

**RADIO  
CONTINUITY**

**THE  
FEDERAL  
COMMUNICATIONS  
COMMISSION**

**1938**

(795) 11-003

ATX01 0261175

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 Tchaikowsky's "Marche Slave".

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 Giubba" from Leoncavallo's opera "I Pagliacci".

1/10/38

(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.

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".

ATX01 0261177

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

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 Broadcasting Company, Station WQXR.

(THEME: for 20 seconds and then fade out)

(APPROVED)

ATX01 0261178

(Program #2)

Friday, 1/14/38

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 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.

(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.

(9:50 Min.) (L-4233) (Victor 11886-A, Part I.)  
(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

ATX01 0261179

Friday, 1/14/38

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 smoking TAREYTONS.

ATX01 0261180

Friday, 1/14/38

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 Tchaikowsky is the final selection on the TAREYTON Program 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.)

ANNOUNCER: We have closed tonight's concert with Tchaikowsky'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 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. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality that other cigarettes cannot afford. Yet TAREYTONS now

ATX01 0261181

Friday, 1/14/38

ANNOUNCER: cost only fifteen cents a package. Try TAREYTONS.  
There's something about them you'll like. ✓

(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)

RTX01 0261182



THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) 2 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 — may we ask you to try TAREYTON CORE TIP CIGARETTES? There's something about them you'll like. J

(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 Hertz.

(5:30 Min.) (LC-4144) (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 TAREYTON CORE TIP, it never gets ragged and never sticks to your lips. And that added comfort is squalled by the pleasure of TAREYTON'S finer

Monday, 1/17/38

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

milder tobaccos. There's something about them you'll like. 79

ANNOUNCER:

*The Tareyton Treasury of Music now presents a*  
~~another in the series of historical recordings 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 Min.) (V-1658-A)

ANNOUNCER:

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

*The Tareyton Treasury of Music*  
The program continues with the Concert Waltz by the Russian composer, Glasunow, a recording of the San Francisco Symphony Orchestra under the direction of Alfred Hertz.

(7:52 Min.) (V-6826-A & B)

ANNOUNCER:

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

ANNOUNCER:

A hint to women: Lipstick 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 seeking 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. 74

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Monday, 1/17/38

THE HERBERT TAREYTON TREASURY OF MUSIC

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, now presented for you as recorded by the Minneapolis Symphony Orchestra.

(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 ANNOUNCEMENT:

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 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.

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

RTX01 0261185

Monday, 1/17/38

THE HERBERT TAREYTON TREASURY OF MUSIC

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

(BEGIN THEME HERE - (WORLD 2287)

ANNOUNCER: 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)

ATX01 0261186

(Program #4)

Friday, 1/21/38.

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 masterpieces and played as recorded by the world's most celebrated artists. When you smoke TAREYTON CORK TIP CIGARETTES <sup>You'll enjoy them</sup> you smoke finer, milder tobaccos and <sup>all</sup> you get the added comfort of <sup>The Tareyton</sup> a cork tip. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Dvorak's Slavonic Dances #8 and 10, are the opening feature on tonight's program and you will now hear a recording of these made by the Czech Philharmonic Orchestra under the direction of Vaclav Talich.

(9:00 Min.)

(V-M-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 a sputterer? By that we mean: 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 Tareyton Cork Tip cigarette. The Tareyton Cork Tip prevents loose ends and saves you from being a sputterer. Moreover, you'll enjoy Tareyton's finer, milder tobaccos. There's something about them you'll like.

ATX01 0261187

Friday, 1/21/38

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

~~is is our custom on these programs,~~  
*The Tareyton Treasury of Music now presents a*  
~~we present another recording of the voice of Enrico Caruso,~~  
~~this time~~ singing a lovely aria from the opera "Martha".

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

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing an aria 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 fanciful composition by Rimsky-Korsakoff, "The Flight of the Bumble-Bee".

(3:17 Min.) (L-4329-B) (Col. 67743-B)

ANNOUNCER:

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

ANNOUNCER:

Zero weather often <sup>brings</sup> ~~seems~~ chapped lips. ~~and to many~~ a smoker, ~~this is a painful experience.~~ If your lips have a tendency to become chapped -- you'll find greater X comfort in smoking a Tareyton Cork Tip Cigarette. The reason is -- the Tareyton Cork Tip does not stick to your lips. And besides, you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

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

(8:44 Min.) (V-9009 A & B)

Friday, 1/21/38

ANNOUNCER:

Dances from the "Hell Geyn" Suite 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 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 cigarettes, 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 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 - 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 Hubbard speaking for the makers of HERBERT TAREYTON CIGARETTES, and wishing you good-evening.

ANNOUNCER:

This is the Interstate Broadcasting Company

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

ATX01 0261189

(Program #5)

Monday, 1/24/38.

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 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)

ANNOUNCER:

Two of Grieg's Norwegian Dances 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-4210) (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 Blech.

*Smoker*  
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,

ATX01 0261190



Monday, 1/24/38

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

ANNOUNCER: One of Caruso's favorite roles was in Bizet's opera, "The Pearl Fishers", and you will now 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 aria from Bizet'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 Valse Triste, as recorded by the New Symphony Orchestra under the direction of Eugene Goossens.

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

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

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.

ATX01 0261191

Monday, 1/24/38

ANNOUNCER:

Nicolai's overture to the Merry Wives of Windsor 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)

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.

CLOSING ANNOUNCEMENT:ANNOUNCER:

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 your 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. 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:

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

ATX01 0261192

Monday, 1/24/38

ANNOUNCER: 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 TAREYTON CIGARETTES, and wishing you good evening.

ANNOUNCER: This is THE INTERSTATE BROADCASTING COMPANY.

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

(APPROVED).

ATX01 0261193

Program #6

Friday, 1/28/38

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 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.

(THEME OUT HERE)

ANNOUNCER:

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 Minutes)

(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 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 Tareyton Cork Tip resists lipstick. And that's a nicety every fastidious woman appreciates. If you want the tip of your cigarette to remain immaculate -- smoke a Tareyton Cork Tip. Remember -- it resists lipstick. Besides you'll enjoy Tareyton's finer,

ATX01 0261194

Friday, 1/28/38

ANNOUNCER: 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 Minutes) (V-1658-B)

ANNOUNCER: 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 Minutes) (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 cigarette sticks to your lips. For you know how quickly the cigarette 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 Treasury of Music is the stirring Coronation Scene from

ATX01 0261195

Friday, 1/28/38

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

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

ANNOUNCER: The colorful scene you have just heard is from Moussorgsky'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 TAREYTON TREASURY OF MUSIC presented to you by the makers of Herbert Tareyton Cigarettes. Tareytoms 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 TAREYTONS now cost only fifteen cents a package. Try Tareytoms. There's something about them you'll like.

(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 you will hear the immortal voice of Enrico Caruso singing the famous Largo from Handel's Opera,

ATX01 0261196

Friday, 1/28/38

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

ANNOUNCER: 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)

ATX01 0261197

Program #7

Monday, 1/31/38

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME)

(WORLD 2227)

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. 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:

The exciting Rakocsy March from Berlioz "Damnation 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 Rakocsy March by Berlioz, 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.

ATX01 0261198



Monday, 1/31/38

ANNOUNCER: Tonight's TAREYTON TREASURY OF MUSIC brings you the voice of Enrico Caruso, this time singing the famous Largo from Handel's Opera, "Xerxes".  
(4:39 Minutes) (V-8806-A)

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

The TAREYTON TREASURY OF MUSIC now presents that very descriptive composition, "The Moldau", 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 Moldau", by the Bohemian composer, Smetana — a recording of the Berlin State Opera Orchestra directed by Dr. Leo Blech.

ANNOUNCER: Many a smoker has developed the habit of mistaking 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 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 concluding number on this TAREYTON

ATX01 0261199

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

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the Tareyton Treasury of Music presented for your pleasure by the makers of Herbert Tareyton Cigarettes. In our opinion, you get the highest degree of smoking enjoyment when you smoke 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 cling 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 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 THERE HERE - WORLD 2287)

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

ATX01 0261200

Monday, 1/31/38

ANNOUNCER: 8:30 at which time you will hear the immortal voice of Enrico Caruso singing La Mia Tommaso, and other masterpieces played by world famous artists.

ANNOUNCER: 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)

ATX01 0261201

(Program #8)

Friday, 2/4/38

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

(THEME OUT HERE)

ANNOUNCER:

Music of typical Spanish rhythm opens tonight's TAREYTON TREASURY OF MUSIC. It is Chabrier's "Spanish Rhapsody", a recording of the Detroit Symphony Orchestra, under the direction of the late Ossip Gabrilowitsch.

(6:32 Minutes)

(L-1007; V-1337 A & B)

ANNOUNCER:

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 weather 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 smoke Tareyton Cork Tip Cigarettes.

ATX01 0261202

Friday, 2/4/38

ANNOUNCER: You'll appreciate the greater comfort -- for the Tareyton Cork Tip does not stick to the lips. Moreover, you'll enjoy Tareyton's finer, milder tobaccos. So, next time you buy cigarettes, ask for Tareytons. There's something about them you'll like. ( \* )

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

(3:02 Minutes) (1688-A)  
ANNOUNCER: You have been listening to the immortal voice of Enrico Caruso singing "La Mia Canzone" by Tosti.

ANNOUNCER: The next selection in tonight's TAREYTON TREASURY OF MUSIC, is one of the favorites of all time -- a full orchestral presentation of Johann Strauss' "Blue Danube Waltz", as recorded by the Philadelphia Symphony Orchestra, directed by Dr. Leopold Stokowski.

(4:30 Minutes) (4193-A)

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

ANNOUNCER: Plain cigarettes are cigarettes without a tip...and 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 Tareyton Cork Tip Cigarettes are so widely appreciated. 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

ATX01 0261203

Friday, 2/4/38

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

ANNOUNCER: The concluding number on tonight's TAREYTON TREASURY OF MUSIC, is Wagner's Overture to Rienzi, as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Leopold Stokowski.

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

ANNOUNCER: You have just heard the Overture to Rienzi, by Richard Wagner, as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. 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. 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 nuisance you can avoid -- by smoking Tareyton Cork Tip Cigarettes. For, the Tareyton Cork Tip prevents loose ends. It 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 -- 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, among

ATX01 0261204

Friday, 2/4/38

ANNOUNCER: other masterpieces, you will hear the glorious voice of  
Enrico Caruso, singing that beautiful song "Because".

