outstanding" - and they

6

are mild!

7

E.T. FINISH

4:27

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CBS ANNCR:

THIS IS THE CBS RADIO NETWORK

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ATX01 0142730

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	MAY 11 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142731

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142732

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATK01 0142733

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	FRI 12 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142734

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142735

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142736



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	MAY 16 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142737

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L,  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own,  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142738

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pall Mall Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142739



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142741

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142742

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAY 19 1959
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142743

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-  
ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142744



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142745

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	MAY 23 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142747

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Channell speaking. Douglas

3

Edwards With The News You Need to Know

4

is brought to you by Pell Mell Famous

5

Cigarettes. "Outstanding" -- and they

6

are mild!

7

E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142748

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAY 25 1951
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

E. T. OPENING

:00

1  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

E. T. FINISH

:09

5 EDWARDS:

NEWS

ENDING WITH CUE:

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8 Now this word from Pell Mell Famous  
9 Cigarettes.

2:40

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ATX01 0142749

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142750

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

EDWARDS CUE: Ends with "GOODNIGHT"

4:17

E.T. START

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you. by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

4:27

E.T. FINISH

CBS ANNCR: THIS IS THE CBS RADIO NETWORK

4:30

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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS MAY 26 1955
PRODUCT:	PELL MELL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 E. T. OPENING :00

2 CHAPPEL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142753

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO.      DATE:      CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES      NETWORK:      CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS      DESCRIPTION:  
          YOU NEED TO KNOW

EDWARDS CUE: Ends with "GOODNIGHT"      4:17

1      E.T. START

2      CHAPPELL:

Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

4:27

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7      E.T. FINISH

8      CBS ANNCR:

THIS IS THE CBS RADIO NETWORK

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ATX01 0142754

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS MAY 30 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

2:40

E.T. START

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

                          It's finer tobacco that filters so well  
                          And adds to the pleasure  
                          You get from PELL MELL  
                          Self-filtering action  
                          And quality high  
                          Gives smooth, gentle mildness  
                          When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:                Reward Yourself! - with the pleasure of smooth smoking.  
                          Pleasure-packed PELL MELL give you a smoothness, mild-  
                          ness and satisfaction no other cigarette can offer.  
                          Get that certain feeling of contentment. PELL MELL -  
                          Famous Cigarettes. Outstanding!

HARRICE:             And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142756

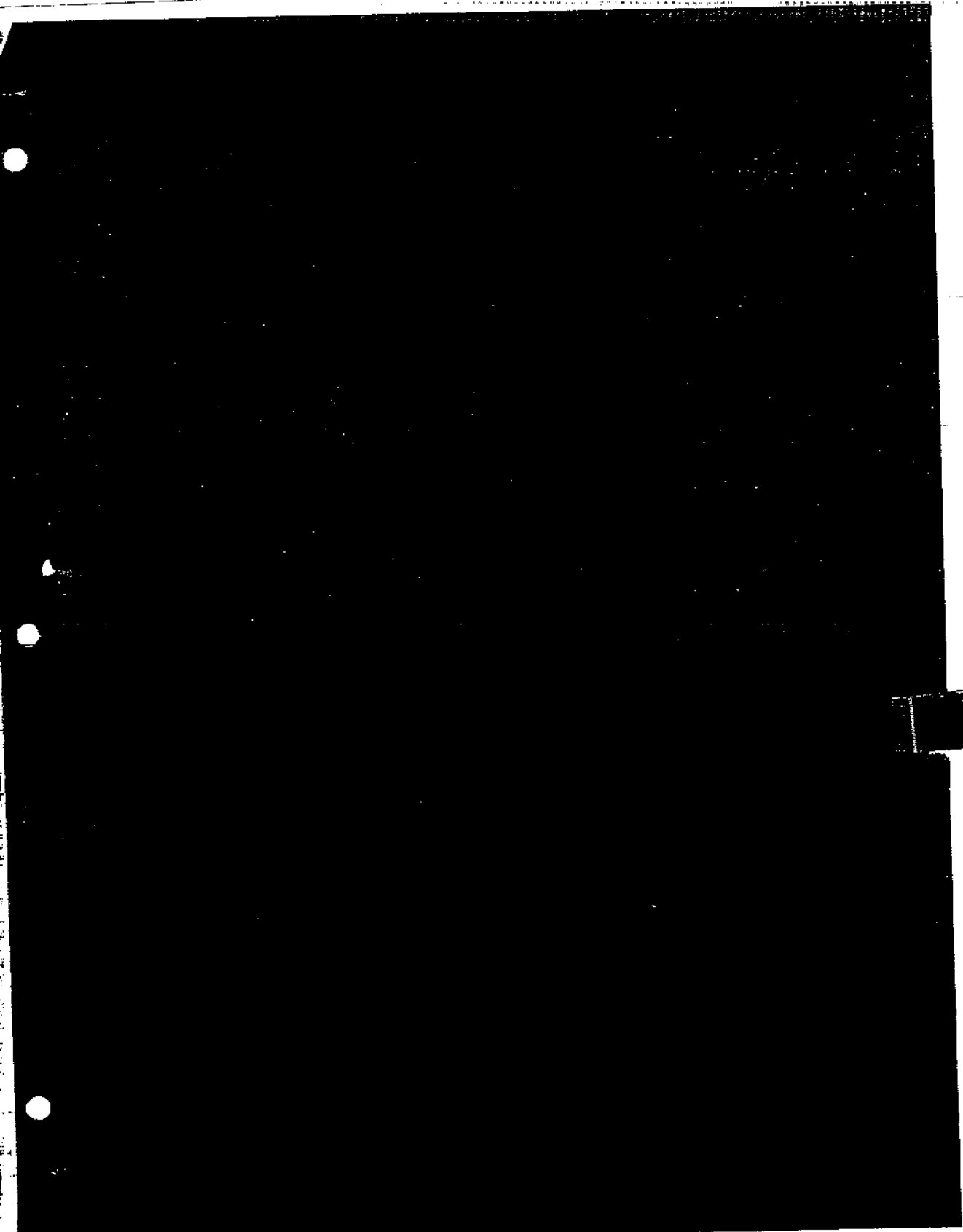
Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUN 1 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142759

