

### THE HERBERT TAREYTON TREASURY OF MUSIC

(Theme: 20 seconds and then fade under)

#### **OPENING ANNOUNCEMENT:**

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

As with these concerts — so with TAREYTON CORK TIP CIGARETTES — there's something about them you'll like.

The program opens with the stirringly dramatic \*Marche Slave", composed by Tchaikowsky. In this recording you hear the Philadelphia Symphony Orchestra under Dr. Leopold Stokowski.

(MUSIC)

ANNOUNCER:

You have just heard Tcheikowsky's "MarcheSlave".

ANNOUNCER:

Winter-time is often a trying time for many smokers because as you know — steam heated rooms make lips dry.

And cold, frosty days make lips chapped. If your lips have a tendency to become chapped — you will find it a great comfort to smoke HERBERT TAREYTON CORK TIP CIGARETTES. The reason is simply this: the TAREYTON CORK TIP does not stick to your lips. That is one reason why more and more people have taken to smoking TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The program continues with a presentation of great historical interest. It is a re-recording made of Enrico Caruso's incomparable voice singing "Vesti la Glubba" from Leoncavallo's opera "I Pagliacci".

(MUSIC)

ANNOUNCER: You have just heard the voice of Enrico Caruso singing "Vesti la Giubba" from the opera, "I Pagliacci", and the HERBERT TAREYTON TREASURY OF MUSIC continues with the "Moonlight Sonata" by Beethoven. Though originally written for piano, in this recorded version we present it in orchestral form.

(MUSIC)

ANNOUNCER:

You have just heard Beethoven's "Moonlight Sonata".

ANNOUNCER:

Unless you are very different from most smokers, there are times — aren't there — when you get bored by the taste of your cigarettes. And then — don't you wish for a refreshing change? When that boredom comes upon you, may we suggest that you try a TAREYTON CORK TIP CIGARETTE? You'll enjoy the clean, cool comfort of the TAREYTON CORK TIP because it prevents loose ends and doesn't stick to your lips. And you'll be delighted with the finer, milder taste of TAREYTON'S exceptional tobaccos. There's something about them you'll like.

90

ANNOUNCER:

For the concluding number of the TAREYTON PROGRAM this evening, we bring you a selection that is as well known in the world of ballet as it is in music. It is the "Polovetzian Dances" from Borodin's opera, "Prince Igor". This is a recording of the London Symphony Orchestra and Chorus, under the direction of Sir Albert Coates.

(MUSIC)

ANNOUNCER: The selection just played was the Ballet Music from Borodin's opera, "Prince Igor".

CLOSING ANNOUNCEMENT:

1/10/38

ANNOUNCER:

You have been listening to the TAREYTON TREASURY

OF MUSIC presented to you by the makers of HERBERT TAREYTON

CIGARETTES. There's nothing like a TAREYTON CORK TIP for

the full enjoyment of really fine tobaccos. No cigarette

paper touches your lips when smoking a TAREYTON CORK TIP.

That's a great advantage — because cigarette paper without

a tip tends to get soggy and produce loose ends. The

TAREYTON CORK TIP never sticks to your lips, never tastes

papery. Instead, it is always firm, always clean and

refreshing. And the TAREYTON CORK TIP adds the comforting

finishing touch to TAREYTON'S finer, milder tobaccos,

quality that other cigarettes cannot afford. Yet TAREYTONS

now cost only fifteen cents a package. Try TAREYTON.

We hope you have enjoyed this TAREYTON TREASURY OF
MUSIC and that you will be with us again Friday night at
8:30 at which time you will hear the immortal voice of
Enrico Caruso singing "Sole Mio" and also, other masterpieces
played by world-famous orchestras.

Good evening and thank you.

ANNOUNCER: This has been a presentation of the Interstate Broad-casting Company, Station WQXR.

\* \* \* \* \* \* \*

(THEME: for 20 seconds and then fade out)

(APPROVED)

### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN FADE UNDER....)

#### **OPENING ANNOUNCEMENT:**

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES .....30 minutes of music selected from the world's master-pieces and played as recorded by the world's most celebrated artists. We think you'll enjoy HERBERT TAREYTON CORK TIP CIGARETTES. We think you'll appreciate their finer, milder tobaccos. There's something about them you'll like.

(THEME OUT HERE)

Tonight's TREASURY OF MUSIC opens with the familiar Fingal's Cave Overture of Mendelssohn, in a recording of the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult.

(9:30 Min.) (L-4233) (Victor 11886-A, Part 1.) (Victor 11886-B, Part II.)

ANNOUNCER:

You have just heard Mendelssohn's Fingal Cave

Overture as recorded by the British Broadcasting Company

Symphony Orchestra under the direction of Adrian Boult.

ANNOUNCER:

One of the little annoyances that many a smoker has to contend with is the nuisance of tiny bits of tobacco that creep out of a cigarette and cling to the lips. Some smokers develop the habit of sputtering these ends away — and you know how unsightly that is. You can avoid this nuisance by smoking TAREYTON CORK TIP — because the TAREYTON CORK TIP

ANNOUNCER: prevents loose ends. And you'll find TAREYTONS as pleasing to your taste as they are to your lips -- because TAREYTONS have finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER: We now bring you the immortal voice of Enrico Caruso, in a recording of the famous Italian folk-song, O Sole Mio.

(3:45 Min.) (V-1616-A)

ANNOUNCER: You have just heard the voice of Enrico Caruso singing that well-loved Italian folk song "O Sole Mio". The HERBERT TAREYTON TREASURY OF MUSIC next presents the introduction to Rimsky-Korsakoff's opera, Coq d'Or, as recorded by the London Symphony Orchestra conducted by Albert Coates.

(4:40 Min.) (V-9696-A)

ANNOUNCER: Rimsky-Korsakoff's introduction to his opera Coq d'Or
has just been played through a recording of the London
Symphony Orchestra under the direction of Albert Coates.

ANNOUNCER: Here is a question that will interest women: Have you ever noticed the end of your cigarette after you have removed it from your lips? Is it spotless or is there a smudge of telltale red on it? To a fastidious woman, nothing is so unsightly as the end of a cigarette that has become reddened by lipstick. And might we add — it's not a very agreeable sight for men to look at either. I dare say it's for that reason that so many smart women are changing their brands of cigarettes and macking TAREYTONS.

**" > ሬ** 

ANNOUNCER: For TAREYTONS have a cork tip and the TAREYTON CORK

TIP resists lipstick. Try it. You'll appreciate it and
you'll enjoy TAREYTON'S finer, milder tobaccos. There's
something about them you'll like.

ANNOUNCER: The charming Nutcracker Suite of Tehaikowsky is the final selection on the TAREYTON Program this wening. The version to be played tonight is a recording of the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

(8:45 Min.) ('V-AM-265, Records I and II.)

ANNOUNCER: We have closed tonight's concert with Tahaikowsky's

Nutcracker Suite as recorded by the Philadelphia Orchestra

under the direction of Dr. Leopold Stokowski.

## CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF

MUSIC presented to you by the makers of HERBERT TAREYTON

CIGARETTES. There's nothing like a TAREYTON CORK TIP for
the full enjoyment of really fine tobaccos. No cigarette

paper touches your lips when smoking a TAREYTON CORK TIP.

That's a great advantage — because digarette paper without a tip tends to get soggy and produce loose ends. The

TAREYTON CORK TIP never sticks to your lips, never tastes papery. Instead, it is always firm, always clean and refreshing. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality

that other cigarettes cannot afford. Yet TAREYTORS now

Friday, 1/14/38

ANDOUNCER:

cost only fifteen cents a package. Try TAREYTONS.

There's something about them you'll like.

124

(BEGIN THEME HERE - (WORLD 2287)

ANNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY

OF MUSIC and that you will be with us again Monday

night at 8:30, at which time among other interesting

selections you will hear the voice of Enrico Caruso

singing "A Dream".

Richard Hubbell speaking for the makers of HERBERT TAREYTON CIGARETTES, and wishing you good-evening.

ANNOUNCER:

This is the Interstate Broadcasting Company.

(THEME: UP.....and OUT)

(APPROVED)

(Program #3) 3/3

### THE HERBERT TARETTON TREASURY OF MUSIC

(THEME) (WORLD 2287) 2 SECONDS AND THEN PADE UNDER 2....)

#### OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of MERBERT TARESTON CIGARETTES ..... 30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. And speaking of pleasure — may we ask you to try TARESTON CORK TIP CIGARETTES?

There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The first number on the TAREYTON TREASURY OF MUSIC this evening is Schubert's "Marche Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Herts.

(5:30 Min.) (LC-4144) (Victor 6639-4)

AMMOUNCER:

The music you have just heard is Schubert's "Marche Militaire", a recording of the San Francisco Symphony

Orchestra under the direction of Alfred Herts.

ANNOUNCER:

It's interesting to note how many anothers solsten the end of a cigarette before they light up. If you've gotten into that habit, then you know how ragged and soggy the end soon becomes. That's one of the little annayances you avoid when you smoke a TARETTON CORE TIP, it never gets ragged and never sticks to your lips. And that added comfort is equalled by the pleasure of TARETTON'S finar

### Monday, 1/17/38

## THE HERBERT TARENTON TREASURY OF MUSIC

ANNOUNCER:

milder tobaccos. There's something about them you'll

ANNOUNCER:

Another in the series of historical ecordings of the voice of Enrico Caruso will not be presented. You will hear this greatest tenor of all times singing "A Dream," by J. C. Bartlett.

(3:42 Mih.) (V-1658-A)

ABROURCER:

You have just heard the voice of Enrico Caruso singing

"A Dream" by J. C. Bartlett.

The Talegram Telegram of Manager The program, continues with the Concert Waltz by the

Russian composer, Elasunow, a recording of the San Francisco

Symphony Orchestra under the direction of Alfred Hertz.

(7:52 Min.)

(V-6826-A & B)

AMMOUNCER:

Glasunow's Concert Welts as recorded by the San Francisco Symphony Orchestra under Alfred Herts, is the number to which you have just been listening.

AMNOUNCER:

A hint to women: Lipstick is pretty on your lips but not on your digarette tips. And you know how unsightly an ash tray full of reddened digarette ends can be. That is why more and more fastidious women are smoking Tarayton Cork Tip Cigarettes. The Tarayton Cork Tip resists lipstick. And that's an advantage you'll appreciate. Besides, you'll enjoy the finer, milder taste of Tarayton's exceptional tobaccos. There's scenthing about them you'll like.

### Monday, 1/17/38

#### THE HERBERT TAREITON TREASURY OF MUSIC

AMNOUNCER:

One of the most popular operas presented at the Metropolitan in recent years is Smetana's "The Bartered Bride", from which comes the Dance of the Conedians and the Polka, now presented for you as recommend by the Minneapolis Symphony Orchestra.

(8:44 Min.) (V-8694 A & B)

AMMOUNCER:

. You have just heard "The Dance of the Committees" and the Polka from Smetana's "The Bartered Bride".

### CLOSING ANNOUNCEMENT:

ANNOUNCER:

OF MUSIC presented to you by the makers of HEMBERT
TARESTOR CIGARETTES. You'll find that a TARESTON CORK
TIP gives you a much finer snoke. And for very good
reasons. For instance, the TARESTON CORK TIP never
sticks to your lips, never gets soggy, never tastes
papery. Instead, it is firm, free from loose ends —
always clean and refreshing. And the TARESTON CORE TYP
adds the comforting finishing touch to TARESTON'S finer,
wilder tobaccos — quality that other cigarettes cannot
afford. Yet TARESTONS now cost only fifteen cents a
package. Try TARESTONS. There's something about them
you'll like.

ARMOUNCER:

We hope you have enjoyed this TARENTON TREASURY OF MUSIC and that you will be with us again Friday might at

### Monday, 1/17/38

#### THE REPRESENT TARESTON TREASURY OF MUSIC

ANNOUNCER: 8:30 for another program of music treasures including the voice of Enrico Caruso singing an aris from the opera "Martha".

(BEGIN THEME HERE - (WORLD 2287)

ANNOUNCER: Richard Hubbell speaking for the makers of HERBERT TARKITON CIGAPETTES, and wishing you good evening.

AMMOUNCER: This is the Interstate Broadcasting Company.

(THEME: UP.....AND CUT)

### THE HERBERT TARESTON TREASURY OF MUSIC

(THEXE) (WORLD 2287) 20 SECONDS AND THEN FADE UNDER.....)

### SPENING ANNOUNCEMENT:

ANHOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERPERT TAREYTON CIGARETTES....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. When you smeke TAREYTON You'll't impay Then.

CORK TIP CIGARETTES, you smeke finer, milder tobaccos and the you get the added confort of a cork tip. There's something about them you'll like.

## (THEME OUT HERE)

AMNOUNCER:

Dvorak's Slavonic Dances #6 and 10, are the opening feature on tonight's program and you will now hear a recording of thee made by the Csech Philharmonic Orchestra under the direction of Vaclav Talich.

(9:00 Min.)

(V-M-310, Records 5 and 7)

ANNOUNCER:

You have just heard Dworak's Slavonic Dances #6 and 10 as recorded by the Green Philharmonic Orchestra.

ANNOUNCER:

Are you a <u>sputterer</u>? By that we meen: Do you sputter away the tiny crumbs of tobacco that so often creep out of plain cigarettes? If so, you can avoid that unpleasant experience — by smoking a Tarayton Cork Tip cigarette. The Tarayton Cork Tip prevents loose ends and saves you from being a sputterer. Moreover, you all enjoy Tarayton's finer, milder tobaccos. There's scmething about them you'll like.

# THE HERBERT TARESTON TREASURY OF MUSIC

ANNOUNCER:

The Talenther Telescording of the voice of Enrico Caruso, this time singing a lovely aris from the opera "Martha".

(4:08 Min.) (V-7720-B) (Alternate L-4013-B)

ANNOUNCER:

You have been listening to the voice of Emrico Caruso singing an aris from the opera "Martha".

And the Tareyton Treasury of Music continues with a recording made by the Halle Orchestra under the direction of Sir Hamilton Harty, playing that funciful composition by Rimsky-Korsakoff, "The Flight of the Bumble-Bee".

(3:17 Min.) (L-4329

(L-4329-B) (Col. 67743-D)

AUNOUNCER:

The selection which has just been completed is the familiar "Plight of the Bumble-Bee".by Rimsky-Kersskoff.

ANNOUNCERA

Zero weather often seems chapped lips.—east to many a smoker, thatis a painful experience. If your lips have a tendency to become chapped — you'll find greater comfort in smoking a Tarayton Cork Tip Cigarette. The reason is — the Tarayton Cork Tip does not stick to your lips. And besides, you'll enjoy TARKTTOB'S finer, milder tobaccos. There's something about them you'll like.

AMBOUNCER:

Several dances by Edward German from the "Hell Guyn" Suite will now be presented. This is a recording of the St. Louis Symphony Orchestra.

(8:44 Min.)

(V-9009 A & B)

ANNOUNCER:

Dances from the "Nell Geyn" Suits by Edward German as recorded by the St. Louis Symphony Orchestra was the concluding number of this program.

#### CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TARETTON TREASURY OF MUSIC presented to you by the makers of HERBERT TARETTON CIGARETTES. If you want a really exceptional smoke, try a TARETTON CORK TIP CIGARETTE. You'll appreciate its many advantages. Unlike plain digarettes, THE TARETTON CORK TIP prevents loose ends and does not stick to your lips. And women especially will appreciate the fact that the TARETTON CORK TIP resists lipstick. The TARETTON CORK TIP adds the comforting finishing touch to TARETTON'S finer, milder tobaccos — quality that other digarettes cannot afford. Yet TARETTONS now cost only fifteen cents a package. Try TARETTONS. There's something about them you'll like.

(BEGIN THEME HERE - WORLD 2287)

ANNOUNCER:

We trust you have enjoyed this TAREYTON TREASURY

OF MUSIC and we look forward to your being with us again
on Monday evening at half-past eight, at which time you
will again hear the glorious voice of Enrico Caruso. The
selection will be an aria from the opera, "The Pearl
Fishers".

Richard Hubbell speaking for the makers of HERSER? TARETTON CIGARETIES, and wishing you good-evening.

AMPOUNCER

This is the Interstate Broadcasting Company

(THREE: UP......and OUT)

## THE HERBERT TARRETON TREASURY OF MUSIC

(THEME)

(MORLD 2287) 20 SECONDS AND THEN PADE UNDER.....)

### OPENING EMOUNCEMENT:

ANNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARESTON CIGARETTES....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. In our opinion, there's nothing like a Tareyton Cork Tip Cigarette for the full enjoyment of really fine tobaccos. There's something about them you'll like.

(THEME OUT HERE)

ANHOUNCER:

Two of Grieg's Norwegian Dance's open tonight's concert, and you will now hear this typical Scandinavian music in a recording of the London Symphony Orchestra under the direction of Leo Blech.

(7:30 Minutes) (L-A210) (Victor 11456-B & 11457-A)

ANNOUNCER:

You have just heard two of Grieg's Norwegian

Dances as recorded by the London Symphony Orchestra under
the direction of Leo Blach.

Sooner or later namy a smoker gate bored by
the teste of his or her tigerette — and desires a change.
If that has happened to you, may we suggest that you try
a TAREYTON CORK TIP CIGARETTE? You'll find it a refreshing change. For the TAREYTON CORK TIP gives you cool,

Marketer

### Monday, 1/24/38

AMNOUNCER: clean, smoking comfort. And you'll enjoy Tareyton's finer, milder tobaccos. There's something about them you'll like.

One of Caruso's favorite roles was in Biset's opera, "The Pearl Fishers", and you will not hear a recording of that great tenor in an aria from that opera.

(5:02 Minutes) (V-7770-B) (Alternate: L-4013-B)

ANNOUNCER: You have just heard the voice of Enrico Caruso singing an aris from Biset's opera, "The Pearl Fishers".

The TREASURY OF MUSIC continues with a composition by one of the greatest living composers, Jean Sibelius. It is his Value Triste, as recorded by the Hew Symphony Orchestra under the direction of Eugene Goossens.

(4:38 Minutes) (V-9926-B)

ANHOUNCER: You have just heard the well-known Valse Triste
by Sibelius, as recorded by the New Symphony Orchestra
under the direction of Eugene Goossens.

ANHOUNCER:

The more fastidious a woman is, the more she appreciates the TAREYTON CORK TIP. For the TAREYTON CORK TIP

resists lipstick. And that means freedom from telltale red
on cigarette tips. Moreover, the TAREYTON CORK TIP does
not stick to the lips. That's another great comfort. And
you'll be especially delighted with Tareyton's finer,
milder tobaccos. Try Tareytons. There's something
about them you'll like.

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### Monday, 1/24/38

ANNOUNCER:

Mindsor re-creates the spirit of this Shakespearian classic and we now hear it in a recording of the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult.

(7:40 Minutes)

(V-11836 A & B)

AMNOUNCER:

Nicolai's Herry Vives of Windsor Overture as recorded by the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult, brings to a close tonight's concert.

### CLOSING AMOUNCEMENT:

ANNOUNCER

For have been listening to the TARKYTON TREASURY OF MUSIC presented to you by the makers of HEMBERT TARKYTON CIGARETTES. THE TARKYTON CORK TIP doesn't stick to your lips. That's something every man and every woman smoker appreciates. Furthermore, the TARKYTON CORK TIP is always firm and free from loose ends. That means freedom from annoying bits of tobacco that creep out of digarettes end cling to lips. THE TARKYTON CORK TIP adds the conforting finishing touch to TARKYTON'S finer, milder tobaccos — quality that other digarettes cannot afford. Interestrates now cost only fifteen cents a pankage. Try

(BEGIN THEME HERE - (WORLD 2287)

ANNOUNCER:

We hope you have enjoyed this TARESTON TREASURE OF MUSIC and that you will be with us again Friday night

### Monday, 1/24/38

AUNOUNCER:

At 8:30, at which time among other interesting selections you will hear the voice of Enrico Caruso singing one of his few recordings in English, entitled, "For You Alone".

Richard Hubbell speaking for the makers of HERBERT TARESTON CIGARETTES, and wishing you good evening.

ANNOUNCER:

This is THE INTERSTATE BROADCASTING COMPANY.

(THEME: OF ..... and OUT.)

(APPROVED).

# THE PERBERT TARESTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

20 SECONDS AND THEN FADE UNDER.....)

### OPENING AMOUNCEMENT:

ABNOUNCER: This is the TAPLYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARESTON CIGARETTES ...30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. If you want something exceptionally fine in cigarettes, try the Tareston Cork Tip. There's something about them you'll like.

## (THEME OUT HERE)

ANHOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the overture from Wagner's great opera, "Die Meistereinger", which you will now hear in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Munk.

(9:02 Winutes) (2V-M-37, Records 1, 2, 3)

ANNOUNCER:

You have just heard as the opening selection on tonight?s program, the Overture to Wagner's "Die Meistereinger", in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Muck.

ANNOUNCER:

Women smokers have their own personal reasons for liking
Tarayton Cigarettes. One of these reasons is — the Tarayton
Cork Tip resists lipstick. And that's a nicety every fastidious
women appreciates. If you ment the tip of your cigarette to
remain immaculate — smoke a Tarayton Cork Tip. Remember —
it resists lipstick. Besides you'll emjoy Tarayton's finera

Friday, 1/28/38

ANNOUNCER: milder tobaccos. There's something about them you'll like.

ANNOUNCER:

As this evening's re-creation of the todas of Enrico

Caruso, the TARETTON TREASURY OF MUSIC brings you a recording of that great tenor singing "For You Alone".

(2:42 Minutes) (V-1658-B)

ARMOUNCER: You have just heard the voice of Enrico Caruso singing "For You Alone".

The TAREYTON TREASURY OF MUSIC now brings you Pagamini's "Perpetual Motion". Though originally written for the violin alone, in this recording you hear an orchestral arrangement as performed by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(5:30 Minutes) (V-8661-A)

AMHOUNCER: You have just heard the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy, in a recording of Paganini's "Perpetual Motion".

ANNOUNCER:

You know how annoying it is when a digaratte sticks

to your lips. For you know how quickly the digaratte becomes

torn around the edges. Well, that's one nuisance you avoid—

when you snoke a Tareyton Cork Tip. For the Tareyton Cork

Tip does not stick to your lips. Besides, you'll be delighted

with Tareyton's finer, milder tobaccos. There's something

about them you'll like.

ANNOUNCER: The next selection brought to you by the Tareyton
Treasury of Music is the stirring Coronation Seems from

### Friday, 1/28/38

ANNOUNCER: Moussorgaky's opera, "Boris Godounow". The soloist in this presentation is Feodor Chalispin, the famous bass, singing with a chorus and orchestra conducted by Albert Coates.

(8:42 Minutes) (V-11485 & & B)

AMNOUNCER: The colorful scene you have just heard is from
Moussorgaky's Opera, "Boris Godounow", as recorded by
Chaliapin with a chorus and orchestra under the direction
of Albert Coates.

## CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TARESTON TREASURY OF
MUSIC presented to you by the makers of Herbert Tareyton
Cigarettes. Tareytons will please you in many ways. Your
lips will be pleased because the Tareyton CorkTip doesn't
stick to your lips, never gets soggy, never tastes papery.
It's always firm and free from loose ends...giving you always
a clean and refreshing smoke. The Tareyton Cork Tip adds
the comforting finishing touch to Tareyton's finer, milder
tobaccos — quality that other cigarettes cannot afford.
Yet TARESTONS now cost only fifteen cents a package. Try
Tareytons. There's something about them you'll like.

(BEGIR THEME HERE - WORLD 2287)

ANNOUNCER: We hope you have enjoyed this TAREYTON TREASURY OF
MUSIC and that you will be with us again Monday might at
8:30 at which time you will hear the immortal voice of
Engles Caruso singing the famous Large from Handel's Opera,

## Friday, 1/28/38

ANNOUNCER: "Xerkes", and other masterpieces played by world famous artists.

ANNOUNCER: Richard Hubbell speaking for the makers of HERBERT
TARETTON CIGARETTES, and wishing you good evening.

(APPROVED)

## THE REPBERT TAREYTON TREASURY OF MUSIC

(TREME)

(WORLD 2287)

20 SECONDS AND THEN PADE UNDER.....)

## OPENING AMNOUNCEMENT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

You'll find greater smoking pleasure in Tareyton's finer, milder tobaccos...and greater smoking occafors in the Tareyton Cork Tip. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER

The exciting Rakousy March from Berlion "Desmation of Faust", opens tonight's TREASURY OF MUSIC. In this recording, you will hear the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

(4:05 Minutes)

(V-6823-B)

ANNOUNCER:

You have just heard the Rakoczy March by Berlics, as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Leopold Stokowski.

AUMOUNCER:

One of the many things you'll like about a Targyton Cork Tip Cigarette is the way it keeps its shape...the way it always stays round and firm and free from loose ends. That means, your enjoyment of a Targyton Cork Tip is never spoiled by tiny bits of tobacco that crosp out and aling to your lips. And this confort is equalled by the pleasure of Targyton's finer, milder tobaccos. There's something about them you'll like.

Monday, 1/31/38

ANHOUNCER: Tonight's TAREYTON TREASURY OF MUSIC brings you the voice of Enrice Caruse, this time singing the famous Large from Handel's Opera, "Xerxes".

(4:39 Minutes)

(V-8805-A)

ARMOUNCER: You have just heard the voice of Enrico Caruso in a recording of Handel's Largo.

The TARKYTON TREASURY OF MUSIC now presents that very descriptive composition, "The Holdau", in which the romance of that great river is unfolded in the music of Smetana. In this recording Dr. Leo Blech conducts the Berlin State Opera Orchestra.

(12:03 Minutes)

(V-11434 A & B) (V-11435-A)

ANNOUNCER:

You have been listening to "The Moldan", by the

Bohesien composer, Smetana — a recording of the Berlin

State Opera Orchestra directed by Dr. Leo Blech.

AMEOURCER: Many a smoker has developed the habit of moistening the end of a cigarette before lighting up. The result is — the end soon becomes ragged and soggy. That never happens when you smoke a Tareyton Cork Tip Cigarette. A Tareyton Cork Tip never gets ragged, never gets soggy, never testes papery. Your lips will appreciate that. And your taste will appreciate Tareyton's finer, milder tobacces. There's something about them you'll like.

ARROUNCER: The Procession of Bacchus from the "Sylvia Ballet "
by Delibes, is the concluding number on this TARRYTON

Monday, 1/31/38

ANNOUNCER: TREASURY OF MUSIC. This recording was made by the Minneapolis Symphony Orchestra directed by Eugene Ormandy.

(6:10 Minutes) (84-41) AM-220, Records 1 and 2)

ANNOUNCER: The Procession of Bacchus from the "Sylvis Ballet"

by Delibes, as recorded by Eugene Ornandy and the Minnespolis

Symphony Orchestra, is the number you have just heard.

