

1950

MINISTRIE

1950

1950

1950

0798599-004



ATX01 005411B

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: JANUARY 2, 1950
(taped 12/28/49)

Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

BROADCAST
STARRING
FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

1. OPENING
2. INTRO
"GREAT DAY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"SORRY"
APPLAUSE FRANK SINATRA
5. INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"ALL THE THINGS YOU ARE"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

JANUARY 2, 1950

4:00 - 4:15 PM PST

ORCH: ("LUCKY DAY" . . . BRIGHT . . . UP AND UNDER)

WILSON: It's "LIGHT UP TIME"...PRESENTED BY LUCKY STRIKE...
starring FRANK SINATRA WITH JEFF ALEXANDER and the
Orchestra. Yes, "Light Up Time", time to relax and
light up a Lucky...a truly finer, milder, more
enjoyable smoke! You'll agree, in all the world
there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
saying Happy New Year. And, for my New Year's resolution
for 1950 I promise positively and absolutely to stop
copying the way Vic Damone sings. Jeffrey - let's show
'em!

MUSIC: ("GREAT DAY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
1/2/50

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OPENING COMMERCIAL

WILSON: Friends, to give you a finer, milder, more enjoyable
smoke, Luckies pay more for fine tobacco.

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

HIESTAND: At the tobacco auctions Luckies pay millions of dollars
more than official parity prices for truly fine, mild
leaf that smokes even and cool. Yes, when it comes to
smoking enjoyment there's just no substitute for fine
tobacco. That's why Luckies pay the difference for fine
tobacco that makes the difference in your cigarette.
Remember - first, last and always Lucky Strike means
fine tobacco - fine tobacco that means a milder, smoother
smoke for you. There's never a rough puff in a Lucky
and that's true of every Lucky you light! So, friends,
for your own real, deep-down smoking enjoyment smoke that
smoke of fine tobacco - Lucky Strike -- so round, so firm,
so fully packed, so free and easy on the draw! You'll
agree with the millions who say - in all the world there's
no finer cigarette than Lucky Strike.

ATX01 0054121

MUSIC: (PLAYOFF INTRO FADES TO B.G. FOR:)

FRANK: Light Up Timers, this tune coming up is my down payment on a big recording schedule for 1950. And we know this record is going to be a big hit because we sneak previewed it last night -- in a juke-box located in a dining-car, at Main Street and a hundred and seventy-eighth. The counter-man gave it Four Hamburgers. (with onions)... Anyway, here it is.....

MUSIC: ("SORRY" FRANK SINATRA)

(APPLAUSE)

FRANK: Thank you, thank you very much. Oh, Don Wilson.....

DON: Yes, Frank, what can I do for you?

FRANK: Nothing, Don. I just wanted to start the New Year right, by telling you how much I enjoy working with you.....

DON: Well, gosh, Frank, that's awfully nice.

FRANK: And I love the way you read those commercials.....

DON: Thanks again.

FRANK: Although how you can stand there and talk about anything else being round and firm and fully packed! Oh, Brother!

DON: I must say I enjoy working with you, too, Frank. I think you're a great radio artist - but not only that - I think you have a great future in television.

FRANK: You do?

DON: I certainly do. Then, Mothers can point you out to their kiddies and say "There - you see what happens to bad little boys who don't drink their milk!"

FRANK: I knew there was something funny when Jack Benny offered to loan you to us...free. But, just to show how big I really am, I'm going to give you a free listen to another song we have large hopes for 'round our end of the record business in the upcoming year.....

MUSIC: ("WHY REMIND ME" FRANK SINATRA)
(APPLAUSE)

MUSIC: (PLAYOFF INTRO. TO B.G. FOR:)

FRANK: 'Tis High-light Time on Light Up Time! And we just had to find room on our first program of the New Year for a song that's -- well, we just hope that you'll be around as long as it will. Which is our way of wishing you a long life and a beautiful one.....

MUSIC: ("ALL THE THINGS YOU ARE". FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
1/2/50

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CLOSING COMMERCIAL

FRANK: Don, it's your turn now to strike a bright note in Light Up Time.

WILSON: And the easiest way to do that, Frank, is to light up a Lucky. You'll find from the first puff there's never a rough puff in a Lucky. With every Lucky you light you get just what you want -- more smoothness, more mildness - more real, deep-down smoking enjoyment. Yes, puff after puff, you'll see - LS -- MFT! Lucky Strike means fine tobacco. And to get this truly light, ripe leaf for your cigarettes, Luckies pay more - millions of dollars more than official parity prices.

FRANK: Neighbors, I know you'll find Luckies are as fine as I do. Just look at 'em - round and firm and plumb full of fine tobacco. There's no cigarette that can touch 'em for real smooth smokin'. Remember - there's never a rough puff in a Lucky .. so the very next time you buy cigarettes, ask for a carton of Luckies. When you do, you'll say it really was a Lucky Day -- the day you started smokin' Lucky Strike!

H.C.

ATX01 0054125

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra...and yours truly, Don Wilson, will be back again, inviting you to light up a LUCKY. Until then -- remember, to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: So, next time, neighbors, smoke a cigarette that's really fine -- LUCKY STRIKE! My Cigarette!
And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.....

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCHESTRA: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 ~~BEAT~~ PAUSE) ON NBC!

H.C.

ATX01 0054126

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE JANUARY 3, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
AS BROADCAST
JEFF ALEXANDER AND THE CIGARETTES

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"KISS ME AGAIN"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"YOU'RE AWFUL"
APPLAUSE
FRANK AND DOROTHY
6. COMMERCIAL
7. INTRO
"LOST IN THE STARS"
APPLAUSE
FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 3, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY"BRIGHT.....UP AND UNDER)

WILSON: It's "LIGHT UP TIME"....presented by LUCKY STRIKE....
starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF
ALEXANDER and the Orchestra....Yes, "Light Up Time", time
to relax and light up a Lucky....a truly finer, milder,
more enjoyable smoke! You'll agree, in all the world
there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and I want to thank all my old boyhood chums for the
wonderful New Years greeting they sent me. Of course, in
addressing it, I think they should have used my name
instead of just sending it to "The Singing Salami".
Jeffrey, with plenty of mustard please!