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATKO1 0142760



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142761

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JUN 2 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142762

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142763

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

EDWARDS CUE: Ends with "GOODNIGHT" 4:17

1 E.T. START  
2 CHAPPELL:

Ernest Chappell speaking. Douglas  
3 Edwards With The News You Need to Know  
4 is brought to you by Pell Mell Famous  
5 Cigarettes. "Outstanding" - and they  
6 are mild! 4:27

7 E.T. FINISH  
8 CBS ANNCR:

THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142764

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JUN 6 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142765

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142766

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142767





THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mildness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142769

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142770

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUN 9 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142771

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142772

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142773

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUN 13 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 quality money can buy, present Douglas

4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous

9 Cigarettes. 2:40

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ATK01 0142774

THE AMERICAN TOBACCO CO.  
PELL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COM'L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-jit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142775

THE AMERICAN TOBACCO COMPANY  
FALL MALL FAMOUS CIGARETTES

SPECIAL FATHER'S DAY CLOSING  
DOUGLAS EDWARDS WITH THE NEWS

ANNCR: Remember: Father's Day - June 19th! Reward Dad with the  
pleasure of smooth smoking. Give him PELL MELL - the longer,  
finer, milder cigarette - in the special Father's Day Carton.

ATX01 0142776



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142777

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUN 15 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142778

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142779

THE AMERICAN TOBACCO COMPANY  
PALL MALL FAMOUS CIGARETTES

SPECIAL FATHER'S DAY CLOSING  
DOUGLAS EDWARDS WITH THE NEWS

ANNOR: Remember: Father's Day - June 19th! Reward Dad with the  
pleasure of smooth smoking. Give him PELL MELL - the longer,  
finer, milder cigarette - in the special Father's Day Carton.

ATK01 0142780

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you. by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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RTX01 0142781



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In ruff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142783

THE AMERICAN TOBACCO CO.  
HALF AND HALF TOBACCO

SPECIAL FATHER'S DAY CLOSING  
DOUGLAS EDWARDS RADIO - JUNE 16

ORTEGA: Father's Day is Sunday. And if Dad's  
a pipe smoker, he'll really appreciate  
a supply of HALF AND HALF Tobacco.  
Give him the one-pound, or the half-  
pound tin - both vacuum packed for  
freshness. HALF and HALF!