## CLOSING AMOUNCEMENT:

APHOUNCER:

Husic presented for your pleasure by the makers of Herbert Tarayton Cigarettes. In our opinion, you get the highest degree of smoking enjoyment when you smoke a Tarayton Cork Tip Cigarette. For the Tarayton Cork Tip does not stick to the lips and does not tasts papery. Moreover, the Tarayton Cork Tip prevents loose ends. That's may Taraytons are always firm and free from amonging bits of tobacco that cling to the lips. And speaking of lips — the Tarayton Cork Tip is especially appreciated by women — for it resists lipstick! The Tarayton Cork Tip adds the comforting finishing touch to Tarayton's finer, ailder tobaccos — quality that other cigarettes cannot afford. Ist Taraytons. There's something about them you'll like.

(BEGIE THEME HERE - WORLD 2267)

ARMOUNCER: We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again Friday night at

ENHOUNCER: 8:30 at which time you will hear the immortal voice of

Enrico Caruso singing La Mia-Mossone, and other masterpieces played by world famous artists.

ANNOUNCER: Richard Hubbell speaking for the makers of HEMBERT
TARRYTON CIGARETTES, and wishing you good evening.

ANNOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP....and OUT)

(APPROVED)

### THE HERBERT TARESTON THEASURE OF MUSIC

(THEME)

(WOPLD 2287)

(20 SECONDS AND THEN FADE UNDER ....)

#### OPENING ANNOUNCEMENT:

ANNOUNCER: This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. If you desire a refreshing change from the taste of your present cigarettes, try a Tareyton Cork Tip Cigarette.

(THEME OUT HERE)

There's something about them you'll like.

AMMOUNCER: Music of typical Spanish rhythm opens tonight's TARKYTON

TREASURY OF MUSIC. It is Chabrier's "Spanish Rhapsody", a

recording of the Detroit Symphony Orchestra, under the

direction of the late Ossip Gebrilowitsch.

(6:32 Minutes) (L-1007; V-1337 A & B)

ARMOUNCER:

The exciting music you have just heard, is the

"Spanish Rhapsody" by Chabrier, in a recording made by the

Detroit Symphony Orchestra under the baton of the late Ossip

Gabrilowitsch.

ANNOUNCER: Some of the coldest days in the year come during the month of February. And to many a smoker — freezing weether often means chapped lips. That in itself is a great discomfort. It becomes even more distressing when a cigarette sticks to the lips — as plain cigarettes are apt to do. If your lips have a tendency to become chapped we suggest that you make Tareyton Cork Tip Cigarettes.

Friday, 2/4/38

The Control of the Co

ANHOUNCER: You'll appreciate the greater comfort - for the Tarayton Cork Tip does not stick to the lips. Moreover, you'll enjoy Tareyton's finer, milder tobaccos. So, next time you begy digarettes, ask for Tareytons. There's something about them you'll like. ( "

The TARESTON TREASURY OF MUSIC now presents an ABNOUNCER: interesting, historical recording of the voice of Enrico Caruso, singing "La Mia Cansone", by Tosti.

(3:02 Minutes) (1688-A)

ANNOUNCER: You have been listening to the immortal voice of Enrico Caruso singing "La Mia Cansone" by Tosti.

AMMOUNCER: The next selection in tonight's TARRYTON TREASURY OF MUEIC, is one of the favorites of all time -- a full orchestral presentation of Johann Strauss' WBlue Denube Walts", as recorded by the Philadelphia Symphony Orchestra, directed by Dr. -copold Stokowski.

> (4:30 Minutes) (4193-**▲**)

The selection you have just heard is the familiar ANNOUNCER: "Blue Danube Walts" of Johann Strauss, as recorded by the Philadelphia Symphony Orchestra, under the direction of Dr. Leopold Stokowski.

Plain digarattes are digarattes without a tip...and ANNOUNCER: cigarettes without a tip have a tendency to become ragged and soggy...because many a smoker knowingly or unknowingly . moistens the end of a cigarette. And that is just one of the many reasons why Tarayton Cork Tip Gigarattes are so widely appreciated. For, no matter how much you moisten the Tareyton Cork Tip --- it never gets soggy, hever gets ragged, never tastes papery. It always stays round and

Friday, 2/4/36

firm and clean. So, if you want a cigarette that always keeps immaculate, try Taraytons. There's something about them you'll like.

ANNOUNCER: The concluding number on tonight's TARAYTON TREASURY

OF MUSIC, is Wagner's Overture to Rienzi, as recorded by

the Philadelphia Symphony Orchestra under the direction of

(11:15 Minutes) (6624-4 & B- 6625-4)

Dr. Leopold Stokowski.

ABBOUNCER: You have just heard the Overture to Riensi, by Richard Wagner, as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Leopold Stokowski.

### CLOSING AMOUNCEMENT:

ANNOUNCER:

MUSIC presented for your pleasure by the makers of
HERBERT TARESTON CIGARETTES. Next time you smoke a
cigarette, look in the mirror and see if there are any
tiny bits of tobacco on your lips. If there are — your
cigarette has loose ends. Well, that's a muisance you can
avoid — by smoking Tarayton Cork Tip Cigarettes. For,
the Tareyton Cork Tip prevents loose ends. It adds the
comforting finishing touch to Tarayton's finer, milder
tobaccos — quality that other cigarettes cannot afford.
Yet Tareytons now cost only fifteen cents a package. Try
Taraytons. There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

AMECUNCER: We trust you have enjoyed this TARKYTON TREASURY OF
MUSIC and we look forward to your being with us again on
Monday evening at half-past eight, at which time, among

# Friday, 2/4/38

innouncer; other masterpieces, you will hear the glorious voice of Enrico Camuso, singing that beautiful song "Because".

ANNOUNCER: Richard Hubbell speaking for the makers of HERBERT TARESTON CIGARETTES, and wishing you good-evening.

ANNOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP....and OST)

(APPROVED)

## THE HERBERT TARESTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN PADE UNDER....)

## OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREYTOS TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Gigarettes ... 30 minutes of music selected from the world's master-pieces and played as recorded by the world's meet celebrated artists. And for your pleasure in smoking — we recommend Tareyton Cork Tip Gigarettes. There's something about them you'll like.

## (THEME OUT HERE)

ANNOUNCER:

We introduce tonight's TAREYTON TREASURY OF M'SIC with the Overture to Rossini's opera, "The Barber of Seville", played as recorded by the New York Philharmonic Orchestra under the direction of the famous maestro, Arturo Toscanini.

(7:45 Minutes)

(L-4141)

(V-7255 A & B)

ARNOUNCER:

A recording of the New York Philhermonic Orchestra under the direction of Arturo Toscanini, playing Mossini's Overture to the "Barber of Seville", is the music you have just heard.

THEODING PA

Women are naturally fastidious, and so it's not surprising to find that more and more women are asking for Tareyton Cork Tip Cigarettes. One good reason is — the Tareyton Cork Tip resists lipstick — and this means freedom from unnightly red smudges that often get on a

AMBOUNCER: cigarette. If you value personal daintiness — and, of course, you do — ask for Taraytons next time you buy cigarettes. You'll appreciate the nicety of the Tarayton Cork Tip. And you'll be delighted with Tarayton's finer, milder tobaccos. There's something about them you'll like.

ANHOUNCER: The TARETTOR TREASURY OF MUSIC again brings you the immortal voice of Enrico Caruso — this time singing in English. The title of the song is "Because".

(2:57 Minutee) (1688-B)

ANHOUNCER: Iou have been listening to the voice of Emrico Caruso singing that lovely sons "Because".

ARMOUNCER: The TARKITON TREASURY OF MUSIC now presents that delightful composition, the "Peer Gynt Suite #1", by the great Norwegian composer, Edward Grieg. It is a recording made by the Berlin Philheraonic Orchestra.

(12:30 Minutes) (L-1128: 2 records - 4 parts)

AMECUNCER: You have been listening to the PPeer Gynt Suits #1\* of Edward Grieg, in a recording made by the Berlin Philharmonic Orchestra.

ARNOUNCER:

After the first few puffs on a plain eigerette, the lips of many a smoker become peppered by tiny bits of tobacco. These are loose ends — and they are amoving Loose ends, as you probably know. If you have ever been bothered by them, you'll find welcome relief in Herbert Tareyton Cigarettes. For the Tareyton Cork Tip prevents loose ends. Thus, you get a cigarette that is always firm and round and clean. And that's one of many ressons why

ANNOUNCER: Tereytons are always so enjoyable. You really ought to try them. There's scmething about them you'll like.

TREASURY OF MUSIC will be an excerpt from Righard Eagner's opera "The Flying Dutchman", in which you will hear the Chorus and Orchestra of the Vienna Philharmonic Orchestra.

(3:45 Minutes) (L-1177-B)

ANNOUNCER: The music you have just heard is from Wagner's opera,

"The Flying Dutchash", as recorded by the Vienna Philhermonic

Orchestra and Chorus.

### CLOSING ARMOUNCEMENT:

ANNOUNCER:

You have been listening to the Tareyton Treesury of Eusic presented for your pleasure by the makers of Herbert Tareyton Cigarettes. If you now smoke cigarettes that have no tip — them you know how often these cigarettes stick to your lips. We emphasize this annoyance because it stresses one of the comforts of smoking Tareyton Cork Tip Cigarettes. You see, the Tareyton Cork Tip does not stick to your lips. And that's an advantage you'll appreciate. The Tareyton Cork Tip adds the comforting, finishing touch to Tareyton's finer, milder tobaccos — quality that other cigarettes cannot afford. Yet Tareytons now cost only fifteen cents a package. Try Tareytons. There's scmething about them you'll like.

(BEGIR THIME HERE -- WORLD 2287)

ANYOUNCER .

We hope you have enjoyed this TARRITOS TREASURY OF MUSIC and that you will be with us again Friday night at 8:30 for another program of music treasures including the

ANNOUNCER: glorious voice of Enrico Caruso, singing Celeste Aida.

ANNOUNCER: Richard Hubbell speaking for the makers of HEFBERT

TARRYTCH CIGARETTES, and wishing you good-evening.

ANNOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP....and OUT)

(APPROVED)

(Program #10)

Friday, 2/11/38

## THE BERBERT TARRETON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN FADE UNDER ...)

## OPENING AMMOUNCEMENT:

ANNOUNCER

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ... 30 minutes of music selected from the world's master-pleases and played as recorded by the world's most celebrated artists. In the opinion of discriminating smokers everywhere -- there is nothing like a Tareyton Cork Tip Cigarette for the full enjoyment of really fine tobaccos. There's something about them you'll like.

(THEME OUT HERE)

AMBOUNCER:

The opening number of tonight's TARETTON TREASURY OF MUSIC is "Finlandia", composed by Jan Sibelius, and played as recorded by the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

(7:11 Min.)

(V-7412-4 & B)

AMNOUNCER:

Tou have just heard Jan Sibelius' compasition
"Finlandia" as recorded by Dr. Leopold Stokowski and the
Philadelphia Orchestra.

ANNOUNCER:

Many a smoker has developed the habit of temping a cigarette in the hope of preventing tiny bits of tehence from creeping out. For no one enjoys a cigarette that peppers the lips with loose crumbs of tobacco. And that's one of the reasons why more and more people are preferring Tareyton Cork Tip Cigarettes. The Tareyton Cork Tip.

ANNOUNCER: That in itself is a pleasure and you'll find added enjoyment in Tareyton's finer, milder tobaccos. If you want an exceptionally choice smoke, try Tareytons. There's something about them you'll like.

AMROUNCER: Again the TAREYTON TREASURY OF MUSIC brings you a recording of the voice of Enrico Caruso, this time singing what was probably one of his most popular ariss...the Celeste Aida from Verdi's opera.

(4:58 Min.) (7770-A)

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing Celeste Aids. The TAREYTON TREASURY OF MUSIC continues with the "Dance Macabre" or Dance of Death. This companition of Saint-Saens is recorded by the Eniladelphia Symphony Grahestra under the direction of Dr. Stokowski.

(6:45 Min.)

(L-4165 (V-6505-A & B)

ANSICURCER: Saint-Saens' "Danse Macabre" as recorded by the

Philadelphia Symphony Orchestra was the selection you have
just heard.

ARNOUNCER: During the winter months, your lips have a double problem to contend with. For when the days are cold and frosty, lips are apt to become chapped. And when you sit in steam heated rooms, your lips are apt to become dry. Either way, the result is often distressing, especially when a cigaratte sticks to the lips. If you have experienced this discomfort, you'll be delighted with Tareston Cork Tip

ANNOUNCER: Cigarettes. For, unlike the end of a plain cigarette—
the Tareyton Cork Tip does not stick to your lips. And
that's another reason why you should ask for Tareytons.
There's something about them you'll like.

\*Tristan and Isolde\* is the concluding composition on the TARMYTON TREASURY OF MUSIC. This music, which has often been called the world's greatest love song, is a recording of Frida Leider, soprano, accompanied by the London Symphony Orchestra directed by John Barbirolli.

(5:06 Min.) (V-7523-B)

The recording which you have just heard was the

"Liebestod" from Wagner's "Tristan and Isolde" as sung

accompanied

by Frida Leider, soprano,/rby the London Symphony Orchestra

under the direction of John Berbirolli.

# CLOSING AMMOUNCEMENT:

ANNOUNCER:

Husic presented to you by the makers of Herbert Termyton Cigarettes. Many smokers change their brands of cigarettes from time to time. One of the reasons is, that they sooner or later get bored by the taste of their cigarette and want a refreshing change. If that boredon has already come upon you, we recommend that you try a Tarayton Cork Tip Cigarette. You'll be glad you made the change. And you'll find that the Tarayton Cork Tip adds the comforting finishing touch to Tarayton's finer, milder tobaccos—quality that other cigarettes cannot afford. Yet Taraytons

ANNOUNCER: now cost only fifteen cents a package. Try Taraytons.

There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

ARROUNCER: We hope you have enjoyed this TARESTON TREASURY

OF MUSIC and that you will be with us again Friday night

at 3:30 for another program of music treasures including
the voice of Enrice Caruse singing an aria from Verdi's

"Rigoletto".

ARMOUNCER: Richard Hubbell speaking for the makers of RERBERT TARESTON CIGARETTES; and wishing you good-evening.

ANNOUNCER: This is THE INTERSTATE BROADCASTING COMPANY.

(TERME..... UP and OUT)

#### THE HERBERT TARESTOR TREASURY OF MUSIC

(THEME)

(WORLD 2287)

like.

(20 SECONDS AND THEN PADE UNDER...)

#### OPERING AMMOUNCEMENT:

AMROUNCER: This is the TARETTON TREASURY OF MUSIC presented for
your pleasure by the makers of Herbert Tareyton Cigarettes...
30 minutes of music selected from the world's masterpleces
and played as recorded by the world's most celebrated
artists. We sincerely believe that you'll find greater
comfort and pleasure in smoking -- if you choose Tareyton
Cork Tip Cigarettes. There's something about them you'll

#### (THEME OUT HERE)

ABNOUNCER:
A popular composition which is not heard very often,
opens this TARETTON TREASURY OF MUSIC. It is from Weinberger's
opens "Schwanda" and is the Polka and Figure Weinberger's
the Minneapoli's Symphony Orchestra directed by Eugene Ormandy.
(8:35 Min.) (V-7958 - 2 records)

ARNOUNCER: You have just heard the Polks and Fugus from Weinberger's opers "Schwands", a recording of the Minneapolis Symphony Orchestra, directed by Eugene Ormandy.

AMMOUNCER: We venture to say that you'll never go back to seeking plain digarattes after you have given a fair trial to Tareyton Cork Tip Cigarettes. One advantage that you will appreciate is the fact that the Tareyton Cork Tip does not stick to the lips. And because it doesn't stick to the lips.

### Monday, 2/14/38

ARBOUNCER: the Tarayton Cork Tip mover becomes torn around the edges.

The more you smoke the more you'll appreciate this comfort.

Besides, you'll be delighted with Tarayton's finer, milder tobaccos. So, for your greater pleasure, ask for Taraytons.

There's something about them you'll like.

ANNOUNCER: One of Enrico Caruso's great roles was in Verdi's opera

"Rigoletto" and tonight the TARKYTON TREASURY OF MUSIC

presents a recording of Caruso's femous voice in an aria from that popular opera.

(2:40 Min.) (1616-B)

ANNOUNCER:

You have been listening to the voice of Educe Caruso singing an aria from Verdi's "Rigoletto". The TARESTON TREASURY OF MUSIC now presents a full symphomic rendition of one of the great waltses by Johann Strauss — "Tales from the Vienna Foods" — as recorded by the Minneapolis Symphony Orchestra under the baton of Eugene Ormaniy.

(9:06 Min.) (AM-262, Records 5. 6)

ANNOUNCER: You have been listening to "Tales from the Vienna Woods"
written by Johann Strauss, and recorded by the Minnespolis
Symphony Orchestra.

Hearly every woman who smokes a plain digarette, sooner or later faces the embarassment of finding a mondge of lipstick on the end of that digarette. Especially is this true when the lipstick is fresh — and there is no way of preventing the tell-tale smudge from appearing — unless you smoke Tareyton Cork Tip Cigarettes. For the Tareyton Cork Tip resists lipstick

Monday, 2/14/36

ANNOUNCER: and compliments your sense of personal daintiness. To a fastidious woman, that's a mighty good reason for smoking Tareytons. Try them. There's something about them you'll like.

ABNOUNCER: A stirring Wagnerian composition is the combuding selection on this evening's TAREYTON TREASURY OF MUSIC.

It is the "Pide of the Valkyrian" from the opera "Die Walkure", recorded by the Bedin State Opera Orchestra and Chorus, with Leo Blech conducting.

(4:20 Min.) (M-27, Records #4)

ANNOUNCER: You have just heard the "Ride of the Valkyries" from
Richard Wagner's "Die Walkure" as recorded by the Berlin
State Opera Orchestra and Chorus, under the direction of Leo
Blech.

# CLOSING AMERICANTE

ANNOUNCE:

You have been listening to the Tereyton Treesury of Music presented for your pleasure by the makers of Herbert Tereyton Cigarettes. Many smokers moisten the tip of a cigarette with the result that the end soon becomes soggy and ragged. If you moisten your cigarette, you'll appreciate Tereyton Cork Tip Cigarettes. For no matter how much you moisten it, the Tereyton Cork Tip never gets ragged, never gets soggy. It always stays round and firm and clean. The Tereyton Cork Tip adds the comforting finishing touch to Tereyton's finer, milder tobaccos — quality that other cigarettes cannot afford. Yet Tereytons now cost only fifteen cents a package.

Try Tereytons. There's something about them you'll like.

### Monday, 2/14/38

(BEGIN THEME HERE -- WORLD 2287)

AMMOUNCER: We hope you have enjoyed this TARESTON TREASURY OF
MUSIC and we look forward to your being with us again on
Friday evening at half-past eight, at which time, among
other masterpieces, you will hear the glorious voice of
Enrice Caruso singing "The Lost Chord", by Sir Arthur
Sullivan.

ARMOUNCER: Fichard Subbell speaking for the makers of Herbert Tareyton Cigarettes, and wishing you good-evening.

AMEQUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME..... UP and OUT)

# THE HIRBERT TARESTOR TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECORDS AND THEN PADE UNDER....)

### OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREITOS TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ...30 minutes of music selected from the world's master-pieces and played as recorded by the world's most celebrated artists. If you mant a smoke that will be a comfort to your lips as well as a pleasure to your taste, ask for Tareyton Cork Tip Cigarettes. There's something about them you'll like.

# (THEME OUT HERE)

AMOUNCER:

The opening number of this evening's TAREYTON TREASURY
OF MUSIC is the "Dance of the Hours" from Amilears Forchielli's opera "La Gioconda", as recorded by the Boston
"Pops" Orchestra conducted by Arthur Fiedler.

(9:10 Min.)

(V-11833-A & B)

ANNOUNCER:

You have been listening to the "Dance of the Hours" from the opera, "La Gioconda", by Ponchielli, as recorded by the Boston "Pops" Orchestra under the direction of Arthur Fiedler.

ANNOUNCER:

In our opinion, you're not very kind to your lips when you smoke a digarette that has no tip. For, as you probably know — plain digarettes have a way of sticking to the lips. That in itself is annoying. And it becomes even more bothersome when the inde of the digarettes become torn and ragged. If you want to avoid this ubpleasantable — smoke

ANNOUNCER: Tarsyton Cork Tip Cigarettes. For the Tarsyton Cork Tip

does not stick to your lips — and does not get ragged.

That's just one of many reasons why discriminating smokers

everywhere are asking for Tarsytons. Try them. There's

something about them you'll like.

ANNOUNCER: Once again, the TAREYTON TREASURY OF MUSIC brings
you the voice of that greatest of temors, Enrice Caruso,
this time singing, "The Lost Chord" by Sir Arthur Sullivan.
(4:35 Min.) (8806-B)

AMHOURCER: You have just heard the voice of Enrico Ceruso singing
Sir Arthur Sulliven's "The Lost Chord".

The TARETTON TREASURY OF MUSIC continues with Glinke's Fantasis on two Russian folksongs: Wedding Song and Dance Song -- known as "Kamarinskaya", as recorded by the London Symphony Orchestra directed by Albert Goates.

(6:15 Min.) (V-11482-A & B)

ANNOUNCER: The selection you have just heard was "Emparinmkaya"

by Glinka, a recording of the London Symphony Orchestra

directed by Albert Coates.

ANNOUNCER: Hearly every package of cigarettes looks tempting —
the moment it is opened. But you know what often happens
— after you've smoked a few of the cigarettes and kept
the remaining, partially-filled package in your pocket for
an hour or two. If the cigarettes have no tip, you'll
notice that tiny bits of tobacco begin to drop out of the
ends. Well, that never happens to Tarayton Cerk Tip

### Priday, 2/18/38

ANNOUNCER: Cigarettes. For the Tareyton Cork Tip prevents loose ends and helps to keep the cigarettes firm and round.

Tou'll approve of Tareyton's neat and trim appearance.

And you'll enjoy Tareyton's finer, milder tobaccos. There's something about them you'll like.

ANNORHERS

The TARESTON TREASURY OF MUSIC concludes tonight's concert with an abbreviated version of the "Lecture Overture #3", by Ludwig van Beathoven, as recorded by Willen Mengelberg conducting the Concertgebouw Ornhestra of Ansterdam.

(4:38 Min.) (Loan #13)

ANNOUNCER: Tou have just heard a condensed version of Recthoven's "Leonore Overture #3", as played by the Concertgebous Orchestra of Amsterdam, under the direction of Willes Mengelberg.

#### CLOSING ARMOUNCEMENT:

MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes. Whether you smoke indoors or outdoors — winter time is often a trying time for your lips. For steam heated rooms are apt to make lips dry — and sero weather often makes lips chapped. You'll appreciate Tareyton Cork Tip Cigarettes if your lips have a tendency to become dry or chapped. For the Tareyton Cork Tip does not stick to your lips. The Tareyton Cork Tip adds the comforting finishing touch to Tareyton's finer, milder tobasees — quality that other cigarettes cannot afford.

#### Friday, 2/18/38

ANNOUNCER: Tet Tarsytons now cost only fifteen cents a package.

Try Tarsytons. There's something about them you'll like. (\*\*

(BEGIN THESE HERE -- WORLD 2287)

ANNOUNCER: We hope you have enjoyed this TARETTON TREASURY OF
MUSIC and that you will be with us again Monday night
at 8:30, at which time among other interesting selections
you will hear the voices of Enrico Caruso and Antonio
Scotti, singing the aria "Swear in This Hour", from Verdi's
opera, "La Forsa delDestino".

ANNOUNCER: Richard Hubbell speaking for the makers of
HERBERT TARESTON CIGARETTES and wishing you good-evening.

AMMOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP.....AND OUT)

¥onday, 2/21/38

# THE HERBERT TARESTON TREASURE OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEE FADE UNDER ...)

# OPENING AMBOUNCEMENT:

ANNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ... 30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. For the full enjoyment of really fine tobaccos, we recommend that you try Tareyton Cork Tip Cigarettes. There's something about them you'll like.

# (THEME OUT HERE)

ANNOUNCER:

The opening selection of tonight's TARRITON TREASURY OF MUSIC is the Overture to Mosart's opera, "The Marriage of Figure", played as recorded by the Minneapolis Symphony Orchestra under the direction of Engene Ormandy.

(5:00 Min.)

(L-4216-B)

ANNOUNCER

You have just heard the Overture to Mozart's opera, "The Marriage of Figure", as recorded by the Minneapolis Symphony Orchestra directés by Eugene Ormandy.

This is of particular interest to women who treasure personal daintiness: The more fastidious you are - the more we think you'll appreciate Tarayton Cerk Tip Gigarettes. And here is our reason: You know that linetick on the and of a digaratte is not only embarassing to you but also very unsightly for others to behold. Then you sucke fareyton Cork Tip Gigarettes, you are sure that the end of your digaratte won't show any red saudge, no matter how fresh your

Monday, 2/21/38

ANNOUNCER: lipstick may be. For the Tareyton Cork Tip resists

lipstick! Besides, you'll enjoy Tareyton's finer, milder tobaccos. So next time you order cigarettes, ask for Tareytons. There's something about them you'll like.

ANNOUNCER: The TAREYTON TREASURY OF MUSIC now brings you a rare treat...a recording of the glorious voices of Enrico Caruso and Antonio Scotti...in the beautiful aria "Swear in This Hour", from Act III, of Verdi's opera, "La Forza del Destino" (The Force of Destiny).

(4:40 Min.) (V-8000-A)

AMOUNCER: You have just heard the voices of Enrice Carase and intonio Scotti singing "Swear in This Hour" from Verdi's opera, "La Forsa del Bestino" (The Force of Bestiny).

The TARETTON TREASURY OF MUSIC continues with "Perpetuum Mobile", a musical novelty composed by Johann Strauss, and recorded by the Goncertgebous Orchestra of Amsterdam, under the direction of Willes Mengelberg.

(A130 Min.) (L-4214)

ANNOUNCER: You have been listening to Johann Strames: "Perpetuum Mobile", as recorded by the Concertgebous Ornhestra of Amsterdam, under the direction of Milles Memgelberg.

ANNOUNCER:

No cigarette paper touches your lips when you smoke a

Tareyton Cork Tip Cigarette. That is an advantage you will

greatly appreciate — especially if you are in the habit

of moistening the end of your cigarette. For, no matter

how much you moisten the Tareyton Cork Tip — it never gets

soggy — never gets ragged — never tastes papery. The

ARNOUNCER: Tareyton Cork Tip always steys round and firs and clean.

And that's another good reason for shoosing Tareytons.

There's scaething about them you'll like.

ARSOUNCER: The concluding selection in tonight's TARETTON

TREASURY OF MUSIC will be an excerpt from the famous "Romeo
and Juliet Overture" by Peter Ilyitch Tchaikowsky, as
recorded by the Boston Symphony Orchestra, under the baton
of Dr. Serge Koussevitsky.