MUSIC: (WHEN YOU'RE SMILING".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
JANUARY 3RD, 1950

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COMMERCIAL #1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

HIESTAND: At the tobacco auctions Luckies pay millions of dollars more than official parity prices for light, mild leaf. That's right - millions of dollars more for fine tobacco. No doubt about it, LS - MFT...Lucky Strike means fine tobacco.

WILSON: And everybody knows fine tobacco and smoking enjoyment go hand in hand. That's why there's never a rough puff in a Lucky - only the complete smoking enjoyment you get from truly fine leaf. No wonder the independent tobacco experts -- men who spend their lives buying, selling and handling tobacco choose Lucky Strike for their personal smoking enjoyment. In fact, a recent survey reveals more of these experts smoke Lucky Strike regularly than the next two leading brands combined!

HIESTAND: So take a tip from the experts, friends, and light up a Lucky - light up a truly finer smoke. Puff by puff you'll see there's never a rough puff in a Lucky - so for your own real, deep-down smoking enjoyment smoke that smoke of fine tobacco -- Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054129

MUSIC: (PLAYOFF INTRO...FADES OUT FAST UNDER:)

FRANK: Light Up Timers, as of this morning we developed a new reason for calling the Super Chief "Super" - because it brought back to us the gal with the golden voice and hair to match - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, everybody. Thank you, Frank! Oh, I want to tell you - having you all meet my train this morning was such a big thrill! And it was so nice of every one of the boys in the band to be there!

FRANK: Well, to tell you the truth, D.K., I had to tell them a little white lie to get them down to the station so early in the morning. I had to tell them someone else was arriving.

DOROTHY: Who'd you say was arriving?

FRANK: Jimmy Petrillo. By the way, how did you celebrate New Year's Eve on the train?

DOROTHY: Well, at midnight the engineer blew his whistle and the conductor emptied his ticket puncher and threw the little pieces of paper around for confetti. What did you do?

FRANK: Well, for one thing I got this lump on my head -- diving into Jack Benny's swimming pool.

DOROTHY: How come?

FRANK: He's got it filled with money. (SNEAK MUSIC) But our hearts are filled with anxiety, Miss K., to once again hear you sing - and at the risk of having you muss up my Revlon - I am going to ask you sing "Kiss me Again" and it should be Plumb beautiful, Beautiful...

MUSIC: ("KISS ME AGAIN".....FRANK SINATRA)

(APPLAUSE)

FRANK: Delightful, D.K. Downright enchanting! But we shouldn't be surprised - after the way you stood the audiences on their ears back at the Metropolitan Opera.

DOROTHY: Which reminds me. I have a T.L. for you, F.S. In last Friday's New York Tribune, I read that, at one time, more than ten thousand people were waiting in line to see your picture "On The Town" at the Radio City Music Hall.

FRANK: (HAMMY) Well, it just goes to show one thing, Dorothy!

DOROTHY: What's that?

FRANK: Gene Kelly and I have ^{multitudes} ~~a~~ lot of relatives! Anyway, it gives me a good idea. Suppose you and I sing one of the tunes from "On The Town".....

DOROTHY: Why, sure!

FRANK: In close, now! This is a cosey-type tune.....

MUSIC: ("YOU'RE AWFUL".....FRANK & DOROTHY)

(APPLAUSE)

LIGHT UP TIME
JANUARY 3, 1950

COMMERCIAL #2

FRANK: Ask yourself why you smoke, neighbors, and I'm sure you'll agree it's for enjoyment. Well, the makers of Luckies can promise you more enjoyment - a milder, smoother smoke. You know, there's never a rough puff in a Lucky!

WILSON: Luckies certainly can promise that, friends, because fine tobacco and smoking enjoyment go hand in hand. And everybody knows....LS-MFT..... Lucky Strike means fine tobacco! Now to get fine, light, naturally mild leaf for your cigarette, Luckies pay more...actually millions of dollars more than official parity prices. Yes, at the auctions (CHANT IN - UNDER).... when the fine leaves of mellow, mild tobacco are offered for sale, time and again you'll hear.....

RIGGS: (CHANT SWEEPS UP TO 62 - SOLD AMERICAN)

WILSON: And another basket of truly fine tobacco has been bought by the makers of Lucky Strike!

FRANK: Yessir, neighbors, anytime you light up that cigarette of fine tobacco, you're headed for some mighty smooth smoking. Get a carton of those great-tasting Luckies and enjoy smoking at its finest Lucky Strike, my cigarette.

H.C.

ATX01 0054132

(NO ANNCT.)

MUSIC: ("LOST IN THE STARS".....FRANK SINATRA)

(APPLAUSE)

H.C.

RTX01 0054133

FRANK: Time's here, neighbors, to gently lower the lights on LIGHT UP TIME, till tomorrow evening when yours truly, FS, will be back again with Dorothy Kirsten, aided and abetted by Jeff Alexander and the Orchestra. So till then keep your life a little brighter with a lighted Lucky - the finest smoke you ever put a match to.

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 BEAT PAUSE) ON NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

DATE JANUARY 4, 1950

Network:

~~Broadcast:~~

Repeat:

~~8:00-8:15 PM PST~~

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"THE ONE I LOVE"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"IF I SHOULD LOSE YOU"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"A DREAMER'S HOLIDAY"
APPLAUSE FRANK SINATRA
- 6 COMMERCIAL
- 7 INTRO
"ONLY MAKE BELIEVE"
APPLAUSE FRANK & DOROTHY
- 8 CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 4, 1950

4:00 - 4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UP AND UNDER

WILSON: It's "LIGHT UP TIME"...presented by LUCKY STRIKE...starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF ALEXANDER and the Orchestra....Yes, "Light Up Time", time to relax and light up a Lucky....a truly finer, milder, more enjoyable smoke! You'll agree, in all the world there's no finer cigarette than Lucky Strike.