ATX01 0142784



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142785

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUN 20 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.  
CHAPPELL: Smoke longer and finer and milder PELL MELL!  
HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.  
CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.  
HARRICE: But you get more than greater length.  
CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.  
HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.  
CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.  
HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142787

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION: CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142788

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUN 22 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142789

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142790

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142791

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUN 23 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142792



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142793

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pall Mall Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATK01 0142794

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUN 27 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

2:40

E.T. START

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mildness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -  
Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142786

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION: CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNOR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142797

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JUN 29 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>		:00
2	CHAPPELL:	Pell Mell Famous Cigarettes, the finest	
3		quality money can buy, present Douglas	
4		Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>		:09
6	EDWARDS:	NEWS	
7	<u>ENDING WITH CUE:</u>		
8		Now this word from Pell Mell Famous	
9		Cigarettes.	2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142799

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Channell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142800



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS JUN 30 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142801

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142802

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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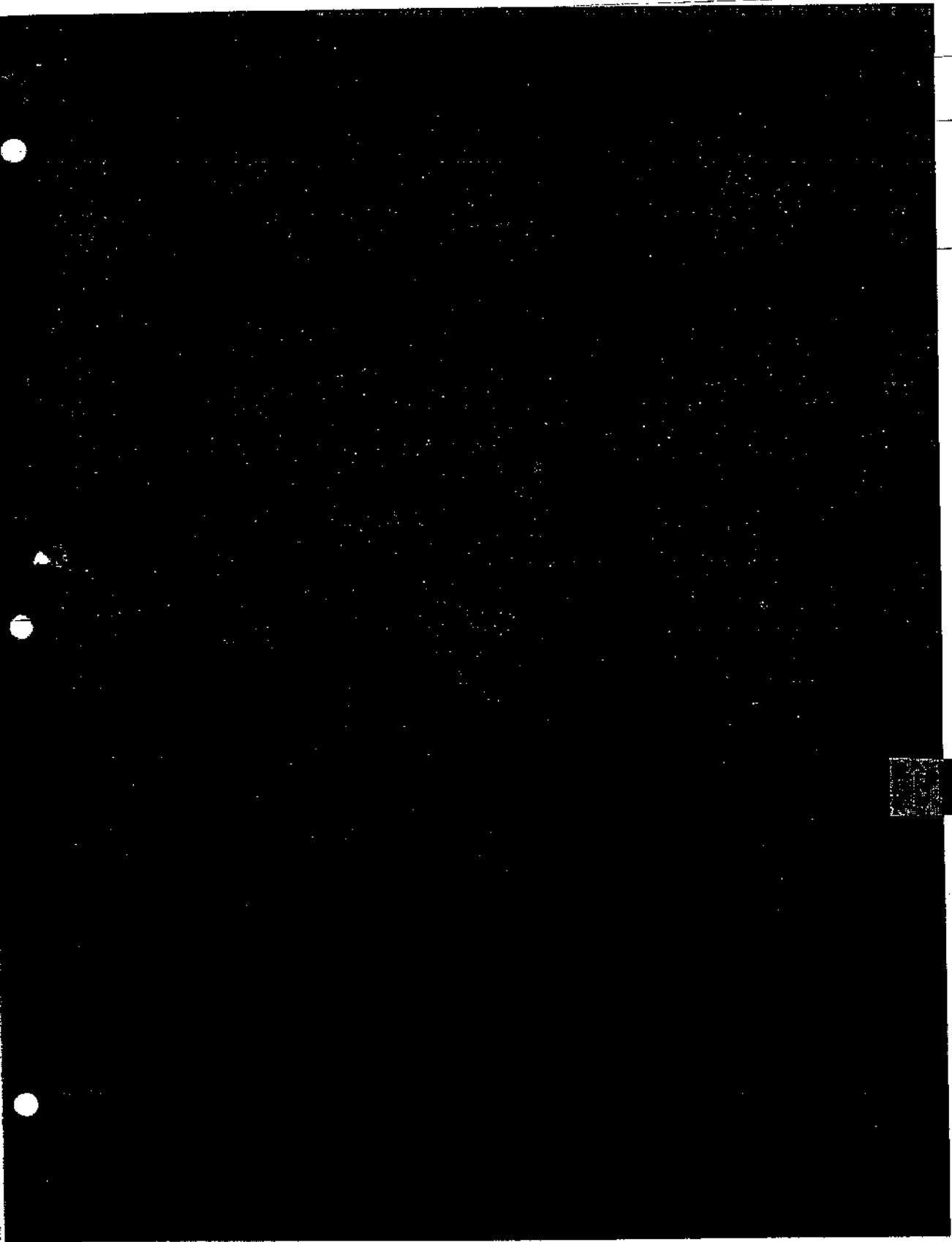
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ATX01 0142803



ATX01 0142804

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUL 4 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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THE AMERICAN TOBACCO CO.  
PELL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142806

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION: CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142807

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

JUL 6 1955

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142808



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well  
And adds to the pleasure  
You get from PELL MELL  
Self-filtering action  
And quality high

-----  
Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:               Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-  
ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -  
Famous Cigarettes. Outstanding!