ANNOUNCER: 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)

ATX01 0261205

(Program #9)

Monday, 2/7/38

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 masterpieces and played as recorded by the world's most celebrated artists. And for your pleasure in smoking -- we recommend Tareyton Cork Tip Cigarettes. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

We introduce tonight's TAREYTON TREASURY OF MUSIC 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)

ANNOUNCER:

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

ANNOUNCER:

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 unsightly red smudges that often get on a

ATX01 0261206



Monday, 2/7/38

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

**ANNOUNCER:** The TAREYTON 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 Minutes) (1688-B)

**ANNOUNCER:** You have been listening to the voice of Enrico Caruso singing that lovely song "Because".

**ANNOUNCER:** The TAREYTON 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 Philharmonic Orchestra.

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

**ANNOUNCER:** You have been listening to the "Peer Gynt Suite #1" of Edward Grieg, in a recording made by the Berlin Philharmonic Orchestra.

**ANNOUNCER:** After the first few puffs on a plain cigarette, the lips of many a smoker become peppered by tiny bits of tobacco. 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 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 reasons why

ATX01 0261207

Monday, 2/7/38

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

ANNOUNCER: The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be an excerpt from Richard Wagner'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 Dutchman", as recorded by the Vienna Philharmonic Orchestra and Chorus.

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the Tareyton Treasury of Music presented for your pleasure by the makers of Herbert Tareyton Cigarettes. If you now smoke cigarettes that have no tip -- then 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 Tareyton's now cost only fifteen cents a package. Try Tareyton's. There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

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

ATX01 0261208

Monday, 2/7/38

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

ANNOUNCER: 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)

RTX01 0261209

(Program #10)

Friday, 2/11/38

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 masterpieces 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)

ANNOUNCER:

The opening number of tonight's TAREYTON 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-A & B)

ANNOUNCER:

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

ANNOUNCER:

Many a smoker has developed the habit of tamping a cigarette in the hope of preventing tiny bits of tobacco 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 prevents loose ends and adds firmness to the cigarette.

ATK01 0261210

Friday, 2/11/38

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.

ANNOUNCER: 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 arias...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 Aida. The TAREYTON TREASURY OF MUSIC continues with the "Dance Macabre" or Dance of Death. This composition of Saint-Saens is recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Stokowski.

(6:45 Min.) (L-4165 (V-6505-A & B))

ANNOUNCER: Saint-Saens' "Dance Macabre" as recorded by the Philadelphia Symphony Orchestra was the selection you have just heard.

ANNOUNCER: 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 cigarette sticks to the lips. If you have experienced this discomfort, you'll be delighted with Tareyton Cork Tip

ATX01 0261211

Friday, 2/11/38

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. ( \* )

ANNOUNCER: The "Liebestod" of Love-Death, from Wagner's opera "Tristan and Isolde" is the concluding composition on the TAREYTON 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)

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

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the Tareyton Treasury of Music presented to you by the makers of Herbert Tareyton 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 boredom has already come upon you, we recommend that you try a Tareyton Cork Tip Cigarette. You'll be glad you made the change. And you'll find that the Tareyton Cork Tip adds the comforting finishing touch to Tareyton's finer, milder tobaccos -- quality that other cigarettes cannot afford. Yet Tareytons

ATX01 0261212

Friday, 2/11/38

ANNOUNCER: now cost only fifteen cents a package. Try Tareyton.  
There's something about them you'll like.

(BEGIN THEME HERE -- WORLD 2287)

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 Enrico Caruso singing an aria from Verdi's  
"Rigoletto".

ANNOUNCER: 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)

ATX01 0261213

(Program #11)

Monday, 2/14/38

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 masterpieces 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 like.

(THEME OUT HERE)

ANNOUNCER: A popular composition which is not heard very often, opens this TAREYTON TREASURY OF MUSIC. It is from Weinberger's opera "Schwanda" and is the Polka and Fugue ~~Recorded by~~ the Minneapolis Symphony Orchestra directed by Eugene Ormandy. (8:35 Min.) (V-7958 -- 2 records)

ANNOUNCER: You have just heard the Polka and Fugue from Weinberger's opera "Schwanda", a recording of the Minneapolis Symphony Orchestra, directed by Eugene Ormandy.

ANNOUNCER: We venture to say that you'll never go back to smoking plain cigarettes 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,

ATX01 0261214



Monday, 2/14/38

ANNOUNCER: the Tareyton Cork Tip never becomes torn around the edges. The more you smoke the more you'll appreciate this comfort. Besides, you'll be delighted with Tareyton's finer, milder tobaccos. So, for your greater pleasure, ask for Tareytons. 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 TAREYTON TREASURY OF MUSIC presents a recording of Caruso's famous voice in an aria from that popular opera.

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

ANNOUNCER: You have been listening to the voice of Enrico Caruso singing an aria from Verdi's "Rigoletto". The TAREYTON TREASURY OF MUSIC now presents a full symphonic rendition of one of the great waltzes by Johann Strauss -- "Tales from the Vienna Woods" -- as recorded by the Minneapolis Symphony Orchestra under the baton of Eugene Ormandy.

(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 Minneapolis Symphony Orchestra.

Nearly every woman who smokes a plain cigarette, sooner or later faces the embarrassment of finding a smudge of lipstick on the end of that cigarette. 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

ATX01 0261215

Monday, 2/14/38

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

ANNOUNCER: A stirring Wagnerian composition is the concluding selection on this evening's TAREYTON TREASURY OF MUSIC. It is the "Ride of the Valkyries" from the opera "Die Walkure", recorded by the Berlin 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 ANNOUNCEMENT:

ANNOUNCER: You have been listening to the Tareyton Treasury of Music presented for your pleasure by the makers of Herbert Tareyton 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 Tareyton Cork Tip Cigarettes. For no matter how much you moisten it, the Tareyton Cork Tip never gets ragged, never gets soggy. It always stays round and firm and clean. 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 something about them you'll like.

ATX01 0261216

Monday, 2/14/38

(BEGIN THEME HERE -- WORLD 2287)

ANNOUNCER: We hope 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, among other masterpieces, you will hear the glorious voice of Enrico Caruso singing "The Lost Chord", by Sir Arthur Sullivan.

ANNOUNCER: 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)

ATX01 0261217

(Program #12)

(Friday, 2/18/38)

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 masterpieces 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 a pleasure to your taste, ask for Tareyton Cork Tip Cigarettes. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER: The opening number of this evening's TAREYTON TREASURY OF MUSIC is the "Dance of the Hours" from Amilcare Ponchielli'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 cigarette that has no tip. For, as you probably know -- plain cigarettes have a way of sticking to the lips. That in itself is annoying. And it becomes even more bothersome when the ends of the cigarettes become torn and ragged. If you want to avoid this unpleasantness -- smoke

ATK01 0261218

Friday, 2/18/38

ANNOUNCER: Tareyton Cork Tip Cigarettes. For the Tareyton 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 Tareytons. 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 tenors, Enrico Caruso, this time singing, "The Lost Chord" by Sir Arthur Sullivan.  
(4:35 Min.) (8806-B)

ANNOUNCER: You have just heard the voice of Enrico Caruso singing Sir Arthur Sullivan's "The Lost Chord".

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

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

ANNOUNCER: The selection you have just heard was "Kamarinskaya" by Glinka, a recording of the London Symphony Orchestra directed by Albert Coates.

ANNOUNCER: Nearly 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 Tareyton Cork Tip

ATX01 0261219

Friday, 2/18/38

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

ANNOUNCER: The TAREYTON TREASURY OF MUSIC concludes tonight's concert with an abbreviated version of the "Leonore Overture #3", by Ludwig van Beethoven, as recorded by Willem Mengelberg conducting the Concertgebouw Orchestra of Amsterdam.  
(4:38 Min.) (Loan #13)

ANNOUNCER: You have just heard a condensed version of Beethoven's "Leonore Overture #3", as played by the Concertgebouw Orchestra of Amsterdam, under the direction of Willem Mengelberg.

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF 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 zero 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 tobaccos -- quality that other cigarettes cannot afford.

ATK01 0261220

Friday, 2/18/38

ANNOUNCER: Let Tareyton's now cost only fifteen cents a package.  
Try Tareyton's. There's something about them you'll  
like. ( \* )

(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 voices of Enrico Caruso and Antonio  
Scotti, singing the aria "Swear in This Hour", from Verdi's  
opera, "La Forza del Destino".

ANNOUNCER: 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)

ATX01 0261221

(Program #13)

Monday, 2/21/38

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 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 TAREYTON TREASURY OF MUSIC is the Overture to Mozart's opera, "The Marriage of Figaro", played as recorded by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(5:00 Min.)

(L-4216-B)

ANNOUNCER

You have just heard the Overture to Mozart's opera, "The Marriage of Figaro", as recorded by the Minneapolis Symphony Orchestra directed 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 Tareyton Cork Tip Cigarettes. And here is our reason: You know that lipstick on the end of a cigarette is not only embarrassing to you but also very unsightly for others to behold. When you smoke Tareyton Cork Tip Cigarettes, you are sure that the end of your cigarette won't show any red smudge, no matter how fresh your

ATX01 0261222



Monday, 2/21/38

ANNOUNCER: lipsticker may be. For the Tareyton Cork Tip resist  
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)

ANNOUNCER: You have just heard the voices of Enrico Caruso and  
Antonio Scotti singing "Swear in This Hour" from Verdi's  
opera, "La Forza del Destino" (The Force of Destiny).

The TAREYTON TREASURY OF MUSIC continues with  
"Perpetuum Mobile", a musical novelty composed by Johann  
Strauss, and recorded by the Concertgebouw Orchestra of  
Amsterdam, under the direction of Willem Mengelberg.  
(4:30 Min.) (L-4214)

ANNOUNCER: You have been listening to Johann Strauss' "Perpetuum  
Mobile", as recorded by the Concertgebouw Orchestra of  
Amsterdam, under the direction of Willem Mengelberg.

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

ATX01 0261223

Monday, 2/21/38

ANNOUNCER: Tareyton Cork Tip always stays round and firm and clean. And that's another good reason for choosing Tareytons. There's something about them you'll like.

ANNOUNCER: The concluding selection in tonight's TAREYTON 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. Sarge Koussevitzky.

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

ANNOUNCER: The music you have just heard was an excerpt from Tchaikowsky's "Romeo and Juliet Overture", recorded by the Boston Symphony Orchestra, under the direction of Sarge Koussevitzky.

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF 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 boredom 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 package. Try Tareytons. There's something about them you'll like.

ATX01 0261224

Monday, 2/21/38

(BEGIN THEME HERE — WORLD 2287)

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 Enrico Caruso singing the Neopolitan song, "Mamma mia che vo'sape".

ANNOUNCER: 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)

ATX01 0261225

(Program #14)

Friday, 2/25/38

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 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.

(THEME OUT HERE)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with Franz Liszt'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 Liszt recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

There are many things about Tareyton Cork Tip Cigarettes that contribute to your enjoyment. For instance, Tareytons are always neat and trim in appearance — always round and firm — and free from loose ends. When you smoke Tareyton Cork Tip Cigarettes, you can be sure that tiny crumbs of tobacco will not creep out of the ends and pepper your lips. For the Tareyton Cork Tip prevents loose ends. Moreover,

*Loose ends*

ATX01 0261226

Friday, 2/25/38

ANNOUNCER: you'll enjoy Tareyton's finer, milder tobaccos. Next time you want an exceptionally fine cigarette, try Tareytos. There's something about them you'll like.