FRANK: This is F. S. for L.S. - Frank Sinatra for Lucky Strike - and on my way to work this morning, I said hello to Al Jolson seventeen different times. Then I realized they were just people who had driven thru the smudge-pot area. Jeffrey, light it up!

MUSIC: "THE ONE I LOVE".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
1-4-50

-2-

FIRST COMMERCIAL

HIESTAND: Friends, it's clear from the first puff ... there's never a rough puff in a Lucky. For Lucky Strike is the cigarette of truly fine tobacco!

FIGGS: (CHANT - 60 to 62 -- SOLD AMERICAN)

WILSON: And to get this fine, ripe, light leaf for your cigarette, at the auctions Luckies pay millions of dollars more than official parity prices. No doubt about it .. LS - MFT ... Lucky Strike means fine tobacco! Now the independent tobacco experts, men who spend their lives buying, selling and handling tobacco can see the makers of Lucky Strike consistently select and buy mild, mellow leaf. For instance, Mr. Joseph Stacy Blanks, veteran tobacco auctioneer from Watham Hill, Virginia, recently said:

EXPERT: I've sure sold my share of tobacco. And at market after market, I've seen the makers of Lucky Strike buy fine, ripe, mellow tobacco that's just right for a real good smoke. I've smoked Luckies for 17 years!

HAEESTAND: There you have it, friends, a tip from a man who really knows tobacco. So for your own real, deep-down smoking enjoyment, with never a rough puff, smoke the smoke tobacco experts smoke -- LUCKY STRIKE, so round, so firm, so fully packed, so free and easy on the draw!

ATX01 0054137

MUSIC: ("PLAYOFF INTROFADES OUT FAST UNDER:)

FRANK: Light Up Timers, here comes the sweetest thing to hit the music world since "Sugar Blues". That delightful diva - Miss Dorothy Kirsten. Hi there, D.K.

DOROTHY: Hi there, F.S. Golly, it sure does feel good to be back in California. When I came in on the train yesterday morning my heart came right up in my throat when I saw that beautiful mountain - that great majestic pile - that huge monument to Nature - spreading out under the California sun....

FRANK: Honey - are you talking about Mount Wilson or Don Wilson? But, we sure are glad to have you back, Miss Kirsten, California will be that much better now that you are here. (SNEAK MUSIC) For here's where you'll sing "If I Should Lose You". And, if I should, it isn't "finders keepers" by any means, not on your tintype.....

MUSIC: ("IF I SHOULD LOSE YOU"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Wonderful, Dorothy, just great! Yes sir - if you had sung that in the Metropolitan Opera House, they would right now be standing in the aisles yelling "Bravo". Now, neighbors, on to a song that is currently the biggest thing since the back seat of a Hudson. Last Saturday night, on Lucky Strike's Senior Radio program, Your Hit Parade, this tune was Number One. Which is about the most that can be said for any song.....

MUSIC: ("DREAMERS HOLIDAY" FRANK SINATRA)

(APPLAUSE)

"LIGHT UP TIME"
1/4/50

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SECOND COMMERCIAL

WILSON: Light up a Lucky, friends. Draw deep...and taste the smooth, mellow smoke of fine, friendly tobacco. From first puff to last there's never a rough puff in a Lucky! For you see, at the tobacco auctions the makers of Lucky Strike go after fine, light, naturally mild leaf...and pay millions of dollars more than official parity prices to get it. Yes, the makers of Lucky Strike get light, ripe leaf they know will give you a finer more enjoyable cigarette...So when you light up a Lucky... puff after puff, you get the greater smoothness, the added enjoyment of a truly finer smoke. Yes, there's never a rough puff in a Lucky because LS - MFT...Lucky Strike means fine tobacco...and in a cigarette it's the tobacco that counts...

FRANK: Neighbors, that makes a lot of sense, for fine tobacco and smoking enjoyment go hand in hand. So for the most in enjoyment...for the mildness and smoothness of a great cigarette...be sure you make your next carton Lucky Strike!

-dc-

ATX01 0054140

MUSIC: PLAYOFF INTRO...TO B.G. FOR

FRANK: 'Tis Highlight Time on Light Up Time...and, Miss Dorothy Kirsten, Me'am, this here is a song right off the Show Boat. So, if the purtiest Miss on the Mississippi will be so kind as to do me the honor...

DOROTHY: Why, I'd be charmed, Suh! And, since you were so nice as to call me the purtiest Miss on the Mississippi River, why, the least I can do is call you the biggest loss on the Los Angeles Rivor!

FRANK: Well, shut mah mouth...(but not for very long)

MUSIC: "ONLY MAKE BELIEVE".....FRANK & DOROTHY

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: JANUARY 5, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

AS BATTEN
STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"LET IT SNOW"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU'D BE SO NICE TO COME HOME TO"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"VIOLETS FOR YOUR FURS"
INTRO
"HANDS ACROSS THE TABLE"
APPLAUSE
FRANK SINATRA
DOROTHY KIRSTEN and
Frank Sinatra
5. COMMERCIAL
6. INTRO
~~"HANDS ACROSS THE TABLE"~~ *Batten & Barton*
APPLAUSE *your rehearsal*
FRANK & DOROTHY
7. CLOSING

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra...and yours truly, Don Wilson, will be back again, inviting you to light up a LUCKY. Until then...remember, to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: So stock up on Luckies, neighbors, get a carton today! Lucky Strike...my cigarette!
And until tomorrow night, keep a lighted LUCKY burnin' in the window for us...

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY"...UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS...(2 beat pause) ON NBC.

LIGHT UP TIME
1/5/1950

-2-

COMMERCIAL #1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

WILSON: It's clear from the first puff ... there's never a rough-puff in a Lucky, for to make certain your Luckies always smoke mild and smooth, at the auctions Luckies pay millions of dollars more than official parity prices for fine, light, naturally mild tobacco. No doubt about it -- IS - MFT -- Lucky Strike means fine tobacco!