(11:07 Min.) (V-AM- 347, Records 3, 4, 5)

ARMOUNCER: The music you have just heard was an excess from
Tahaikowsky's "Romeo and Falist Overture", recorded by the
Boston Symphony Orchestra, under the direction of Warge
Koussevitzky.

MUSIC presented for your pleasure by the makers of Herbert
Tareyton Cigarettes. There are many reasons why people
change from one brand of cigarettes to another. The
principal reason is — smokers sooner or later get tired
of the taste of their cigarettes. If that boredon has
come upon you, too — we suggest that you try Tareyton
Cork Tip Cigarettes. We believe you'll enjoy the refreshing
taste of Tareyton's finer, milder tobaccos. And we think
you'll appreciate the advantages of the Tareyton Cork Tip.
You'll get quality that other cigarettes cannot afford.
And yet — Tareytons now cost only 15 cents a patrage. Try
Tareytons. There's something about thes you'll like.

# Monday, 2/21/38

(BEGIN THEME HERE - WORLD 2287)

ANNOUNCER: We hope you have enjoyed this TARETTON TREASURY

OF MUSIC and that you will be with us again Friday night

at 8:30 for another program of music treasures including
the voice of Enrice Caruse singing the Neopolitan song,

"Manna mia che vo'sape".

ARHOUNGER: Richard Hubbell speaking for the makers of Herbert
Tareyton Cigarettes, and wishing you good-evening.

AMNOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THOME UP .....AND OUT)

(Program #14)

Friday, 2/25/38

# THE HERBERT TARESTON TREASUR OF MUSIC

THEME)

(WORLD 2287)

(20 SECONDS AND THEN PADE UNDER....)

### OPENING ANNOUNCEMENT:

ANNOUNCER

This is the TAREITON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ...30 sinutes of music selected from the world's mesterpieces and played as recorded by the world's most celebrated artists. We think you'll enjoy Herbert Tareyton Cork Tip Cigarettes. We think you'll appreciate their finer, milder tobaccos. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Tonight's TAREITON TREASURY OF MUSIC opens with Frans Lisst's brilliant Hungarian Rhapsody No. 2, recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

(8:15 Min.)

(V-6652 A & B)

ANNOUNCER:

You have just heard "The Hungarian Rhapsody No. 2" of Lisst recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

Lone ends

There are many things about Tarayton Cork Tip Gigarettes that contribute to your enjoyment. For instance, Taraytons are always nest and trim in appearance — always round and firm — and free from loose ands. When you made Tarayton Cork Tip Cigarettes, you can be sure that timy orange of tobacco will not creep out of the ends and pepper your lips.

For the Tarayton Cork Tip prevents loose ends. Horsever,

1 / 1

### Friday, 2/25/38

ABNOUNCER: you'll enjoy Tareyton's finer, milder tobaccos. Next time you want an exceptionally fine digarette, try

Tareytons. There's something about them you'll like.

ANNOUNCER: The TAREYTON TREASURY OF MUSIC mow bings you the voice of the immortal Caruso in a recording of the Heopolitan song, "Hamma mis the vo' sape".

(3:57 Hin.)

(Loan #21)

AMECUNCER: You have been listening to Enrico Caruso's great voice singing the Seopolitan song, Shamma mis the vo'sape\*.

The TARESTON TREASURY OF MUSIC turns now to Rissky-Korsakow's brilliant ballet, "The Snow Maiden", and we hear "The Dance of the Tumblers", as recorded by the London Symphony Orchestra directed by Albert Coates.

(3:52 Min.)

 $(G \circ I + 4024 - A)$ 

ANNOUNCERT

The music you have just heard was "The Demos of the Tumblers" from Firsky-Korsakow's belief "The Smow Maiden", recorded by the London Symphony Orchestra directed by Albert Coates.

As a general rule, digarettes without a tip have a

tendency to stick to the lips. That's why so many plain cigarettes, after a few puffs, become ragged at the endal We emphasize this unpleasantness because it helps to stress one of the advantages of smoking Tarayton Cork Tip Cigarettes. You'll find that the Tarayton Cork Tip never sticks to your lips. That's why it never gets term or ragged at the ends.

And that's another good reason why you should always ask for

Tareytons. There's something about them you'll like.

stule to fit

#### Friday, 2/25/38

AHNOUNCER: And now, from the many symphonies of Frank Joseph
Haydn, the TARETTON TREASURY OF MUSIC chooses the colorful
"Toy Symphony" recorded by a Concert Orohestra.

(6:50 Min.)

(V+20215 A & B)

ANHOUNCER: You have just heard Frank Joseph Haydn's "Toy Symphony" as recorded by a Concert Orchesten.

The concluding selection in tonight's TARETTON

TREASURY OF MUSIC is the lively "Sailor's Dance" from

Gliere's ballet, "The Red Poppy" becorded by the Philadelphia

Orchestra directed by Ecopold Stokowski.

(3:30 Min.)

(L-1014-B)

ARMOUNCER: You have just heard the "Sailor's Dance" from

Cliere's ballet, "The Red Poppy" recorded by the Philadelphia

Orchestra under Leopold Stokowski.

#### CLOSING AMMOUNCE ENT:

ANNOUNCER:

Husic presented for your pleasure by the makers of Herbert Tareyton Cigarettes. There are still many frosty days shead...and as you know, winter time often means chapped lips. That in itself is discomforting...and it becomes even more so when you smoke a digarette that sticks to your lips. If your lips have a tendency to become chapped, we urge you to try Tareyton Cork Tip Cigarettes. For the Tareyton Cork Tip does not stick to your lips. The Tareyton Cork Tip adds the conforting finishing touch to Tareyton's finer, milder tobaccos — quality that other digarettes cannot afford. Tet Tareytons now cost only Fifteen cents a package.

#### Friday, 2/25/38

AMMOUNCER: Try Tareytons. There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

ANNOUNCER: We trust you have enjoyed this TARETTON TREASURY OF MUSIC and we look forward to your being with us again on Monday evening at half-past eight, at which time, among other interesting selections, you will hear the voices of Enrico Caruso and Antonio Scotti singing "Ah, Mimi, tu piu" from Puccini's opera "La Boheme".

ANNOUNCER: Richard Hubbell speaking for the makers of Herbert Tarayton Cigarettes, and wishing you good-evening.

AMMOUNCER: This is the INTERESTATE BROADCASTING COMPANY.

(THEME UP.....AND OUT)

(Program #15)

Monday, 2/28/38

### THE HERBERT TARESTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN FADE UNDER...)

#### OPERING ANNOUNCEMENT:

AMNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Signrettes...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. We believe that you'll find greater smoking pleasure in Tareyton's finer, milder tobaccos...and greater smoking comfort in the Tareyton Cork Tip. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Tonight the TAREYTON TREASURY OF MUSIC opens with the "Bacchanals" from Camille Saint-Saens opens, "Semson and Delilah", recorded by the Philadelphia Orchestra directed by Leopold Stokowski.

(4:40 Min.)

(V-6823-A)

ARBOUNCER:

That was the "Barchanale" from "Sasson and Belilah" by Saint-Sasns, recorded by the Philadelphia Orchestra under Leopold Stokowski.

If you are now smoking plain eighrettes, may we mak you

to make this simple test: Hold one of the eigerettes in your mouth for a second or two. Then remove the eigeretter and look at it. You'll notice that the end of the eigerette is moist. Had you left it in your mouth longer, the end, no

doubt, would have become soggy and regged. This does not

Moutening

#### Menday, 2/28/38

ANNOUNCER: happen when you snoke Tareyton Cork Tip Cigarettes. For no matter how much you solsten it, the Tareyton Cork Tip never gets ragged, never gets soggy, never tastes papery. It always stays round and firm and clean. Try Tareytons.

There's something about them you'll like.

ANNOUNCER: The TARETTON TREASURY OF MUSIC now brings you the voices of the great Enrico Caruso and Antonio Scotti, singing the famous duet, "Ah, Mimi, tu piu" from Puccini's opera "La Boheme".

(3i30 Min.) (V-8000-A)

AMROUNCER: You have just heard the dust "Ah, Himi, tu piu" from
"La Boheme", sung by Enrico Caruso and Antonio Scotti.

The TARESTON TREASURY OF MUSIC continues with the overture to Bellini's opera "Norma", recorded by a Concert Orchestra directed by Rosario Bourdon.

(6:15 Min.) (L-1082 A & B)

AMROUNCER: You have been listening to the overture to the opers,
"Norma", as recorded by a Concert Crohestra under the direction
of Rosario Bourdon.

These few words are oddressed to our women listeners:

You know how annoying it is to find unsightly red saudges on
the ends of your digarettes. This is especially embarassing
if your lipstick happens to be fresh. If you are fastidious —
and, of course, you are — ask for fareytes Cork Tip Cigarettes.
The will compliant your sense of personal daintiness...for
the Tareyten Cork Tip resists lipstick and always stays
immaculate. Moreover, you'll enjoy Tareyten's finer, milder
tobaccos. There's scmething about them you'll like.

Lystule

# Monday, 2/28/38

ARMOUNCER: The "Hungarian Dance #1" of Johannes Brahms, is next
in the TARESTON TREASURY OF MUSIC, in a recording by the
Vienna Philharmonic Orchestra directed by Clemens Krauss.

(3:04 Min.) (L-1140)

ARROUNCER: You have just heard Brahms' "Hungarian Dancedl"
as recorded by the Vienna Philharmonic Orchestra directed
by Clemens Krauss.

The concluding selection in tonight's TAREYTOS TREASURY OF MUSIC will be the overture to "Die Fledersmus" by Johann Strauss, as recorded by Eugene Ornandy and the Minneapolis Symphony Orchastra.

(8:31 Min.) (AM-262, V-8657-A & V-8658-A)

ANNOUNCER: The susic you have just heard was the overture to

\*Die Fledermaus\* by Johann Strauss, recorded by Eugene

Ormandy and the Minneapolis Symphony Ornhestra.

# CLOSING AMMOUNCEMENT

ANNOUNCER:

You have been listening to the TARETTON TREASURY OF
MUSIC presented for your pleasure by the makers of Herbert
Tareyton Cigarettes. If you now smoke plain eigerettes, that
is, cigarettes without a tip...then you know how frequently
they stick to your lips. And when they do, you know how soon
the ends become ragged and torm. You can avoid this ammoyance by smoking Tareytons. For the Tareyton Cork Tip never
sticks to your lips. The Tareyton Cork Tip adds the conforting finishing touch to Tareyton's finer, milder tobacces
— quality that other cigarettes cannot afford. Yet Tareytons

Stick to hip

Monday, 2/28/38

ANNOUNCER: now cost only fifteen cents a package. Try Tareytons.

There's something about them you'll like.

(BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed this TARETTON TREASURY OF

Music and that you will be with us again Friday night

at 8:30 for another program of music treasures including
the glorious voice of Enrico Caruso, singing the femous

Largo from Handel's opera \*Xerxes\*.

ABNOUNCER: Richard Hubbell speaking for the makers of HERBERT

TARETTON CIGARITIES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP and OUT....)

### THE HERBERT TARESTON TREASURY OF MUSIC

(THEME)

(NORLD 2287)

(20 SECONDS AND THEN FADE UNDER...)

#### OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREYTCH TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes...

30 minutes of music selected from the world's mesterpieces and played as recorded by the world's most celebrated artists. In our opinion, you get the height of smoking enjoyment from Tareyton Cork Tip Cigarettes. Try them. There's something about them you'll like.

#### (THEME OUT HERE)

ANNOUNCER:

Tonight's TARESTON TREASURE OF MUSIC opens with the "Roman Carnival Overture" by Hector Berlios, recorded by the Berlin Philharmonic, under the direction of Lee Blech.

(8:20 Min.) (V-9207-A & B)

ANNOUNCER:

You have just heard Berlios\* \*Roman Carmival Overture\* as recorded by the Barlin Philhermonic, under the direction of Leo Blech.

Herch winds often chep your lips. And steam heated rooms dry them out still more. In either case the result is implement — especially so, to smokers of <u>plain cigarettes</u> — for cigarette paper sticks to the lips. If your lips have a tendency to become chapped or dry, keep them from touching cigarette paper. Smoke Tarayton Cork Tip Gigarettes instead!

You'll find that the firm, clean Tarayton Cork Tip never

#### Friday, 3/4/38

AMNOUNCER: sticks to your lips. Besides, you'll enjoy Tereyton's

finer, milder tobaccos. So next time you order digarettes,

ask for Tareytons. There's something about them you'll

like.

ANNOUNCER: The TAREYTON TREASURY OF MUSIC now brings you the voice of Enrico Caruso singing the famous "Largo" from Handel's opers "Xerxes".

(4:39 Hm.) (V-8806-A)

ANNOUNCER: That was Handel's "Largo", sung by Enrice Caruso.

The TARRYTON TREASURY OF MUSIC continues with the walts from Tcheikowsky's "Swen Lake Bellet". This recording is by the London Philharmonic Orchestra conducted by John Barbirolli.

(5:00 Min.) (L-4050) (Y-11666-B)

ANNOUNCER: You have just heard the welts from the "Swen Lake

Ballet" of Tcheikowsky recorded by the London Philhermenic

Orchestre under the direction of John Berbirolli.

It's a known fact that smokers sooner or later change from one brand of eigerettes to another. The reason is, smokers are apt to get tired of the teste of their eigerettes and want a refreshing change. Perhaps that has happened to you. If so, we recommend Tarayton Gork Tip Cigarettes. For we think you'll be delighted with the teste of Tarayton's finer, milder tobaccos. And we believe you'll appreciate the advantages of the Taraytons Cork Tip. Try Taraytons. There's momenting about them you'll like.

ANNOUNCER:

The concluding selection in tonight's TARESTON

TREASURY OF MUSIC will be the "Magic Fire Music" from

Richard Wagner's opers "Die Walkure". This is a recording

by a symphony orchastra conducted by Albert Costes.

(7:45 Min.) (V-9006 A & B)

ANNOUNCER: You have just heard the "Magic Fire Music" from Richard
Wegner's opers "Die Walkure", recorded by a symphony
orchestra directed by Albert Coates.

# CLOSING ANNOUNCEMENT

AMNOUNCER:

You have been listening to the TARRYTON TRRASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Gigerettes. Every smoker likes a cigerette that is round and firm and well proked -- a digeratte that is free from loose ends! And yet it's surprising how many men and women tolerate discrettes from which tiny orumbs of tobacco creep cut. If you are a fastidious smoker -- if you don't like to have your lips perpered with bits of tobecco - spoke Tarayton Cork Tip Digerattes. For the Tarayton Cork Tip prevents loose ends, giving you always a eigerette that is next and trim. The Tarayton Cork Tip edds the comforting, finishing touch to Taroyton's finer, milder tobaccos -- quality that other cigarettes cannot afford. Yet Tereytons now cost only fifteen cents a package. Try Taraytons. There's something about them you'll like.

# F-1day, 3/4/38

# (BEGIN THEME HERE)

ANNOUNCER: We hope you have enjoyed this TAPPYTON TREASURY

OF MUSIC and that you will be with us again Monday

night at 8:30, at which time among other interesting

solections you will hear the voice of Enrice Caruso

singing one of his few recordings in English, "For
You Alone".

ANNOUNCERY

Richard Hubbell speaking for the makers of MERBERT

TARMYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTITE BROADCASTING COMPANY.

(THEME: UP AND OUT....)

(Program #17)

Monday, 3/7/38

# THE HERBERT TARESTON TREASURE OF MUSIC

(THEKE)

٠,

(#ORLD 2297)

(20 SECONDS AND THEN FADE UNDER....)

# OPERING ANNOUNCEMENT:

AMNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tarayton Cigarettes ...30 minutes of music selected from the world's master—pieces and played as recorded by the world's most celebrated artists. Then you smoke Tarayton Cork Tip Cigarettes, you'll anjoy their milder tobaccos and you'll get the added comfort of the Tarayton Cork Tip. There's something about them you'll like.

### (THEME OUT HERE)

ANNOUNCER:

Tonight's TARETTON TREASURY OF MUSIC opens with the scene and Gypsy Song and Mindango from Rimsky-Korsakoff's "Caprice Espagnol", recorded by the Boston "Fops" Orchestra directed by Arthur Fiedler.

(8:30 Min.)

(V-11828 A &\_B)

ANNOUNCER:

You have just heard a portion of Rimsky-Korsakoff's "Caprice Espagnol", recorded by the Boston Pops" Grehestra under the direction of Arthur Fiedler.

Then you make a digaratte that has no tip, you really aren't very kind to your tipe. For a digaratte without a tip has a way of sticking to the lips. That in itself is very annoying. It becomes even more bothersome when the end of the digaratte becomes torm. We emphasize this disconfort because it stresses one of the advantages of smoking Tareytons.

ANNOUNCER: For Tareytons have a cork tip that does not stick to the lips. The Tareyton Cork Tip always stays next and trim.

And that is one of the many reasons why discriminating smokers everywhere are asking for Tareytons. Try them.

There's something about them you'll like.

Once again the TAREYTON TREASURY OF MUSIC brings you the voice of the great Enrico Caruso, this time singing the beautiful balled "For You Alone".

(2142 Min.)

(Y-1658-B)

ANNOUNCER:

You have been listening to the voice of Enrice Caruse singing "For You Alone".

The TARESTON TREASURY OF MUSIC now brings you the first movement of Schubert's "Unfinished Symphony", recorded by the Philadelphia Orchestra conducted by Leopold Stokowski.

(10:40 Min.) (N-16, No. 1, 2, 3)

You have just heard the first movement from Schubert's
"Unfinished Symphony" as recorded by the Philadelphia Orchestra
under Leopold Stokowski.

This is for the attention of women: Every fastidious woman knows how unsightly it is to have a red sandge appear on the digarette she's smoking. And that sandge, as you know, is quite noticeable when the lipstick happens to be fresh. There is no way of avoiding it — unless you smoke Tareyton Cork Tip Cigarettes. For the Tareyton Cork Tip resists lipstick and always stays immedulate. Moreover, you'll

Monday, 3/7/38

ANHAURCER: enjoy Tareyton's finer, milder tobaccos. So, if you want a truly fine eigerette that compliments your sense of personal daintiness -- ask for Taraytons. There's something about them you'll like.

The concluding selection in tonight's TARRYTON ANHOUNCER: TREASURY OF MUSIC will be the Prelude to Act III of Wegner's Opers "Lohengrin" recorded by the Berlin State Opers Orchestra.

> (3:25 Min.) (L-1176-B)

You have just heard the Prelude to Act III of "Lohengrin" ANNOUNCER: by Richard Wagner, recorded by the Berlin State Opera Orchestra.

# CLOSING AMERICANCE :

AMBOUNCER:

You have been listening to the TARETTON TREASURY OF MUSIC presented to you by the makers of Herbert Tareyton Cigarettes. Then you smoke a cigarette, you consciously or unconsciously moisten the end. And when that happens, you know how soggy and ragged the tip soon becomes. You can avoid this umpleasantness -- by smoking Tareyton Cork Tip Cigarettes. For no matter how much you moisten it, the Tarayton Cork Tip does not become soggy or ragged. Instead,

> it always stays firm and round and clean. The Tarayton Cork Tip adds the comforting finishing touch to Tareyton's finer, milder tobaccos -- quality that other oignrettes cannot afford. Yet Taraytons nogleost only fifteen cents a package. Try Tareytons. There's something about them you'll like.

> > (BEGIN THEME HERE)

### Monday, 3/7/38

ANNOUNCER:

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again on Friday night at 8:30 for another program of music treasures including the glorious value of Enrico Caruso singing "O Sole Mio".

ANNOUNCER:

Richard Subbell speaking for the makers of Herbert
Tarayton Cigarettes, and wishing you good-evening.
This is the INTERSTATE BROADCASTING COMPANY:

(THEME UP AND OUT....)

(Program #18)

Friday, 3/11/38

## THE HERBERT TARESTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN FADE UNDER....)

#### OPENING ARROUNCEMENT:

ANNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ...30 minutes of music selected from the world's master-pieces and played as recorded by the world's most celebrated artists. For the full enjoyment of really fine tobaccos we recommend that you try Tareyton Cork Tip Cigarettes.

There's something about them you'll like.

#### (TREME OUT HERE)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the "Ruy Blas" Overture by Felix Mendelssohn, recorded by the British Broadcasting Company Orchestra directed by Adrian Boult.

(7:20 Min.)

(V-11791 & ≥ B)

AMNOUNCER:

That was the "Ruy Blas" Overture by Mendelssohn, recorded by the British Broadcasting Company Orchestra under Adrian Boult.

It's interesting to note how many smokers temp the end of a digarette before they smoke it. They do that in order to prevent tiny bits of tobacco from exceping out. For no one enjoys a digarette that peppers the lips with loose crumbs of tobacco. And that is one of the reasons thy more and more people are preferring Tareyton Cork Tip Cigarettes.

The Tareyton Cork Tip prevents loose ends and edds firmness to

ANNOUNCER: the cigarette. In addition, you'll find added pleasure in Tareyton's finer, milder tobaccos. If you want an exceptionally choice smoke, try Tareytons. There's something about them you'll like.

The TAREYTON TREASURY OF MUSIC now brings you the voice of the great Enrico Caruso singing \*0 Sole Mio\*.

(3:45 Min.) (V-1616-4)

ABMOUNCER: You have just heard the song "O Sole Mio" sung by Enrico Caruso.

The TAREYTON TREASURY OF MUSIC continues with the "Acceleration Waltz" by Johann Strass, recorded by the Minneapolis Symphony Orchestra directed by Engene Ormandy.

(8:06 Min.) (AM-262, Records 7 - 8)

ARNOUNCER: You have been listening to the "Acceleration Walts"

by Johann Strauss, recorded by the Minneapolis Symphony

Orchestra under the baton of Eugene Ormandy.

If you now smoke digarettes that have no tip, then you know how frequently these digarettes stick to your lips and how often they become ragged at the ends. We stress this annoyance because it emphasises one of the advantages of smoking Tarsyton Cork Tip Cigarettes. You'll find that the Tarsyton Cork Tip never sticks to your lips, That's why Tarsyton Cork Tip Cigarettes never get ragged or torm and always stay neat and trim. So next time you want a digarette that will give you pleasure without annoyance, ask for Tarsytons. These's scaething about them you'al like.

ANHOUNCER:

The concluding selection in tonight's TARETTON TREASURY

OF MUSIC will be the "Persian Dances" from Moussorgaky's

opera, "Showantchina", as recorded by the London Symphony

Orchestra directed by Albert Coates.

(6:03 Min.) (Y-11135- A & B)

ANNOUNCER:

The music you have just hazed was the "Pergian Dances" from the opera "Khowantchina" by Moussorgeky, recorded by Albert Coates and the London Symphony Orchestra.

You have been listening to the TAREYTON TREASURY OF
MUSIC presented for your pleasure by the makers of Herbert
Tareyton Cigarettes. Steam heated rooms followed by biting,
blustering March winds often play havec with your lips. For
one dries them out and the other chaps them. In either case,
the result is discomforting to many a smoker — especially so,
when a cigarette sticks to the lips. If your lips have a
tendency to become dry or chapped, we suggest that you try
Tareyton Cork Tip Cigarettes. For you'll find that the
Tareyton CorkTip adds the comforting finishing touch to
Tareyton's finer, milder tobaccos — quality that other
cigarettes cannot afford. Yet Tareytons now cost only
fifteen cents a package. Try Tareytons. There's something
about them you'll like.

(BEGIN THEME HERE)

ANHOUNCER:

We trust you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again on Monday night at half-past eight for another program of music treasures including the glorious voice of Enrico Caruso Singing "Vesti la guibba" from "I Pagliacci".

ANNOUNCER:

The concluding selection in tonight's TAREYTON TREASURY
OF MUSIC will be the "Persian Dences" from Moussorgaky's
opera, "Khowantchina", as recorded by the London Symphony
Orchestra directed by Albert Coates.

(6:03 Min.) (V-11135- A & B)

AMNOUNCER:

The music you have just heard was the "Permian Dances" from the opera "Khowantchina" by Moussorgely, recorded by Albert Coates and the London Symphony Orchestra.

MUSIC presented for your pleasure by the makers of Herbert
Tareyton Cigarettes. Steam heated rooms followed by biting,
blustering March winds often play havor with your lips. For
one dries them out and the other chaps them. In either case,
the result is discomforting to many a smoker — especially so,
when a digarette sticks to the lips. If your lips have a
tendency to become dry or chapped, we suggest that you try
Tareyton Cork Tip Cigarettes. For you'll find that the
Tareyton's finer, milder tobaccom— quality that other
digarettes cannot afford. Yet Tareytons now cost only
fifteen cents a package. Try Tareytons. There's something
about them you'll like.

(BEGIN THEME HERE)

ANNOUNCER

We trust you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again on Monday night at half-past eight for another program of music treasures including the glorious voice of Enrico Caruso singing "Vesti la guibba" from "I Paglimoni".

ANNOUNCER:

Richard Hubbell speaking for the makers of Herbert

Tereyton Cigarettes, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(Program #19)

Monday, 3/14/38

# THE HERBERT TARESTON TREASURE OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEE PADE UNDER....)

# OPENING ANNOUNCEMENT:

ANBOUNCER: This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes ...30 minutes of music selected from the world's master-pieces and played as recorded by the world's most celebrated artists. If you want a smoke that will be a comfort to your lips as well as to your taste, ask for Tareyton Cork Tip Cigarettes. There's something about them you'll like.

(THEME OUT HERE)

ANHOUNCER: Tonight's TAREYTON TREASURY OF MUSIC opens with the overture to Mosart's opera "The Magic Flute" wasonded by the Philharmonic Symphony Orchestra of New York under the direction of Willes Mangelberg.

(6:30 Min.) (V-1486 A & B)

ANHOUNCER: You have just heard Mosart's "Migic Flute" overture as recorded by the Philharmonic Symphony Orchestra of New York directed by Willes Mengelberg.

It is our sincers belief that you will never go back to smoking plain digarattes after you have given a fair trial to Tarayton Cork Tip Cigarattes. One of the advantages that you will especially appreciate is the fact that the Tarayton Cork Tip does not stick to your lips. You'll notice that the Tarayton Cork Tip never becomes torm or ragged at the edges, and never tastes papery. Instead, your digaratte

Monday, 3/14/38

ANNOUNCER: will always be neat and trim. Besides, you'll be delighted with Tareyton's finer, milder tobaccos. Try Tareytons.

There's something about them you'll like.

The TARKYTON TREASURY OF MUSIC now brings you the voice of Enrico Caruso singing "Vesta la giubba" from Leoncavallo's opera, "I Pagliacci".

(3:43 Min.) (V-7720-▲)

ANNOUNCER: That was "Vesti la guibba" from "I Paglisoci" sung by Enrico Caruso.

The TAREYTOR TREASURY OF MUSIC continues with the Third Movement of Edward Grieg's "Pinno Concerto in A-Major".

This recording is by William Bachaus and the New Symphony
Orchestra directed by John Barbirolli.