ANNOUNCER: The TAREYTON TREASURY OF MUSIC now brings you the voice of the immortal Caruso in a recording of the Neopolitan song, "Mamma mia che vo' sape".

(3:57 Min.) (Loan #21)

ANNOUNCER: You have been listening to Enrico Caruso's great voice singing the Neopolitan song, "Mamma mia che vo'sape".

The TAREYTON TREASURY OF MUSIC turns now to Rimsky-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 O I - 4024 - A)

ANNOUNCER: The music you have just heard was "The Dance of the Tumblers" from Rimsky-Korsakow's ballet "The Snow Maiden", recorded by the London Symphony Orchestra directed by Albert Coates.

As a general rule, cigarettes 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 ends. We emphasize this unpleasantness because it helps to stress one of the advantages of smoking Tareyton Cork Tip Cigarettes. You'll find that the Tareyton Cork Tip never sticks to your lips. That's why it never gets torn or ragged at the ends. And that's another good reason why you should always ask for Tareytos. There's something about them you'll like.

*Stick to lips*

ATX01 0261227

Friday, 2/25/38

**ANNOUNCER:** And now, from the many symphonies of Franz Joseph Haydn, the TAREYTON TREASURY OF MUSIC chooses the colorful "Toy Symphony" recorded by a Concert Orchestra.  
(6:50 Min.) (V-20215 A & B)

**ANNOUNCER:** You have just heard Franz Joseph Haydn's "Toy Symphony" as recorded by a Concert Orchestra.

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC is the lively "Sailor's Dance" from Gliere's ballet, "The Red Poppy" recorded by the Philadelphia Orchestra directed by Leopold Stokowski.  
(3:30 Min.) (L-1014-B)

**ANNOUNCER:** You have just heard the "Sailor's Dance" from Gliere's ballet, "The Red Poppy" recorded by the Philadelphia Orchestra under 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. There are still many frosty days ahead...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 cigarette 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 comforting finishing touch to Tareyton's finer, milder tobaccos — quality that other cigarettes cannot afford. Yet Tareytons now cost only fifteen cents a package.

ATK01 0261228

Friday, 2/25/38

ANNOUNCER: Try Tareyton. 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, 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 Tareyton Cigarettes, and wishing you good-evening.

ANNOUNCER: This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP.....AND OUT)

(APPROVED)

ATX01 0261229

(Program #15)

Monday, 2/28/38

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 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 "Bacchanale" from Camille Saint-Saens opera, "Samson and Delilah", recorded by the Philadelphia Orchestra directed by Leopold Stokowski.

(4:40 Min.)

(V-6823-A)

ANNOUNCER:

That was the "Bacchanale" from "Samson and Delilah" by Saint-Saens, recorded by the Philadelphia Orchestra under Leopold Stokowski.

If you are now smoking plain cigarettes, may we ask you to make this simple test: Hold one of the cigarettes in your mouth for a second or two. Then remove the cigarette and look at it. You'll notice that the end of the cigarette is moist. Had you left it in your mouth longer, the end, no doubt, would have become soggy and ragged. This does not

*Moistening*

ATX01 0261230



Monday, 2/28/38

ANNOUNCER: happen when you smoke Tareyton Cork Tip Cigarettes. For 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. There's something about them you'll like.

ANNOUNCER: The TAREYTON 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".

(3:30 Min.) (V-8000-A)

ANNOUNCER: You have just heard the duet "Ah, Mimi, tu piu" from "La Boheme", sung by Enrico Caruso and Antonio Scotti.

The TAREYTON 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)

ANNOUNCER: You have been listening to the overture to the opera, "Norma", as recorded by a Concert Orchestra under the direction of Rosario Bourdon.

These few words are addressed to our women listeners: You know how annoying it is to find unsightly red smudges on the ends of your cigarettes. This is especially embarrassing 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 immaculate. Moreover, you'll enjoy Tareyton's finer, milder tobaccos. There's something about them you'll like.

Lipstick

ATX01 0261231

Monday, 2/28/38

ANNOUNCER: The "Hungarian Dance #1" of Johannes Brahms, is next in the TAREYTON TREASURY OF MUSIC, in a recording by the Vienna Philharmonic Orchestra directed by Clemens Krauss. (3:04 Min.) (L-1140)

ANNOUNCER: You have just heard Brahms' "Hungarian Dance #1" as recorded by the Vienna Philharmonic Orchestra directed by Clemens Krauss.

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the overture to "Die Fledermaus" by Johann Strauss, as recorded by Eugene Ormandy and the Minneapolis Symphony Orchestra.

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

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

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes. If you now smoke plain cigarettes, 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 torn. You can avoid this annoyance by smoking Tareytons. For the Tareyton Cork Tip never sticks to your lips. The Tareyton Cork Tip adds the comforting finishing touch to Tareyton's finer, milder tobaccos -- quality that other cigarettes cannot afford. Yet Tareytons

*Stick to Lips*

ATX01 0261232

Monday, 2/28/38

ANNOUNCER: now cost only fifteen cents a package. Try Tareyton.  
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 glorious voice of Enrico Caruso, singing the famous  
Largo from Handel's opera "Xerxes".

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)

ATX01 0261233

(Program #16)

Friday, 3/4/38

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 masterpieces 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 TAREYTON TREASURY OF MUSIC opens with the "Roman Carnival Overture" by Hector Berlioz, recorded by the Berlin Philharmonic, under the direction of Leo Blech.

(8:20 Min.)

(V-9207-A & B)

ANNOUNCER:

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

March winds often chape your lips. And steam heated rooms dry them out still more. In either case the result is unpleasant — especially so, to smokers of plain cigarettes — 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 Tareyton Cork Tip Cigarettes instead! You'll find that the firm, clean Tareyton Cork Tip never

ATX01 0261234

Friday, 3/4/38

ANNOUNCER: sticks to your lips. Besides, you'll enjoy Tareyton's finer, milder tobaccos. So next time you order cigarettes, ask for Tareytos. 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 opera "Xerxes".

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

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

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

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

ANNOUNCER: You have just heard the waltz from the "Swan Lake Ballet" of Tchaikowsky recorded by the London Philharmonic Orchestra under the direction of John Barbirolli.

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

ATX01 0261235

ANNOUNCER:

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the "Magic Fire Music" from Richard Wagner's opera "Die Walkure". This is a recording by a symphony orchestra conducted by Albert Cortes. (7:45 Min.) (V-9006 A & B)

ANNOUNCER:

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

CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes. Every smoker likes a cigarette that is round and firm and well packed -- a cigarette that is free from loose ends! And yet it's surprising how many men and women tolerate cigarettes from which tiny crumbs of tobacco creep out. If you are a fastidious smoker -- if you don't like to have your lips peppered with bits of tobacco -- smoke Tareyton Cork Tip Cigarettes. For the Tareyton Cork Tip prevents loose ends, giving you always a cigarette that is neat and trim. 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 something about them you'll like.

Friday, 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 selections you will hear the voice of Enrico Caruso singing one of his few recordings in English, "For You Alone".

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP AND OUT.....)

(APPROVED)

ATX01 0261237

(Program #17)

Monday, 3/7/38

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 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:

Tonight's TAREYTON TREASURY OF MUSIC opens with the scene and Gypsy Song and Mandango from Rimsky-Korsakoff's "Caprice Espagnol", recorded by the Boston "Pops" 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" Orchestra under the direction of Arthur Fiedler.

When you smoke 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 Tareytons.

ATX01 0261238



Monday, 3/7/38

ANNOUNCER: For Tareyton's have a cork tip that does not stick to the lips. The Tareyton Cork Tip always stays neat and trim. And that is one of the many reasons why discriminating smokers everywhere are asking for Tareyton's. 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 ballad "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 TAREYTON 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.)

(M-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 smudge appear on the cigarette she's smoking. And that smudge, 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

ATX01 0261239

Monday, 3/7/38

ANNOUNCER: enjoy Tareyton's finer, milder tobaccos. So, if you want a truly fine cigarette that compliments your sense of personal daintiness -- 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 Prelude to Act III of Wagner's Opera "Lohengrin" recorded by the Berlin State Opera Orchestra.

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

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

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of Herbert Tareyton Cigarettes. When 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 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 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)

ATX01 0261240

Monday, 3/7/38

ANNOUNCER: We hope you have enjoyed this TAREYTON 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 voice of Enrico Caruso singing "O Sole Mio".

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(APPROVED)

RTX01 0261241

(Program #18)

Friday, 3/11/38

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 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:

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 A & B)

ANNOUNCER:

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 tamp the end of a cigarette before they smoke it. They do that in order to prevent tiny bits of tobacco from sweeping out. For no one enjoys a cigarette that peppers the lips with loose crumbs of tobacco. And that is one of the reasons why more and more people are preferring Tareyton Cork Tip Cigarettes. The Tareyton Cork Tip prevents loose ends and adds firmness to

ATX01 0261242

Friday, 3/11/38

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 "O Sole Mio".  
(3:45 Min.) (V-1616-A)

ANNOUNCER: 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 Strauss, recorded by the Minneapolis Symphony Orchestra directed by Eugene Ormandy.  
(3:06 Min.) (AM-262, Records 7 - 8)

ANNOUNCER: You have been listening to the "Acceleration Waltz" by Johann Strauss, recorded by the Minneapolis Symphony Orchestra under the baton of Eugene Ormandy.

If you now smoke cigarettes that have no tip, then you know how frequently these cigarettes 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 Tareyton Cork Tip Cigarettes. You'll find that the Tareyton Cork Tip never sticks to your lips, That's why Tareyton Cork Tip Cigarettes never get ragged or torn and always stay neat and trim. So next time you want a cigarette that will give you pleasure without annoyance, ask for Tareytons. There's something about them you'll like.

ATX01 0261243

Friday, 3/11/38

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

(6:03 Min.) (7-11135- A & B)

ANNOUNCER: The music you have just heard was the "Persian Dances" from the opera "Khowantchina" by Moussorgsky, 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 havoc 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)

ANNOUNCER: We trust you have enjoyed this TAREYTON 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 giubba" from "I Pagliacci".

ATX01 0261244

Friday, 3/11/38

ANNOUNCER: The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the "Persian Dances" from Moussorgsky's opera, "Khowantchina", as recorded by the London Symphony Orchestra directed by Albert Coates.  
(6:03 Min.) (V-11135- A & B)

ANNOUNCER: The music you have just heard was the "Persian Dances" from the opera "Khowantchina" by Moussorgsky, 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 havoc 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 Cork Tip adds the comforting finishing touch to Tareyton's finer, milder tobaccos -- quality that other cigarettes cannot afford. Let 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 TAREYTON 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 giubba" from "I Pagliacci".