HIESTAND: Yes, Lucky Strike means fine tobacco ... and remember - fine tobacco and smoking enjoyment go hand in hand. That's why every Lucky you light gives you a milder, smoother, more deeply enjoyable smoke. From first puff to last, there's never a rough-puff in a Lucky. So, next time you buy cigarettes, ask for a carton of Luckies. Yes, for more real deep-down smoking enjoyment, smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

W

ATX01 0054143

• MUSIC: (PLAYOFF INTRO TO CELESTE B. G. UNDER:)

FRANK: Hey! Dorothy, - ~~Dorothy Kirsten!~~

DOROTHY: Yes, Frankie-boy!

FRANK: I guess the weather-man took me seriously when I sang
"Let It Snow." Look how it's coming down! Gosh, if this
keeps up all night they'll have the N.B.C. ushers out
shoveling off the sidewalks in the morning.

DOROTHY: Oh, I love it! Snow always makes me think of an open
fireplace..

FRANK: Yeh...

DOROTHY: And a fellow just like you sitting in front of it in a
great big easy chair...

FRANK: Beautiful..

DOROTHY: And a pipe and a dog.. It's all so peaceful.

FRANK: Sure. And then a spark jumps out of the fireplace - lands
on my nose - I jump out of the chair - trip over the dog -
land on my face - the pipe goes down my throat! It's
suicide - that's what it is! But I love the whole idea.
The snow outside. Me inside. And you coming home from
a hard day at the Opera House..

MUSIC: ("YOU'D BE SO NICE TO COME HOME TO" . . DOROTHY KIRSTEN)

MUSIC: (CELESTE SNOW THEM IN B.G.)

FRANK: Oh, Dorothy! You sang that so warmly, you had the snow melting as soon as it landed! The Street Cleaners Union may vote you Their Girl of the Year.

DOROTHY: Why, bless their little baby Snow Shovels!

FRANK: And y'know somethin', D.K.? When it's snowing, a girl must have furs and a little posey of violets to go with 'em. And I think I'll just go out and buy you some.

DOROTHY: Furs?

FRANK: No --- violets.....

MUSIC: ("VIOLETS FOR YOUR FURS" FRANK SINATRA)

~~(APPLAUSE)~~

NM

ATX01 0054145

MUSIC: (CELESTE SNOW THEME IN B.G.)

DOROTHY: Mr. Sinatra, that sounded beautiful!

FRANK: Miss Kirsten, it couldn't sound half as beautiful as you look. That rich, dark brown mink. Topped with that little bouquet of violets splashing against that creamy blonde complexion. What we need right now is to get in out of the snow -- let's find some little restaurant - with small tables - the size if you don't hold your head straight up, you touch noses.

MUSIC: ("HANDS ACROSS THE TABLE" FRANK & DOROTHY)

(APPLAUSE)

JANUARY 5, 1950

COMMERCIAL #2

WILSON: Friends, it's always "Light Up Time" with Lucky Strike. For Luckies give you smoking enjoyment at its finest. To guarantee your enjoyment -- remember - Luckies pay millions of dollars more than official parity prices for fine tobacco.

FRANK: You bet they do, Don! And here's a former tobacco auctioneer - a fella who's seen many a basket of fine tobacco bought by the makers of Lucky Strike. How about that, Speedy Riggs?

RIGGS: That's for sure, Frank. Time after time I've seen Lucky Strike buy basket after basket of real, fine smokin' tobacco. In fact, at many an auction when a basket of particularly light, mild tobacco was offered, here's the way the sale would go ... (CHANT UP FAST TO 62 -- SOLD AMERICAN) And that, Frank, meant that the makers of Lucky Strike bought another basket of really fine leaf!

FRANK: Yes, neighbors, Lucky Strike sure does mean fine tobacco - fine tobacco that smokes smooth and mild with never a rough puff. Lucky Strike is my cigarette ... and I know it'll be yours once you try 'em! So get a carton of Luckies, won't you? You'll agree it's the finest cigarette you ever put a match to!

NA

ATX01 0054147

MUSIC: (PLAYOFF INTRO TO B.G. FOR:)

FRANK: Well, it's still snowing outside - we're still in the restaurant - we've just had an after-dinner Lucky Strike - so, Dorothy, what would you like to do now?

DOROTHY: Whatever you say!

FRANK: Okay. First, fill your coat pocket with lump sugar...

DOROTHY: What's that for?

FRANK: The horse. Let's see - yep - I've got the six dollars!

DOROTHY: And what's that for?

FRANK: The driver.

DOROTHY: But, where are we going?

FRANK: For a carriage ride around Central Park - and you know what that's for....

MUSIC: ("BULTON UP YOUR OVERCOAT" FRANK & DOROTHY)

(APPLAUSE)

NM

ATX01 005414B

FRANK: Time's here, neighbors, to gently lower the lights on LIGHT UP TIME, till tomorrow evening when yours truly FS, will be back again with Dorothy Kirsten, aided and abetted by Jeff Alexander and the Orchestra. So till then keep your life a little brighter with a lighted Lucky -- the finest smoke you ever put a match to.

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" . . . UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ... (2 BEAT PAUSE) ON NBC!

NM

RTX01 0054149

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE JANUARY 6, 1950 Network: NBC Broadcast: 4:00-4:15 PM PST
8:00-8:15 PM PST
Repeat:

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO "ALL OF ME"
APPLAUSE AS RECORDED FRANK SINATRA
3. COMMERCIAL
4. INTRO "EASY TO LOVE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO "A DREAM IS A WISH"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "DANCING IN THE DARK"
APPLAUSE FRANK & DOROTHY
8. CLOSING

W

RA-935

ATX01 0054150

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 6, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

WILSON: It's "Light Up Time" presented by LUCKY STRIKE ...
starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF
ALEXANDER and the Orchestra. Yes, "Light Up Time"
time to relax and light up a Lucky ... a truly finer,
milder, more enjoyable smoke! You'll agree, in all
the world there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and this morning I stepped on a weighing machine, dropped
in a penny and the little card came out reading, "Listen,
Buddy, stop wasting my time"! Jeffrey, feed me some
vitamins!