(9:25 Min.) (AM - 204, Records, 5 & 6)

ANNOUNCER: You have just heard the Third Movement of Grieg's
"Plano Concerto in A-Major", recorded by William Bachaus and
the New Symphony Orchestra under the direction of John Barbirolli.

This is intended for the ears of our feminine listeners.

No woman who treasures personal daintiness likes to see a

red saudge on the end of her cigarette. And, as you know,

that red saudge is particularly prominent when the lipstick

happens to be fresh. To avoid this embarassment, more and

more fastidious woman are smoking Tarayton Cork Tip Cigarettes.

For they have found from experience that the Tarayton Cork

Tip resists lipstick. So, if you want a cigarette that always

stays immaculate, ask for Taraytons. There's something about

them you'll like.

Monday, 3/14/38

ANNOUNCER:

The concluding selection in tonight's TARRYTON

TREASURY OF MUSIC will be the chorus "Wine, Still or Sparkling" from the Second Act of Gounod's opera, "Faust". This
is a recording by M. Cosette, bass, and members of the chorus
and orchestra of L'Opera Paris, directed by Henry Busser.

(5:15 Min.)

(AM-105, Records 6 & 7)

AMMOUNCER: You have just heard the chorus, "Wine, Still or Sparkling" from the opera "Faust", recorded by M. Cosette, bass, and members of the chorus and orchestra of L'Opera Paris, under the direction of Henry Busser.

You have been listening to the TARKYTON TREASURY OF
MUSIC presented for your pleasure by the makers of Herberg
Tareyton Cigarettes. It's common knowledge that many smokers
change their brands of cigarettes from time to time. And one
of the reasons is, that they sconer or later get bored by the
teste of their cigarettes and want a refreshing change. Perhaps
that boredom has come upon you too. If so, we recommend
Tareyton Cork Tip Cigarettes. You'll be delighted with the
taste of Tareyton's finer, milder tobaccos and you'll appreciate
the advantages of the Tareyton Cork Tip. You'll get quality
that other cigarettes cannot afford. And yet Tareytons now
cost only fifteen cents a package. Try Tareytons. There's
something about them you'll like.

(BEGIE THEME HERE)

OF MUSIC TARREST STATE OF THE PROPERTY OF THE THE TARREST OF THE STATE OF THE STATE

ANNOUNCER: selections, the immortal voice of Enrico Carseo singing

"Mi Appari" from the opera "Martha".

ANNOUNCER: Richard Hubbell speaking for the makers of Herbert Tareyton

Cigarettes, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

(APPROVED)

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN FADE UNDER...)

### OPENING ANNOUNCEMENT:

AMBOUNCER:

This is the TARESTONE TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Egarettes ...30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. You'll find greater smoking pleasure in Tareyton's finer, milder tobaccos...and greater smoking comfort in the Tareyton Cork Tip. There's something about them you'll like.

(THEME OUT HERE)

ARNOUNCER:

Tonight's TARKTON TREASURY OF MUSIC opens with the "Citronen Walts" of Johann Strauss. You will hear it now in a recording by the Boston "Pops" Orchestra directed by Arthur Fiedler.

(8:22 Min.)

(V-11894 A & B)

ANNOUNCER:

That was Johann Strauss' "Citronen Walts" as recorded by the Boston "Pops" Orchestra under the direction of Authur Fiedler.

One of the many things you'll appreciate about Tarayton Cork Tip Cigarettes is the way they keep their shape — the way they always stay round and firm. And there's a very good reason for that. You see, the Tarayton Cork Tip prevents loose ends. That's why — when you saoke Taraytons — you can be sure that tiny bits of tobacce will not cross out of the ends and pepper your lips. So, if you went a cigarette that always stays neat and trim, ask for Taraytons: There's something about them you'll like.

Friday, 3/18/38

ANHOUNCER: The TARESTON TREASURY OF MUSIC again brings you the voice of the great Caruso, this time singing the aria "M"Appari" from Flotow's opera, "Martha".

(4:08 Min.)

(V-7720-B)

ANHOUNCER: You have just heard the voice of Enrico Caruso singing "M"Appari" from the opera "Martha".

The TAREYTON TREASURY OF MUSIC continues with "The Festival at Bagdad" from Rimsky-Korsakoff's "Scheharasade". The recording is by the Philadelphia Orchestra directed by Leopold Stokowski.

(8:23 Min.)

(AM-269, Records #10 & 11 to line and gut)

ANNOUNCER: "The Postival at Baggiad" from Rimsky-Korsakoff's

"Scheherasade" was recorded by the Philadelphia Orchestra

under the direction of Leopold Stokowski.

He doubt you've seen many a smoker deliberately moisten the end of a cigarette before lighting up. Perhaps you too have developed a mimilar habit. If so, then you know how quickly the end of your cigarette becomes ragged and soggy.

Well, that's an ammorance you won't have to therate — if you make fareyton Cork Tip Cigarettes. For, no matter how much you moisten the Tareyton Cork Tip — it never gets soggy, never gets ragged, never tastes papery. It always stays round and firm and clean. And that comfort is equalled by the pleasure of Tareyton's finer, milder tobaccos. Try Tareytons. There's something about them you'll like.

Friday, 3/18/38

ANNOUNCER:

The concluding selection on tonight's TARESTON TREASURY
OF MUSIC will be the "Gypsy Dance" from Biset's opera
"Carmen". The Philadelphia Orchestra directed by Leopold
Stokowski will be heard in this recording.

(4:42 Min.)

(V-6873-A)

ANNOUNCER:

The selection just played was the "Gypsy Dance" from the opera "Carmen" as recorded by the Philadelphia Orchestra directed by Leopold Stokowski.

#### CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF
MUSIC presented for your pleasure by the makers of Herbert
Tareyton Cigarettes. Here is something of particular interest
to our women listeners. You know how annoying it is to find
unsightly red saudges on the ends of your cigarettes. This
is especially embarassing if your lipstick happens to be
fresh. If you treasure personal deintiness — and certainly
you do — ask for Tareyton Cork Tip Cigarettes. You will
find that the Tareyton Cork Tip resists lipstick and always
stays immaculate. The Tareyton Cork Tip adds the conforting,
finishing touch to Tareyton's finer, milder tobaccos —
quality that other cigarettes cannot afford. Yet Tareytons
now cost only fifteen cents a package. Try Tareytons.
There's something about them you'll like.

(BEGIN THEME HERE)

Friday, 3/16/38

ARROUNCER:

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and we look forward to your being with us next Monday evening at 8:30 for another program of music treasures including the glorious voice of Enrico Caruso singing the aria "Je crois entendre encore" from Biset's opera, "The Pearl Fishers".

Richard Bubbell speaking for the makers of Herbert Tarayton Cigarattes and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

(APPROVED)

(Program #21)

Monday, 3/21/38

# THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(20 SECONDS AND THEM FADE UNDER...)

# OPENING ANNOUNCEMENT:

ARNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Gigarettes...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

If you desire a refreshing change from the faste of your present cigarettes, try Tareyton Cork Tip Cigarettes. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The TARRYTON TREASURY OF MUSIC opens tonight with the "Masaniello Overture" of Auber. This will be played now in a recording by the British Broadcasting Company Orehestra directed by Adrian Boult.

(7:23 Minl)

(V-11838 A & B)

AMMOUNCER:

You have just heard Auber's "Massniello Overture" as recorded by the British Broadcasting Company Orehestra under the direction of Adrian Boult.

If you now smoke plain cigarettes, that is, digarettes without a tip, look in the mirror and see if there are any timy bits of tobacco on your lips. If there are, your cigarette has loose ends! Add that's a nuisance you can avoid — by smoking Tarayton Cork Tip Cigarettes. For the Tarayton Cork Tip prevents loose ends and gives you a sigarette that is always round and firm, always neat and trim. If you want an exceptionally well-made cigarette of really shoice tobaccos

Monday, 3/21/38

ANNOUNCER: -- ask for Taraytons. There's something about them you'll like.

The TAREYTON TREASURY OF MUSIC brings to you once more the voice of Enrico Caruso, this time singing the aria "Je crois entendre encore" from Biset's opera, "The Pearl Fishers".

(5:02 Min.) (V-7770-B)

ANNOUNCER: The voice of the immortal Caruso has just been heard singing an aria from "The Pearl Fishers" by Georges Biset.

The TAREYTON TREASURY OF MUSIC continues with the "Scherso Capricioso" by Anton Dworak. This recording is by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(9120 Min.) (V-8418 A & B)

ARROUNCER: That was Dworek's "Scherzo Capricioso" as recorded by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

when you smoke a cigarette that has no tip, you are not really very kind to your lips. For, as you know, plain cigarettes have a way of sticking to your lips. That in itself is annoying. And it becomes even more bothersome when the ends of the cigarettes get torn and ragged, thus giving you a papery taste. If you want to avoid this unpleasantness, smoke Tareyton Cork Tip Cigarettes. You'll find that the Tareyton Cork Tip does not stick to your lips. As a result, it never gets ragged. Besides, you'll enjoy the taste of Tareyton's finer, milder tobaccos. Try Tareytons.

Monday, 3/21/38

ANNOUNCER:

Tonight's TARETTON TREASURY OF MUSIC concludes with the "Drinking Song" from Verdi's opera "La Traviata". In this recording you will hear Anna Rossa, soprano, Allexandro Zilliani, tenor, and members of the chorus and orchestra of La Scala, Milan.

(3:25 Min.) (M-112 - Record #3)

ARNOUNCER:

The "Drinking Song" from "La Traviata" by Werdi, has just been played in a recording by members of La Scala opera, Milan.

### CLOSING AMNOUNCEMENT:

AXNOUNCER:

NUSIC presented for your pleasure by the makers of Herbert
Tarsyton Cigarettes. Women have their own personal reasons
for preferring Tarsyton Cork Tip Cigarettes. And one of these
reasons concerns lipstick. If you are a woman, then you know
that lipstick on the end of a cigarette is not only emberassing
to you, but also very unsightly for others to behold. When
you smoke Tarsyton Cork Tip Cigarettes, you are sure that the
end of your cigarette won't show any red saudge; no matter
how fresh your lipstick may be. For the Tarsyton Cork Tip
resists lipstick!) The Tarsyton Cork Tip adds the comforting,
finishing touch to Tarsyton's finer, milder tobaccos—
quality that other cigarettes cannot afford. Fet Tarsytons
now cost only fifteen cents a package. Try Tarsytons. There's
something about them you'll like.

(BEGIN THEME HERE)

### Monday, 3/21/38

AMMOUNCER:

We trust you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again next Friday evening at 8:30 at which time you will hear, among other interesting selections, the famous voice of Enrico Caruso singing "La Mia Cansone" by Tosti.

Richard Hubbell speaking for the makers of Herbert Tareyton Cigarettes and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

(APPROVED)

(THEME)

(WORLD 2287)

(20 SECONDS AND THEN PADE UNDER....)

#### OPENING ANNOUNCEMENT:

ARNOUNCER:

This is the TARESTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes...30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

When you smoke Tareyton Cork Tip Cigarettes, you'll enjoy their finer, milder tobaccos and you'll get the added confort of the Tareyton Cork Tip. There's something about them you'll like.

### (THEME OUT HERE)

AMBOURCER

The TARESTON TREASURY OF MUSIC opens tonight with the overture to the opera "Fhedre" by Jules Massengt. This will be heard in a recording by the Sam Francisco Symphony Orchestra, under the direction of Alfred Herts.

(9:18 Mgn.)

(Y-7154 & & B)

AMNOUNCER:

The "Phedre" Overture by Massenet has just been played in a recording by the San Francisco Symphony Orchestra, directed by Alfred Herts.

Ho cigarette paper touches your lips when you smoke Tarayton Cork Tip Cigarettes. And that's an advantage you'll appreciate, especially if you're in the habit of moistening the end of your cigarette before lighting up. For, as you know, when you moisten the end of a cigarette, it soon becomes soggy and ragged. And that does not happen to Taraytons — for me matter how much you moisten the Tarayton Cork Tip, it never gets

Friday, 3/25/38

ANNOUNCER; soggy, never gets ragged, never tastes papery. So, if you want a digarette that always stays round and firm and clean-tipped, ask for Tareytons. There's something about them you'll like.

Once again the TARETTON TREASURY OF MUSIC brings you the voice of the great Caruso singing this time "La Mia Cansone" by Tosti.

(3:00 Min.)

(V-1688-A)

AMMOUNCER: You have just heard Enrico Caruso singing "La Mis Cansone" by Posti.

The TARRITOS TREASURY OF MUSIC turns now to the works of Johanh Strauss and we hear "The Danube Maiden" as recorded by the Berlin State Opera Orchestra under the direction of Hans Knappertsbusch.

(8:10 Min.)

(Y-50008 A & B)

ANNOUNCER: You have been hearing "The Dambe Maidem" by Johann Strauss in a recording by the Berlin State Opera Ofchestra directed by Hens Knapperasbusch.

You'll seldom find people who have smoked any onethrand of digarette year after year after year. The reason is, smokers sooner or later get bored by the taste of their digarettee and want a refreshing change. If that boredom has already ooms upon you, we urge you to try Tareyton Cork Tip Gigarettes. You'll be delighted with their taste, for you'll enjoy Tareyton's finer, milder tobaccos. And you'll welcome the merits of hhe Tareyton Cork Tip. Try Tareytons. There's something about them you'll like.

### Friday, 3/25/38

AMBOUNCER:

The concluding selections on tonight's TARRETON TREASURY

OF MUSIC are two excerpts from the "Peer Gynt" Suite #2,

of Edward Grieg -- "Peer Gynt's Return" and the "Arabian

Dance" as recorded by a symphony orchestra directed by

Eugene Goossens.

(5:58 Min.)

(V-9328A; V-9327-A)

ANNOUNCER:

The selections just played were excerpts from Grieg's "Peer Cynt" Suits #2, in a recording of a symphony orchestra directed by Eugene Goossens.

### CLOSING AMMOUNCEMENT:

APROUNCER:

You have been listening to the TARRITOS TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Terryton Cigarettes. Movedays, when smoking is considered one of the social amenities, smart hostesses are choosing their cigarettes as carefully as they select other niceties for the pleasure of their guests. That's may you'll find a decided preference for Tareyton Cork Tip Gigarettes in more and more of the better homes of America. For Tareyton's exceptional tobaccos have a distinctive tasts. And the Tareyton Cork Tip appeals to women as well as to men who appreciate a neat, trim, and immediate cigarette. The Tareyton Cork Tip adds the conforting finishing touch to Tareyton's finer, minimum tobaccos — quality that other cigarettes cannot afford. Yet Tareytons now cost only fifteen cents a package. Try Tareytons. There's semething about them you'll like.

(BEGIN THEME HERE)

ANHOUNCER:

We trust you have enjoyed this TAREYTOM TREASURY OF MUSIC and that you will be with us again Monday evening at half-past eight for another program of music treasures, including the voice of Enrico Caruso singing \*A Dream\*.

ARROUNCER:

Richard Hubbell speaking for the makers of Herbert

Tareyton Cigarettes and wishing you good-evening.

This is the IHTERSTATE BROADCASTING COMPANY.

(APPROVED)

(THEME)

(WORLD 2287)

(20 SECONDS AND THEE FADE UNDER...)

### OPERING AMEQUACIMENT:

ANHOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes...30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

In the opinion of discriminating smokers everywhere, there's nothing like Tareyton Cork Tip Cigarettes for the full enjoyment of really fine tobaccos. There's scmething about them you'll like.

### (THEME OUT HERE)

AMNOUNCER:

The TAREYTON TREASURY OF MUSIC opens tonight with the Overture to Torpheus in the Underworld by Offenbach. This recording is by the London Symphony Orchestra under the direction of Dr. Leo Blech.

(8:14 Min.)

(1-4310)

AMMOUNCER:

The Overture to "Orpheus in the Underworld", by Offenbash has just been played in a recording by the London Symphony Orchestra directed by Dr. Leo Blech.

After the first few puffs on a plain cigarette, the
lips of many a smoker become peppered by timy bits of
tobacco. These are loose ends — and they are manying
loose ends, as you probably know. If you have ever been
bothered by them, you'll find welcome relief in Merbert
Tareyton Cigarettes. For the Tareyton Cerk Tip prevents
loose ends. Thus, you get a cigarette that is always firm

Monday, 3/28/38

ANNOUNCER: and round and clean. And that's one of many reasons why

Tareytons are always so enjoyable. You really ought to

try Tareytons. There's something about them you'll like.

ARMOUNCER: The voice of the great Caruso is again featured on the TAREYTON TREASURY OF MUSIC, this time singing Bertlett's "A Dream".

(3142 Min.) (V-1658-A)

ANNOUNCER:

You have just heard the voice of Enrice Carago singing

\*A Dreas\* by Bartlett.

The TARESTON TREASURY OF MUSIC continues with "Festive" -#3 from "Scenes Historiques" by Jan Sibelius. The recordings
are by the London Symphony Orchestra under the direction of
Sir Thomas Beecham.

(7:32 Min.) (C-68590 A & B)

ANNOUNCER? "Festive" by Jan Sibelius has just been played in a recording by the London Symphony Orchestra directed by Sir Thomas Beecham.

As you know -- plain digerates have a way of sticking to your lips. That's why, such digerates often become torn and ragged at the ends. We emphasize this unpleasantness because it stresses one of the comforts of smoking Tareyton Cork Tip Cigarettes. You'll find that the Tareyton Cork Tip does not stick to your lips. Hence it assures you of a digerate that never gets torn, never gets ragged, never tastes papery.

Instead, you'll find that Tareytons are always nest and trim.

And don't forget, you have the added advantage of Tareyton's finer, milder tobaccos. Try Tareytons. There's something about them you'll like.

ANNOUNCER:

The TARESTON TREASURE OF MUSIC concludes with two excerpts from "L'Arlesienne Suite #1" by Georges Biset — the Minuet, and Parandole. These will be heard through recordings of a symphony orchestra directed by Pierre Chagnon. (6-195 Min.) (6-1930 & C-1931)

ANNOUNCER:

The selections just played were the Minust and Ferendole from Bizet's "L'Arlesienne Suite fl" recorded by a symphony orchestra directed by Pierre Chagnon.

#### CLOSING AMMOUNCEMENT:

يأسؤ

AMNOUNCER:

For have been listening to the TARKTIOE TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tarayton Cigarettes. Here is a hint which every fastidious women will appreciate: lipstick may be pretty on your lips but not on the end of your cigarette. If you are embarassed by telltale red sandges that appear on the end of your cigarette, we suggest that you make Tarayton Cork Tip Cigarettes. You'll find that the Tarayton Cork Tip resists lipstick. That's my Taraytons always stay immaculate, no matter how fresh your lipstick may be. The Tarayton's finer, milder tobaccos — quality that other cigarettes cannot afford. Yet Taraytons now cost only fifteen cents a package. Try Taraytons. There's something about them you'll like.

#### (BEGIN TREES HERE)

We hope you have enjoyed tonight's TARKYTON TREASURY OF
MUSIC and that you will be with us again Friday evening at
8139, at which time you will hear, among other selections, the
great voice of Eurico Caruso singing the Respolitan song
"Marson mis che vo" sape".

# Monday, 3/28/38

ABNOUNCER:

Richard Hubbell speaking for the makers of Herbert

Tarayton Cigarattes and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(APPROVED)

(Program #24)

### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME)

(WORLD 2287)

(120 SECONDS AND THEN FAUE UNDER)

OPENING ANNOUNCEMENT:

ANHOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.....50 minutes of music selected from the world's masterpisces and played as recorded by the world's most celebrated artists. As with these concerts -- so with TAREYTON CORK TIP CIGARETTES-- there's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC opens with the stirringly dramatic "Marche Slave", composed by Tchaikowsky. In this recording you hear the Philadelphia Symphony Orchestra under Dr. Leopold Stokowski.

(8:45 Min.) (V-6513 - 2 records)

ANNOUNCER:

You have just heard Tchaikowsky's "Marche Slave."

ANNOUNCER:

Nearly every woman who smokes a plain eigerette, sooner or later faces the embarrassment of finding a sundge of lipstick on the end of that eigerette. Especially is this true when the lipstick is fresh -- and there is no way of preventing the tell-tale smudge from appearing -- unless you smoke TARESTON CORK TIP CIGARETTES. For the TARESTON CORK TIP resists lipstick and compliments your sense of personal daintiness. To a fastidious woman, that's a mightygood reason for smoking TARESTONS. Try them. There's something about them you'll like.

ANNOUNCER:

7 .

The TAREYTON TREASURY OF MUSIC again brings you the immortal voice of Enrico Caruso, this time singing the Meapolitan song, "Mamma mia ohe vo' sape."

(4:00 Min.)

(Loan #21)

Friday, 4/1/38.

# THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard the voice of Enrice Caruse singing the Meapolitan song "Mamma mia the vo' sape."

The TARE TON TREASURY OF MUSIC continues with the first movement of the "Moonlight Sonata" by Beethoven. Though originally written for piano, in this recorded version we present it in orchestral form.

(4:53 Min.)

(V-56038)

ANNOUNCER:

You have just heard Beethoven's "Koonlight Sonata."

ANNOUNCER:

unless you are very different from most smokers, there are times -aren't there -- when you get bored by the taste of your eigerettes. And then don't you wish for a refreshing change? When that boredom comes upon you,
may we suggest that you try a TAREYTON CORE TIP CIGARETTE? You'll enjoy the
clean, cool comfort of the TAREYTON CORE TIP because it prevents loose ends
and doesn't stick to your lips. And you'll be delighted with the finer,
milder taste of TAREYTON'S exceptional tobascos. There's scanthing about
them you'll like.

ANNOUNCER :

For the concluding number of the TAREYTON TREASURY OF MUSIC this evening, we bying you a selection that is as well known in the world of ballet as it is in music. It is the "Polovetsian Dances" from Borodin's opera, "Prince Igor." This is a recording of the London Symphony Orahestra and Chorus, under the direction of Sir Albert Coates.

-(9:02 Win.)

(V-9474 A & B, 2 records)

ANNOUNCER:

1,-

The selection just played was the Ballet Music from Borodin's Opera, "Prince Igor."

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. There's nothing like a TAREYTON CORK TIP CIGARETTE for the full enjoyment of really fine tobaccos. No digarette paper touches your lips when smoking TAREYTONS. That's a great advantage -- because digarette paper without a tip tends to get soggy and produce loose ends. The TAREYTON CORK TIP never sticks to your lips, never tastes papery. Instead, it is always firm, always clean and refreshing. And the TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality that other signrettes cannot afford. Yet TAREYTONS now cost only fifteen cents a package. Try TAREYTONE.

(BEGIN THEME HERE)

AMNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:30 at which time you will hear the immortal voice of Enrice Caruse singing "Sole Mie" and also, other masterpieces played by world-famous orchestras.

Richard Hubbell speaking for the makers of HERBERT TARESTON CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

(Progrem #25)

Monday, 4/4/38

### THE HERBERT TAPEYTON TREASURY OF MUSIC

(THEME)

1 -

(WCRLD 2287)

(20 SECONDS AND THEN FADE UNDER)

#### OPENING ANNOUNCEMENT:

ANNOUNCER: This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes...

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

And speaking of pleasure, we believe that you'll find the height of smoking enjoyment in Tareyton's finer, milder tobaccos and the height of smoking comfort in the Tareyton Cork Tip. Try Tareytons. There's something about them you'll like.

#### (THEME OUT HERE)

ANNOUNCER: The TAREYTON REASURY OF MUSIC opens with the overture to Gilbert and Sullivan's opera, "The Pirates of Penzance".

You will near it through recordings by a light opera orchestra under the direction of Rupert D'Oyly Carte.

(7:35 4in.) (C-6, Records #1, 2.)

ANNOUNCER: You have just heard the overture to the "Pirates of Penzance" by Gilbert and Sullivan, as recorded by a light opera orchestra directed by Rupert D'Oyly Carte.

The first few cigarettes that you pull out of your pack are generally firm and round. But after you've carried the remaining cigarettes around for a while, you know what happens. The ends often become loose. And when you smoke one of these cigarettes, tiny bits of tobacco begin to creep out and cling to your lips. That does not happen when you smoke

Monday, 4/4/38

ANNOUNCER: Tareyton Cork Tip Cigarettes. For the Tareyton Cork

Tip prevents loose ends and keeps every cigarette round and

firm, neat and trim. So, if you want an exceptionally choice

cigarette, try Tareytons. There's something about them you'll

like.

Again the TAREFTON TREASURY OF MUSIC brings you the voice of the great Caruso singing now the aria "Celeste Aida" from Verdi's opera, "Aida".

(5:08 Min.)

(V-7770-A)

ANNOUNCER: That was a recording of Enrico Caruso singing "Celeste Aida" from Verdi's opera, "Aida".

The TAREYTON TREASURY OF MUSIC continues with excerpts from Mozart's opera "Don Giovanni". The recordings are by the Bournemouth Municipal Orchestra under the direction of Sir Dan Godfrey.

(8:30 Min.)

(C-50178 A & B)

ANNOUNCER: Excerpts from Mozart's opera "Don Giovanni" have just been played through recordings by the Bournemouth Municipal Orchestra under the direction of Sir Dan Godfrey.

ANNOUNCER: For one reason or another, many smokers moisten the end of a cigarette before lighting up -- with the result that the end soon becomes soggy and ragged. If you moisten your cigarette, you'll appreciate Tareyton Cork Tip Cigarettes.

For you'll find that no matter how much you moisten it, the Tareyton Cork Tip never gets ragged, never gets soggy, never tastes papery. It always stays round and firm and clean. Try Tareytons for a week. You'll welcome the micety of the

Monday, 4/4/38

ANNOUNCER: Tareyton Cork Tip and you'll be delighted with Tareyton's finer, milder tobaccos. There's something about them you'll like.

The concluding selection on tonight's TAREYTON TREASURY OF MUSIC is "Voices of Spring" by Johann Strauss. This will be heard in recordings by the Vienna Philharmonic Orchestra directed by George Szell.

(5:00 Man,)

(V-8925-B)

ANNOUNCER: "Voices of Spring" by Johann Strauss has just been played in recordings by the Vienna Philharmonic Orchestra directed by George Szell.

### CLOSING ANNOUNCEMENT:

ſ.,

ANNOUNCER:

You have been listening to the TAREYTON TREASURY

OF MUSIC presented for your pleasure by the makers of

Herbert Tareyton Cigarettes. No detail is too small to be

overlooked by a gracious hostess who considers the wellbeing

and pleasure of her guests. And the choice of cigarettes

is one of the big little details. Throughout the finest

homes of America, there is a definite trend towards serving

Tareyton Cork Tip Cigarettes. The reasons are quite obvious.

Tareytons are beautifully tailored. Their tobaccos are

exceptionally choice. And the neat, trim Tareyton Cork

Tip is deeply appreciated by people of immaculate taste.

When you serve Tareytons, you are serving quality that other

cigarettes cannot afford. And yet Tareytons now cost only

fifteen cents a package. There's something about them you'll

like.