ATX01 0261245

Friday, 3/11/56

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)

ATX01 0261246



(Program #19)

Monday, 3/14/38

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 masterpieces 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)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the overture to Mozart's opera "The Magic Flute" recorded by the Philharmonic Symphony Orchestra of New York under the direction of Willem Mengelberg.

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

ANNOUNCER:

You have just heard Mozart's "Magic Flute" overture as recorded by the Philharmonic Symphony Orchestra of New York directed by Willem Mengelberg.

It is our sincere belief that you will never go back to smoking plain cigarettes after you have given a fair trial to Tareyton Cork Tip Cigarettes. One of the advantages 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 cigarette

ATX01 0261247

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 TAREYTON 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-A)

**ANNOUNCER:** That was "Vesti la giubba" from "I Pagliacci" sung by Enrico 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 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 smudge on the end of her cigarette. And, as you know, that red smudge is particularly prominent when the lipstick happens to be fresh. To avoid this embarrassment, more and more fastidious women are smoking Tareyton Cork Tip Cigarettes. For they have found from experience that the Tareyton Cork Tip resists lipstick. So, if you want a cigarette that always stays immaculate, ask for Tareytons. There's something about them you'll like.

ATX01 0261248

Monday, 3/14/38

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. Cozette, bass, and members of the chorus and orchestra of L'Opera Paris, directed by Henry Busser. (5:15 Min.) (AM-105, Records 6 & 7)

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

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert 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 sooner or later get bored by the taste 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.

(BEGIN THEME HERE)

ANNOUNCER: We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again on Friday night at 8:30, at which time you will hear among other interesting

ATX01 0261249

Monday, 3/14/38

ANNOUNCER: selections, the immortal voice of Enrico Caruso singing  
"M' Appari" from the opera "Martha".

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

(APPROVED)

ATX01 0261250

(Program #20)

Friday, 3/18/38

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 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)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the "Citronen Waltz" 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 Waltz" as recorded by the Boston "Pops" Orchestra under the direction of Arthur Fiedler.

One of the many things you'll appreciate about Tareyton 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 Tareytoms -- 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 Tareytoms. There's something about them you'll like.

ATX01 0261251

Friday, 3/18/38

**ANNOUNCER:** The TAREYTON 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)

**ANNOUNCER:** 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 "Scheherazade". The recording is by the Philadelphia Orchestra directed by Leopold Stokowski.

(8:23 Min.) (AM-269, Records #10 & 11 to line and out)

**ANNOUNCER:** "The festival at Bagdad" from Rimsky-Korsakoff's "Scheherazade" was recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

No doubt you've seen many a smoker deliberately moisten 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 Tareyton 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.

ATX01 0261252

Friday, 3/18/38

ANNOUNCER: The concluding selection on tonight's TAREYTON TREASURY OF MUSIC will be the "Gypsy Dance" from Bizet'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 smudges on the ends of your cigarettes. This is especially embarrassing if your lipstick happens to be fresh. If you treasure personal daintiness — 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 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)

ATX01 0261253

Friday, 3/16/38

ANNOUNCER: We hope you have enjoyed this TAREYTON 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 Bizet's opera, "The Pearl Fishers".

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)

ATX01 0261254



(Program #21)

Monday, 3/21/38

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 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 Tareyton Cork Tip Cigarettes. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

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

(7:23 Min)

(V-11838 A & B)

ANNOUNCER:

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

If you now smoke plain cigarettes, that is, cigarettes without a tip, 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! Add that's a nuisance you can avoid -- by smoking Tareyton Cork Tip Cigarettes. For the Tareyton Cork Tip prevents loose ends and gives you a cigarette that is always round and firm, always neat and trim. If you want an exceptionally well-made cigarette of really choice tobaccos

ATX01 0261255

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 Bizet'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 Bizet.

The TAREYTON TREASURY OF MUSIC continues with the "Scherzo Capriccioso" by Anton Dvorak. This recording is by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(9:20 Min.) (V-8418 A & B)

ANNOUNCER: That was Dvorak's "Scherzo Capriccioso" 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 Tarayton Cork Tip Cigarettes. You'll find that the Tarayton Cork Tip does not stick to your lips. As a result, it never gets ragged. Besides, you'll enjoy the taste of Tarayton's finer, milder tobaccos. Try Taraytons. There's something about them you'll like.

ATX01 0261256

Monday, 3/21/38

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 Rosza, soprano, Alessandro Zilliani, tenor, and members of the chorus and orchestra of La Scala, Milan.

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

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

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tareyton Cigarettes. Women have their own personal reasons for preferring Tareyton 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 embarrassing to you, but also very unsightly for others to behold. When you smoke Tareyton Cork Tip Cigarettes, you are sure that the end of your cigarette 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 cigarettes cannot afford. Let Tareytons now cost only fifteen cents a package. Try Tareytons. There's something about them you'll like.

(BEGIN THEME HERE)

ATX01 0261257

Monday, 3/21/38

ANNOUNCER: 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 Canzone" by Tosti.

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

This is the INTERSTATE BROADCASTING COMPANY.

(THANK UP AND OUT.....)

(APPROVED)

ATX01 0261258

(Program #22)

Friday, 3/25/38

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 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 comfort of the Tareyton Cork Tip. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC opens tonight with the overture 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 Hertz.

(9:18 Mgn.)

(V-7154 A & B)

ANNOUNCER:

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

No cigarette paper touches your lips when you smoke Tareyton 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 Tareytons — for no matter how much you moisten the Tareyton Cork Tip, it never gets

ATX01 0261259

Friday, 3/25/38

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

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

(3:00 Min.) (V-1688-A)

ANNOUNCER: You have just heard Enrico Caruso singing "La Mia Canzone" 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 Danube Maiden" by Johann Strauss in a recording by the Berlin State Opera Orchestra directed by Hans Knappertsbusch.

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 tobaccos. And you'll welcome the merits of the Tareyton Cork Tip. Try Tareytons. There's something about them you'll like.

ATX01 0261260

Friday, 3/25/38

ANNOUNCER: The concluding selections on tonight's TAREYTON TREASURY OF MUSIC are two excerpts from the "Peer Gynt" Suite #2, of Edvard 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 Gynt" Suite #2, in a recording of a symphony orchestra directed by Eugene Goossens.

CLOSING ANNOUNCEMENT:

ANNOUNCER: You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of Herbert Tarayton Cigarettes. Nowadays, 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 why you'll find a decided preference for Tarayton Cork Tip Cigarettes in more and more of the better homes of America. For Tarayton's exceptional tobaccos have a distinctive taste. And the Tarayton Cork Tip appeals to women as well as to men who appreciate a neat, trim, and immaculate cigarette. The Tarayton Cork Tip adds the comforting finishing touch to Tarayton's finer, ~~smoother~~ 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 THERE HERE)

ATK01 0261261

Friday, 3/25/38

ANNOUNCER: We trust you have enjoyed this TAREYTON 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".

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)

ATX01 0261262



(Program #23)

Monday, 3/28/38

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 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 something about them you'll 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)

ANNOUNCER:

The Overture to "Orpheus in the Underworld", by Offenbach 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 tiny bits of tobacco. These are loose ends -- and they are ~~messing~~ 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

ATX01 0261263

Monday, 3/28/38

ANNOUNCER: and round and clean. And that's one of many reasons why Tareyton's are always so enjoyable. You really ought to try Tareyton's. There's something about them you'll like.

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

(3:42 Min.)

(V-1658-A)

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

The TAREYTON TREASURY OF MUSIC continues with "Festivo" -- #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: "Festivo" by Jan Sibelius has just been played in a recording by the London Symphony Orchestra directed by Sir Thomas Beecham.

As you know -- plain cigarettes have a way of sticking to your lips. That's why, such cigarettes 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 cigarette that never gets torn, never gets ragged, never tastes papery. Instead, you'll find that Tareyton's are always neat and trim. And don't forget, you have the added advantage of Tareyton's finer, milder tobaccos. Try Tareyton's. There's something about them you'll like.

ATX01 0261264

- 3 -

Monday, 3/28/38

ANNOUNCER: The TAREYTON TREASURY OF MUSIC concludes with two excerpts from "L'Arlesienne Suite #1" by Georges Bizet -- the Minuet, and Farandole. These will be heard through recordings of a symphony orchestra directed by Pierre Chagnon. (6:05 Min.) (R-1930 & C-1931)

ANNOUNCER: The selections just played were the Minuet and Farandole from Bizet's "L'Arlesienne Suite #1" recorded by a symphony orchestra directed by Pierre Chagnon.

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 a hint which every fastidious woman will appreciate: lipstick may be pretty on your lips but not on the end of your cigarette. If you are embarrassed by telltale red smudges that appear on the end of your cigarette, we suggest that you smoke Tareyton Cork Tip Cigarettes. You'll find that the Tareyton Cork Tip resists lipstick. That's why Tareytons always stay immaculate, no matter how fresh your lipstick may be. 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 something about them you'll like.

(BEGIN THERE HERE)

We hope you have enjoyed tonight's TAREYTON TREASURY OF MUSIC and that you will be with us again Friday evening at 8:30, at which time you will hear, among other selections, the great voice of Enrico Caruso singing the Neapolitan song "Mamma mia che vo' sape".

ATX01 0261265

Monday, 3/28/38

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

This is the INTERSTATE BROADCASTING COMPANY.

(THANK UP AND OUT.....)

(APPROVED)

ATX01 0261266

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 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)

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 cigarette, sooner or later faces the embarrassment of finding a smudge of lipstick on the end of that cigarette. 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 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.

ANNOUNCER:

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

(4:00 Min.) (Loan #21)

ATX01 0261267

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing the Neapolitan song "Mamma mia che vo' sape."

The TAREYTON 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-36036)

ANNOUNCER:

You have just heard <sup>the 1st movement</sup> 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 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 tobaccos. There's something about them you'll like.

ANNOUNCER:

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 "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.

(9:02 Min.)

(V-9474 A & B, 2 records)

ANNOUNCER:

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

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

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 cigarette paper touches your lips when smoking TAREYTONS. 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 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 Monday night at 8:30 at which time you will hear the immortal voice of Enrico Caruso singing <sup>the</sup> "Solo Mio" and also, other masterpieces played by world-famous orchestras.

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.....)

ATX01 0261269

(Program #25)

Monday, 4/4/38

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 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 TREASURY OF MUSIC opens with the overture to Gilbert and Sullivan's opera, "The Pirates of Penzance". You will hear it through recordings by a light opera orchestra under the direction of Rupert D'Oyly Carte.

(7:35 Min.) (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

ATX01 0261270



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 TAREYTON 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.) (G-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 nicety of the

ATX01 0261271

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 Min.) (V-3925-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:

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)

ATX01 0261272

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)

ATX01 0261273

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

Friday, 4/8/36.