MUSIC: ("ALL OF ME" FRANK SINATRA)

(APPLAUSE)

W

LIGHT UP TIME
1/3 & 6/1950

-2-

COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 -- SOLD AMERICAN)

HIESTAND: At the tobacco auctions Luckies pay millions of dollars more than official parity prices for light, mild leaf. That's right - millions of dollars more for fine tobacco. No doubt about it, LS - MFT ... Lucky Strike means fine tobacco.

WILSON: And everybody knows fine tobacco and smoking enjoyment go hand in hand. That's why there's never a rough puff in a Lucky - only the complete smoking enjoyment you get from truly fine leaf. No wonder the independent tobacco experts -- men who spend their lives buying, selling and handling tobacco choose Lucky Strike for their personal smoking enjoyment. In fact, a recent survey reveals more of these experts smoke Lucky Strike regularly than the next two leading brands combined!

HIESTAND: So take a tip from the experts, friends, and light up a Lucky - light up a truly finer smoke. Puff by puff you'll see there's never a rough puff in a Lucky - so for your own real, deep-down smoking enjoyment, smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

w

RTX01 0054152

MUSIC: (PLAYOFF INTRO AND OUT FAST UNDER:)

FRANK: Light Up Timers, join me if you will in congratulating two of our Light Up Time family - Dorothy Kirsten and Don Wilson - for having been chosen in the "Fame" magazine national poll as the most popular classical singer and the most popular announcer in this whole, great big nation! How about that!

(APPLAUSE)

DOROTHY: Thank you, everybody - thank you very much.

DON: May I, too, express my tremendous appreciation for this ultimate in honors - this great tribute to my graceful delivery, my precise diction, my clear enunciation, my personable manner of suave salesmanship. It's almost too much -- why, receiving this award - it just - just leaves me speechless!

FRANK: Hum? Don, you're the only man I know who can't say "hello" - in twenty-five words or less. Tell me, Dorothy, how does it feel being once again crowned Queen of the Classical Canaries?

DOROTHY: Well, naturally, I'm thrilled! But, Frank, about you! I won an award - and Don won an award - what about you?

FRANK: Oh, don't worry about me, Dorothy! Just last week I won an award down in Palm Springs. They voted me the man most likely to slip down a Gopher Hole! (MUSIC SNEAK) Anyway, congratulations to you both. And, Don, while you are out practicing something to say, we want Dorothy to stay right here and show us how well she has already practiced singing... "Easy To Love"...

MUSIC: ("EASY TO LOVE" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Oh, man! T'ain't hard at all, loving that kind of singing! D.K., you bring out the Prince Charming in me! Which, in turn, brings up the matter of Walt Disney's upcoming film classic "Cinderella."
In this story you'll recall that little Cindy goes for a walk in a pair of glass slippers - and the whole moral of the story is: "People who live in glass slippers, will soon be needing Blue Jay Corn Plasters." But, here is that song from...."Cindrella"....

MUSIC: ("A DREAM IS A WISH" FRANK SINATRA)
(APPLAUSE)

w

LIGHT UP TIME
1/6/1950

-5-

COMMERCIAL #2

FRANK: And now, neighbors, here's the man who knows how to add real smoking enjoyment to your life -- Don Wilson!

WILSON: Yes, Frank, I do know how, and it's mighty simple. You see, friends, to make sure you get more real, deep-down smoking enjoyment out of every Lucky you light, Luckies pay more.

RIGGS: (SHORT CHANT)

WILSON: Yes, at the auctions the makers of Lucky Strike pay millions of dollars more than official parity prices for fine tobacco. Lucky Strike pays this money for you -- for your added smoking enjoyment - for the fine tobacco that goes into each and every Lucky you light. No wonder they're so smooth, and mild - so well liked by millions of smokers. There's never a rough puff in a Lucky!

FRANK: Yessir, Lucky Strike is my cigarette - so make it yours, neighbors. Remember, it's always light up time with Lucky Strike. You'll agree, it's the finest cigarette you ever put a match to. Get a carton real soon.

W

ATX01 0054155

(NO ANNOT.)

MUSIC: ("DANCING IN THE DARK" FRANK & DOROTHY)

(APPLAUSE)

w

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until Monday evening when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra ... and yours truly, Don Wilson, will be back again, inviting you to light up a LUCKY. Until then -- remember to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. *We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us ...*

MUSIC: ("PUT YOUR DREAMS AWAY") *See - "Put Your Dreams Away" by Frank Sinatra!*

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" ... UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ... (two beat pause) ON NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: JANUARY 9, 1950

Network: B.C.

Broadcast: 2:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
JEFF ALEXANDER AND THE LUNCH CREST
AS BROADCAST

1. OPENING
2. INTRO
"JUST YOU JUST ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHAT IS THERE TO SAY"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"ENVY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"HUSH, LITTLE DARLIN"
INTRO
"I'VE GOT A CRUSH ON YOU"
APPLAUSE DOROTHY KIRSTEN
FRANK SINATRA
8. CLOSING

-bc-

RA-935

ATX01 0054158

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 9, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY". BRIGHT. UNDER AND OUT)

WILSON: It's "light Up Time" presented by LUCKY STRIKE ... starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF ALEXANDER and the Orchestra. Yes, "Light Up Time", time to relax and light up a Lucky.....a truly finer, milder, more enjoyable smoke! You'll agree, in all the world there's no finer cigarette than Lucky Strike.