(BEGIN THEME HERE)

Monday, 4/4/38

ANNOUNCER:

We hope you have enjoyed tonight's TAREYTON TREASURY

OF MUSIC and that you will be with us Friday evening

at 8:30 for another program of music treasures including
the glorious voice of Enrico Caruso singing

Richard Hubbell speaking for the makers of Herbert Tareyton Cigarettes and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP.....AND OUT)

(Program #28) 8:30 - 9:00 P.M.

#### THE HERBERT TARBYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(:20 SECONDS AND THEN FADE UNDER.....)

OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES .... 36 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. And speaking of pleasure -- may we ask you to try TAREYTON CORK TIP CIGARETTES! There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The first number on the TAREYTON TREASURY OF MUSIC this evening is Schubert's "Marche Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Bartz.

(5:02 Min.)

(Victor 6639-A)

ANNOUNCER :

The music you have just heard is Schubert's "Marche Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Hertz.

ANNOUNCER:

It's interesting to note how many smokers moisten the end of a cigarette before they light up. If you've gotten into that habit, then you know how ragged and soggy the end soon becomes. That's one of the little annoyances you avoid when you smoke a TARESTON CORK TIP. It never gets ragged and never sticks to your lips. And that added comfort is equalled by the pleasure of TARESTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now presents a recording of the voice of Enrico Caruso. You will hear this greatest tenor of all times singing "A Dream", by J. C. Bartlett.

(3:42 Min.)

(Y-1858-A)

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing "A Dream" by J. C. Bartlett.

The TARETTON TREASURY OF MUSIC continues with the Concert Walts by the Russian composer, Glazunow, a recording of the San Francisco Symphony Omphestra under the direction of Alfred Herts.

(7:42 Nin.)

(T-6826 A A R)

ANNOUNCER:

Granumow's Concert Waltz as recorded by the San Francisco Symphony Orchestra under Hifred Herts, is the number to which you have been listening.

ANNOUNCER:

A hint to women: Lipstick is protty on your lips but not on your cigarette tips. And you know how unsightly an ash tray full of reddened cigarette ends can be. That is why more and more fastidious women are smoking TAREYTON CORE TIP CACAMETTES. / The TAREYTON CORE TIP resists lipstick. And that's an advantage you'll appreciate. Besides, you'll enjoy the finer, milder taste of TAREYTON'S exceptional tobaccos. There's agmething about them you'll like.

AMNOUNCER:

One of the most popular operas presented at the Metropolitan in recent years is Smetana's "The Bartered Bride", from which comes the Dance of the Comedians and the Polks, which the TAREYTON TREASURY OF MUSIC now presents for you as recorded by the Minneapolis Symphony Orchestra, and die (8:44 Min.) (V-8694 A & B)

ANNOUNCER:

You have just heard "The Dance of the Comedians" and the Polka from Smetana's "The Bartered Bride."

ANNOUNCER:

You have been listening to the TARRYTON TRRASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. You'll find that a TAREYTON CORK TIP gives you a much finer smoke. And for very good reasons. instance, the TAREYTON CORK TIP never sticks to your lips, never gets soggy, never tastes papery. Instead, it is firm, free from loose ends -- always clean and refreshing. / And the TARESTON CORK TIP adds the

ANNOUNCER:

**\$**-

comforting finishing touch to TAREYTON'S finer, milder tobaccos -- quelity that other cigarettes cannot afford. Yet TAREYTONS now cost only fifteen cents a package / Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

Me nope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:50 for another program of music treasures including the voice of Enrico Caruso singing an aria from the opera "Martha".

BEGIN THEME HERE

ANNOUNCER:

Richard Hubbell speaking for the makers of HERHERT TARBYTON CIGARETTES, and wishing you good evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

( 8:30 - 9:00 P.M.

#### THE HERBERT TARESTON TREASURY OF MUSIC

(THEME)

(World 2287)

(:20 SECONDS AND THEN FADE UNDER....)

### OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES .....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. When you smoke TAREYTON CORE TIP CIGARETTES, you'll enjoy their milder tobaccos and you'll get the added comfort of the TAREYTON CORE TIP. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Dworsk's Slavonic Dances #8 and #10 are the opening features on tonight's TAREYTON TREASURY OF MUSIC and you will now hear a recording of them made by the Caseh Philharmonic Orchestra under the direction of Vaclay Talich.

(8:44 Min.)

(V-M-510, Records 5 and 7)

ANNOUNCER:

You have just heard Dworsk's Slavonic Dances #6 and #10, as recorded by the Csech Philharmonic Orchestra.

ANNOUNCER:

Are you annoyed by tiny orumbs of tobacco that often creep out of plain digarettes and cling to your lips? If so, you'll appreciate a TAREYTON CORK TIP CIGARETTE. For the TAREYTON CORK TIP prevents loose ends and gives you a clean smoke. Moreover, you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

As is our custom on these programs, the TAREYTON TREASURY OF MUSIC presents mother recording of the voice of Enrico Caruso, this time singing a lovely aria from the opera, "Martha".

(4:08 Min/)

(V-7720-8)

#### ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing an aris from the opera "Martha."

The TAREYTON TREASURY OF MUSIC continues with a recording made by
the Halle Orchestra under the direction of Sir Hamilton Harty, playing
that fanciful composition by Rimsky-Korsakoff, "The Flight of the Humble-Bee."
(2:45 Min.) (Col. 67743-D)

ANNOUNCER:

The selection which has just been completed is the femiliar "Flight of the Rumble-Ree," by Rimsky-Korsakoff.

ANNOUNCER:

You'll seldom find people who have smoked any one brand of eigerette year after year after year. The reason is, smokers sooner or later get bored by the taste of their eigerettes and want a refreshing change. If that boredom has already come upon you, we urge you to try TAREYTON CORK TIP CIGARETTES. You'll be delighted with their taste, for you'll enjoy TAREYTON'S finer, milder tobaccos. And you'll welcome the merits of the TAREYTON CORK TIP. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now presents several dances by Edward German from the "Nell Gwyn" Suite. This is a recording of the St. Louis Symphony Oschestra.

(8:40 Min.)

(Y-9009- A & B)

ANNOUNCER:

Dences from the "Nell Gmyn" Suite by Edward German, as recorded by the St. Louis Symphony Orchestra, was the concluding number on this program.

#### CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES.

If you want a really exceptional smoke, try a TAREYTON CORK TIP CIGARETTE. You'll appreciate its many advantages. Unlike plain eigerettes, the TAREYTON CORK TIP prevents loose ends and does not stick to your lips. And women especially will appreciate the fact that the TAREYTON CORK TIP resists lipstick. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other eigerettes cannot afford. Yet TAREYTONS now cost only fifteen cents a package. Try TAREYTONS.

There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

#### ANNOUNCER:

15

We trust you have enjoyed this TAREYTON TREASURY OF MUSIC and we look forward to your being with us again on Friday evening at half-past eight, at which time you will again hear the glorious voice of Enrico Caruso. The selection will be an aris from the opera "The Pearl Fishers.

HERBERT TAREYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

RKD

(THEME)

(WORLD 2287)

(120 SECONDS AND THEN FADE UNDER.

#### OPENING ANNOUNCEMENT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREXTON CIGARETIES.....50 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. In our opinion, there's mothing like a TAREYTON CORK TIP CIGARETTE for the full enjoyment of really fine tobaccos. There's scmething about them you'll like.

7:30 (108

4: PY

1:40

ANNOUNCER:

(THEME OUT HERE)

TREASURY OF MUSIC and you will now hear this typical Scandinavian music in a recording of the London Symphony Orchestra under the direction of Leo Blech.

(7:30 Min.)

(Victor 11456-B, 4 11457-A)

AMNOUNCER:

You have just heard the Grieg's Norwegian Dances as recorded by the London Symphony Orchestra under the direction of Leo Blech.

ANNOUNCER:

Sconer or later many a smoker gets bored by the taste of his or her cigarette -- and desires a change. If that has happened to you, may we suggest that you try a TAREYTON CORK TIP CIGARETTE? You'll find it a refreshing change. For the TAREYTON CORK TIP gives you cool, olean, smoking comfort. And you'll enjoy TARETTON'S finer, milder tobaccos There's gomething about them you'll like,

ANNOUNCER:

One of Caruso's favorite roles was in Biset's opera, "The Pearl Fishers," and the TAREYTON TREASURY OF MUSIC now presents a recording of the great tenor in an arise from that opera.

(5:02 Min.) (V-7770-B) (Alternative Address)

ANNOUNCER:

The TAREYTON CORK TIP adds the comforting finishing touch to
TAREYTON'S finer, milder tobaccos -- quality that other eigerettes
cannot afford. Yet TAREYTONS now cost only fifteen cents a package.
Try TAREYTONS. There's something about them you'll like.

(NEGIN THEME HERE -- WORLD 2287)

ANNOUNCER:

13

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:50; at which time among other interesting selections you will hear the voice of Enrico Caruso singing one of his few recordings in English, entitled, "For You Alone."

Richard Hubbell speaking for the makers of HERBERT TARRYTON CIGARETIES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(THEMB:) (WORLD 2287 (:20 SECONDS AND THEM FADE UNDER.....)

OPERING ANNOUNCEMENT:

AMNOUNCER |

This is the TARETTON THEASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARETTON CHARETTES .....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. If you want scaething exceptionally fine in eigarettes, try the TARETTON CORK TIP.

There's something about them you'll like.

(THESE OUT HERE)

ANNOUNCER:

Tonight's TARETTON TREASURY OF MUNIC opens with the overture from Wagner's great opera, "Die Meistersinger," which you will now hear in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Muck.

(9:02 Min.)

(2V--H-57, Records 1,2,3)

ANDOUNCER:

You have just heard as the opening selection on tonight's program, the Overture to Wegner's "Die Meistersinger," in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Much.

AMMOUNCER:

Women amokers have their own personal reasons for liking

TAREYTOH CIGARRITES. One of these reasons is — the TAREYTOH CORE TIP

resists lipstick. And that's a micety every fastidious woman appreciates.

If you want the tip of your eigeratte to remain immediate — smoke a

TAREYTOM CORE TIP. Remember — it resists lipstick. Besides you'll

enjoy TAREYTOM'S finer, milder tobsesce. There's something about them

you'll like.

ANDOUBCER:

As this evening's re-creation of the voice of Rerice Carmes, the TARESTON THRASURY OF MUSIC brings you a recording of that great tenor singing "For You Alone,"

(2:42 Min.)

(T-1066-3)

# THE HERBERT TARRYTON TREASURY OF MUSIC

ANHOUNCER:

You have just heard the voice of Enrice Caruse singing "For You Alone."

The TARETTON TREASURY OF MUSIC now brings you Pagemini's

"Perpetual Notion." Though originally written for the violin alone,
in this recording you hear an orehestral arrangement as performed
by the Minnespolis Symphony Orehestra under the direction of Eugene
Ormandy,

(5:30 Min.)

(V-8661-A)

AMMOUNCER

You have just beerd the Minneapelis Symphony Orchestra under the direction of Eugene Oremdy, in a recording of Paganini's "Perpetual Motion."

ANNOUNCER:

You know how annoying it is when a signrette sticks to your lips. For you know how quickly the eigerette become torm around the edges. Well, that's one maissnee you avoid -- when you make a TARRYTON CORK TIP. For the TARRYTON CORK TIP does not stick to your lips. Besides, you'll be delighted with TARRYTON'S finer, milder tobaccos. There's something about them you'll like.

AMNOUNCER:

The next selection brought to you by the TARSTON TREASURY
OF MUSIC is the stirring Coronation Seems from Medicate Monagorgaly's
opera, "Boris Gedounou," The soleist in this presentation is
the late Feeder Chalispin, the famous bases, singing with a shorm
and orchestra, communed by Albert Contes.
(8:42 Min.)

(Volides A & B)

ARROUNCER:

4

The colorful seems you have just heard is from the Communical Seems of Moussergaky's eyers, "Buris Occasion," as recorded by Chalispin with a chorus and erobestra under the direction of Albert Coates.

# THE HERBERT TAREYTON TREASURY OF MUSIC

### CLOSING AMMOUNTMENT:

AMMOUNCER:

You have been listening to the TARETTON THEASURY OF MUSIC presented to you by the makers of MERBERT TARETTON CIGARETTES.

TARETTONS will please you in many ways. Your lips will be pleased because the TARETTON CORK TIP doesn't stick to your lips, mover gets soggy, never tastes papery. It's always firm and free from loose ends — giving you always a clean and refreshing smoke.

TARETTON CORK TIP adds the comforting finishing touch to TARETTONS finer, milder tobaccos — quality that other signrature cannot afford. Tet TARETTONS now cost only fifteen cente a package. THI TARETTONS. There's something about them you'll like.

# (SECTE THEME HERE)

ARMOUNCER:

1.

We hope you have enjoyed this TARKYTON TREASURY OF MUSIC and that you will be with us again Friday night at \$450 at which time you will hear the immertal voice of Eurice Caruse singing the femous "Large" from Handel's opera, "Xeruse," and other masterpieses played by world famous artists.

Richard Hubbell speaking for the makers of HERBERT TARRYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

( rogram #30) 8:30 - 9:00 PM

#### THE HERBERT TARBYTON TREASURY OF MUSIC

(THEME) (

(WORLD 2287)

( :20 SECONDS AND THEN FADE UNDER)

#### OPENING ANNOUNCEMENT:

ANNOUNCER:

(THEME OUT HERE)

ANNOUNCER:

The exciting Rakoczy March from Berlion Demnation of Paust, opens tonight's TREASURY OF MUSIC. In this recording, you will hear the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

(4:05 Min.)

(V-6823-B)

AMNOUNCER:

You have just heard the Rakoesy March by Berlios, as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Leopold Stokowski.

ANNOUNCER:

One of the many things you'll like about a TAREYTON CORK TIP
CIGARETTE is the way it keeps its shape...the way it always stays
round and firm and free from loose ends. That means, your enjoyment
of a TAREYTON CORK TIP is never spoiled by tiny bits of tobacco
that creep out and cling to your lips. And this comfort is
equalled by the pleasure of TAREYTON'S finer, milder tobaccos.
There's something about them you'll like.

# THEHERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC brings you the voice of
Enrico Caruso singing the famous Largo from Handel's opera, "Xerxes."

(4:39 Min.) (V-8806-4)

ANNOUNCER:

You have just heard the voice of Enrico Caruso in-a recording of the Largo from Handel's opera, "Kernes."

The TAREYTON TREASURY OF MUSIC now presents that very descriptive composition, "The Moldau," in which the remance of that great river is unfolded in the music of Smetana. In this recording Dr. Leo Blech conducts the Berlin State Opera Orchestra.

(12:03 Min.)

(V-11434-A & B; 11435-A)

ANNOUNCER:

You have been listening to "The Moldau," by the Schemian composer, Smetana -- a recording of the Berlin State Opera Orchestra directed by Dr. Leo Blech.

ANNOUNCER:

Many a smoker has developed the habit of moistening the end of a cigarette before lighting up. The result is -- the end soon becomes ragged and soggy. That never happens when you smoke a TAMETTON CORK TIP CIGARETTE. A TAREYTON CORK TIP never gets ragged, never gats soggy, never tastes papery Your lips will appreciate that And your taste will appreciate TAREYTON'S finer, milder tobaccos. There's something about them you'll like

ANNOUNCER:

The Procession of Bacchus from the "Sylvia Ballet" by Delibes, is the next number on this TAREYTON TREASURY OF MUSIC. This recording was made by the Minneapolis Symphony Orchestra directed by Eugene Ormandy.

(6:10 Min.)

(2006) -- AM-220, Records 1 and 2.)

### THE HEREERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

The Procession of Bacchus from the "Sylvia Ballet" by Delibes, as recorded by Eugene Ormandy and the Minneapolis Symphony Orchestra, is the number you have just heard.

#### CLOSING ANNOT.

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTOR CIGARETTES. In our opinion, you get the highest degree of smoking enjoyment when you snoke a TAREYTON CORK TIP CIGARETTE. For the TAREYTON CORK TIP does not stick to the lips and does not taste papery. Moreover, the TAREYTON CORK TIP prevents loose ends. That's why TAREYTONS are always firm and free from annoying bits of tobacco that eling to the lips. And speaking of lips—the TAREYTON CORK TIP is especially appreciated by women -- for it resists lipstick! The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTONS finer, milder tobaccos, quality that other eigenettes cannot afford. Yet TAREYTON'S now cost only fifteen cents a package. Try TAREYTONS.

#### (BEGIN THEME HERE)

ANNOUNCER:

4.

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again on Monday night at 8:30, at which time you will hear the immortal voice of Enrico Caruso singing La Mia Cansons, and other masterpleces played by world-famous artists.

Richard Hubbell speaking for the makers of HERBERT TAMESTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP....AND OUT)

# THE BENDERT TARBITON TREASURY OF MUSIC

(THRMS) (WORLD 2287) (120 SECOIDS AND THEN PADE UNDER-------)

OPENING ANNOTA

ANNOUNCER :

This is the TARRYTON THRASURY OF MUSIC presented for your pleasure by from the world's mesterpieces and played as recorded by the world's most colebrated artists. If you desire a refreshing change from the taste of your present eigerettes, try a TARETTON CORK TIP CIGARETTS. There's something about them you'll like.

(TIERE OUT HERE)

ABROUNCER:

Music of typical Spanish rhythm opens tomight's TARETTON TREASURY OF MUSIC. It is Chabrier's "Spanish Rhapeody," a recording of the Detroit Symphony Orehestra, under the direction of Ossip Gabrilowitsch. (L-1007; Y-1887 # 4 9) (6:32 Min.)

ANNOUNCER :

The exciting smeis you have just heard, is the "Spanish Rhapsedy by Chabrier, in a recording made by the Detroit Symphony Orehestra under the beton of the late Ossip Cabrilowitecks

AMNOUNCER:

Women emohers have their own personal reasons for liking TARETTOE CIGARETTES. One of these reasons is -- the TAREYTON CORE TEP reciets lipstick. And that's a micety every fustidious woman appreciates. If you want the tip of your eigerette to remain immoulate -- anche a TARETTON CORE TIP. Remember -- it resists lipstick. Besides you'll enjoy TARKYTON'S finer, milder tobescos. There's something about them you'll like.

AMEGUE DER .

The TARETTOE TREASURY OF MUSIC now presents an interesting, historical recording of the Voice of Bartee Carnes, singing "La Mia Cadecae", by Tooti-(5:02 Min.) (1688-A)

4

### THE REPBERT TAREYTON TREASURY OF MUSIC

AMROUNCER:

You have been listening to the immortal voice of Enrice Caruse singing "La Mia Cansone" by Tosti.

The next selection in tonight's TAREYTON TREASURY OF MUSIC, is one of the favorites of all time -- a full orehestral presentation the "Blue Danmbe Walts," by Johann Strauss, as recorded by the Philadelphia Symphomy Orchestra, directed by Dr. Leopold Stokowski. ( 4 A ) 6584 A

(4:30 Min.)

The selection you have just heard is the familiar "Blue Besube Walte" of Johann Strauss, as recorded by the Philadelphia Symphony Orehestra, under the direction of Dr. Leopeld Stokowski.

AMNOUNCER:

Plain oigarettes are oigarettes without a tip ..... and eigarettes without a tip have a tendency to become ragged and noggy...because many's smoker knowingly or unknowingly moistens the end of a eigerette. And that is just one of the many reasons why TARETTON CORK TIP SEGARSTERS are so widely appreciated. For, no matter how much you moisten the TARETTOE COME TIP, -it never gots soggy, never gots ragged, never tastes papery. It slways stays round and firm and clean. So, if you want a signrette that always keeps immediate, try TARETTOES. There's something about them you'll like.

announcer:

The concluding number on tonight's TARRYTOW TREASURY OF MUSIC, is the Overture to Richard Wagner's opera, "Riemsi," as recorded by the Philadelphia Symphony Orehestra under the direction of Dr. Leepold Stokowski.

(11:15 Min.)

(6524-ya & 3/2 6625-A)

APROUNCER:

You have just heard the Overture to Riemsi, by Richard Wegner, as Secorded by the Philadelphia Symphony Orehestra under the direction of Dr. Leopold Stokenski.

#### THE REPORT TARRETTON TREASURY OF MUSIC

#### CLOSING AFFICE.

AMMOUNTER:

You have been listening to the TARETTON TREASURY OF HURIC presented for your pleasure by the makers of HEMBERT TARETTON CHARACTER.

Hext time you smake a signrature, look in the mirror and see if there are any timy bits of tobecome on your lips. If there are any your signrature has been ends. Well, that's a muisance you can avoid any smaking TARETTON CORK TIP CIGARETTES. For, the TARETTON CORK TIP prevents loose ends. It adds the conforting finishing touch to TARETTON'S finer, milder tobecome a quality that other digarettes cannot afford. Yet TARETTONS now cost only fifteen costs a paintage.

Try TARETTONS. There's comething about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

Linouncer:

We trust you have enjoyed this TARETTOE TREASURY OF MUSIC and we look forward to your being with us again on Friday evening at half-past eight, at which time, enoug other mesterpieses, you will hear the glorious voice of Enrice Caruso, singing that becutiful song, "Beautee."

Richard Robbell speaking for the makers of REMBERT TARRYTON CIGARRITES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEMS: UP....ARD OUT)

#### THE PERSENT TARETTOE TREASURY OF MUSIC

(TEME) (WORLD 2287)

(120 SECONDS AND THEM PADE UNDER......)

OPERING AMECT.

ANDOUNCER:

(TERMS OUT SERS)

ANNOUNCER :

We introduce tonight's TARETTON TERASURY OF MUSIC with the Overture to Rossini's opera, "The Barber of Seville," played as recorded by the New York Philhermonic Ovenestra, under the direction of the femous meeting, Arturo Tessanini.

(7745 RED.)

(主三5年) (Y-7255-A & B)

ATTOUTCER:

 $K^{k}$ 

A recording of the New York Philhermonic Orchestra under the direction of Arture Yosesmini, playing Rossini's Overture to the "Barber of Sevilie" is the music you have just beard.

ARROUNCER:

Women are naturally fastidious, and so its not surprising to find that more and more women are asking for YARSTTON GORK TIP CIGARITIES. One good reason is — the TARBITON CORK TIP resists lipstick — and this means freedom from unsightly red swudges that often get on a signrette. If you value personal daintiness— and, of course, you do — ask for TARBITONS next time you buy signretten. You'll appreciate the misety of the TARBITON CORK TIP. And you'll be delighted with TARBITON'S finer, milder tobaccos. There's something about them you'll like.

ARROUNCER:

The TARRYTON TREASURY OF NURIU again brings you the immertal voice of Exrico Caruso -- this time singing in English. The title of the song is "Because."

(\$157 Hin.)

Y-(1000-3)

### THE HERBERT TARRYTON TREASURY OF MUSIC

ARNOUNCER

You have been listening to the voice of Barico Ceruso singing that levely song, "Because,"

ANNOUNCER:

The TARESTON TREASURY OF MUSIC now presents the "Peer Gynt Suite #1,"
by the great Morwegian composer, Edward Grieg. It is a recording made by
the Berlin Philhermonic Orchestra.

(<del>12:50=14</del>n.)

(L=1128: 2 records = 4 parts)

ANDOUNCER :

You have been listening to the "Peer Gynt Suite #1," of Riberd Grieg, in a recording made by the Berlin Philharmonic Orchestre conducted by Frans Shreker.

ARBOTH CER:

After the first few puffs on a plain digarette, the lips of meny a smoker becomes peppered by tiny bits of tobacce. These are loose ents — and they are amoving loose ends, as you probably know. If you have ever been bothered by them, you'll find welcome relief in HERBERT TARETTON CIGARETTES. For the TARETTON CORE TIP prevents loose ends. Thus, you get a digarette that is always firm and round and clean. And that's one of the many reasons why TARETTONS are always so enjoyable. You really ought to try them. There's something about them you'll like.

APPOUNCER:

The concluding selection in tonight's TARETTON TREASURY OF MUSIC will be an excerpt from Richard Magner's opera, "The Flying Dutchman," in which you will hear the Vienna State Opera Chorus, and the Vienna Symphony Orchestra, conducted by Paul Eerby.

(\$145 Min.)

(1-117-4) C-2/08 .T

AMNOUNCER:

The music you have just heard is from Wagner's opera, "The Plying Dutcheson," as recorded by the Visson Symphony Orehestra and the Chorus of the Visson State Opera.

# THE REPORT TARETTON TREASURY OF MUSIC

# CLOSING ANNOUNCEMENTS

AWNOUNCER |

For have been listening to the TARETTON TREASURY OF MUSIC presented for your pleasure by the makers of HERSERI TARETTON CIGARETTES. If you now smoke digarettes that have no tip -- them you know how often these digarettes stick to your lips. We emphasize this ammoyance because it etwesses one of the conforts of smoking TARETTON CORK TIP CIGARETTES. You see, the TARETTON CORK TIP does not stick to your lips. And that's an adventage you'll appreciate. The TARETTON CORK TIP adds the comforting finishing towak to TARETTON'S finer, milder tobaccos -- quality that other eigenettes esmoot afferd. Yet TARETTONS now cost only fifteen cents a package. Try TARETTONS. There's something shout them you'll like.

(BEGIN THEME HERE - WORLD \$887)

#### AFFOUNCER :

1-1

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with we again Monday might at \$130 for another program of music treasures including the glorious voice of Ruries Garuss, singing Coleste Aidas

Richard Robbell speaking for the makers of RESERT MARKYTON CILARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTISH COMPANY.

(TREME: UP.....AFD OUT)

(*Program #55)* 6:50 - 9:00 PM

#### HERBERT TARESTON TREASURY OF MUSIC

honder, 5/2/20.

(THEME)

(WORLD 2287)

(:SO SECONDS AND THEM PADE UNDER)

#### OPENING ANNOUNCEMENT:

AMNOUNCER:

(THEME OUT HERE)

AMMOUNCER:

The opening number of tonight's TARETTOE THEASURY OF MUSIC is "Finlandia," by Jan Sibelius, played as record by the Philadelphia Orchestra under the direction of Dr. Leopold Stokowaki.

(7:24 Min.)

(V-7412 A A B)

AMMOUNCER:

You have just heard "Finlandia" by Jan Sibelius, as recorded by Dr. Leopold Stokowski and the Philadelphia Orchestra.

AMMOUNCER:

Many a smoker has developed the habit of temping a eigeratic in the hope of preventing tiny bits of tobacco from creeping out.

For no one enjoys a eigeratte that peppers the lips with loose orumbs of tobacco. And that's one of the reasons why more and more people are preferring TARETTOE CORK TIP CIGARETTES.

The TARESTOE CORK TIP prevents loose ends and adds firmness to the eigeratte. That in itself is a pleasure and you'll find added emjoyment in TARETTOE'S finer, wilder tobaccos. If you want an exceptionally choice smoke, try TARESTOES. There's something about them you'll like.