HARRICE:             And they are mild!

E.T. FINISH

3:40

EDWARDS:             NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142809

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you. by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142810

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUL 7 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	..... Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142811

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142812

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142813

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUL 11 1955
PRODUCT:	PALL MAIL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142814

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142815

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE : NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNOR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142816



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUL 13 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142817

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142818

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pell Mell Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATX01 0142819

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS JUL 15 1955
PRODUCT:	PELL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142820

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:

There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:

Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mildness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE:

And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142821

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

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CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

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1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Chappell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pell Mell Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATK01 0142822

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	JUL 18 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:		
	YOU NEED TO KNOW			

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142823

THE AMERICAN TOBACCO CO.  
PELL MELL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142824



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17  
2 E.T. START  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild! 4:27  
8 E.T. FINISH  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUL 20 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40

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ATX01 0142826

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-hit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142827

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

2

CHAPPELL: Ernest Chappell speaking. Douglas

3

Edwards With The News You Need to Know

4

is brought to you by Pell Mell Famous

5

Cigarettes. "Outstanding" - and they

6

are mild!

7

E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142828

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: JUL 21 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
~~YOU NEED TO KNOW~~

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142829

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142830

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1

E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATX01 0142831

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS JUL 25 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: OPENING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION:  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATX01 0142832



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142833

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

EDWARDS CUE: Ends with "GOODNIGHT"

1 E.T. START 4:17

2 CHAPPELL: Ernest Chappell speaking. Douglas  
3 Edwards With The News You Need to Know  
4 is brought to you by Pell Mell Famous  
5 Cigarettes. "Outstanding" - and they  
6 are mild!

7 E.T. FINISH 4:27

8 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUL 27 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142835

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142836

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: CBS  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CLOSING - RADIO  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION:

EDWARDS CUE: Ends with "GOODNIGHT"

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E.T. START

4:17

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CHAPPELL: Ernest Chappell speaking. Douglas  
Edwards With The News You Need to Know  
is brought to you by Pell Mell Famous  
Cigarettes. "Outstanding" - and they  
are mild!

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E.T. FINISH

4:27

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CBS ANNCR: THIS IS THE CBS RADIO NETWORK

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ATK01 0142837

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	JUL 28 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know,	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40