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 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 Hertz.

(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 TAREYTON 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 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.)

(V-1658-A)

ATX01 0261274

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

The TAREYTON TREASURY OF MUSIC continues with the Concert Waltz by the Russian composer, Glazunow, a recording of the San Francisco Symphony Orchestra under the direction of Alfred Hertz.

(7:42 Min.) (V-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: Lipstick 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."

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

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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. ///

ANNOUNCER:

We hope you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Monday night at 8:30 for another program of music treasures including the voice of Enrico Caruso singing an aria from the opera "Martha".

(BEGIN THEME HERE WORDS - 2227)

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.....)

Program #27)  
8:30 - 9:00 P.M.

Monday, 4/11/58.

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 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 Vaclav Talich.

(8:44 Min.)

(V-M-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 cigarettes 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 another recording of the voice of Enrico Caruso, this time singing a lovely aria from the opera, "Martha".

(4:08 Min.)

(V-7720-B)

ATX01 0261277

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing an 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 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 Orchestra.

(8:40 Min.) (V-9009- A & B)

ANNOUNCER:

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



THE HERBERT TAREYTON TREASURY OF MUSIC

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 cigarettes, 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 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 -- WORLD 2287)

ANNOUNCER:

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 aria from the opera "The Pearl Fishers.

R. P. ... speaking for the makers of

HERBERT TAREYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

PKB

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 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)

ANNOUNCER:

*Excerpt 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, ~~A~~ 11457-A)

ANNOUNCER:

You have just heard ~~the~~ *excellent* 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.

ANNOUNCER:

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 *Ernest Caruso* ~~that great tenor~~ in an aria from ~~that~~ opera.

(5:02 Min.) (V-7770-B) (~~ALBERT I. ADL-B~~)

7:30  
5:02  
4:25  
7:40  
24:37

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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 something about them you'll like.

(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 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.

(THEME UP AND OUT.....)

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 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.

(THESE OUT HERE)

ANNOUNCER:

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.) (EV--K-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 TAREYTON CORK TIP resists lipstick. And that's a nicety every fastidious woman appreciates. If you want the tip of your cigarette to remain immaculate -- smoke a TAREYTON CORK TIP. Remember -- it resists lipstick. Besides you'll enjoy 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-1688-B)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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.

(3:30 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 cigarette sticks to your lips. For you know how quickly the cigarette becomes torn around the edges. Well, that's one nuisance you avoid -- when you smoke a TAREYTON CORE TIP. For the TAREYTON CORE 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 Scene from Modeste Moussorgsky's opera, "Boris Godounow." The soloist in this presentation is the late Feodor Chaliapin, the famous basso, singing with a chorus and orchestra, conducted by Albert Coates.

(5:42 Min.) (V-11488 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.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNOUNCEMENT:

ANNOUNCER:

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 TAREYTONS finer, milder tobacco -- 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)

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 you will hear the immortal voice of Enrico Caruso singing the famous "Largo" from Handel's opera, "Xerxes," and other masterpieces played by world famous artists.

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

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 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)

ANNOUNCER:

The exciting Rakozy March from Berlioz "Damnation 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 Min.) (V-6823-B)

ANNOUNCER:

You have just heard the Rakozy March by Berlioz, 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.

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

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-A)

ANNOUNCER:

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

The TAREYTON TREASURY OF MUSIC now presents that very descriptive composition, "The Moldau," 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 Min.) (V-11434-A & B; 11435-A)

ANNOUNCER:

You have been listening to "The Moldau," by the Bohemian 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 TAREYTON CORK TIP CIGARETTE. A TAREYTON CORK TIP never gets ragged, never gets 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.) (SERIAL -- AM-220, Records 1 and 2.)

ATX01 0261286



THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

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 ANNCT.ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. In our opinion, you get the highest degree of smoking enjoyment when you smoke 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 cling 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 cigarettes cannot afford. Yet TAREYTON'S 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 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 Canzone, and other masterpieces played by world-famous artists.

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 #51)  
8:50 - 9:00 PM

Monday, 4/25/58.

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (120 SECONDS AND THEN FADE UNDER.....)

OPENING ANECT.

ANNOUNCER:

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. If you desire a refreshing change from the taste of your present cigarettes, try a TAREYTON CORE TIP CIGARETTE. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Music of typical Spanish rhythm opens tonight's TAREYTON TREASURY OF MUSIC. It is Chabrier's "Spanish Rhapsody," a recording of the Detroit Symphony Orchestra, under the direction of Ossip Gabrilowitch.

(6:52 Min.) (L-1007; V-2287 / & 7)

ANNOUNCER:

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 Gabrilowitch.

ANNOUNCER:

Women smokers have their own personal reasons for liking TAREYTON CIGARETTES. One of these reasons is -- the TAREYTON CORE TIP resists lipstick. And that's a nicety every fastidious woman appreciates. If you want the tip of your cigarette to remain immaculate -- smoke a TAREYTON CORE TIP. Remember -- it resists lipstick. Besides you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now presents an interesting, historical recording of the Voice of Marlee Gagne, singing "La Mia Canzone", by Teati.

(5:02 Min.) (1888-A)

ATX01 0261288

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

*Cut  
highs  
to 94  
low to 17*

The next selection in tonight's TAREYTON TREASURY OF MUSIC, is one of the favorites of all time -- a full orchestral presentation, the "Blue Danube Waltz," by Johann Strauss, as recorded by the Philadelphia Symphony Orchestra, directed by Dr. Leopold Stokowski.

(4:30 Min.)

(~~6584-A~~) *6584 A*

ANNOUNCER:

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

ANNOUNCER:

Plain cigarettes are cigarettes without a tip .....and 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 TAREYTON CORK TIP CIGARETTES are so widely appreciated. 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. So, if you want a cigarette that always keeps immaculate, try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The concluding number on tonight's TAREYTON TREASURY OF MUSIC, is the Overture to Richard Wagner's opera, "Rienzi," as recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Leopold Stokowski.

(11:15 Min.)

(~~6624-A & B~~; 6625-A)

ANNOUNCER:

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

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT.

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON 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 nuisance you can avoid -- by smoking TAREYTON CORK TIP CIGARETTES. For, the TAREYTON CORK TIP prevents loose ends. It adds the comforting finishing touch to TAREYTON'S finer, milder tobacco -- 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 -- WORLD 2257)

ANNOUNCER:

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, among other masterpieces, you will hear the glorious voice of Enrico Caruso, singing that beautiful song, "Benece."

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP.....AND OUT)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (120 SECONDS AND THEN PADE 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 for your pleasure in smoking -- we recommend TAREYTON CORE TIP CIGARETTES. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

We introduce tonight's TAREYTON TREASURY OF MUSIC 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.

(7748-REC.)

(THEME) (V-7255-A & B)

7:43

ANNOUNCER:

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

ANNOUNCER:

Women are naturally fastidious, and so its not surprising to find that more and more women are asking for TAREYTON CORE TIP CIGARETTES. One good reason is -- the TAREYTON CORE TIP resists lipstick -- and this means freedom from unsightly red smudges that often get on a cigarette. If you value personal daintiness-- and, of course, you do -- ask for TAREYTONS next time you buy cigarettes. You'll appreciate the nicety of the TAREYTON CORE TIP. And you'll be delighted with TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

The TAREYTON 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 Min.)

V-(1000-B)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing that lovely song, "Because."

ANNOUNCER:

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

(12:50-Min.) (L-1128: 2 records - 4 parts)

ANNOUNCER:

You have been listening to the "Peer Gynt Suite #1," of Edward Grieg, in a recording made by the Berlin Philharmonic Orchestra conducted by Franz Shrekker.

ANNOUNCER:

After the first few puffs on a plain cigarette, the lips of many a smoker becomes peppered by tiny bits of tobacco. 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 TAREYTON CIGARETTES. For the TAREYTON CORN TIP prevents loose ends. Thus, you get a cigarette that is always firm and round end clean. And that's one of the many reasons why TAREYTONS are always so enjoyable. You really ought to try them. There's something about them you'll like.

ANNOUNCER:

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

(3:45 Min.) (L-1127-3) C-2108-B

ANNOUNCER:

The music you have just heard is from Wagner's opera, "The Flying Dutchman," as recorded by the Vienna Symphony Orchestra and the Chorus of the Vienna State Opera.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. If you now smoke cigarettes that have no tip -- then you know how often these cigarettes stick to your lips. We emphasize this annoyance because it stresses one of the comforts of smoking TAREYTON CORE TIP CIGARETTES. You see, the TAREYTON CORE TIP does not stick to your lips. And that's an advantage you'll appreciate. The TAREYTON CORE 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 something about them you'll like.

(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 for another program of music treasures including the glorious voice of Enrico Caruso, singing Celeste Aida.

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME: UP.....AND OUT)

(Program #33)  
8:30 - 9:00 PM

HERBERT TAREYTON TREASURY OF MUSIC

Monday, 5/2/33

*Let records go on  
underlined word*

(THEME) (WORLD 2287) (:30 SECONDS AND THEN PAUSE 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. In the opinion of discriminating smokers everywhere -- there is nothing like a TAREYTON CORE TIP CIGARETTE for the full enjoyment of really fine tobaccos. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

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

(7:24 Min.)

(V-7412 A & B)

ANNOUNCER:

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

ANNOUNCER:

Many a smoker has developed the habit of tamping a cigarette in the hope of preventing tiny bits of tobacco 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 CORE TIP CIGARETTES. The TAREYTON CORE TIP prevents loose ends and adds firmness to the cigarette. 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.

ATX01 0261294



HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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 arias .. "Celeste Aida" from Verdi's opera, "Aida."

(4:58 Min.)

(7770-A)

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing "Celeste Aida." The TAREYTON TREASURY OF MUSIC continues with the "Danse Macabre" or "Danse of Death." This composition of Saint-Saens is recorded by the Philadelphia Symphony Orchestra under the direction of Dr. Stokowski.

(7:22 Min.)

(V-8665 A & B)

ANNOUNCER:

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

ANNOUNCER:

When you smoke 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 TAREYTONS. For TAREYTONS have a cork tip that does not stick to the lips. The TAREYTON CORK TIP always stays neat 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.

ANNOUNCER:

The "Liebestod" or "Love-Death" from Wagner's opera "Tristan and Isolde" is the concluding composition on the TAREYTON 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.

(5:18 Min.)

(V-7523-B)

HERBERT TAREYTON 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 ANNOT.

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON 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 boredom has already come upon you, we recommend that you try a TAREYTON CORK TIP CIGARETTE. You'll be glad you made the change. And you'll find that 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 something about them you'll like.

(BEGIN THEME HERE)

*Let them record  
go 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 Enrico Caruso singing an aria from Verdi's "Rigoletto."

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP...AND OUT)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (130 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. 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 like.