#### HERBERT TARESTON TERASURY OF MUSIC

ANNOUNCER:

Again the TARBYTON TREASURY OF MUSIC brings you a recording of the voice of Enrico Caruso, this time singing what was probably one of his most popular arias .. "Celeste Aida" from Verdi's opera, "Aida."

(4:58 Min.) (7770-A)

ANNOUNCER:

Tou have been listening to the voice of Enrice Carnes singing "Coleste Aida." The TAREYTON TREASURY OF MUSIC continues with the "Dance Macabre" or "Dance of Death." This composition of Saint-Seems is recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Stokowski.

(7:22 Min.)

(V-660 A & B)

ANNOUNCER:

Saint-Saens' "Danse Masabre" as recorded by the Philadelphia Symphony Orchestra, was the selection you have just heard.

MOUNCER:

When you make a cigarette that has no tip, you really aren't very kind to your lips. For a cigarette without a tip has a way of sticking to the lips. That in itself is very annoying. It becomes even more bothersome when the end of the cigarette becomes torn. We emphasize this discomfort because it stresses one of the advantages of smoking TARETTONS. For TARETTONS have a cork tip that does not stick to the lips. The TARETTON CORK TIP always stays neat and trim. And that is one of the many reasons why discriminating smokers everywhere are asking for TARETTONS. Try them. There's something about them you'll like.

AMMOUNCER:

The "Liebestod" or "Love-Death" from Wagner's opera "Tristen and
Isolde" is the concluding composition on the TAREYTON TREASURY OF MUSIC.
This music, which has often been called the world's greatest leve song,
is a recording of Frida Leider, soprand accommand by the Lendon
Symphony Orchestra, directed by John Barbirelli.
(5:18 Min.) (V-7525-8)

5-3

•

# HERBERY TARETTON TREASURY OF MUSIC

ANNOUNCER:

The recording which you have just heard was the "Liebestod" from Wagner's "Tristan and Isolde," as sung by Frida Leider, soprano, accompanied by the London Symphony Orchestra under the direction of John Barbirolli.

### CLOSING AMECT.

ANNOUNDER!

You have been listening to the TARESTON TREASURY OF MESIC presented to you by the makers of HERBERT TARESTON CIGARETTES. Wany smakers change their brands of digarettes from time to time. One of the reasons is, that they soomer or later get bored by the taste of their digarette, and want a refreshing change. If that boredom has already come upon you, we recommend that you try a TARESTON CORK TIP CIGARETTE. You'll be glad you made the change. And you'll find that the TARESTON CORK TIP adds the comforting finishing touch to TARESTON'S finer, milder tobacces — quality that ether digarettes cannot afford. Yet TARESTON now cost only fifteen cents a package. Try TARESTONS. There's something about them you'll like.

(BEGIN THEME HERE)

go have

ANNOUNCER:

14

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again Friday night at 8:30 for another program of music treasures including the voice of Emrico Caruso singing an arise from Verdi's "Rigoletto."

Richard Hubbell speaking for the makers of HERBERT TAXESTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP...AND OUT)

# THE HERSERT TAREYTOW TREASURY OF MUSIC

(THENE)

(WORLD 2287)

(130 SECONDS AND THEM PADE UNDER

OPERING ANECTS

AMNOUNCER

This is the TARRYTON TREABURY OF MUSIC presented for your pleasure by the makers of HERBERT TARRYTON CIGARETTES......30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. We sinearly believe that you'll find greater comfort and pleasure in smoking — if you choose TARRYTON CORK TIP CIGARETTES. There's semething about them you'll like.

( THERE OUR BENE)

ANNOUNCER:

A popular composition which is not heard very often, opens this TAPETTON TREASURY OF MUSIC. From Weinberger's opens, "Schwands," we hear the Polks and Fague as recorded by the Minnespolis Symphony Orchestra directed by Engene Ormandy.

(8:35 Min.) (Y-7958 -- 2 records)

TROOFCR!

You have just heard the Polks and Fugue from Weinberger's opera "Schwands", a recording of the Minnespolis Symphony Orshestra, directed by Dagone Ormandy.

ANNOUNCER:

We venture to say that you'll never go back to making plain oignrates after you have given a fair trial to TARRITON CORE TIP CIGARRITES. One advantage that you will appreciate is the feet that the TARRITON CORE TIP does not stick to the lips. And because it deem't stick to the lips, the TARRITON CORE TIP mover because term around the edges. The news you smake the more you'll appreciate this scanfort. Besides, you'll be delighted with TARRITON'S finer, milder tobescens. So, for your greater pleasure, sak for TARRITON'S.

ATX01 0261297

### THE HERREST TARESTON TREASURY OF MUSIC

ANYOUNCER:

One of Eurico Caruso's great roles was in Verdi's opera, "Rigolotte" and tonight the TARESTON TREASURY OF MUSIC presents a recording of Carusols-famous voice in the srie from that popular opera.

(Y-1618-5)

ATTOUTCER:

You have been listening to the voice of Enrice Careso singing the arise from Verdi's "Rigoletto." The TARKYTON TERASURY OF MUSIC now presents a full symphomic remdition of one of the great waltses by Johann Strangs -- "Tales from the Vienna Woods" -- as recorded by the Kimmsepelia Symphony Orchestra under the baton of Eugene Ormandy.

(9:20 Min.)

(M-262, Records #4

AENOUNCER:

You have been listening to "Tales from the Vienna Weeds," written by Johann Strauss, and recorded by the Minneapolis Symphony Orehestra.

ANTOURCER:

Mearly every woman who seekes a plain eightette, seeker or later faces the unbarrassment of finding a mundge of lipstick on the end of that eightette. Reposially is this true when the lipstick is fresh — and there is no way of preventing the tell-tale sandge from appearing — unless you smale TARKYTON CORK TIP CHGARRYTHS. For the TARKYTON CORK TIP resists lipstick and sampliments your sense of personal deintimess. To a fastidious woman, that's a mighty good reason for sanking TARKYTONS.

Try them. There's something about them you'll like.

AENOUNCER:

A stirring Wagnerian composition is the concluding selection on this evening's TARETTON TREASURY OF MUSIC. It is the "Ride of the Vallyries" from the opera "Die Walkure," recorded by the Berlin State Opera Orchestra and Chorus, with Los Block conducting.

(4:20 Win.)

(X-27, Boroft #4)

AFROUNCER:

1

You have just heard the "Ride of the Valkyries" from Richard Wagner's
"Die Walkure" as recorded by the Berlin State Opera Grehestra and Charus,
under the direction of Lee Block.

#### THE HERBERT TARESTON THEASURY OF MUSIC

CLOSING AMECT.

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.

Namy smokers moisten the tip of a eigerette, with the result that
the end soon becomes soggy and ragged. If you moisten your eigerette,
you'll appreciate TARETTON CORK TIP CIGARETTES. For me matter how much
you moisten it, the TARETTON CORK TIP never gets ragged, never gets
soggy. It always stays round and firm and cleam. The TARETTON CORK TIP
adds the comforting finishing touch to TARETTONS finer, milder tobacces—
quality that other signrettes cannot afford. Yet TARETTONS new
cost only fifteen cents a package, exclusive of state or musicipal
taxes. Try TARETTONS. There's something about them you'll like.

(BEGIN THEME HERE)

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and we look forward to your being with us again on Monday evening at half-past eight, at which time, among other masterpieses, you will hear the glorious voice of Enrice Caruse singing "The Lest Cherd" by Sir Arthur Sullivan.

Richard Bubbell speaking for the makers of HERBERT TARRETTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME..... UP AND OUT)

Monday, 5/8/56.

### THE HERBERT TARRYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(:50 SECONDS AND THEM PADE UNDER.....)

OPERING ANNOUNCEMENT:

ARROUNCER:

(THEME OUT HERE)

AMNOUNCER,

The opening number of this evening's TAREYTON TREASURY OF MUSIC is the "Dance of the Hours" from Penchielli's opera, "La Gieconda", as recorded by the Boston "Pops" Orchestra conducted by Arthur Fiedler.

(9:04 Min.) (V-11853 4 & 5)

AMMOUNCER:

You have been listening to the "Dance of the Houre," from the opera, "La Gioconda" by Ponchielli, as recorded by the Boston "Pope". Orchestra under the direction of Arthur Fiedler.

AMMOUNCER:

In our opinion, you're not very kind to your lips when you smoke a digarette that has no tip. For, as you prebably know — plain eighrettes have a way of sticking to the lips. That in itself is annoying. And it becomes even more bothersome when the ends of the eighrettes become torn and ragged. If you went to avoid this umplementances — smoke TARETTON CORK TIP CIGARETTES. For the TARETTON CORK TIP does not stick to your lips — and does not get ragged. That's just one of the many reasons why discriminating smokers everywhere are asking for TARETTONS. Try them.

# THE HERBERT TAREYTON TREASURY OF MUSIC

ARROUNCER :

Once again, the TAREYTON TREASURY OF MUSIC beings you the voice of that greatest of tenors, Enrico Caruse, this time singing, "The Lest Chord" by Sir Arthur Bullivan.

(4:35 Min.) (8805-8)

ARROUNCER:

You have just heard the voice of Enrice Caruse singing Sir Arthur Sullivan's "The Lost Chord."

The TARESTON TREASURY OF MUSIC continues with Glinks's Funtusia on two Russian folksongs: Wedding Song and Dance Song -- known as "Kamarinskaya", recorded by the London Symphony Orchestra directed by Albert Coates.

(6:05 Min.)

(V-11482 4 A B)

AMNOUNCER:

The selection you have just heard was "Enmarinekaya" by Glinks, a recording of the London Symphony Orehestra directed by Albert Coates.

AMNOUNCER :

Nearly every package of cigarettes looks tempting — the moment it is opened. But you know what often happens — after you've emoked a few of the cigarettes and kept the remaining, partially-filled package in your pocket for an hour or two. If the cigarettes have no tip, you'll notice that tiny bits of tobaseo begin to drop out of the ends. Well, that never happens to TARETTON CORK TIP CIGARETTES. For the TARETTON CORK TIP prevents loose ends and helps to keep the cigarettes firm and round.

You'll approve of TARETTON'S next and trim appearance. And you'll enjoy TARETTON'S finer, milder tobasecs. There's scmething about them you'll like.

AND UNCER

The TARRYTON THRABURY OF MUSIC comeledes tonight's consert with an abbreviated version of the "Leonore Everture #6," by Ludwig van Beetheven, as recorded by Willem Mengelberg conducting the Concertantous Orehestra of Amsterdam,

(4:53 Min.)

(Leen #15)

### THE HERBERT TARESTON TREASURY OF MUSIC

AENOUECER:

You have just heard a condensed version of Beethoven's "Lessore Overture #5," as played by the Concertgebour Orehestra of Amsterdam, under the direction of Willem Mengelberg.

CLOSING ANNOT.

AMROUMCER:

You have been listening to the TARBYTON THRASURY OF MUSIC presented for your pleasure by the makers of REGERT TARRITOR CIGARETTES. Here is something of particular interest to our women listeners. You know how annoying it is to find unsightly red smedges on the ends of your eigarettes. This is especially emberrassing if your lipstick happens to be fresh. If you treasure personal daintiness -- and certainly you do -- ask for TARETTON CORK TIP CIGARETTES. You will find that the TAREYTON CORE TIP resists lipstick and always stays immaculate. The TARETTON CORK TIP adds the conforting finishing touch to TARBITON'S finer, milder tobuces -- quality that other eigerettes cannot afford. Yet ZARRYTORS now cost only fifteen sente a package, exclusive of state or numicipal tames. Try TARSYTOMS. There's something about them you'll like.

(BEGIE THEME HERE)

We hope you have enjoyed this TARETTON THRASURY OF MUSIC and that you will be with us again Friday night at 8:\$0, at which time smong other interesting selections you will hear the voice of Enrice Caruse and Antonie Scotti, singing the aris "Sigar in this Hour," from Verdi's opera, "La Forza del Destino."

Richard Mubbell speaking for the makers of HERBET TARRYTCH

CIGARETTES and wishing you good-evening.

This is the little Tare EROADCASTIES COMPANY.

(THERE UP....AND. OUT)

### THE HERBERT TAREYTON TERASURY OF MUSIC

(THEME)

(WORLD 2287) (+20 SECONDS AND THEN PADE UNDER.....)

OPENING ANNOT.

AMMOUNCER:

This is the TARESTON TREASURY OF NUESC presented for your pleasure by the makers of HERBERT TARESTON CIGARETTES ..... SO minutes of music selected from the world's musterpieces and played as recorded by the world's most celebrated artists. For the full enjoyment of really fine tobascos, we recommend that you try TARESTON CORK TIP CEGARETTES. There's something about them you'll like.

### THESE CO! HERE!

AMNOUNCER:

The opening selection of tonight's TAREYTON TREASURY OF NUBIC is the Overture to Mozart's opera, "The Marriage of Figure," played as recorded by the Minneapolis Symphony Orehestra under the direction of Eugene Orandy.

(4:19 Min.)

(V-9458) B

AMMOUNCER:

You have just heard the Overture to Mesart's opera, "The Marriage of Figure", as recorded by the Minneapolis Symphony Orshestra directed by Bugene Ormandy.

ANNOUNCER:

This is of particular interest to women who treasure personal daintiness: The more fastidious you are -- the more we think you'll appreciate TAREYTON CORK TIP CIGARETTES. And here is our reason:

You know that lipstick on the end of a cigarette is not only embarracing to you but also very unsightly for others to behold. When you smake TAREYTON CORK TIP CIGARETTES, you are sure that the end of your eigerette won't show any red saudge, no matter how fresh your lipstick may be.

For the TAREYTON CORK TIP resists lipstick! Besides, you'll enjoy TAREYTON'S finer, milder tobascos. So next time you enter eigerettes, ask for TAREYTONS. There's semething about them you'll libre.

1.5

# THE HERBERT TARETTON TREASURY OF MUSIC

ANNOUNCER:

The TARETTON TREASURY OF MUSIC now brings you a rare treat ......
a recording of the glorious voices of Enrice Caruse and Antonio Scetti ....
in the beautiful aria "Smear in This Hour," From Act III of Verdi's
opers, "La Forsa del Destino" (The Force of Destiny).

(4:40 Min.) (V-80004)

ANNOUNCER:

You have just heard the voices of Enrice Caraco and Automic Scotti singing "Swear In This Hour", from Verdi's opera, "La Persa del Destino" (The Force of Destiny).

The TARRYTON TREASURY OF MUSIC continues with "Perpetual Motion"
a musical nevelty composed by Johann Straues, and recorded by the
Concertgabour Orchestra of Amsterdam, under the direction of Willem Mongelberg.
(4:23 Min.) (C-9076)

MINOUNCER:

You have been listening to John Strauss' "Perpetum Mcbile", es recorded by the Concertgebour Orchestra of Amsterdam, under the direction of Willen Mengelberg.

ANNOUNCER :

No eigerstte paper touches your lips when you exche a TARETTON CORK TIP CIGARETTE. That is an advantage you will greatly appreciate -- especially if you are in the habit of moistening the end of your eigerstte. For no matter how much you moisten the TARETTON CORK TIP -- it never gets seggy -- never gets ragged -- never tastes papery. The TARETTON CORK TIP always stays round and firm and clean. And that's another good reason for shoosing TARETTONS. There's something about them you'll like.

AMOUNCER:

The concluding selection in tonight's TARRITOR TREASURY OF MUSIC will be an excerpt from the famous "Roseo and Juliet Overbure" by Fater Ilyitch Tehnikowsky, as recorded by the Boston Symphony Orchestra, under the betom of Dr. Serge Koussevitsky,

(11:57 Min.)

(Y-MM-S47, Reserts \$44.5)

### THE HERBERT TARETTON TREASURY OF MUSIC

ANNOUNCER:

The music you have just heard was an excerpt from Tehnikowsky's "Romeo and Juliet" Overture, recorded by the Boston Symphomy Orchestra, under the direction of Sorge Koussevitsky.

CLOSING AMECTO

AMMOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CLEARSTIES.

There are many reasons why people change from one brand of eigerettes to another. The principal reason is — another sconer or later get tired of the taste of their eigerettes. If that boredon has come upon you, too — we suggest that you try TAREYTON CORK TIP CIGARETTES. We believe you'll enjoy the refrashing taste of TAREYTON'S finer, milder tobacces. And we think you'll appreciate the advantages of the TAREYTON CORK TIP. You'll get quality that other eigerettes cannot afford. And yet — TAREYTONS have cost only fifteen cents a package, exclusive of state or manieipal tense. Try TAREYTONS. There's something about them you'll like.

( BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed this TARSYTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:50 for another program of susic treasures, including the voice of Enrice Coruse singing the Mespeliten song, "Manuse min the vot sape."

Richard Hubbell speaking for the makers of HEFBERT TARRYTCH CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THESE UP.....AND OUT)

(Program #57) 8:30 - 9:00 PM

Monday, 5/16/38.

### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

( :20 SECONDS AND THEN FADE UNDER .....)

OPENING ARRETT

ANNOUNCER:

This is the TARRYTOR TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARBYTON CIGARETTES ..... SO minutes of music selected from the world's meeterpieces and played as recorded by the world's most celebrated artists. We think you'll enjoy MERBERT TARRYTON CORK TIP CIGARETTES. We think you'll appreciate their finer, milder tobaccos. There's something about them you'll like,

(THEME OUT HERE)

AMNOUNCER:

Tonight's TAREYTOE TERASURY OF MUSIC opens with Frees Lisse's brilliant Humgarian Rhapsody #2, recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

(8:15 Min.) (V-6652 A & B)

ARMOUNCER :

You have just heard the "Hungarian Rhapsody No. 2" of Lisst, recorded by the Philadelphia Orehestra under the direction of Laspeld Stokowski.

ATROUTCER:

There are many things about TARESTON CORE TIP CIGARRESS that contribute to your enjoyment. For instance, TAREYTORS are always meet and trim in appearance -- always round and firm -- and free from latte emis. When you smoke TARETTON CORK TIP CIGARETTES, you can be sure that timy orumbs of tobacco will not creep out of the ends and payer your lips. For the TARESTON CORK TIP prevents loose ends. Moreover, you'll enjoy TARRYTOE'S finer, milder tobaccos. So next time you went an exceptionally fine eigerette, try TAREYTOES. There's comething about them you'll like.

AND OURCER:

10

The TARRYTON TREASURY OF MUSIC now brings you the voice of the immortal Caruso in a recording of the Meapoliten song, "Manua min che Yo' sape."

(3:57 Min.)

(Lean #21)

# THE HERBERT TARBYTON THEASURY OF MUSIC

AMMOUNCER:

You have been listening to Enrice Caruse's great voice singing the Meapolitan song, "Manna min the ve' sape."

The TARESTON TREASURY OF MUBIC nurse now to Rimsky-Zersakoff's brilliant opera, "The Snow Maides," and we hear "The Domes of the Tumblers," as recorded by the London Symphony Orehestra directed by Albert Contes.

(5:45 Min.) (V-11454-A)

AN HOUSER:

The music you have just heard was "The Dense of the Tumblers," from Rimsky-Korsakoff's ballet, "The Snow Maiden," recorded by the London Symphony Orchestra directed by Albert Ceates.

AMMOUNCER:

As a general rule, eigerettes without a tip have a tendency to stick to the lips. That's why so many plain eigerettes, after a few puffs, become regged at the ends. We emphasize this umpleasurances because it helps to stress one of the advantages of macking TARETTON CORK TIP CIGARITIES.

You'll find that the TARETTON CORK TIP never sticks to your lips.

That's why it never gets torn or ragged at the ends. And that's emother good reason why you should always ask for TARETTONS. There's something about them you'll like.

ATMOUNCER:

And now, from the many symphomies of Frank Joseph Rayan, the TARRYTON TREASURY OF MUSIC chooses the colorful "Toy Symphomy"recorded by a Concert Orchestra.

(6:50 Min.)

(Y-20215 A & B)

AMNOUNCER:

You have just heard Frank Joseph Haydn's "Toy Symphony" as recorded by a Compart Orchestra.

The comeluding selection in tonight's TARETTON TREASURY OF MUSIC, is the lively "Skiler's Damoe" from Gliere's ballet suite "The Roll Peppy", recorded by the Philadelphia Orahestra directed by Leopold Stabswaki.

(S:55 Min.) (V-1675)

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#### THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER :

You have just heard the "Sailer's Dance", Yablochke, from Gliere's bellet suite, "The Red Poppy" recorded by the Philadelphia Orchestra under Leopold Stokowski.

#### CLOSING ANDCT:

ARROUNCER :

You have been listening to the TARETTOE TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARETTOE CIGARATTES.

Many smokers moisten the tip of a cigarette with the result that the end soon becomes soggy and regged. If you moisten your eigarette, you'll appreciate TAREYTON CORK TIP CIGARETTES. For no matter how much you moisten it, the TAREYTON CORK TIP mover gets regged, mover gets seggy. It always stays round and firm and clean. The TAREYTON CORK TIP edds the comforting finishing teach to TAREYTON'S finer, milder tobacces — quality that other cigarettes cannot afford. Yet TAREYTONE move cost only fifteen cents a package, exclusive of state or numicipal tense. Try TAREYTONE, There's something about them you'll like.

### (DECLE THERE HERE)

ARROUNCER:

We trust you have enjoyed this TARETION TREASURY OF MUSIC and we look forward to your being with us again on Friday evening at half-past eight, at which time, among other interesting selections, you will hear the voices of Enriso Caruso and Antonio Scotti singing "Ah Mimi, to pin", from Puscini's opera, "La Boheme."

Richard Hubbell speaking for the makers of HERBERT TARRETTON CHARBITMS.
This is the INTERSTATE EROADCASTING COMPANY.

(THEME UP.....AND OUT)

### THE HERBERT TARRYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (#50 SECONDS AND THEM FADE UNDER

OPENING ANNOTA

ANNOUNCER:

This is the TARETTON TREASURY OF MUSIC presented for your pleasure by the makers of HERRERT TARETTON CIGARETTES......50 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. We believe that you'll find greater smaking pleasure in TARETTON'S finer, milder tobscoos ....and greater smaking comfort in the TARETTON CORE TIP. There's something showt them you'll like.

AMMOUNCER:

Tonight the TAXETTON TREASURY OF MUSIC opens with the "Basebanale" from Camille Saint-Saens' opera, "Samson and Delilah", recorded by the Philadelphia Orchestra directed by Leopold Stokowski.

(4:46 Min.)

(Y-68.86-1)

ANNOUNCER:

That was the "Baschanale" from "Sameon and Delilah" by Saint-Sasme Cresorded by the Philadelphia Orchestra under Leopold Stelpouts.

ANYOUNCER:

If you are now emoking plain eigerates, may we ask you to make this simple test: Hold one of the eigerates in your mouth for a second or two. Then remove the eigerate and look at it. You'll notice that the end of the eigerate is moist. Had you left it in your mouth lengar, the end, no doubt, would have become soggy and ragged. This does not happen when you saided TARRYTON CORK TIP CIGARETTES. For no matter how much you noisten it, the TARRYTON CORK TIP never gate ragged, never gets soggy, mover tastes papery. It always stays round and firm and clean. Try TARRYTONS. There's something about them you'll like.

AMMOUNT CER.

The TARRITON TREASURY OF MURIC now brings you the veices of the great
Enrice Caruse and Antonio Sectti, singing the femous dust, "Ah Mimi, tu piu"
from Puccini's opera, "La Robens."

(5:50 Min.)

(Y-8000-

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### THE HERBERT TAREYTOW TREASURY OF MUSIC

AMMOUNCER:

You have just heard the dust "Ah, Mimi, tu piu" from La Bohame, sung by Enrice Caruso and Antonio Scotti.

The TARESTON TREASURY OF MUSIC continues with the overture to Bellimits opera, "Norma," recorded by a Concert Orehestra.

(6:20 Min.)

(V-2) 200 X 4, E

ARROUNCER:

You have been listening to the overture of the opera, "Horms."

ARMOUNCER:

These few words are addressed to our women listeners: You know how annoying it is to find unsightly red saudges on the ends of your eigerettes. This is especially emberrassing if your lipstick happens to be fresh.

If you are fastidious — and, of course, you are — ask for TAREYTON CORK TIP CIGARETTES. They will compliment your sense of personal daintiness.....

for the TAREYTON CORK TIP resists lipstick and always stays immediate.

Moreover, you'll enjoy TAREYTON'S finer, milder tobasees. There's something about them you'll like.

AFFOUNCER:

2.

The "Rungarian Dence #1" of Johannes Brahms, is next in the TAREYTON TREASURY OF MUSIC, a recording by the Vienna Philharmonic Orchestra, directed by Clemens Krauss.

(2:59 Min.)

(1-11/0)

ARROUNCER:

You have just heard Brahas' "Hungarian Dance #1, as recorded by the Vienna Philharmonic Orchestra directed by Clemens Eranss.

The concluding selection in tonight's TARRYTON TERASURY OF MUNIC will be the overture to "Die Fledermens" by Johann Strauss, as recorded by Eugene Ormandy and the Minneapolis Symphony Orchestra.

(8:31 Min.)

(AM-262, Records # and/4)

### THE HERBERT TARESTON TREASURY OF MUSIC

ANNOUNCER:

The music you have just heard was the overture to "Dis Fledermaus" by Johann Strauss, recorded by Eugene Ormandy and the Minneapolis Symphony Orchestra.

#### CLOSING ANNOT:

ANNOUNCER:

Tou have been listening to the TARETTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARETTON CIGARETTES. If you now make plain digarettes, that is, digarettes without a tip ....then you know how frequently they stick to your lips. And when they do, you know how soon the ends become ragged and torm. You can avoid this annoyance by macking TARETTONS. For the TARETTON CORK TIP never sticks to your lips. The TARETTON CORK TIP adds the comforting finishing touch to TARETTONS finer, milder tobaccos — quality that other digarettes cannot afford. And yet — TARETTONS are now a popular priced digarette. Try TARETTONS. There's something about them you'll like.

#### (BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed this TARETTON TREASURY OF MUNIC and that you will be with us again Monday night at 8:50 for another program of music treasures including the glorious voice of Enrico Carase, singing the famous Largo from Handel's opera "Xerxes."

Richard Hubbell speaking for the makers of HERBERT TARESTON CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP .....AND OUT)

(Program #59) 8:30 - 9:00 PM

#### THE HERBERT TARETTOE TREASURY OF MUSIC

(THERE) (WORLD 2287) (:20 SECONDS AND THEM FADE UNDER.....)

OPENING ANNOT.

ANNOUNCER

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of MERBERT TAREYTON CIGARETTES.....50 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. In our opinion, you get the height of emoking enjoyment from TAREYTON CORK TIP CIGARETTES. Try them. There's something about them you'll like.

(THEME OUT HERE)

AMNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the "Roman Carnival Overture" by Hestor Berlios, recorded by the Berlin Philharmonic Overture under the direction of Leo Black.

(8:20 Min.) (Y-9207 - A & B)

LINOUNCER:

You have just heard Berlios; "Roman Carnival Overture," as recorded by the Berlin Philharmonic Orchestra under the direction of Leo Blech.