ATK01 0142838

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142839

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17

2 E.T. START

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are mild! 4:27

8 E.T. FINISH

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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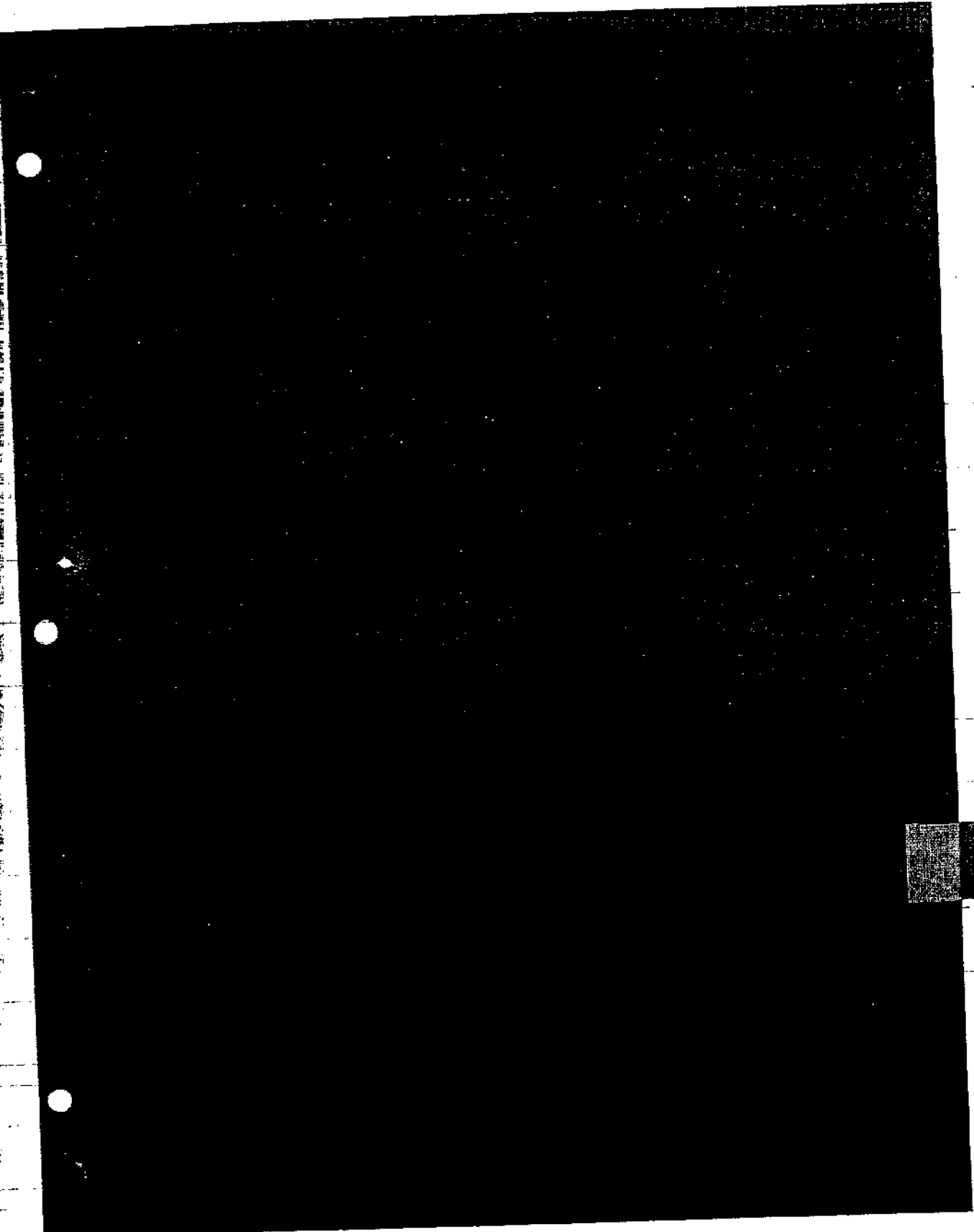
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BTX01 0142841

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: AUG - 1 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142843

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142844

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: AUG - 3 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142846

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17  
2 E.T. START  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild! 4:27  
8 E.T. FINISH  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142847

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

AUG - 4 1955

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
~~YOU NEED TO KNOW~~

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40  
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ATK01 0142848



THE AMERICAN TOBACCO CO.  
PELL MELL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142849

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17  
E.T. START

2  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS AUG 8 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATK01 0142851

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle

Take PELL MELL along.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco

Has ever been grown

So get yourself PELL MELL

And make it your own.

Reward yourself

With this quality high.

The finest quality

Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

Your appreciation of PELL MELL quality has made it

America's most successful and most imitated cigarette.

PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142852

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1	EDWARDS CUE: Ends with "GOODNIGHT"	
2	<u>E.T. START</u>	4:17
3	CHAPPELL: Ernest Channell speaking. Douglas	
4	Edwards With The News You Need to Know	
5	is brought to you by Pall Mall Famous	
6	Cigarettes. " <u>Outstanding</u> " - and they	
7	are <u>mild</u> !	
8	<u>E.T. FINISH</u>	4:27
9	CBS ANNCR: THIS IS THE CBS RADIO NETWORK	4:30
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ATX01 0142853



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142855

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START

4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!

8 E.T. FINISH

4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK

4:30

ATX01 0142856



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	AUG 11 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>		:00
2	CHAPPELL:	Pell Mell Famous Cigarettes, the finest	
3		quality money can buy, present Douglas	
4		Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>		:09
6	EDWARDS:	NEWS	
7	<u>ENDING WITH CUE:</u>		
8		Now this word from Pell Mell Famous	
9		Cigarettes.	2:40
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ATX01 0142857

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-

ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -

Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142858

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142853

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	AUG 15 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

E. T. OPENING

:00

1 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
2 quality money can buy, present Douglas  
3 Edwards with the News You Need to Know.  
4

E. T. FINISH

:09

5 EDWARDS: NEWS  
6

ENDING WITH CUE:

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8 Now this word from Pell Mell Famous  
9 Cigarettes.  
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ATX01 0142860

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142861

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT" 4:17  
2 E.T. START  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNOR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142862

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	AUG 17 1955
PRODUCT:	PELL MELL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1	<u>E. T. OPENING</u>		:00
2	CHAPPELL:	Pell Mell Famous Cigarettes, the finest	
3		quality money can buy, present Douglas	
4		Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>		:09
6	EDWARDS:	NEWS	
7	<u>ENDING WITH CUE:</u>		
8		Now this word from Pell Mell Famous	
9		Cigarettes.	2:40
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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142864



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS	AUG 18 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO	
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:		

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142865

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142866

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CLOSING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Channell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142867

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	CBS AUG 22 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	OPENING - RADIO
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know.	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142868

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In ruff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-  
ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -  
Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142869

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142870

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: AUG 24 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW DESCRIPTION: OPENING - RADIO

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142871

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "G" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142872



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142873

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: AUG 25 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142874

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-bit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142875

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pell Mell Famous

6 Cigarettes. "Outstanding" - and they

7 are mild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142876

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	AUG 29 1955
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	OPENING - RADIO

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know,	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40
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ATX01 0142877

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142878

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are Mild!  
8 E.T. FINISH 4:27  
9 CBS ANNGR: THIS IS THE CBS RADIO NETWORK 4:30

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ATK01 0142879

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: AUG 31 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest

3 ..... quality money can buy, present Douglas

4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUR:

8 Now this word from Pell Mell Famous

9 Cigarettes. 2:40

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ATX01 0142880



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG: There's news you'll remember

In my PELL MELL song.

The flavor's delicious -

So mild - never strong.

Enjoy smoother smoking.

That's just sweet enough

Get freshly-lit flavor

In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well

And adds to the pleasure

You get from PELL MELL

Self-filtering action

And quality high

Gives smooth, gentle mildness

When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR: Reward Yourself! - with the pleasure of smooth smoking.

Pleasure-packed PELL MELL give you a smoothness, mild-  
ness and satisfaction no other cigarette can offer.

Get that certain feeling of contentment. PELL MELL -  
Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142881

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS YOU NEED TO KNOW	DESCRIPTION:	CLOSING - RADIO

1 EDWARDS CUE: Ends with "GOODNIGHT"

2 E.T. START 4:17

3 CHAPPELL: Ernest Chappell speaking. Douglas

4 Edwards With The News You Need to Know

5 is brought to you by Pall Mall Famous

6 Cigarettes. "Outstanding" - and they

7 are wild!