FRANK: This is P.S. for L.S. - Frank Sinatra for Lucky Strike - and it was mighty nice of Don Wilson to wait for me at the airport this morning. Too bad, though, he decided to take that little nap in one of the hangers. While he was asleep, somebody painted the word "Goodyear" on his side and tried to fly him! Jeff! ~~let us fly!~~ *Pull up the gear we're off!*

MUSIC: ("JUST YOU JUST ME". FRANK SINATRA)
(APPLAUSE)

LUCKY STRIKE
LIGHT UP TIME
January 9, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN!)

HILSTAND: When you light up a Lucky, you get more smoothness and
Mellowness...with never a rough puff. No doubt about it,
there's finer smoking in a Lucky Strike...and fine tobacco
makes this difference!

WILSON: Yes, the tobacco -- that's what counts in a cigarette...in
your deeper enjoyment of smoking. And remember -- in each
and every Lucky Strike, there's light, ripe, naturally mild
leaf. Now, fine tobacco like that costs more ... and at
the auctions, Luckies pay millions of dollars more than
official parity prices to get it. Yes, Luckies pay the
difference for the fine tobacco that makes the difference
in your cigarette! So no wonder...LS -- MFT...Lucky Strike
means fine tobacco...and this fine Lucky Strike tobacco
gives you more real, deep-down smoking enjoyment. It's
clear from the first puff...there's never a rough puff
in a Lucky. So smoke that smoke of fine tobacco -- Lucky
Strike -- so round, so firm, so fully packed, so free and
easy on the draw.

-bc-

ATX01 0054160

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER:)

FRANK: Light Up Timers, right now light-footing her way toward the footlights is the Pet of the Met - that Doll of 'em all - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you - thank you, everybody - and hello, Frankie!
Did you have yourself a nice week-end?

~~FRANK: Well, just to say I got a lot of rest.~~

~~DOROTHY: Palm Springs?~~

FRANK: ~~Palm Springs. I really took it easy. All but yesterday,~~
~~of course.~~ ^{hell} Yesterday, I worked on the Jack Benny show.

DOROTHY: That doesn't sound like very hard work.

FRANK: It isn't really - it's just the waiting, waiting, waiting you have to do around Jack's show.

DOROTHY: Waiting to get started?

FRANK: No - waiting to get paid. (SNEAK MUSIC) But at least there was a payoff - which is more than I can say for that joke. But 'tis time for you to do some of your high-class crooning, Ladybird...

DOROTHY: What is there to sing?

FRANK: "What Is There To Say"?

MUSIC: ("WHAT IS THERE TO SAY"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Tremendous, Dorothy! Great! To say nothing of beautiful -
after all, your kind of beauty speaks for itself. Y'know
after hearing you sing that song, I make the unqualified
statement that you have a great future! One job I know I
can get you.

DOROTHY: In Grand Opera?

FRANK: No - at the Grand Opening of a small meat-market in
Burbank tonight. And just in case you don't think I say
this because I'm jealous, I am - and just to prove it, I'm
going to sing.. "Envy"...

MUSIC: ("ENVY" FRANK SINATRA)

(APPLAUSE)

LUCKY STRIKE
LIGHT UP TIME
JANUARY 9, 1950

-5-

COMMERCIAL #2

FRANK: Say, neighbors -- next time you light up a Lucky Strike, I wish you'd notice this. There's never a rough puff in a Lucky. Only the mellow, smooth smoking you get from truly fine tobacco.

WILSON: Now fine tobacco like this costs more...and at the auctions Luckies pay millions of dollars more than official parity prices for light, mellow leaf that guarantees a more deeply enjoyable smoke for you. There's never a rough puff in a Lucky, for LS -- MFT...Lucky Strike means fine tobacco, and in a cigarette it's the tobacco that counts. No wonder a recent survey shows more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined!

FRANK: So, take a tip from the experts, neighbors....and get more of that real, deep-down smoking enjoyment for yourself. Yes siree, you're set for smoking at its finest when you light up a Lucky Strike!

MUSIC: (PLAYOFF INTRO. TO B.G. FOR:)

FRANK: 'Tis High-light Time on Light Up Time! And takeoff time
for a pair of tunes - one just built for a boy and one
just built for a girl. And what a built on this first one!
This must be the girl song - so have at it, D.K.

DOROTHY: Dee-lighted!

MUSIC: ("HUSH LIL' DARLIN'. DOROTHY KIRSTEN)

SEGUE

FRANK: A lush n' lovely lullaby, Dorothy!

DOROTHY: I hope I didn't put the audience to sleep!

FRANK: I doubt that - but I do know you awoke an out-of-season
Spring song in my heart....

DOROTHY: Well, spring it on me, Frankie!

MUSIC: ("I'VE GOT A CRUSH ON YOU". FRANK SINATRA)

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, Dorothy Kristen, Jeff Alexander and the Orchestra ... and yours truly, Don Wilson, will be back again, inviting you to light up a LUCKY. Until then -- remember, to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: And that's a million dollars worth of smoking advice, neighbors -- so get a carton of Luckies today -- my cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~JANUARY 10, 1950~~ Network: ~~N.B.C.~~ Broadcast: ~~4:00-4:15 PM PST~~
~~8:00-8:15 PM PST~~

AS BROADCAST
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IF YOU WERE THE ONLY BOY IN THE WORLD"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I HAVE A LOVELY BUNCH OF COCOANUTS"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. *"A Wonderful"*
Intro
INTRO
"MY HEART STOOD STILL"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 10, 1950

4:00 - 4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

WILSON: It's "Light Up Time" presented by LUCKY STRIKE ... starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF ALEXANDER and the Orchestra. Yes, "Light Up Time", time to relax and light up a Lucky...a truly finer, milder, more enjoyable smoke! You'll agree, in all the world there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike - the finest cigarette you ever put a match to! Yes - Frank Sinatra, star of "The Kissing Bandit" - the script of which somebody should have put a match to! Jeffrey ^{it's not the other} -- light it up!

MUSIC: ("THE OLD MASTER PAINTER" FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
1/10/50

-2-

COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

HIESTAND: From first puff to last - from tip to tip - there's never a rough puff in a Lucky! For you see...LS - MFT!