AN HOUNCER:

When you emoke a eigerette that has no tip, you really aren't very kind to your lips. For a digerette without a tip has a way of sticking to the lips. That in itself is very annoying. It becomes even more bethereone when the end of the digerette becomes torn. We emphasise this discomfort because it stresses one of the advantages of smoking TARETTONS. For TARETTONS have a cork tip that does not stick to the lips. The TARETTON CONK TIP always stays neat and trim. And that is one of the many reasons why discriminating smokers everywhere are asking for TARETTONS. Try them. There's something about them you'll like.

AMMOUNTER

The TAREYTOR TREASURY OF MUBIC new brings you the voice of Enrice Caruse singing the femous "Large" from Handel's opera "Xermes."

(4:59 Min.) (V-8806-A)

# THE HERBERT TARESTON TREASURY OF MUSIC

ANNOUNCER:

That was Handel's "Largo," sung by Emrice Caruso.

The TAREYTON TREASURY OF MUSIC continues with the waits from Tchaikowsky's "Swan Lake Ballet." This recording is by the London Philharmonic Orchestra conducted by John Barbirelli.

(4:50 Min.)

(V-11666-B)

ANNOUNCER:

You have just heard the walts from the "Swan Lake Ballet" of Tehnikowsky, recorded by the London Philharmonic Orehestra under the direction of John Barbirolli.

ANNOUNCER:

It's a known fact that smokers sooner or later shange from one brand of digarettes to another. The reason is, maskers are spt to get tired of the taste of their digarettes and want a refreshing change. Perhaps that has happened to you. If so, we recommend TARETTON CORK TIP CIGARETTES, For we think you'll be delighted with the taste of TARETTON'S finer, wilder tobsecos. And we believe you'll appreciate the adventages of the TARETTON CORK TIP. Try TARETTONS. There's comething about them you'll like.

AMNOUNCER:

The concluding selection in tongith's TARBYTON TREASURY OF MUSIC will be the "Magie Fire Music" from Richard Wagner's opera; "Die Walkure."

This is a recording by a symphony orchestra, conducted by Albert Contes.

(7:45 Min.) (V-9006 A & B)

AMMOUNCER:

You have just heard the "Magic Fire Music" from Richard Wagner's opera "Die Walkure", recorded by a symphony ershestra directed by Albert Coates.

# THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNET:

ANNOUNCER:

Tou have been listening to the TARETTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TARETTON CIGARETTES. Every smoker likes a digarette that is round and firm and well packed -- a digarette that is free from lease endst And yet it's surprising how many men and women telerate digarettes from which tiny gruents of tobacco dreep out. If you are a fastidious smoker -- if you don't like to have your lips peppered with bits of tobacco -- smoke TARETTON CORK TIP CIGARETTES. For the TARETTON CORK TIP prevents loose ends, giving you always a digarette that is meet and trim. The TARETTON CORK TIP adds the comforting, finishing touch to TARETTON'S finer, milder tobaccos -- quality that other digarettes cannot afford. And yet -- TARETTONS are now a popular priced digarette. Try TARETTONS. There's something about them you'll like.

### ( DECIM THEME HERE)

ANNOUNCER:

J.

We hope you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again Friday night at 8:30, at which time among other interesting selections you will hear the voice of Enrice Caruso singing one of his few resordings in English, "Per You Alene."

Richard Hubbell speaking for the makers of HERBERT TARRESTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(TREME UP .... AND OUT)

### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 SECONDS AND THEN FADE UNDER.....)

OPENING ANNOT.

AMNOUNCER:

.1

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.....30 minutes of music selected from the world's masterpieses and played as recorded by the world's most celebrated artists. When you smoke TAREYTON CORK TIP CIGARETTES, you'll enjoy their milder tobaccos and you'll get the added comfort of the TAREYTON CORK TIP. There's something about them you'll like.

(THEME OUT HERE)

ARNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the Gypsy Song and Fundange from Rimsky-Korsakoff's "Capricio Espagnel", recorded by the Boston "Pops" Orchestra directed by Arthur Fiedler.

(8:30 Min.)

(Y-11828 A & B)

ANDOUNCER:

You have just heard a portion of Rimsky-Korsakoff's "Capricio Espagnol," recorded by the Boston "Pops" Orchestra under the direction of Arthur Fiedler.

APMOUNCER:

When you stoke a digarette that has no tip, you really aren't very kind to your lips. For a sigarette without a tip has a way of sticking to the lips. That in itself is very annoying. It becomes even more bothersome when the end of the sigarette becomes torn. We exphasize this disconfort because it stresses one of the advantages of smoking TAREYTORS. For TAREYTORS have a cork tip that does not stick to the lips. The TAREYTOR CORK TIP always stays next and trim. And that is one of the many reasons why discriminating smokers everywhere are asking for TAREYTORS. Try them. There's something about them you'll libe.

# THE HERBERT TARKYTON TREASURY OF MUSIC

ANNOUNCER:

Once again the TARBYTON TREASURY OF MUSIC brings you the voice of the great Enrico Caruso, this time singing the beautiful balled, "For You Alone,"

(2:42 Min.)

(V-1658-B)

ANNOUNCER (

You have been listening to the voice of Enrico Caruso singing "For You Alone."

The TARETTON TREASURY OF MUSIC now brings you the first movement of Schubert's "Unfinished Symphony," recorded by the Boston Symphony Orehestra, conducted by Serge Koussevitsky.

(9:55 Min.)

(M-319, Records 1,2)

AMEQUECER :

You have just heard the first movement from Schwhert's "Unfinished Symphony," as recorded by the Boston Symphony Orchestra under Serge Koussevitzky.

AN NOUNCER:

This is for the attention of women: Every fastidious woman knows how unsightly it is to have a red sandge appear on the eigerette she's smoking. And that sandge, as you know, is quite noticeable when the lipstick happens to be fresh. There is no way of avoiding it -- unless you smoke TAREYTON CORK TIP CIGARETTES. For the TAREYTON CORK TIP resists lipstick and always stays immaculate. Moreover, you'll enjoy TAREYTON'S finer, milder tobaccos. So, if you want a truly fine eigerette that ecupliments your sense of personal daintiness -- ask for TAREYTONS.

There's something about them you'll like.

ARROUNCER:

The concluding selection in tonight's TARETTON TREASURY OF MUSIC will be the Prelude to Act III of Wagner's Opera, "Lohengrin," recorded by the Berlin State Opera Orchestra.

(3:25 Min.)

(L-1176-B)

# THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

The Prelude to Ast III of "Lohengrin", by Richard Wegner, was recorded by the Berlin State Opera Orchestra.

### CLOSING ANNOT:

#### ANNOUNCER

Tou have been listening to the TAREYTON TRE/SURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. When you smoke a digarette, you consciously or unconsciously moisten the end. And when that happens, you know how soggy and ragged the tip soon becomes.

You can avoid this unpleasantness — by smoking TAREYTON CORK TIP CIGARETTES. For no matter how much you moisten it, the TAREYTON CORK TIP does not become soggy or ragged. Instead, it always stays firm and round and clean. The TAREYTON CORK TIP adds the conferting finishing touch to TAREYTON'S finer, milder tobaccos — quality that other eigerettes cannot afford. And yet — TAREYTON'S are now a popular priced eigerette.

Try TAREYTONS. There's something about them you'll like.

### (BEGIN THEME HERE)

### ANNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us egain on Music with at 8:50 for another program of music treasures, including the glorious voice of Enrice Coruse singing "O Sole Nio."

Richard Hubbell speaking for the makers of HERBERT TARRITON CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(Program #41) 8:30-9:00 PM

### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(:25 SECONDS AND THEN FADE UNDER.....)

OPENING AMNOT

AKNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES......30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. For the full enjoyment of really fine tobaccos we recommend that you try TAREYTON CORK TIP CIGARETTES.

There's something about them you'll like.

The second

AMMOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the "Rmy Blas"

Overture by Felix Mendelssohn, recorded by the British Broadcasting Company

Orchestra directed by Adrian Boult.

(7:20 Min.)

(Y- 11791 A & B)

AMNOUNCER:

That was the "Ruy Blas" Overture by Mendelssohm, recorded by the British Broadcasting Company Orchestra under Adrian Boult.

AMMOUNCER:

It's interesting to note how many smokers temp the end of a eigerette before they smoke it. They do that in order to prevent timy bits of tobacco from creeping out. For no one enjoys a eigerette that peppers the lips with loose crumbs of tobacco. And that is one of the reasons why more and more people are preferring TARBYTON CORK TIP CIGARETTES. The TAREYTON CORK TIP prevents loose ends and adds firmness to the eigerette. In addition, you'll find added pleasure in TARESTON'S finer, milder tobaccos. If you want an exceptionally choice smake, try

ANNO! NCER :

The TAREYTON TREASURY OF MUSIC now brings you the voice of the

(5:45 Min.)

(V-1616-A)

ANNOUNCER:

You have just heard the song "O Sole Nio", sumg by Enrice Caruso.

The TAREYTON TREASURY OF MUSIC continues with the "Acceleration Walts"
by Johann Strauss, recorded by the Minneapolis Symphony Orghestra directed

by Eugene Ormandy.

(8:06 Min.)

(AM-262, Records 7 - 8)

ANNOUNCER:

You have been listening to the "Acceleration Walts" by Johann Strauss, recorded by the Minneapolis Symphony Orchestra under the baton of Eugene Ormandy.

ARNOUNCER:

If you now smoke digarettes that have no tip, then you know how frequently these digarettes stick to your lips and how often they become ragged at the ends. We stress this annoyance because it emphasizes one of the advantages of smoking TARETTON CORK TIP CIGARETTES. You'll find that the TARETTON CORK TIP never sticks to your lips. That's why TARETTON CORK TIP CIGARETTES never get ragged or torn and always stay nest and trim. So next time you want a digarette that will give you pleasure without annoyance, ask for TARETTONS. There's something about them you'll like.

AMNOUNCER:

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the "Persian Dances" from Moussorgeky's opera, "Khowambehing", as recorded by the London Symphony Orchestra directed by Albert Coates.

(6:05 Min.)

(V-11135 A & B)

ANNOUNCER:

The music you have just heard was the "Persian Dances" from the opera "Khowantchina" by Moussorgsky, resorded by Albert Coates and the London Symphony Orchestra.

## CLOSING ANNOT.

#### ANNOUNCER:

You have been listening to the TAREYTON THRASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.

Here is something of particular interest to our women listeners.

You know how annoying it is to find unsightly red saudges on the ends of your eigerettes. This is especially emberrassing if your lipstick happens to be fresh. If you treasure personal deintiness -- and certainly you do -- ask for TAREYTON CORK TIP CIGARETTES. You will find that the TAREYTON CORK TIP resists lipstick and always stays immaculate. The TAREYTON CORK TIP adds the comforting, finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other eigerettes.

Jamot afford, And yet -- TAREYTONS are now a popular priced eigerettes.

as here

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MNOUNCER:

TARETTONS, There's something about them you'll find.

We trust you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again on Friday night at helf-past eight for another program of music treasures including the glorious voice of Enrico Caruso singing "Vesti la guibba" from Leoneavallo's opera, "I Paglissei."

Richard Hubbell speaking for the makers of HERBERT TARESTON CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCA TING COMPANY.

(THEME UP AND OUT.....)

A 8.59:30

, (Program #42) 8:30 - 9:00 PM

#### THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(120 SECONUS AND THEN FAUR UNDER)

OPENING ANNOUNCEMENT:

ANHOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.......

30 minutes of cusic selected from the world's master-pieces and played as recorded by the world's most celebrated artists.

If you want a smake that will be a comfort to your lips as well as to your taste, ask for TAREYTON CORK TIP CIGARETTES.

There's something about them you'll like.

(THEME OUT HERE)

AMMOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the everture to Mosart's opens "The Magic Flute" recorded by the Philhermonic Symphony Orchestra of New York under the direction of Willem Mengelberg.

(6:30 Min.) (V-1486-A & B)

AMMOUNCER t

You have just heard Mosart's "Magic Flute" overture as recorded by the Philharmonic Symphony Orchestra of New York directed by Willen Mangelberg.

ANNOUNCER:

1, -,

It is our sincers belief that you will never go back to smoking plain digarettes after you have given a fair triel to TAREYTON CORK TIP CICARETTES. One of the edventages that you will especially appreciate is the fact that the TAREYTON CORK TIP does not stick to your lips. You'll notice that the TAREYTON CORK TIP never becomes torn or ragged at the edges, and never tastes papery. Instead, your digarette will always be need and trim. Besides, you'll be delighted with TAREYTON'S finer, milder, tobaccos. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now brings you the voice of Enrico
Ceruso singing "Vesti la guibba" from Leonoavallo's opera, "I Paglimeci."
(3:43 Min.) (V-7720-A)

ANNOUNCER:

That was "Vesti la guibba" from "I Pagliacci" sung by Enrice Caruso.

The TAREYTON TREASURY OF MUSIC continues with the Third Movement of
Edward Grieg's "Piano Concerto in A Major." This recording is by William
Bachaus and the New Symphony Orchestra directed by John Barbirolli.

(9:25 Min.) (AM-204, Records 5 & 6)

ANNOUNCER:

You have just heard the Third Movement of Grieg's "Piano concerte in A Major", recorded by William Bachaus and the New Symphony Orchestra under the direction of John Berbirolli.

ANHOUNCER:

This is intended for the ears of our feminine lietemers. No women who treasures personal daintiness likes to see a red daudge on the end of her cigarette. And, as you know, that red saudge is particularly prominent when the lipstick happens to be fresh. To avoid this embarrassment, mere and more fastidious women are smoking TAREYTON CORK TIP CIGARETIES.

For they have found from experience that the TAREYTON CORK TIP resists lipstick. So, if you want a signrette that always stays immediate, ask for TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the chorus "Wine, Still or Sparkling" from the Second Act of Gounod's opera "Faust." This is a recording by M. Cosette, base, and members of the chorus and orchestra of L'Opera Paris, directed by Henri Busser.

(5:15 Min.)

(AM-105, Records 6 & 7)

ANNOUNCER:

The chorus, "Wine, Still or Sparkling" from the opera "Paust" was recorded by M. Cosette, bass, and members of the chorus and orehestra of L'Opera Paris, under the direction of Henri Busser.

4.

## THE HERBERT TARBYTON TREASURY OF MUSIC

#### CLOSING ANNOUNCEMENT:

ARMOUNTER:

Presented for your pleasure by the makers of HEMBERT TARESTON CHARRITES.

It's common knowledge that many smokers change their brand of digarettes from time to time. And one of the reasons is, that they, sooner or later, got bored by the taste of their digarettes and want a refreshing change. Perhaps that boredon has some upon you too.

If so, we recommend TARESTON CORK TIP CHARETTES. You'll be delighted with the taste of TARESTON'S finer, milder tobaccos and you'll appreciate the advantages of the TARESTON CORK TIP.

You'll get quality that other digarettes cannot afford. And yet TARESTONS are now a popular priced digarette. Try TARESTONS.

(BEGIN THEME HERY)

## AMNOUNCER:

We hope you have enjoyed this TARETTON TREASURT OF MUSIC and that you will be with us again on Monday might at \$150, at which time you will hear, emong other interesting selections, the immortal voice of Enrice Caruse singing "M'Appari" from the opera. "Marths."

Richard Hubbell speaking for the makers of HFRBERT TARSYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTIEG COMPANY.

(THEME UP AND OUT.....)

(Program #43) 8:30 - \$100 PM

#### THE HYRBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

ORLD 2287) (:20 SECONDS AND THEN FADE UNDER.....)

OPENING ANNOT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. You'll find greater smoking pleasure in TAREYTON'S finer, milder tobaccos ... and greater smoking comfort in the TAREYTON CORK TIP. There's something about them you'll like.

(THEME OUT HERE)

AMNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the "Citronen Walts" of Johann Strauss. You will hear it now in a recording by the Boston
"Pops" Orchestra directed by Arthur Fiedler.

(8:22 Win.)

(V-11894 A & B)

ANNOUNCER:

That was Johann Strauss' "Citronon Walts" as recorded by the Boston
"Pops" Orehestra under the direction of Arthur Fiedler.

ANNOUNCER:

One of the many things you'll appreciate about TARETTON CORK TIP CIGARETTES is the way they keep their shape — the way they always stay round and firm. And there's a very good reason for that. You see, the TAREYTON CORK TIP prevents loose ends. That's why — when you smoke TAREYTONS — you can be sure that tiny bits of tobacco will not creep out of the ends and pepper your lips. So, if you want a cigarette that always stays neat and trim, ask for TARETTONS. There's something about them you'll like.

ANNOUNCER

The TARESTON TREASURY OF MUSIC again brings you the voice of the great

Caruso, this time singing the aria "N'Appari" from von Flotow's opera "Martha."

(4:08 Min.) (V-7720-5)

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing "M'Appari" from the opera, "Martha."

ARROUNCER :

The TAREYTON TREASURY OF MUSIC continues with "The Pestival at Bagdad" from Rimsky-Korsakoff's "Schehersade". The recording is by the Philadelphia Orchestra directed by Leopoid Stokowski.

(8:25 Min.) (AM-269, Records \$10 and 11 to line and out)

AN NOUNCER:

"The Festival at Bagdad" from Rimsky-Korsakoff" Schehamaside" was recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

ANNOUNCER:

Mo doubt you've seen many a smoker deliberately noisten the end of a cigarette before lighting up. Perhaps you too have developed a similar habit. If so, then you know how quickly the end of your cigarette becomes ragged and soggy. Well, that's an annoyance you won't have to tolerate — if you smoke TARETTOE CORE TIP CIGARETTES. For, no matter how much you moisten the TARETTOE CORE TIP — it never gets soggy, never gets ragged, never testes papery. It always stays round and firm and clean. And that comfort is equalled by the pleasure of TARETTOE'S finer, milder tobaccos. Try TAREYTOES. There's something about them you'll like.

AN FOUNCER :

The concluding selection on tonight's TARBYTOW THEASURY OF MUSIC will be the "Gypsy Dance" from Biset's opera "Carmen."

The Philadelphia Ofchestra directed by Leopold Stokowski will be heard in this recording.

(4142 Win.)

(Y=6875-A)

AMNOUNCER:

The selection just played was the "Oypey Dance" from the opera "Carmen", as recorded by the Philadelphia Orchestra directed by Lappold Stokowski.

## CLOSING ANHOUNCE WHT:

### ANNOUNCER:

You have been listening to the TAREYTON THEASURY OF MUSIC presented for your pleasure by the makers of HERSYRT TAREYTON ... CIGARETTES.

Here is something of particular interest to our women listeners. You know how annoying it is to find unsightly red smudges on the ends of your eigerettes. This is especially emberrassing if your lipstick happens to be fresh. If you treasure personal daintiness -- and certainly you do -- ask for TAREYTON CORE TIP CICARETTES. You will find that the TAREYTON CORE TIP resists lipstick and always stays immeduate. The TAREYTON CORE TIP adds the comforting, finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other eigerettes cannot afford. Yet TAREYTONS are now a popular priced eigerette.

Try TAREYTONS. There's something about them you'll'like.

## (BEGIN THEME HERE.)

## AJUROUNCER:

1.0

We hope you have enjoyed this TARBITON TREASURY OF MUSIC and we look forward to your being with us next friday evening at 8:50 for another program of music treasures including the glorious voice of Enrico Caruso singing the aria "Je crois entendre encore" from Biset's opera, "The Fearl Fishers.

Richard Shibbell speaking for the makers of HERBERT TARESTON CIGARETTES and wishing you good-evening.

This is the INTERSTATE PROADCASTING COMPANY.

(THEME UP AND OUT.....)

Friday, 6/10/38.

## THE HERBERT TARETTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

( 50 SECOMOS AND THE FADE UNDER

OPENING AMMOT:

ANNOUNCER:

(THEME OUT HERE)

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC opens tonight with the "Massmislie Overture" of Auber. This will be played now in a recording by the British Broadcasting Company Orchestra directed by Adrian Boult.

(7:45 Min.) (V-11858 A & B)

ANNOUNCER :

You have just heard Auber's "Mesanielle Overture" as recorded by the British Broadcasting Company Orchestra under the direction of Adrient Boult,

AMNOUNCER:

If you now smoke plain digerates, that is, digarates without a tip, look in the mirror and see if there are any tiny bits of tobacco on your lips. If there are, your digerates has loose ends! And that's a nuisance you can avoid — by smoking TAREYTON CONTITY CITARETYSS.

For the TAPEYTON CONTITY prevents loose ends and gives you a digerate that is always round and firm, always nest and trim. If you want an exceptionally well-made digerate of really choice tobaccos — ask for TAREYTONS. There's something about them you'll like.

AMNOUNCER:

£ -

The TARBYTON TREASURY OF MUSIC brings to you once more the voice of Enrice Coruse, this time singing the eria "Je crois embendre emecre" from Biset's opera, "The Pearl Pishers."

(5:02 Hin.) (V-7770-B)

AMNOUNCER:

The voice of the immortal Caruso has just been heard singing an aria from "The Pearl Fishers" by Georges Biset.

The TAREYTON TREASURY OF MUSIC continues with the "Scherzo Capricioso" by Anton Dworek. This recording is by the Minnespolis Symphony Orchestra unior the direction of Eugene Ormandy.

(9:20 Win.) (V-8418 A & B)

ANNOUNCER:

That was Dworsk's "Scherzo Capricioso" as recorded by the Minneapolis Symphony Orchestra under the direction of Bugene Ormandy.

AMMOUNCER:

When you smoke a cigarette that has no tip, you are not really very kind to your lips. For, as you know, plain cigarettes have a way of sticking to your lips. That in itself is annoying. And it becomes even more bothersome when the ends of the cigarettes get torn and ragged, thus giving you a papery taste. If you want to avoid this unpleasantness, smoke TAREYTON CORK TIP CIGARETTES. You'll find that the TAREYTON CORK TIP does not stick to your lips. As a result, it never gets ragged.

Besides, you'll enjoy the taste of TAREYTON'S finer, milder tobaccos.

Try TAREYTONS. There's something about them you'll libs.

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC concludes with the "Drinking Song" from Verdi's opera "La Traviata." In this recording you will hear Anna Rosca, soprancy Allessandro Zilliani, tenor, and numbers of the chorus and orchestra of La Scala, Milan, directed by Carle Sabajno.

(5:25 Kin.) (Y-112, Record #5)

ANNOUNCER:

The "Drinking Song" from "La Traviata" by Vordi, has just been played in a recording by members of La Soula Opera, Milan.

(Program #44)

# THE HEEDERT TARRYTON TREASURY OF MUSIC

CLOSING ANNOT:

ANNO UNCERT

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of MERRER TAREYTON CLOAPSTYES.

Women have their own personal reasons for preferring TAREYTON CORK
TIP CICARETTES. And one of these reasons concerns lipstick. If you
are a woman, then you know that lipstick on the end of a digarette is
not only embarrassing to you, but also very unsightly for others to behold.
When you smoke TAREYTON CORK TIP CICARETTES, you are sure that the end
of your digarette won't show any red smudge, no matter how fresh your
lipstick may be. FOR THE TAREYTON CORK TIP resists lipstick;
The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S
finer, milder tobaccos — quality that other digarettes empet afford.
And yet — TAREYTONS are now a popular priced digarettes. Try TAPETTONS.
There's something about them you'll like.

(BEGIN THEME HERE)

ANNOUNCER |

We trust you have enjoyed this TARETTON TREASURY OF MUSIC and that you will be with us again next Monday evening at \$250 at which time you will hear, enong other interesting selections, the famous voice of Enrice Coruse singing "La Nia Cansone" by Tosti.

Richard Shibbell speaking for the makers of MERBERT TAREYTON CIGARETTES and wishing you good-evening.

This is the I TERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

Wonday, 6/15/38.

THE HERBERT TAKEYTOW TREASURY OF MUSIC

(MENE) (MORLD 2287)

(#20 SECONDS AND THEN PADE UNDER

OPENI : ANNOT:

ANNOUNCER:

This is the TARBYTON TREASURY OF MUSIC presented for your pleasure by the mekers of HERBERT TALEYTON GIGARETTES..... 30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. When you smoke TAMESTON COPE TIP CIGARETTES, you'll enjoy their finer, milder tobecome and you'll get the edded ogmint of the TARRYTON. CORK TIP. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC opens tonight with the overtore to the opera "Phedre" by Jules Massenet. This will be heard in a recording by the San Francisco Symphony Orchestra, under the direction of Alfred Merts. (9:18 Min.) (Y-7184 A & B)

A MOUNCER:

The "Phodre" Overture by Massemet has just been played in a recording by the San Francisc Symphony Orchestra, directed by Alfred Herts.

AMNOUNCER:

Ho oigarette paper touches your lips when you smoke TARETTON CORK TIP CICARETTES. And that's an advantage you'll appreciate, especially if you're in the habit of moistening the end of your eigarette before lighting up. For, as you know, when you moisten the end of a citarette, it soon becomes soggy and ragged. And that does not happen to TAREYTORS-efor no matter how much you moisten the TAPEYTON CORE TIP, it never gets soggy, never gets ragged, never tastes papery. So, if you want a cigarette that always steys round and firm and olean-tipped, ask for TARSTTOMS. There's something about them you'll like.

ANNOUNCER:

Once again the TAREYTON TREASURY OF MUSIC brings you the voice of the great Ceruso singing this time "La Mie Cansone" by Tosti.

(5:00 uln.)

(V-1688-A)

ANNOUNCER:

You have just heard Enrice Caruso singing "La Mia Cansone" by Tosti.

The TAREYTON TREASURY OF MUSIC turns now to the works of Johann

Strauss and we hear the "Danube Maiden", as recorded by the Berlin State

Opera Orchestra under the direction of Hans Knappertsbusch.

(8:10 Min.)

(V-50008 A & B)

ANNOUNCER :

You have been hearing "The Dambbe Maiden" by Johann Strauss, in a recording by the Berlin State Opera Orchestra directed by Hens Empportsbusch.

ANNOUNCER :

You seldom find people who have smoked any one brand of cigarette year after year after year. The reason is, smokers sooner or later get bored by the taste of their cigarettes and want a refreshing change. If that boredoms has already come upon you, we urge you to try TAREYTON CORK TIP CIGARETTES. You'll be delighted with their taste, for you'll enjoy TAREYTON'S finer, milder tobacces. And you'll welcome the merits of the TAREYTON CORK TIP. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The concluding selections on tonight's TAREYTON TREASURY OF
MUSIC are two excerpts from the "Peer Gynt" suite #2 of Mivard Grieg -"Peer Gynt's Return," and the "Arabian Dance," as recorded by a
symphony prehestra directed by Eugene Goossens.

(5:58 Nin.)

(V-9528-A; & 9527-A)

ANNOUNCER:

The selections just played were excerpts from Grieg's "Peer Gynt Suite #2," in a recording of a symphony orchestra directed by Eugene Goossens.