8 E.T. FINISH 4:27

9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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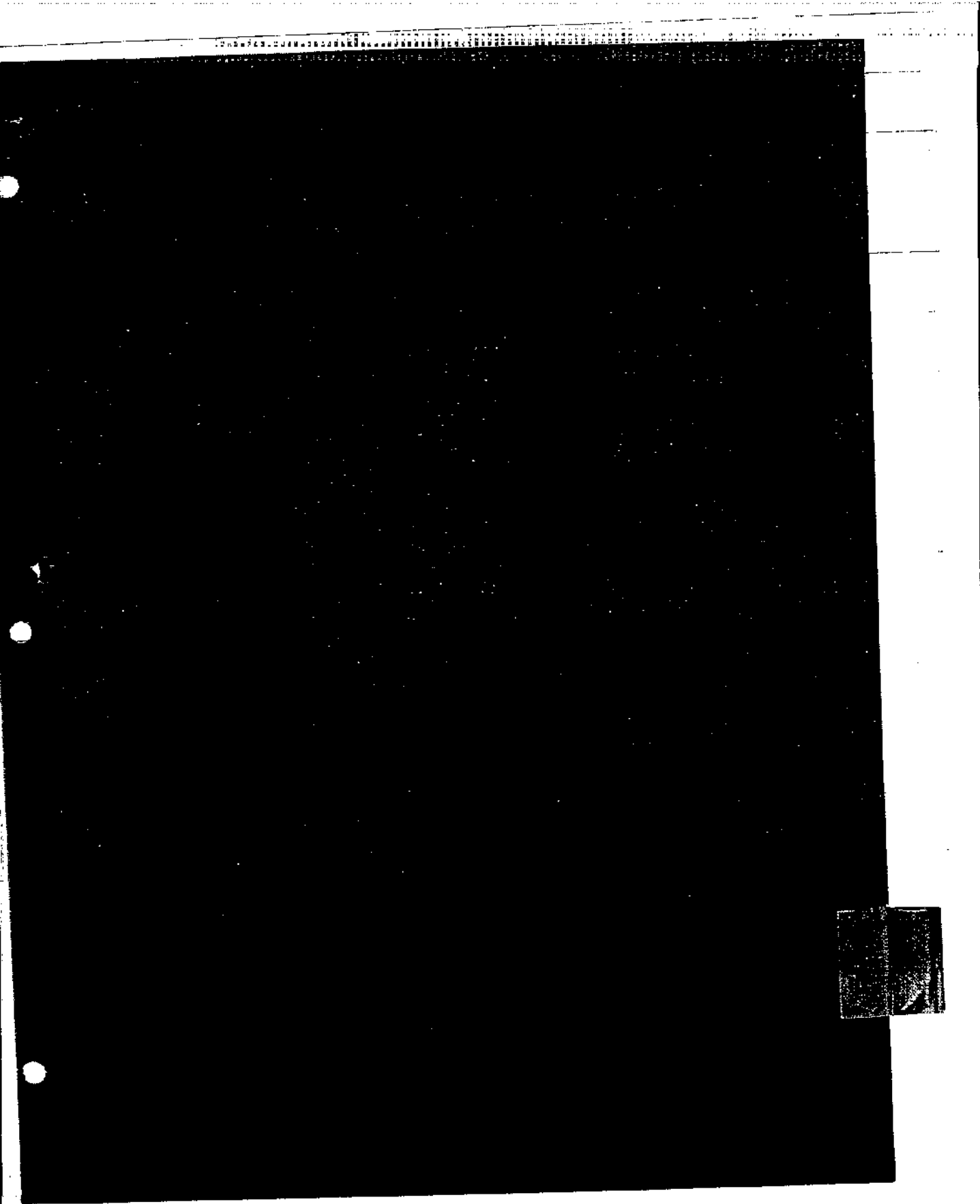
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ATK01 0142883

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE · NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: SEP 1 1955  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00  
2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.  
5 E. T. FINISH :09  
6 EDWARDS: NEWS  
7 ENDING WITH CUE:  
8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATX01 0142884

THE AMERICAN TOBACCO CO.  
PELL MELL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "C" - CUT 2

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL!

HARRICE: In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to ease up - put worries aside - enjoy life more.

CHAPPELL: PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL. PELL MELL's self-filtering action gives you a smoke that's never bitter, always sweet - never strong, always mild.

HARRICE: Your appreciation of PELL MELL quality - has made it. America's most successful and most imitated cigarette.

CHAPPELL: Buy PELL MELL in the distinguished red package. PELL MELL Famous Cigarettes - Outstanding.

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142885

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are nild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATK01 0142886

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE - NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE: SEP 5 1954  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: OPENING - RADIO  
YOU NEED TO KNOW

1 E. T. OPENING :00

2 CHAPPELL: Pell Mell Famous Cigarettes, the finest  
3 quality money can buy, present Douglas  
4 Edwards with the News You Need to Know.

5 E. T. FINISH :09

6 EDWARDS: NEWS

7 ENDING WITH CUE:

8 Now this word from Pell Mell Famous  
9 Cigarettes. 2:40

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ATK01 0142887

THE AMERICAN TOBACCO CO.  
PELL MELL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. L.  
SPOT "A" - CUT 1

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes" 2:40

E.T. START

SOLO: For the day's hustle-bustle  
Take PELL MELL along.  
The flavor's delicious -  
So mild - never strong.  
Enjoy smoother smoking  
That's just sweet enough  
Get freshly-lit flavor  
In puff after puff.

P-E-L-L M-E-L-L! Choose W-E-L-L.  
Smoke longer and finer and milder PELL MELL.

No finer tobacco  
Has ever been grown  
So get yourself PELL MELL  
And make it your own.  
Reward yourself  
With this quality high.  
The finest quality  
Money can buy.

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking.  
Your appreciation of PELL MELL quality has made it  
America's most successful and most imitated cigarette.  
PELL MELL Famous Cigarettes. Outstanding!

HARRICE: And they are mild!

E.T. FINISH

EDWARDS:

NEWS

Ending with cue words: "GOODNIGHT"

3:40

4:17

ATKO1 0142888



Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you. by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30

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ATX01 0142889



THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMM. .  
SPOT "D" - CUT 4

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

CHAPPELL: REWARD YOURSELF! - with the pleasure of smooth smoking!