WILSON: LS - MFT ...Lucky Strike means fine tobacco...
light, ripe tobacco that always smokes mellow and smooth every puff of the way. Yes, it takes fine tobacco to make a fine cigarette..and to get fine, light, naturally mild tobacco for your cigarette, Luckies pay millions of dollars more than official parity prices. So no wonder you get the smooth mellowness..the real, deep-down smoking enjoyment of a truly finer cigarette - Lucky Strike! Yes, puff after puff, there's never a rough puff to spoil your smoking enjoyment. So next time you buy cigarettes, ask for a carton of Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

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ATX01 0054168

MUSIC: (PLAYOFF INTRO . . . FADES OUT FAST UNDER)

FRANK: Light Up Timers, here she is again - the prettiest cover girl ever to grace the front of the Opera News - that unprint prima donna - Miss Dorothy Kirsten! Hello, Dorothy.

DOROTHY: Hello, Frank, and it sure is good being back here doing this kind of work.

FRANK: What do you mean, Miss Kirsten?

DOROTHY: Well, all morning I spent in my new house learning to cook, but, you know, since I read that item in the newspaper yesterday, I have been a bit worried. Gosh, cooking can be dangerous.

FRANK: What item was it that made you think cooking could be dangerous?

DOROTHY: The story that said a man down in Long Beach was overcome by smoke while cooking a pot roast!

FRANK: Well, no wonder! He was probably trying to cook it in a smudge pot! You go right ahead and cook.

DOROTHY: I wish somebody could come up with a recipe for something to make you fat, Frankie.

FRANK: Yeah. You know, I think somebody's been slipping Kyron tablets in my spaghetti. (SNEAK MUSIC) But, what are you going to sing for us tonight, Dorothy?

DOROTHY: "If You Were the Only Boy In the World."

FRANK: Honey, if I were the only boy in the world - the New York Yankees sure would look funny next season!

MUSIC: ("IF YOU WERE THE ONLY BOY IN THE WORLD". . . DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Miss Kirsten, that was wonderful! Your rendition was a real Jim Dandy! I know because a friend of mine named Jim just said it was a dandy! (SNEAK MUSIC CAROUSEL EFFECT ON "HAPPY BIRTHDAY") Neighbors, that birthday music you hear introduces a song I promised my young son, Franklyn, I'd sing on his birthday, which is today. Even for a ballad singer, this fun-lovin' tune has just the right amount of 'English' on it!

MUSIC: ("I HAVE A LOVELY BUNCH OF COCOANUTS" . . . FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
1/10/50

-5-

COMMERCIAL #2

WILSON: To give you a more enjoyable smoke..with never a rough puff..Luckies pay more for fine tobacco! (BRING CHANT IN)
At the tobacco auctions, Luckies pay millions of dollars more than official parity prices to get that fine, that light, that naturally mild tobacco for your cigarette.

RIGGS: (CHANT -- UP TO 62 -- SOLD AMERICAN!)

WILSON: And the independent tobacco experts can see the makers of Lucky Strike consistently select and buy fine tobacco. For example, here's what Mr. Curtis A. Walker, veteran warehouseman from Wendell, North Carolina recently said..

EXPERT: Season after season, I've seen the makers of Lucky Strike buy fine tobacco...tobacco that's ripe and light, that makes a cool, mild smoke. I've smoked Luckies myself for 20 years. I like them better than any cigarette I've ever tried!

FRANK: So take a tip from the experts, neighbors. And for some mighty smooth smoking -- with never a rough puff -- get a carton of those fine smokin' Lucky Strike cigarettes!

Music: ("S. Wonderful" . . . Frank Sinatra)

(applause)

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ATX01 0054171

MUSIC: (PLAYOFF INTRO. TO B.G. FOR:)

FRANK: And this would be High-light Time on Light up Time.
Miss Kirsten, your date is here!

DOROTHY: Goody! You're right on time!

FRANK: Well, for a while I didn't think I would be. You see I was
writing a letter! And it took me over an hour!

DOROTHY: Golly, it must have been a long letter!

FRANK: Pretty long all right. It read just a little longer than
the frost warnings on a January night in California!
But, let's show 'em just how warm it can get.

MUSIC: ("MY HEART STOOD STILL" FRANK AND DOROTHY)

(APPLAUSE)

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FRANK: Time's here, neighbors, to gently lower the lights on LIGHT UP TIME, till tomorrow evening when yours truly, FS, will be back again with Dorothy Kirsten aided and abetted by Jeff Alexander and the Orchestra. So till then keep your life a little brighter with a lighted Lucky - the finest smoke you ever put a match to.

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: JANUARY 11, 1950

AS BROADCAST

Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"I REEPED WHEN I SHOULD HAVE POPPED"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"HOW DEEP IS THE OCEAN"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"MAD ABOUT YOU"
DOROTHY KIRSTEN
INTRO
"LOOK AT ME NOW"
APPLAUSE FRANK SINATRA
8. CLOSING

ms

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 11TH, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT):

WILSON: It's "Light Up Time", presented by LUCKY STRIKE.....
starring FRANK SINATRA, DOROTHY KIRSTEN, with JEFF
ALEXANDER and the Orchestra. Yes, "Light Up Time", time
to relax and light up a Lucky....a truly finer, milder,
more enjoyable smoke! You'll agree, in all the world,
there's no finer cigarette than Lucky Strike!

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike -
and, having been in the music business all my life, I
have never learned to count. You see, around an
orchestra, you can never get beyond "One Two":

MUSIC: ("I BEEPED WHEN I SHOULD HAVE BOPPED".....FRANK SINATRA):
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
January 1, 11, 12, 1950

-2-

COMMERCIAL #1:

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN!)

HIESTAND: When you light up a Lucky, you get more smoothness and mellowness...with never a rough-puff. No doubt about it, there's finer smoking in a Lucky Strike....and, fine tobacco makes this difference!