# THE MEMBERT TAMEYOON TREASURY OF MUSIC

CLOSING AMOTE

AN"OUNCER.

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your ploasure by the makers of RERBERT TARRYTON CIGARETTES.

Howadays, when amoking is considered one of the social amenities, smart hostesess are choosing their digarettes as carefully as they select other niceties for the pleasure of their guests.

That's why you'll find a decided preference for TAREYTON CORE TIP CIGARETTES in more and more of the better homes of America. For TAREYTON'S exceptional tobaccos have a distinctive tasts. And the TAREYTON CORE TIP appeals to women as well as to men who appreciate a neat, trim and immaculate digarette. The TAREYTON CORE TIP adds the comforting l'inishing touch to TAREYTON'S finer, milder tobaccos—quality that other digarettes cannot afford. And yet — TAREYTON'S are now a popular priced digarette. Try TAREYTON'S. There's something about them you'll like.

(REGIN THEME HERE)

ARROUNCER:

We trust you have enjoyed this TAPEYTON TREASURY OF MUSIC and that you will be with us again Friday evening at helf-past eight for another program of music treasures, including the voice of Enrice Caruse singing "A Dream."

Richard Hubbell epeaking for the makers of HERBERT TAREFFOR GIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(Frogram #46) 8:50 - 9:00 PM

## THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (150 SECONDS AND THEN FADE UNDER.....)

OPENING ANNOTE

ANTHOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of MERBERT TAREYTON CIGARETTES....30 minutes of music selected from the world's masterpieces and played as remorded by the world's most celebrated artists. In the opinion of discriminating smokers everywhere, there's nothing like TAREYTON CORK TIP CIGARETTES for the full enjoyment of really fine tobaccos. There's something about them you'il like.

(THEME OUT HERE)

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC opens tonight with the Overture to "Orpheus in the Underworld" by Offenbach. This recording is by the London Symphony Orchestra under the direction of Dr. Leo Blech.

(8:14 Min.) (L-4310)

ÀNNOUNCER:

The Overture to "Orpheus in the Underworld" by Offenback, has just been played in a recording by the London Symphony Orehestra directed by Dr. Leo Flech.

ANNOUNCER:

After the first few puffs on a plain eigerette, the lips of many a smoker become peppered by tiny bits of tobacce. These are loose ends — and they are annoying loose ends, as you probably know. If you have ever been bothered by them, you'll find welcome relief in HERBERT TARRYTON CIGARETIES. For the TAPEYTON COFK TIP prevents loose ends. Thus, you get a cigarette that is always firm and round and clean. And that's one of the many reasons why TAREYTONS are always so enjoyable. You really ought to try TARETTONS.

AMMOUNCER

The voice of the great Caruso is again featured on the TARETTON

TREASURY OF MUSIC, this time singing Bartlett's "A Dress."

(5:42 Min.) (V-1658-A)

ATX01 0261333

ANNOUNCER:

You have just heard the voice of Enriso Caruso singing "A Dress," by Bartlette

The TARETTON TREASURY OF MUSIC continues with "Feetive" - #5, from "Scenes Historiques" by Jan Sibelius. The recording are by the London Symphony Orchestra under the direction of Sir Thomas Beschem.

(7:32 Min.) (C=68590 A & B)

AMNOUNCER:

"Festive" by Jan Sibelius has just been played in a recording by the London Symphomy Orchestra directed by in Thomas Beesham,

AMBOUNCER:

As you know -- plain eigerettes have a way of sticking to your lips. That's why such eigerettes often become torn and ragged at the ends. He emphasize this unpleasantness because it stresses one of the comforts of smoking TAREYTON CORK TIP CIJAHETTES. You'll find that the TAREYTON CORK TIP does not stick to your lips. Hence it assures you of a digarette that never gets torn, never gets ragged, never tastes papery. Instead, you'll find that TAREYTONS are always next and trim.

And don't forget, you have the added advantage of TARETTON'S finer, milder tobescoe. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TARESTON TREASURY OF MUSIC concludes with two excerpts from "L'Arlesienne Suite \$1" by Georges Siset -- the Minnet, and Farandole.
These will be heard through recordings of a symphony orehestra directed by Pierre Chegnon.

(6:05 Min.) (C-1930 & C-1931)

ATHOUNCER :

The selections just played were the Minust and Ferandole from Sizet's "L'Arlesienne Suite #1" recorded by a symphony sychestra directed by Pierre Chagnon.

## T S HENDEST TAREYYON TREASURY OF MUSIC

CLOSING ANNOTE

ANNOUNCERT

You have been listening to the TARBYTON TREASURY OF MUSIC presented for your pleasure by the makers of MEPBERT TAPETTON CLOSULETIES.

Here is a hint which every fastidious women will appreciate:

lipstick may be pretty on your lips but not on the end of your elgarette. If you are emberrassed by telltale red sandges that appear on the end of your eigarette, we suggest that you smoke TAKEYTON CORK TIP CIGARETTES. You'll find that the TAFEYTON CORK TIP resists lipstick, That's why TAKEYTONS always stay immaculate, no matter how fresh your lipstick may be. The TAKEYTON CORK TIP adds the comforting finishing touch to TAKEYTON'S finer, milder tobaccos — quality that other eigerettes common afford.

Yet TAREYTONS are now a popular priced eigerette. Try TAREYTONS.

There's something mount them you'll like.

(HEGIN THEME HIRE)

AWNOUNCER.

We hope you have enjoyed tonight's TAREYTON TERASTRY OF YOUR and that you will be with us again Monday evening at 8:50, at which time you will hear, among other selections, the great voice of Enrice Caruse singing the Meapolitan song, "Meason min the vo! sape."

Richard Hubbell speaking for the makers of HEMBERT TARESTON CHORPETTES and wishing you good-evening.

This is the INTERSTATE SHOADCASTIES COMPANY.

(THERE UP AND OUT.....)

Monday, 6/20/38.

# THE BERBERT TAREYTON TREASURY OF MUSIC

(THEME )

(WORLD 2287)

(:20 SECONDS AND THEN FADE UNDER)

OPENING ANNOTA

AMNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by
the makers of HERBERT TAREYTON CIGARETTES......50 minutes of music
selected from the world's masterpieces and played as recorded by the world's
most celebrated artists. As with these concerts -- so with TAREYTON CORK
TIP CIGARETTES -- there's something about them you'll like.

(THEME OUT HERE)

AMNOUNCER:

The TARESTON TREASURY OF MUSIC opens with the stirringly dramatic "Marche Slave", composed by Tahaikowsky. In this recording you hear the Philadelphia Orchestra under Dr. Leopold Stokowski.

(8:45 Min.)

(Y-6515 - 2 records)

ANNOUNCER :

You have just heard Tchaikowsky's "Merche Slave".

ANNOUNCER:

Hearly every woman who smokes a plain eigerette, seemer or later faces the embarrassment of finding a saudge of lipstick on the end of that eigerette. Especially is this true when the lipstick is fresh — and there is no way of preventing the tell-tale saudge from appearing — unless you smoke TAREYTON CORK TIP CIGARETTES. For the TAREYTON CORK TIP resists lipstick and compliments your sense of personal daintiness. To a fastidious woman, that's a mighty good reason for smoking TAREYTONS. Try them ...
There's scmething about them you'll like.

ANNOUNCER:

The TARBYTON TREASURY OF MUSIC again brings you the immertal voice of Enrico Caruso, this time singing the Heapolitan song, "Messas min she ve" sape."

(4:00 Min.) (Loan #21)

AMNOUNCER:

You have just heard the voice of Enrice Caruse singing the Mespelitan song "Massas mis the vo! sape."

The TARBYTON TREASURY OF MUSIC continues with the first movement of the "Moonlight Sonata" by Beethoven. Though originally written for piano, in this recorded version we present it in orohestral form.

(4:53 Min.)

(Y-36038)

AMNOUNCER:

You have just heard the first movement of Beethoven's "Moonlight Sonata,"

ANNOUNCER.

Unless you are very different from most amokers, there are times -sren't there -- when you get bored by the taste of your digarettes.

And then -- don't you wish for a freshing change? When that boredom
comes upon you, may we suggest that you try a TARENTOE CORK TIP CIGARETTE?
You'll enjoy the clean, sock comfort of the TARENTOE CORK TIP because
it prevents loose ends and doesn't stick to your lips. And you'll
be delighted with the finer, milder taste of TARENTOE'S exceptional
tobaccos. There's something about them you'll like.

AMNOUNCER :

For the concluding number of the TAREYTON TREASURY OF MUSIC this evening, we bring you a selection that is as well known in the world of ballet as it is in music. It is the "Polevetsian Demoes" from Borodin's opera, "Prince Igor." This is a recording of the London Symphony Orchestra and Chorus, under the direction of Sir Albert Coates.

(9:02 Min.) (V-9474 A & B - 2 records)

AMMOUNCER:

The selection just played was the Ballet Music from Beredin's Opera, "Prince Igor."

CLOSING AMMCT:

ABNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES."

There's nothing like a TAREYTON CORK TIP CIGARETTE for the full enjoyment of really fine tobaccos. No algorette paper touches your lips when smoking TAREYTONS. There's a great advantage -- because eigerette paper without a tip tends to get soggy and produce lease ends. The TAREYTON CORK TIP never sticks to your lips, never testes papery. Instead, it is always firm, always clean and refreshing. And the TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality that other signrettes esmot afford. And yet -- TAREYTONS are now a popular priced signrette. Try TAREYTONS. There's something about them you'll like.

(BEGIN THEME HERE)

AMNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Kraday night at 8:50, at which time you will hear the immortal voice of Enrice Caruse singing %0 Sele Mic\* and also, other masterpieces played by world-famous orchestras.

Richard Bubbell speaking for the makers of HERBERT TAKETTON CIGARETTER and wishing you good-evening.

This is the INTERSTATE BROADCASTIEG COMPANY.

(THEME UP AND OUT.....)

(THEME) (WORLD #2287) (:20 SECONDS AND THEM FADE UNDER)

OPENING ANNOT:

AMNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. We think you'll enjoy HERBERT TAREYTON CORK TIP CIGARETTES. We think you'll appreciate their finer, milder tobaccos. There's something about them you'll like.

(THE DESCRIPTION OF THE PARTY O

AMNOUNCER:

Tonight's TAREYTOE TREASURY OF MUSIC opens with the familiar Fingel's Cave Overture of Mendelssohn, in a recording of the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult.

(9:50 Min.)

(Victor 11886 A; Part I) (Victor 11886 B; Part II)

AMMOUNCER:

You have just heard Mendelssohm's "Fingal's Cave Overture", as recorded by the British Broadcasting Company Symphony Orshestra under the direction of Adrian Boult.

AN MOUNCER:

One of the little annoyances that many a smoker has to contend with is the nuisance of tiny bits of tobacco that creep out of a eigerette and cling to the lips. Some smokers develop the habit of spattering these ends away — and you know how unsightly that is. You can avoid this nuisance by smoking TARETTON CORK TIP CIGARETTES — because the TARETTON CORK TIP prevents loose ends. And you'll find TARETTONS as pleasing to your taste as they are to your lips — because TARETTONS have finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER :

The TAREYTON TREASURY OF MUSIC brings you the immortal voice of Emrico Caruso, in a recording of the famous Italian folk-song "O Sole Mie." (5:45 Min.) (V-1626-A)

ATX01 0261339

AMNOUNCER:

Tou have just heard the voice of Enrico Caruso singing that well-loved

Italian folk-song "O Sole Nic." The TAREYTON TREASURY OF MUSIC next

presents the introduction to Rimsky-Korsakoff's opera "Coq d'Or." as

recorded by the London Symphony Orchestra conducted by Albert Coates.

(4:40 Min.) (V-9695-A)

ANNOUNCER

Rimsky-Korsskoff's introduction to his opera Coq d'Or has just been played through a recording of the London Symphony Orehestra under the direction of Albert Coates.

AMNOUNC'R :

Here is a question that will interest women: Have you ever noticed the end of your digarette after you have removed it from your lips?

Is it spotless or is there a saudge of telltale red on it? To a fastidious woman, nothing is so unsightly as the end of a digarette that has become reddened by lipstick. And might we add — it's not a very agreeable sight for men to look at either. I dare say it's for that reason that so many smart women are changing their brands of digarettes and smoking TAREYTONS. For TAREYTONS have a cork tip and the TAREYTON CORK TIP resists lipstick. Try it. You'll appreciate it and you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

AMEOUNCER:

Part of the charming Nutareacher Suite of Tohaikuwsky is the final selection on the TARETTON TREASURY OF MUSIC this evening. The version to be played tonight is a recording of the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

(8:45 Min.)

(V-AM-265, Records I and II)

AMNOUNCER:

We have closed tonight's concert with excerpts from Tchaikowsky's Butcracker Suite, as recorded by the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

#### CLOSING ANNOT:

#### ANNO UNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. There's nothing like a TAREYTON CORK TIP for the full enjoyment of really fine tobaccos. No cigarette paper touches your lips when shoking a TAREYTON CORK TIP. That's a great advantage -- because cigarette paper without a tip tends to get soggy and produce loose ends. The TAREYTON CORK TIP mever sticks to your lips, never tastes papery. Instead, it is always firm, always clean and refreshing. The TAREYTON CORK TIP edds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality that other cigarettes cannot afford. Tet TAREYTONS are may a popular priced cigarette. Try TAREYTONS. There's something about them you'll like.

(BEGIN THEME HERE --- WORLD 2287)

## AMBOUNCER:

We hape you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:50, at which time among other interesting selections you will hear the voice of Enrice Caruso singing "A Dream."

Richard Hubbell speaking for the makers of HERBERT TAREFFOR CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP ...AND OUT)

(THEME)

(WORLD 2287)

(:20 SECONDS AND THEN FADE UNDER.....)

#### OPENING ANNOT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. And speaking of pleasure -- may we ask you to try TAREYTON CORK TIP CIGARETTES? There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCEF:

The first number on the TARBYTON TREASURY OF MUSIC this evening is Schubert's "March Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Herts.

(5:02 Min.)

(Victor 6639-A)

ANNOUNCER:

The music you have just heard is Schubert's "March Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Herts.

ANNOUNCERE

It's interesting to note how many smokers moisten the end of a cigarette before they light up. If you've gotten into that habit, then you know how ragged and soggy the end soon becomes. That's one of the little ennoyances you avoid when you smoke a TARETTON CORK TIP. It never gets ragged and never sticks to your lips. And that added comfort is equalled by the pleasure of TAREYTON'S finer, milder tobaccos. There's scmething about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now presents a recording of the voice of Enrico Caruso. You will hear this greatest tenor of all times singing "A Dream," by J. C. Bartlett.

(3:42 Min.)

(V-1658-A)

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing "A Dresm," by J. C. Bartlett.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC continues with the Concert Weltz by the Russian composer, Glazunow, a recording of the San Francisco Symphony Orohestra under the direction of Alfred Hertz.

(7:42 Min.)

(Y-6826 A & B)

ANNOUNCER:

Glazunow's Concert Waltz, as recorded by the San Francisco Symphony Orchestra under Alfred Hertz, is the number to which you have been listening.

ANNOUNCER:

A hint to women: Libstick is pretty on your lips but not on your cigarette tips. And you know how unsightly an ash tray full of reddened cigarette ends can be. That is why more and more fastidious women are smoking TAREYTON CORK TIP CIGARETTES. The TAREYTON CORK TIP resists lipstick. And that's an advantage you'll appreciate. Besides, you'll enjoy the finer, milder taste of TAREYTON'S exceptional tobaccos. There's something about them you'll like.

ANNOUNCER:

One of the most popular operas presented at the Metropolitan in recent years is Smetana's "The Bartered Bride," from which comes the Dance of the Comedians and the Polka, which the TAREYTON TREASURY OF MUSIC now presents for you as recorded by the Minneapolis Symphony Orchestra, under the direction of Eugene Ormandy.

(8:44 Min.)

(V-8694 A & B)

ANNOUNCER:

You have just heard "The Dance of the Comedians" and the Polka from Smetana's "The Bartered Bride."

CLOSING ANNOT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. You'll find that a TAREYTON CORK TIP gives you a much finer smoke. And for very good reasons. For instance, the TAREYTON CORK TIP never sticks to your lips, never gets soggy, never tastes papery. Instead, it is firm, free from loose ends -- always clean and refreshing. And the TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobascos -- quality that other eigerettes

AN NOUNCER:

ownnot afford. Yet TAREYTONS are now a popular priced eigarette.

Try TAREYTONS. There's something about them you'll like.

(BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Friday night at 8:30 for another program of music treasures including the voice of Enrice Caruse singing an aria from the opera "Martha."

Richard Hubbell speaking for the makers of HERBERT TAREYTON CIGARETTES and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)

Friday, 7/1/38.

#### THE HERBERT TAREYTON TREASURY OF MUSIC

(WORLD 2287) (THEME)

(:20 SECONDS AND THEN FADE UNDER.....)

OPENING ANNOT:

ANNOUNCER

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES..... 30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. When you smoke TAREYTON CORK TIP CIGARETTES, you'll enjoy their milder tobaccos and you'll get the added comfort of the TAREYTON CORK TIP. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Dvorak's Slavonic Dances #8 and #10 are the opening features on tonight's TAREYTON TREASURY OF MUSIC and you will now hear a recording of them made by the Czech Philharmonic Orchestra under the direction of Vaclac Talich.

(8:44 Min.)

(VM-310, Records 5 and 7)

ANNOUNCER:

You have just heard Dvorak's Slavonic Dances #8 and #10. as recorded by the Czech Philharmonic Orchestra.

ANNOUNCER:

Are you annoyed by tiny crumbs of tobacco that often creep out of plain eigerettes and eling to your lips? If so, you'll appreciate a TAREYTON CORK TIP CIGARETTE. For the TAREYTON CORK TIP prevents loose ends and gives you a clean smoke. Moreover, you'll enjoy TAREYTON'S finer, milder tobacces. There's something about them you'll like.

ANNOUNCER:

As is our custom on these programs, the TARRYTOM TREASURY OF MUSIC presents another recording of the voice of Enrico Caruso, this time singing a lovely aria from the opera, "Martha."

(4:08 Min.)

(Y-7720-B)

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing on aria from the opera "Martha."

The TAREYTON TREASURY OF MUSIC continues with a recording made by the Halle Orchestra under the direction of Sir Hamilton Harty, playing that fanciful composition by Rimsky-Korsakoff, "The Flight of the Bumble-Bee."

(2:45 Min.)

(Col. 67743-D)

ANNOUNCER:

The selection which has just been completed is the familiar "Flight of the Bumble-Bee," by Rimsky-Korsakoff.

ANNOUNCER:

You'll seldom find people who have smoked any one brand of cigarette year after year after year. The reason is, smokers sooner or later get bored by the taste of their cigarettes and want a refreshing change. If that boredom has already come upon you, we urge you to try TAREYTON CORK TIP CIGARETTES. You'll be delighted with their taste, for you'll enjoy TAREYTON'S finer, milder tobacces. And you'll welcome the merits of the TAREYTON CORK TIP. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now presents several dances by Edward German from the "Nell Gwyn" Suite. This is a recording of the St. Louis Symphony Orchestra.

ANNOUNCER:

Dances from the "Nell Gwyn" suite by Edward German, as recor by the St. Louis Symphony Orchestra, was the concluding number on this program.

Friday, 7/1/38.

# THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNOT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES.

If you want a really exceptional smoke, try a TAREYTON CORK TIP CIGARETTE. You'll appreciate its many advantages. Unlike plain eigarettes, the TAREYTON CORK TIP prevents loose ends and does not stick to your lips. And women especially will appreciate the fact that the TAREYTON CORK TIP resists lipstick. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos - - quality that other eigarettes cannot afford. And yet TAREYTONS are now a popular priced eigarette. Try TAREYTONS. There's something about them you'll like.

(BEGIN THEME HERE)

ANNOUNCER:

We trust you have enjoyed this TAREYTON TREASURY OF MUSIC and we look forward to your being with us again on Monday evening at half-past eight, at which time you will again hear the glorious voice of Enrice Caruse. The selection will be an aris from the opera, "The Pearl Fishers.

Richard Hubbell speaking for the makers of HERBERT TARRYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT)

A.. NOUNCER:

# THE HERBERT TAREYTON TREASURY OF MUSIC

(LHEME) (WORLD 2287) (:25 SECONDS AND THEN FADE UNDER.....)

OPENING ANNCT:

ANNOUNCER: This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.....

30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists.

In our opinion, there's nothing like a TAREYTON CORK TIP CIGARETTE for the full enjoyment of really fine tobaccos. There's something about them you'll like.

(THEME OUT HERE)

ANNIOUNCER: Excerpts from Grieg's Norwegian Dances open tonight's TAREYTON

TREASURY OF MUSIC and you will now hear this typical Scandinavian
music in a recording of the London Symphony Orchestra under the
direction of Leo Blech.

(7:30 Min.) (Victor 11456-B, 11456-A from cue, and 11457-A)
You have just heard excerpts from Grieg's Norwegian Dances, as
recorded by the London Symphony Orchestra under the direction of
Leo Blech.

ANNOUNCER:

Sooner or later, many a smoker gets bored by the taste of his or her cigarette -- and desires a change. If that has happened to you, may we suggest that you try a TAREYTON CORK TIP CIGARETTE?

You'll find it a refreshing change. For the TAREYTON CORK TIP gives you cool, clean, smoking comfort. And you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

One of Caruso's favorite roles was in Bizet's opera, "The Pearl Fishers," and the TAREYTON TREASURY OF MUSIC now presents a recording of Enrico Caruso singing an aria from that opera.

(5:02 Min.) (V-7770-B)

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing an aria from Bizet's opera, "The Peal Fishers."

The TAREYTON TREASURY OF MUSIC continues with a composition by one of the greatest living composers, Jean Sibelius. It is his "Valse Triste," as recorded by the Chicago Symphony Orchestra under the direction of Frederick Stock.

(4:25 Min.) (V-6579-A)

ANNOUNCER:

You have just heard the well-known "Valse Triste," by Sibelius, as recorded by the Chicago Symphony Orchestra under the direction of Frederick Stock.

ANNOUNCER:

The more fastidious a woman is, the more she appreciates the TAREYTON CORK TIP. For the TAREYTON CORK TIP resists lipstick. And that means freedom from telltale red on cigarette tips.

Moreover, the TAREYTON CORK TIP does not stick to the lips.

That's another great comfort. And you'll be especially delighted with TAREYTON'S finer, milder tobaccos. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

Nicolai's overture to the "Merry Wives of Windsor," is the final selection on tonight's TAREYTON TREASURY OF MUSIC and you will now hear it in a recording of the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult. (7:40 Min.) (V-11836 A & B)

ANNOUNCER:

Nicolai's "Merry Wives of Windsor" Overture, as recorded by the British Broadcasting Company Symphony Orchestra under the direction of Adrian Boult, brings to a close tonight's concert.

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# THE HERSERT TAREYTON TREASURY OF MUSIC

## CLOSING ANNOT:

INNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. The TAREYTON CORK TIP doesn't stick to you lips. That's something every man and every woman smoker appreciates. Furthermore, the TAREYTON CORK TIP is always firm and free from loose ends. That means freedom from annoying bits of tobacco that creep out of cigarettes and cling to lips. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos — quality that other cigarettes cannot afford. And yet TAREYTONS are now a popular priced cigarette. Try TAREYTONS. There's something about them you'll like.

# (BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Friday night at 8:30, at which time among other interesting selections you will hear the voice of Enrico Carusc singing one of his few recordings in English, entitled, "For You Alone."

Richard Hubbell speaking for the makers of HERBERT TAREYTON CIGARETTES, and wishing you good evening.

This is the INTERSTATE BROADCASTING COMPANY.

Friday, 7/8/38.

## THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(:20 SECONDS AND THEN FADE UNDER....)

OPENING ANNOT:

ANNOUNCER:

This is the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES.....30 minutes of music selected from the world's masterpieces and played as recorded by the world's most celebrated artists. If you want something exceptionally fine in cigarettes, try the TAREYTON CORK TIP. There's something about them you'll like.

MOUNCER:

(THEME OUT HERE)

Tonight's TAREYTON TREASURY OF MUSIC, opens with the overture from Wagner's great opera, "Die Meistersinger," which you will now hear in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Muck.

(9:02 Min.)

(2-VM-37, Records 1,2,3)

ANNOUNCER:

You have just heard as the opening selection on tonight's program, the Overture to Wagner's "Die Meistersinger," in a recording of the Berlin State Opera Orchestra under the direction of Dr. Karl Muck.

ANNOUNCER:

Women smokers have their own personal reasons for liking TAREYTON CIGARETTES. One of these reasons is -- the TABEYTON CORK TIP resists lipstick. And that's a nicety every fastidious woman appreciates. If you want the tip of your digarette to remain immaculate -- smoke a TAREYTON CORK TIP. Remember -- it resists lipstick. Besides you'll enjey TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

As this evening's re-creation of the voice of Enrico Caruso, the TAREYTON TREASURY OF MUSIC brings you a recording of that great tenor singing "For You Alone."

(2:42 Min.)

(V-1658-B)

ょ

ANHOUNCER:

You have just heard the voice of Enrico Caruso singing "For You Alone."

The TAREYTON TREASURY OF MUSIC now brings you Paganini's "Perpetual Motion." Though originally written for the violin alone, in this recording you hear an orchestral arrangement as performed by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(5:30 Min.) (V-8661-A)

ANNOUNCER:

You have just heard the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy, in a recording of Paganini's "Perpetual Motion."

ANNOUNCER+

You know how annoying it is, when a digarette sticks to your lips.

For you know how quickly the digarette becomes torn around the edges.

Well, that's one nuisance you avoid -- when you smoke a TAREYTON CORK TIP.

For the TAREYTON CORK TIP does not stick to your lips. Besides, you'll be delighted with TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

The next selection brought to you by the TAREYTON THEASURY OF MUSIC is the stirring Coronation Scene from Modeste Moussorgsky's opera,

"Boris Godounow." The soloist in this presentation is the late Feeder

Chaliapin, the famous basso, singing with a chorus and orchestra, conducted by Albert Coates.

(8:42 Min.) (V-11485- A & B)

ANNOUNCER

The colorful scene you have just heard is from the Coronation Scene of Moussorgsky's opera, "Boris Godounow," as recorded by Chaliapin with a chorus and orchestra under the direction of Albert Coates.

#### CLOSING ANNOT.

ANNOUNCER:

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You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. TAREYTONS will please you in many ways. Your lips will be pleased because the TAREYTON CORK TIP doesn't stick to your lips, never gets soggy, never tastes papery. It's always firm and free from loose ends -- giving you always a clean and refreshing smoke. The Tareyton Cork Tip adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other cigarettes cannot afford. And yet TAREYTONS are now a popular priced cigarette. Try

(BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed the TAREYTON TREASURY OF MUSIC.

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Richard Hubbell speaking for the makers of HERBERT TAREYTOE CIGARETTES and wishing you good-evening a contact and the second sec

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT...)