HARRICE: REFRESH YOURSELF with "freshly-lit" flavor.

CHAPPELL: Smoke longer and finer and milder PELL MELL! In today's high-speed living, the smooth, gentle mildness of PELL MELL encourages you to put worries aside - enjoy life more. PELL MELL's greater length of traditionally fine mellow tobaccos travels the smoke further - filters the smoke and makes it mild.

HARRICE: But you get more than greater length.

CHAPPELL: Fine tobacco is its own best filter - and PELL MELL tobaccos are the finest quality money can buy - blended to a flavor peak - delicious - and distinctively PELL MELL.

HARRICE: Get that certain feeling of contentment.

CHAPPELL: Choose well! Smoke PELL MELL! Tastes "freshly-lit" puff after puff.

HARRICE: Your appreciation of PELL MELL quality - has made it America's most successful and most imitated cigarette.

CHAPPELL: So enjoy a smoothness, mildness and satisfaction no other cigarette can offer you. Buy PELL MELL Famous Cigarettes. Outstanding -

HARRICE: And they are mild!

E.T. FINISH

3:40

EDWARDS: NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATK01 0142891

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: FALL MAIL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pell Mell Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT:	THE AMERICAN TOBACCO CO.	DATE:	
PRODUCT:	PALL MALL FAMOUS CIGARETTES	NETWORK:	CBS SEP 8 1955
PROGRAM:	DOUGLAS EDWARDS WITH THE NEWS	DESCRIPTION:	OPENING - RADIO

YOU NEED TO KNOW

1	<u>E. T. OPENING</u>	:00
2	CHAPPELL: Pell Mell Famous Cigarettes, the finest	
3	quality money can buy, present Douglas	
4	Edwards with the News You Need to Know,	
5	<u>E. T. FINISH</u>	:09
6	EDWARDS: NEWS	
7	<u>ENDING WITH CUE:</u>	
8	Now this word from Pell Mell Famous	
9	Cigarettes.	2:40

ATX01 0142893

THE AMERICAN TOBACCO CO.  
PALL MALL FAMOUS CIGARETTES

ONE MINUTE RADIO COMML.  
SPOT "B" - CUT 3

EDWARDS CUE: "Now this word from Pell Mell Famous Cigarettes"

E.T. START

2:40

SONG:                   There's news you'll remember  
                          In my PELL MELL song.  
                          The flavor's delicious -  
                          So mild - never strong.  
                          Enjoy smoother smoking.  
                          That's just sweet enough  
                          Get freshly-lit flavor  
                          In puff after puff.

P-E-L-L M-E-L-L! Choose M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

It's finer tobacco that filters so well  
And adds to the pleasure  
You get from PELL MELL  
Self-filtering action  
And quality high  
Gives smooth, gentle mildness  
When PELL MELL you buy!

P-E-L-L M-E-L-L! P-E-L-L M-E-L-L!  
Smoke longer and finer and milder PELL MELL.

ANNCR:               Reward Yourself! - with the pleasure of smooth smoking.  
                      Pleasure-packed PELL MELL give you a smoothness, mild-  
                      ness and satisfaction no other cigarette can offer.  
                      Get that certain feeling of contentment. PELL MELL -  
                      Famous Cigarettes. Outstanding!

HARRICE:             And they are mild!

E.T. FINISH

3:40

EDWARDS:

NEWS

Ending with cue word: "GOODNIGHT"

4:17

ATX01 0142894

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 MADISON AVENUE • NEW YORK 22

RADIO DIVISION

CLIENT: THE AMERICAN TOBACCO CO. DATE:  
PRODUCT: PALL MALL FAMOUS CIGARETTES NETWORK: CBS  
PROGRAM: DOUGLAS EDWARDS WITH THE NEWS DESCRIPTION: CLOSING - RADIO  
YOU NEED TO KNOW

1 EDWARDS CUE: Ends with "GOODNIGHT"  
2 E.T. START 4:17  
3 CHAPPELL: Ernest Chappell speaking. Douglas  
4 Edwards With The News You Need to Know  
5 is brought to you by Pall Mall Famous  
6 Cigarettes. "Outstanding" - and they  
7 are mild!  
8 E.T. FINISH 4:27  
9 CBS ANNCR: THIS IS THE CBS RADIO NETWORK 4:30  
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ATX01 0142895