(THEME OLD-STYLE)

ANNOUNCER:

A popular composition which is not heard very often, opens this TAREYTON TREASURY OF MUSIC. From Weinberger's opera, "Schwanda," we hear the Polka and Fugue as recorded by the Minneapolis Symphony Orchestra directed by Eugene Ormandy.

(8:35 Min.) (V-7908 -- 2 records)

ANNOUNCER:

You have just heard the Polka and Fugue from Weinberger's opera "Schwanda", a recording of the Minneapolis Symphony Orchestra, directed by Eugene Ormandy.

ANNOUNCER:

We venture to say that you'll never go back to smoking plain cigarettes 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, the TAREYTON CORK TIP never becomes torn around the edges. The more you smoke the more you'll appreciate this comfort. Besides, you'll be delighted with TAREYTON'S finer, milder tobacco. So, for your greater pleasure, ask for TAREYTONS. There's something about them you'll like.

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

One of Enrico Caruso's great roles was in Verdi's opera, "Rigoletto" and tonight the TAREYTON TREASURY OF MUSIC presents a recording of Caruso's famous voice in the aria from that popular opera.

(2:40 Min.) (V-1612-S)

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing the aria from Verdi's "Rigoletto." The TAREYTON TREASURY OF MUSIC now presents a full symphonic rendition of one of the great waltzes by Johann Strauss -- "Tales from the Vienna Woods" -- as recorded by the Minneapolis Symphony Orchestra under the baton of Eugene Ormandy.

(9:20 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 Minneapolis Symphony Orchestra.

ANNOUNCER:

Nearly every woman who smokes a plain cigarette, sooner or later faces the embarrassment of finding a smudge of lipstick on the end of that cigarette. 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 CORE TIP CIGARETTES. For the TAREYTON CORE TIP resists lipstick and complements 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.

ANNOUNCER:

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

(4:20 Min.) (W-27, Record #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.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCI.

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON 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 TAREYTON CORK TIP CIGARETTES. For no matter how much you moisten it, the TAREYTON CORK TIP never gets ragged, never gets soggy. It always stays round and firm and clean. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTONS finer, milder tobaccos -- quality that other cigarettes cannot afford. Yet TAREYTONS now cost only fifteen cents a package, exclusive of state or municipal taxes. Try TAREYTONS. 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 masterpieces, you will hear the glorious voice of Enrico Caruso singing "The Lost Chord" by Sir Arthur Sullivan.

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)

ATX01 0261299

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287)

(:30 SECONDS AND THEN PAUSE 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 want 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)

ANNOUNCER:

The opening number of this evening's TAREYTON TREASURY OF MUSIC is the "Dance of the Hours" from Ponchielli's opera, "La Gioconda", as recorded by the Boston "Pops" Orchestra conducted by Arthur Fiedler. (9:04 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 cigarette that has no tip. For, as you probably know -- plain cigarettes have a way of sticking to the lips. That in itself is annoying. And it becomes even more bothersome when the ends of the cigarettes become torn and ragged. If you want to avoid this unpleasantness -- smoke TAREYTON CORK TIP CIGARETTES. For the TAREYTON 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 TAREYTONS. Try them. There's something about them you'll like.

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

Once again, the TAREYTON TREASURY OF MUSIC brings you the voice of that greatest of tenors, Enrico Caruso, this time singing, "The Lost Chord" by Sir Arthur Sullivan.

(4:35 Min.)

(880-B)

ANNOUNCER:

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

The TAREYTON TREASURY OF MUSIC continues with Glinka's Fantasia 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 A & B)

ANNOUNCER:

The selection you have just heard was "Kamarinskaya" by Glinka, a recording of the London Symphony Orchestra directed by Albert Coates.

ANNOUNCER:

Nearly 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 TAREYTON CORK TIP CIGARETTES. For the TAREYTON CORK TIP prevents loose ends and helps to keep the cigarettes firm and round. You'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.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC concludes tonight's concert with an abbreviated version of the "Leonore Overture #3," by Ludwig van Beethoven, as recorded by Willem Mengelberg, conducting the Concertgebouw Orchestra of Amsterdam.

(4:33 Min.)

(Loan #15)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard a condensed version of Beethoven's "Lemore Overture #3," as played by the Concertgebouw Orchestra of Amsterdam, under the direction of Willem Mengelberg.

CLOSING ANNCT.

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 smudges on the ends of your cigarettes. This is especially embarrassing if your lipstick happens to be fresh. If you treasure personal daintiness -- 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 cigarettes cannot afford. Yet TAREYTONS now cost only fifteen cents a package, exclusive of state or municipal taxes. Try TAREYTONS. There's something about them you'll like.

(BEGIN THEME HERE) 3

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 Caruso and Antonio Scotti, singing the aria "Sugar in this Hour," from Verdi's opera, "La Forza del Destino."

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)



THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 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. 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 TAREYTON TREASURY OF MUSIC is the Overture to Mozart's opera, "The Marriage of Figaro," played as recorded by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(4:19 Min.)

(V-2458) *B*

ANNOUNCER:

You have just heard the Overture to Mozart's opera, "The Marriage of Figaro", as recorded by the Minneapolis Symphony Orchestra directed by Eugene 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 embarrassing to you but also very unsightly for others to behold. When you smoke TAREYTON CORK TIP CIGARETTES, you are sure that the end of your cigarette won't show any red smudge, no matter how fresh your 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.

THE HERBERT TAREYTON TREASURY OF MUSIC

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-2000A) ✓

ANNOUNCER:

You have just heard the voices of Enrico Caruso and Antonio Scotti singing "Swear In This Hour", from Verdi's opera, "La Forza del Destino" (The Force of Destiny).

The TAREYTON TREASURY OF MUSIC continues with "Perpetual Motion" a musical novelty composed by Johann Strauss, and recorded by the Concertgebouw Orchestra of Amsterdam, under the direction of Willem Mengelberg.

(4:23 Min.) (C-2076) ✓

ANNOUNCER:

You have been listening to Johann Strauss' "Perpetuum Mobile", as recorded by the Concertgebouw Orchestra of Amsterdam, under the direction of Willem Mengelberg.

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 TAREYTON CORK TIP always stays round and firm and clean. And that's another good reason for choosing TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The concluding selection in tonight's TAREYTON 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 Koussevitzky.

(11:37 Min.) (V-22-247, Records 4, 4, 8) ✓

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

CLOSING ANNOT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF 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 boredom 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 fifteen cents a package, exclusive of state or municipal taxes. 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 Monday night at 8:30 for another program of music treasures, including the voice of Enrico Caruso singing the Neapolitan song, "Mamma mia che vo' sapa."

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 #57)  
8:30 - 9:00 PM

Monday, 5/16/58.

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2297) (: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. 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 TAREYTON TREASURY OF MUSIC opens with Franz Liszt's brilliant Hungarian Rhapsody #2, recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

(3:15 Min.) (V-6652 A & B)

ANNOUNCER:

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

ANNOUNCER:

There are many things about TAREYTON CORK TIP CIGARETTES that contribute to your enjoyment. For instance, TAREYTONS are always neat and trim in appearance -- always round and firm -- and free from loose ends.

When you smoke TAREYTON CORK TIP CIGARETTES, you can be sure that tiny crumbs of tobacco will not creep out of the ends and pepper your lips.

For the TAREYTON CORK TIP prevents loose ends. Moreover, you'll enjoy TAREYTON'S finer, milder tobaccos. So next time you want an exceptionally fine cigarette, try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now brings you the voice of the immortal Caruso in a recording of the Neapolitan song, "Mamma mia che ve' saps."

(3:57 Min.)

(Lean #21)

ATX01 0261306

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have been listening to Enrico Caruso's great voice singing the Neapolitan song, "Mamma mia che vo' sapa."

The TAREYTON TREASURY OF MUSIC turns now to Rimsky-Korsakoff's brilliant opera, "The Snow Maiden," and we hear "The Dance of the Tumblers," as recorded by the London Symphony Orchestra directed by Albert Coates. (3:45 Min.) (V-11454-A)

ANNOUNCER:

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

ANNOUNCER:

As a general rule, cigarettes 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 ends. We emphasize this unpleasantness because it helps to stress one of the advantages of smoking TAREYTON CORE TIP CIGARETTES. You'll find that the TAREYTON CORE TIP never sticks to your lips. That's why it never gets torn 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.

ANNOUNCER:

And now, from the many symphonies of Franz Joseph Haydn, the TAREYTON TREASURY OF MUSIC chooses the colorful "Toy Symphony" recorded by a Concert Orchestra. (6:50 Min.) (V-20215 A & B)

ANNOUNCER:

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

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC, is the lively "Sailor's Dance" from Glier's ballet suite "The Red Poppy", recorded by the Philadelphia Orchestra directed by Leopold Stokowski. (3:33 Min.) (V-1676)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

CLOSING ANNOT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON 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 TAREYTON CORK TIP CIGARETTES. For no matter how much you moisten it, the TAREYTON CORK TIP never gets ragged, never gets soggy. It always stays round and firm and clean. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other cigarettes cannot afford. Yet TAREYTONS new cost only fifteen cents a package, exclusive of state or municipal taxes. 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 Friday 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."

Richard Habbell speaking for the makers of HERBERT TAREYTON CIGARETTES.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP.....AND OUT)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:30 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. 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.

~~ANNOUNCER:~~

ANNOUNCER:

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

(4:46 Min.)

(V-888-A)

ANNOUNCER:

That was the "Bacchanale" from "Samson and Delilah" by Saint-Saens, recorded by the Philadelphia Orchestra under Leopold Stokowski.

ANNOUNCER:

If you are now smoking plain cigarettes, may we ask you to make this simple test: Hold one of the cigarettes in your mouth for a second or two. Then remove the cigarette and look at it. You'll notice that the end of the cigarette is moist. Had you left it in your mouth longer, the end, no doubt, would have become soggy and ragged. This does not happen when you smoke TAREYTON CORK TIP CIGARETTES. For 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. There's something about them you'll like.

ANNOUNCER:

The TAREYTON 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."

(3:50 Min.)

(V-8000-B)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard the duet "Ah, Mimi, tu piu" from La Boheme, sung by Enrico Caruso and Antonio Scotti.

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

(8:20 Min.)

(~~V-21888 A & B~~)

ANNOUNCER:

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

ANNOUNCER:

These few words are addressed to our women listeners: You know how annoying it is to find unsightly red smudges on the ends of your cigarettes. This is especially embarrassing 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 immaculate. Moreover, you'll enjoy TAREYTON'S finer, milder tobaccos. There's something about them you'll like.

ANNOUNCER:

The "Hungarian Dance #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.)

(L-1140)

ANNOUNCER:

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

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the overture to "Die Fledermaus" by Johann Strauss, as recorded by Eugene Ormandy and the Minneapolis Symphony Orchestra.

(8:31 Min.)

