

Radio Program prepared and produced by...
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
1:00 RECORDED RADIO COMMERCIAL

AS RECORDED
10/7/63

~~ES~~ T-5

ANNOUNCER

The next voice you hear will be one of the Unswitchables.

JOHN Q.

Why should I switch from Tareytons to any other smoke?

I'm a happy man.

ANNOUNCER

What makes Tareyton smokers so aggressively loyal? Well, first, fine tobacco. Then, Tareyton's Dual Filter. The activated charcoal filter works with the white filter to actually improve the fine tobacco taste of every Tareyton you smoke!

MUSIC

(JINGLE: 15" VERSION)

The white filter gives you the clean taste

The charcoal filter gives you the smooth taste

Together they give you the great taste of

Dual Filter Tareyton

(MORE)

ANNOUNCER

Join the Unswitchables. Light up and get the taste that
inspires their aggressive loyalty. Find out why they
say ...

JOHN Q.

Us Tareyton smokers would rather fight than switch.

MUSIC: JINGLE TAG.

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~~ST-6~~

ANNOUNCER

The next voice you hear will be one of the Unswitchables.

MARY Q.

Switch from Tareytons? Uh-uh, not me. Would you?

ANNOUNCER

What makes Tareyton smokers so aggressively loyal? Well, first, fine tobacco. Then, Tareyton's Dual Filter. The activated charcoal filter works with the white filter to actually improve the fine tobacco taste of every Tareyton you smoke!

MUSIC: (JINGLE: 15" VERSION)

The white filter gives you the clean taste
The charcoal filter gives you the smooth taste
Together they give you the great taste of
Dual Filter Tareyton

ANNOUNCER

Join the Unswitchables. Light up and get the taste that

(MORE)

DUAL FILTER TAREYTON
T-5 (CONT'D)

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ANNOUNCER

inspires their aggressive loyalty. Find out why they say ...

MARY Q.

Us Tareyton smokers would rather fight than switch.

MUSIC: JINGLE TAG

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THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON (LEAF MARKET)
:30 RADIO COMMERCIAL
WHAS LOUISVILLE
T-8

AS RECORDED
10/30/63

ANNOUNCER

What makes Tareyton smokers so aggressively loyal? First, fine tobacco. Then, Tareyton's dual filter. The activated charcoal filter works with the white filter to actually improve that fine tobacco taste.

(E.T. :15 VERSION OF TAREYTON SONG)

SINGERS

The white filter gives you the clean taste
The charcoal filter gives you the smooth taste
Together they give you the great taste of
Dual Filter Tareyton.

ANNOUNCER

Product of the American Tobacco Company ...tobacco is
our middle name.

Radio Program prepared and produced by...

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THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
:60 RADIO COMMERCIAL
T-9

AS RECORDED
12/9/63

ANNOUNCER

Attention, smokers! Get Dual Filter Tareyton! Get the filter that made Activated Charcoal famous!

GIRL

The filter that made Activated Charcoal famous!

ANNOUNCER

Yes, the filter that made Activated Charcoal famous. Fine granules of Activated Charcoal in pure cellulose. The first Activated Charcoal filter in America! The most imitated. And far and away America's largest-selling Activated Charcoal filter. Listen to how it works with the white filter to bring out the taste of Tareyton's fine tobacco!

GIRL

Listen!

(MUSIC: JINGLE: 15 SECOND VERSION)

The white filter gives you the clean taste
The charcoal filter gives you the smooth taste
Together they give you the great taste of
Dual Filter Tareyton.

(MORE)

THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
T-9

-2-

ANNOUNCER

Join the Unswitchables. Get the filter that ~~made~~ Activated
Charcoal famous --

GIRL

The filter that made Activated Charcoal famous --

ANNOUNCER

-- and the taste that makes Dual Filter Tareyton smokers so
aggressively loyal.

GIRL

Us Tareyton smokers would rather fight than switch.

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THE AMERICAN TOBACCO COMPANY
DUAL FILTER TAREYTON
1:00 RECORDED RADIO COMMERCIAL
LEAF MARKETS
T-10

AS RECORDED
12/30/63

ANNOUNCER

Smoke Dual Filter Tareyton cigarettes. Tareyton's got the filter that made activated charcoal famous. Fine granules of activated charcoal in pure cellulose ... America's largest-selling activated charcoal filter cigarette. Listen to how the charcoal filter works with the white filter to actually improve Tareyton's fine tobacco taste.

JINGLE

The white filter gives you the clean taste
The charcoal filter gives you the smooth taste
Together they give you the great taste of
Dual Filter Tareyton.

ANNOUNCER

Join the Unswitchables. Get the filter that made activated charcoal famous... and the taste that makes Tareyton smokers so aggressively loyal.

ACTOR

Us Tareyton smokers would rather fight than switch.

ANNOUNCER

Dual Filter Tareyton ... product of the American Tobacco Company ... tobacco is our middle name.

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LEAF MARKETS
T-11

AS RECORDED
12/30/63

ACTOR

Us Tareyton smokers would rather fight than switch.

ANNOUNCER

What makes Dual Filter Tareyton smokers so aggressively loyal?
Well, you can start with the filter. Fine granules of
activated charcoal in pure cellulose. Tareyton's got the
filter that made activated charcoal famous...America's largest-
selling activated charcoal filter cigarette. Listen to how
that charcoal filter works with the white filter to actually
improve Tareyton's fine tobacco taste.

JINGLE

The white filter gives you the clean taste
The charcoal filter gives you the smooth taste
Together they give you the great taste of
Dual Filter Tareyton.

ANNOUNCER

Join the Unswitchables. Get the filter that made activated
charcoal famous ... and the taste that makes Tareyton
smokers so aggressively loyal.

(MORE)

JINGLE (TAG)

Dual Filter Tareyton.

ANNOUNCER

... product of the American Tobacco Company ... tobacco
is our middle name.