(AM-262, Records #3 and #4)



THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

CLOSING ANNCT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. If you now smoke plain cigarettes, 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 torn. You can avoid this annoyance by smoking TAREYTONS. For the TAREYTON CORK TIP never sticks to your lips. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTONS 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 Monday night at 8:30 for another program of music treasures including the glorious voice of Enrico Caruso, singing the famous Largo from Handel's opera "Xerxes."

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)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 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, 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 TAREYTON TREASURY OF MUSIC opens with the "Roman Carnival Overture" by Hector Berlioz, recorded by the Berlin Philharmonic Orchestra under the direction of Leo Blech.

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

ANNOUNCER:

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

ANNOUNCER:

When you smoke 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 TAREYTONS. For TAREYTONS have a cork tip that does not stick to the lips. The TAREYTON CORK TIP always stays neat 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.

ANNOUNCER:

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

(4:39 Min.) (V-8808-A)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

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

(4:50 Min.) (V-11686-B)

ANNOUNCER:

You have just heard the waltz from the "Swan Lake Ballet" of Tchaikowsky, recorded by the London Philharmonic Orchestra under the direction of John Barbirolli.

ANNOUNCER:

It's a known fact that smokers sooner or later change from one brand of cigarettes to another. The reason is, smokers are apt to get tired of the taste of their cigarettes and want a refreshing change. Perhaps that has happened to you. If so, we recommend TAREYTON CORK TIP CIGARETTES. For we think you'll be delighted with the taste of TAREYTON'S finer, milder tobaccos. And we believe you'll appreciate the advantages of the TAREYTON CORK TIP. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The concluding selection in tonight's TAREYTON TREASURY OF MUSIC will be the "Magic Fire Music" from Richard Wagner's opera, "Die Walkure." This is a recording by a symphony orchestra, conducted by Albert Coates.

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

ANNOUNCER:

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

THE HERBERT TAREYTON TREASURY OF MUSICCLOSING ANNCT:ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. Every smoker likes a cigarette that is round and firm and well packed -- a cigarette that is free from loose ends! And yet it's surprising how many men and women tolerate cigarettes from which tiny crumbs of tobacco creep out. If you are a fastidious smoker -- if you don't like to have your lips peppered with bits of tobacco -- smoke TAREYTON CORK TIP CIGARETTES. For the TAREYTON CORK TIP prevents loose ends, giving you always a cigarette that is neat and trim. 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 Caruso singing one of his few recordings in English, "For You Alone."

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)

ATX01 0261314

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 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. 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:

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

(8:50 Min.) (V-11828 A & B)

ANNOUNCER:

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

ANNOUNCER:

When you smoke 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 TAREYTONS. For TAREYTONS have a cork tip that does not stick to the lips. The TAREYTON CORK TIP always stays neat 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.

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

Once again the TAREYTON TREASURY OF MUSIC brings you the voice of the great Enrico Caruso, this time singing the beautiful ballad, "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 TAREYTON TREASURY OF MUSIC now brings you the first movement of Schubert's "Unfinished Symphony," recorded by the Boston Symphony Orchestra, conducted by Serge Koussevitzky.

(9:55 Min.)

(M-319, Records 1,2)

ANNOUNCER:

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

ANNOUNCER:

This is for the attention of women: Every fastidious woman knows how unsightly it is to have a red smudge appear on the cigarette she's smoking. And that smudge, 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 cigarette that compliments your sense of personal daintiness -- 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 Prelude to Act III of Wagner's Opera, "Lohengrin," recorded by the Berlin State Opera Orchestra.

(3:25 Min.)

(L-1176-B)

ATX01 0261316

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

CLOSING ANNCT:

ANNOUNCER

You have been listening to the TAREYTON TREASURY OF MUSIC presented to you by the makers of HERBERT TAREYTON CIGARETTES. When 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 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 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 on Monday night at 8:30 for another program of music treasures, including the glorious voice of Enrico Caruso singing "O Sole Mio."

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

This is the INTERSTATE BROADCASTING COMPANY.

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (1:25 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. 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:~~

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 A & B)

ANNOUNCER:

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

ANNOUNCER:

It's interesting to note how many smokers tamp the end of a cigarette before they smoke it. They do that in order to prevent tiny bits of tobacco from creeping out. For no one enjoys a cigarette that peppers the lips with loose crumbs of tobacco. And that is one of the reasons why more and more people are preferring TAREYTON CORK TIP CIGARETTES. The TAREYTON CORK TIP prevents loose ends and adds firmness to 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 HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC now brings you the voice of the  
great Enrico Caruso singing "O Sole Mio."

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

ANNOUNCER:

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 Strauss, recorded by the Minneapolis Symphony Orchestra directed  
by Eugene Ormandy.

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

ANNOUNCER:

You have been listening to the "Acceleration Waltz" by Johann Strauss,  
recorded by the Minneapolis Symphony Orchestra under the baton of Eugene  
Ormandy.

ANNOUNCER:

If you now smoke cigarettes that have no tip, then you know how frequently  
these cigarettes 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 TAREYTON CORK TIP CIGARETTES. You'll find that the  
TAREYTON CORK TIP never sticks to your lips. That's why TAREYTON CORK TIP  
CIGARETTES never get ragged or torn and always stay neat and trim. So next  
time you want a cigarette that will give you pleasure without annoyance,  
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 "Persian Dances" from Moussorgsky's opera, "Khowantchina", as recorded  
by the London Symphony Orchestra directed by Albert Coates.

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

ANNOUNCER:

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

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT.

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 smudges on the ends of your cigarettes. This is especially embarrassing if your lipstick happens to be fresh. If you treasure personal daintiness -- 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 cigarettes cannot afford. And yet -- TAREYTONS are now a popular priced cigarette. Try TAREYTONS. There's something about them you'll find.

*Let  
them  
go here*

*Music starts here* (THEME UP AND OUT.....)

ANNOUNCER:

We trust you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again on Friday night at half-past eight for another program of music treasures including the glorious voice of Enrico Caruso singing "Vesti la giubba" from Leoncavallo's opera, "I Pagliacci."

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

*Theme  
up here to fill*

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

*This  
at 8:59:30*

THE HERBERT TAREYTON TREASURY OF MUSIC

(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 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)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC opens with the overture to Mozart's opera "The Magic Flute" recorded by the Philharmonic Symphony Orchestra of New York under the direction of Willem Mengelberg.

(6:30 Min.) (V-1456-A & B)

ANNOUNCER:

You have just heard Mozart's "Magic Flute" overture as recorded by the Philharmonic Symphony Orchestra of New York directed by Willem Mengelberg.

ANNOUNCER:

It is our sincere belief that you will never go back to smoking plain cigarettes after you have given a fair trial to TAREYTON CORK TIP CIGARETTES. One of the advantages 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 cigarette 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.

ATX01 0261321

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

The TAREYTON TREASURY OF MUSIC now brings you the voice of Enrico Caruso singing "Vesti la giubba" from Leoncavallo's opera, "I Pagliacci."  
(3:43 Min.) (V-7720-A)

ANNOUNCER:

That was "Vesti la giubba" from "I Pagliacci" sung by Enrico 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 concerto in A Major", recorded by William Bachaus and the New Symphony Orchestra under the direction of John Barbirolli.

ANNOUNCER:

This is intended for the ears of our feminine listeners. No woman who treasures personal daintiness likes to see a red smudge on the end of her cigarette. And, as you know, that red smudge is particularly prominent when the lipstick happens to be fresh. To avoid this embarrassment, more and more fastidious women are smoking TAREYTON CORE TIP CIGARETTES. For they have found from experience that the TAREYTON CORE TIP resists lipstick. So, if you want a cigarette that always stays immaculate, 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, bass, 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 "Faust" was recorded by M. Cosette, bass, and members of the chorus and orchestra of L'Opera Paris, under the direction of Henri Busser.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNOUNCEMENT:

ANNOUNCER:

You have been listening to the TAREYTON TREASURY OF MUSIC presented for your pleasure by the makers of HERBERT TAREYTON CIGARETTES. It's common knowledge that many smokers change their brand of cigarettes from time to time. And one of the reasons is, that they, sooner or later, get bored by the taste 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 tobacco and you'll appreciate the advantages of the TAREYTON CORK TIP. You'll get 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 on Monday night at 8:30, at which time you will hear, among other interesting selections, the immortal voice of Enrico Caruso singing "N'Appari" 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.....)

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. 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's TAREYTON TREASURY OF MUSIC opens with the "Citronen Waltz" 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 Waltz" as recorded by the Boston "Pops" Orchestra under the direction of Arthur Fiedler.

ANNOUNCER:

One of the many things you'll appreciate about TAREYTON 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 TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON 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-B)

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing "N'Appari" from the opera, "Martha."

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC continues with "The Festival at Bagdad" from Rimsky-Korsakoff's "Scheherzade". The recording is by the Philadelphia Orchestra directed by Leopold Stokowski. (8:25 Min.) (AM-269, Records #10 and 11 to line and out)

ANNOUNCER:

"The Festival at Bagdad" from Rimsky-Korsakoff's "Scheherzade" was recorded by the Philadelphia Orchestra under the direction of Leopold Stokowski.

ANNOUNCER:

No doubt you've seen many a smoker deliberately moisten 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 TAREYTON CORE TIP CIGARETTES. For, no matter how much you moisten the TAREYTON CORE 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.

ANNOUNCER:

The concluding selection on tonight's TAREYTON TREASURY OF MUSIC will be the "Gypsy Dance" from Bizet'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.

THE HERBERT TAREYTON TREASURY OF MUSIC

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 woman listeners. You know how annoying it is to find unsightly red smudges on the ends of your cigarettes. This is especially embarrassing if your lipstick happens to be fresh. If you treasure personal daintiness -- 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 cigarettes cannot afford. 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 we look forward to your being with us next Friday 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 Bizet's opera, "The Pearl Fishers.

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.....)

ATX01 0261326



THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (1:30 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. If you desire a refreshing change from the taste of your present cigarettes, try TAREYTON CORE TIP CIGARETTES. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

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

(7:43 Min.) (V-11838 A & B)

ANNOUNCER:

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

ANNOUNCER:

If you now smoke plain cigarettes, that is, cigarettes without a tip, 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! And that's a nuisance you can avoid -- by smoking TAREYTON CORE TIP CIGARETTES. For the TAREYTON CORE TIP prevents loose ends and gives you a cigarette that is always round and firm, always neat and trim. If you want an exceptionally well-made cigarette of really choice tobaccos -- ask for TAREYTONS. There's something about them you'll like.

ANNOUNCER:

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 Bizet's opera, "The Pearl Fishers."

(6:02 Min.) (V-7770-3)

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

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

The TAREYTON TREASURY OF MUSIC continues with the "Scherzo Capriccioso" by Anton Dvorak. This recording is by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

(9:20 Min.) (V-8418 A & B)

ANNOUNCER:

That was Dvorak's "Scherzo Capriccioso" as recorded by the Minneapolis Symphony Orchestra under the direction of Eugene Ormandy.

ANNOUNCER:

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 like.

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, soprano; Alessandro Zilliani, tenor, and members of the chorus and orchestra of La Scala, Milan, directed by Carlo Sabajno.

(5:25 Min.) (M-112, Record #3)

ANNOUNCER:

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

ATX01 0261328

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

ANNOUNCER:

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

Women have their own personal reasons for preferring TAREYTON 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 embarrassing to you, but also very unsightly for others to behold. When you smoke TAREYTON CORK TIP CIGARETTES, you are sure that the end of your cigarette 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 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 trust you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again next Monday evening at 8:30 at which time you will hear, among other interesting selections, the famous voice of Enrico Caruso singing "La Mia Canzone" by Tosti.

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

RTX01 0261329

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 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. When you smoke TAREYTON CORE TIP CIGARETTES, you'll enjoy their finer, 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:

The TAREYTON TREASURY OF MUSIC opens tonight with the overture 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 Hertz.

(9:18 Min.)

(V-7154 A & B)

ANNOUNCER:

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

ANNOUNCER:

No cigarette paper touches your lips when you smoke TAREYTON CORE 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 TAREYTONS--for no matter how much you moisten the TAREYTON CORE TIP, it never gets SOGGY, never gets ragged, never tastes papery. So, if you want a cigarette that always stays round and firm and clean-tipped, ask for TAREYTONS. There's something about them you'll like.

ANNOUNCER:

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

(3:00 Min.)

(V-1688-A)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard Enrico Caruso singing "La Mia Canzone" 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 Knappertbusch.

(8:10 Min.)

(V-50008 A & B)

ANNOUNCER:

You have been hearing "The Danube Maiden" by Johann Strauss, in a recording by the Berlin State Opera Orchestra directed by Hans Knappertbusch.

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 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 concluding selections on tonight's TAREYTON TREASURY OF MUSIC are two excerpts from the "Peer Gynt" suite #2 of Edvard Grieg -- "Peer Gynt's Return," and the "Arabian Dance," as recorded by a symphony orchestra directed by Eugene Goossens.

(5:58 Min.)

(V-9326-A; & 9327-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 HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

ANNOUNCER:

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

Nowadays, 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 why you'll find a decided preference for TAREYTON CORN TIP CIGARETTES in more and more of the better homes of America. For TAREYTON'S exceptional tobaccos have a distinctive taste. And the TAREYTON CORN TIP appeals to women as well as to men who appreciate a neat, trim and immaculate cigarette. The TAREYTON CORN TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobacco -- 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 trust you have enjoyed this TAREYTON TREASURY OF MUSIC and that you will be with us again Friday evening at half-past eight for another program of music treasures, including the voice of Enrico Caruso singing "A Dream."

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.....)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (1:30 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 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'll 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)

ANNOUNCER:

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

ANNOUNCER:

After the first few puffs on a plain cigarette, the lips of many a smoker become peppered by tiny bits of tobacco. 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 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 the many reasons why TAREYTONS are always so enjoyable. You really ought to try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

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

(3:42 Min.)

(V-1658-A)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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

The TAREYTON 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.

ANNOUNCER:

As you know -- plain cigarettes have a way of sticking to your lips. That's why such cigarettes 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 cigarette that never gets torn, never gets ragged, never tastes papery. Instead, you'll find that TAREYTONS are always neat and trim. And don't forget, you have the added advantage of TAREYTON'S finer, milder tobacco. Try TAREYTONS. There's something about them you'll like.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC concludes with two excerpts from "L'Arlesienne Suite #1" by Georges Bizet -- the Minuet, and Farandole. These will be heard through recordings of a symphony orchestra directed by Pierre Chagnon.

(6:08 Min.) (C-1930 & C-1931)

ANNOUNCER:

The selections just played were the Minuet and Farandole from Bizet's "L'Arlesienne Suite #1" recorded by a symphony orchestra directed by Pierre Chagnon.



THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNOUNCE:

ANNOUNCER:

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

Here is a hint which every fastidious woman will appreciate: lipstick may be pretty on your lips but not on the end of your cigarette. If you are embarrassed by telltale red smudges that appear on the end of your cigarette, we suggest that you smoke TAREYTON CORK TIP CIGARETTES. You'll find that the TAREYTON CORK TIP resists lipstick. That's why TAREYTONS always stay immaculate, no matter how fresh your lipstick may be. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos -- quality that other cigarettes cannot afford. 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 tonight's TAREYTON TREASURY OF MUSIC and that you will be with us again Monday evening at 8:30, at which time you will hear, among other selections, the great voice of Enrico Caruso singing the Neapolitan song, "Nanna mia che vo' sapes."

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.....)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME ) (WORLD 2287) (:20 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. 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 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 cigarette, sooner or later faces the embarrassment of finding a smudge of lipstick on the end of that cigarette. 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 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.

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC again brings you the immortal voice of Enrico Caruso, this time singing the Neapolitan song, "Mamma mia che ve' sate."

(4:00 Min.)

(Loan #21)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have just heard the voice of Enrico Caruso singing the Neapolitan song "Mamma mia che vo' sape."

The TAREYTON 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-36038)

ANNOUNCER:

You have just heard the first movement of 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 freshing change? When that boredom comes upon you, may we suggest that you try a TAREYTON GORK TIP CIGARETTE? You'll enjoy the clean, cool comfort of the TAREYTON GORK 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.

ANNOUNCER:

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 "Polovetsian 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.

(9:02 Min.) (V-9474 A & B - 2 records)

ANNOUNCER:

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

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

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 cigarette paper touches your lips when smoking TAREYTONS. There'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. 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 you will hear the immortal voice of Enrico Caruso singing "O Sole Mio" and also, other masterpieces played by world-famous orchestras.

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

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT.....)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD #2287) (:20 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. 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.

~~(ANNOUNCER: [unclear])~~

ANNOUNCER:

Tonight's TAREYTON 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.)

(Victor 11886-A, Part I)  
(Victor 11886-B, Part II)

ANNOUNCER:

You have just heard Mendelssohn's "Fingal's 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 spitting these ends away -- and you know how unsightly that is. You can avoid this nuisance by smoking TAREYTON CORK TIP CIGARETTES -- because the TAREYTON CORK TIP 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:

The TAREYTON TREASURY OF MUSIC brings you the immortal voice of Enrico Caruso, in a recording of the famous Italian folk-song "O Sole Mio."

(5:45 Min.)

(V-1626-A)

THE HERBERT TAREYTON TREASURY OF MUSICANNOUNCER:

You have just heard the voice of Enrico Caruso singing that well-loved Italian folk-song "O Sole Mio." 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-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 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.

ANNOUNCER:

Part of the charming Nutcracker Suite of Tchaikowsky is the final selection on the TAREYTON 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)

ANNOUNCER:

We have closed tonight's concert with excerpts from Tchaikowsky's Nutcracker Suite, as recorded by the Philadelphia Orchestra under the direction of Dr. Leopold Stokowski.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

ANNOUNCER:

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 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. The TAREYTON CORK TIP adds the comforting finishing touch to TAREYTON'S finer, milder tobaccos, quality that other cigarettes cannot afford. Yet TAREYTONS are now a popular priced cigarette. Try TAREYTONS. There's something about them you'll like.

(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.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP ...AND OUT)

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (WORLD 2287) (:20 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. 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 "March Militaire", a recording of the San Francisco Symphony Orchestra under the direction of Alfred Hertz.

(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 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 TAREYTON 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 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.) (V-1658-A)

ANNOUNCER:

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



THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

The TAREYTON TREASURY OF MUSIC continues with the Concert Waltz by the Russian composer, Glazunow, a recording of the San Francisco Symphony Orchestra under the direction of Alfred Hertz.

(7:42 Min.)

(V-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: Lipstick 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 ANNCT:

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 tobaccos -- quality that other cigarettes

ATX01 0261343

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

cannot afford. 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 for another program of music treasures including the voice of Enrico Caruso 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.....)

THE HERBERT TAREYTON TREASURY OF MUSIC

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

OPENING ANNGT:

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 Vaclav 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 cigarettes 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 another recording of the voice of Enrico Caruso, this time singing a lovely aria from the opera, "Martha."

(4:08 Min.)

(V-7720-B)

ATX01 0261345

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

You have been listening to the voice of Enrico Caruso singing an 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 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 Orchestra.

(8:40 Min.)

*Rudolph Ganz*  
① *Quintet Dance #1*  
② *Pastoral Dance #2*  
③ *The Minuet Dance #3*  
(V-9009 A & B)

ANNOUNCER:

Dances from the "Nell Gwyn" suite by Edward German, as recorded by the St. Louis Symphony Orchestra, was the concluding number on this program.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

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 cigarettes, 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 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 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 HERBERT TAREYTON CIGARETTES, and wishing you good-evening.

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT)

ATX01 0261347

(Program #51)  
8:30 - 9:00 PM

Monday, 7/4/38

THE HERBERT TAREYTON TREASURY OF MUSIC

(THEME) (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)

ANNOUNCER: 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)

ANNOUNCER: 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.

ANNOUNCER: 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)

ATX01 0261348

THE HERBERT TAREYTON TREASURY OF MUSIC

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.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT:

ANNOUNCER:

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.

ATX01 0261350



THE HERBERT TAREYTON TREASURY OF MUSIC

# 26-  
# 26-

(THEME) (WORLD 2287) (:20 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. If you want something exceptionally fine in cigarettes, try the TAREYTON CORK TIP. There's something about them you'll like.

(THEME OUT HERE)

ANNOUNCER:

Tonight's TAREYTON TREASURY OF MUSIC <sup>the seal in this series</sup> 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 TAREYTON CORK TIP resists lipstick. And that's a nicety every fastidious woman appreciates. If you want the tip of your cigarette to remain immaculate -- smoke a TAREYTON CORK TIP. Remember -- it resists lipstick. Besides you'll enjoy 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)

THE HERBERT TAREYTON TREASURY OF MUSIC

ANNOUNCER:

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 cigarette sticks to your lips. For you know how quickly the cigarette 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 TREASURY OF MUSIC is the stirring Coronation Scene from Modeste Moussorgsky's opera, "Boris Godounow." The soloist in this presentation is the late Feodor 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.

THE HERBERT TAREYTON TREASURY OF MUSIC

CLOSING ANNCT.

ANNOUNCER:

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

(BEGIN THEME HERE)

ANNOUNCER:

We hope you have enjoyed the TAREYTON TREASURY OF MUSIC. *Tonight's has been 52nd & final broadcast of this series, which was this program for the last of the series for the summer.*

Richard Hubbell speaking for the makers of HERBERT TAREYTON CIGARETTES and wishing you good-evenings *a pleasant summer*

This is the INTERSTATE BROADCASTING COMPANY.

(THEME UP AND OUT....)