WILSON: Yes, the tobacco -- that's what counts in a cigarette.... in your deeper enjoyment of smoking. And, remember --- in each and every Lucky Strike, there's light, ripe, naturally mild leaf. Now, fine tobacco like that costs more ... and, at the auctions, Luckies pay millions of dollars more than official parity prices to get it! Yes, Luckies pay the difference for the fine tobacco that makes the difference in your cigarette! So, no wonder.....
LS --- MFT.....Lucky Strike means fine tobacco....and, this fine Lucky Strike tobacco gives you more real, deep-down smoking enjoyment. It's clear from the first puff... there's never a rough-puff in a Lucky. So, smoke that smoke of fine tobacco --- Lucky Strike --- so round, so firm, so fully pecked; so free and easy on the draw.

ATX01 0054176

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER):

FRANK: Light Up Timers, it is time now to feed our house canary, and, as you know, all lady-birds really live on a diet of straight applause - so, how about ringing the dinner-bell for - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you - thank you very much - and, hi there, F.S. And, say, before I forget it - one of my spies tells me that you were seen last week at the Philharmonic Auditorium - when the great violinist, Jasche Heifitz, appeared.

FRANK: That's right, D.K. I used to be strictly a Stuff Smith man when it came to fiddle players, but I'm learning. Incidentally, at the concert, Jack Benny sat directly behind me.....

DOROTHY: Oh? Did he enjoy it?

FRANK: Oh, yes, a great deal. Of course, at the end, when Heifitz kept coming out and taking bows, Jack leaned over and said, "You see. There's the difference. I would have prepared an encore." (SNEAK MUSIC) But, speaking of encores, Miss Kirsten, suppose you get your first song out of the way, so that you can prepare the way for an encore.

DOROTHY: I'll be charmed.....

FRANK: Well, that'll make it unanimous - because I'm sure that we will also be charmed....

MUSIC: ("HOW DEEP IS THE OCEAN".....DOROTHY KIRSTEN):

(APPLAUSE)

FRANK: Superbly sung, Miss Kirsten! We'll be asking you to set us up to another round in just a few minutes. In the meantime, I am scheduled to sink a tooth into the words of a song I recently recorded for Columbia. And, it'll have to be a sweet tooth I sink - 'cause this is a mighty sweet song.....

~~MUSIC: ("WHY REMIND ME".....FRANK SINATRA):~~

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
January 11, 1950

-5-

COMMERCIAL #2:

HIESTAND: There's never a rough-puff in a Lucky because.....
LS - MFT.

WILSON: Yes, Lucky Strike means fine tobacco! And, that's mighty important to you, friends, ... because it's the tobacco that counts in a cigarette. It counts in smoothness and mildness.....in real, deep-down smoking enjoyment for you. Yes, the fine, light, naturally mild tobacco in each and every Lucky you light guarantees a more enjoyable smoke for you. Remember, there's never a rough-puff in a Lucky. And, to get fine tobacco like this, at the auctions, Luckies pay millions of dollars more than official parity prices. So, for smoking at its finest, smoke that smoke of fine tobacco -- Lucky Strike!

FRANK: Yes, neighbors -- light up a Lucky and you'll discover a milder, smoother cigarette. With every Lucky you light, you'll agree --- there's never a rough-puff in a Lucky. Put it down on your shopping list. Lucky Strike!

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ATX01 0054179

MUSIC: (PLAYOFF INTRO....TO B.G. FOR):

FRANK: And this is High-light Time on "Light Up Time"! A double-barreled department tonight, inasmuch as there seems to be time for not one song, but two. The first of which is a special request from me to Dorothy Kirsten, asking her to sing a song that, to yours-truly, was the high-light of the program of December 15th.

DOROTHY: Tell you what, Frankie. I'll swap you even. I'll sing one for you, if you'll sing one for me!

FRANK: It's a deal. And, the song I want to hear is "Mad About You".

DOROTHY: I remember it well.....

MUSIC: ("MAD ABOUT YOU".....DOROTHY KIRSTEN):

SEGUE

FRANK: Tenderly treated, Dorothy.

DOROTHY:and now, about that song you promised me. I want to hear a tune you used to sing with Tommy Dorsey.....

FRANK: Oh, you mean the "How Can I Pay My Great Big Rent With This Little Paycheck Blues"?

DOROTHY: No, I mean "Oh, Look At Me Now".....

FRANK: Yeah...but you should have seen my paycheck then.....

MUSIC: ("OH, LOOK AT ME NOW".....FRANK SINATRA):

(APPLAUSE)

WILSON: Well, everybody, "LIGHT UP TIME" is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra....and, yours-truly, Don Wilson, will be back again, inviting you to light up a LUCKY. Until then -- remember, to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: So, next time, neighbors, smoke a cigarette that's really fine --- LUCKY STRIKE --- my cigarette!
And, until tomorrow night, keep a lighted LUCKY burnin' in the window for us.....

MUSIC: ("PUT YOUR DREAMS AWAY"):
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE):

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 4:00-4:15 PM PST

DATE: THURSDAY, JANUARY 12, 1950 New York: NBC Broadcast: 8:00-8:15 PM PST Repeat:

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"EYE BYE BABY"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"FLAMINGO"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"SORRY"
APPLAUSE FRANK SINATRA
- 6 COMMERCIAL
- 7 INTRO
"MY ROMANCE"
APPLAUSE FRANK & DOROTHY
- 8 CLOSING

RA-915

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ATX01 0054182

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 12, 1950

4:00 - 4:15 PM PST

ORCH: "LUCKY DAY" BRIGHT UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten, with Jeff
Alexander and the orchestra ... Yes, "Light Up Time,"
time to relax and light up a Lucky ... a truly finer,
milder, more enjoyable smoke! You'll agree, in all the
world there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and I just heard that Don Wilson won the Billboard
magazine poll for the most popular announcer. Gosh, how
come he wins all the polls - when I'm the guy who looks
like one! Jeffrey, let us say "hello" to "Bye Bye Baby!"

MUSIC: "EYE EYE BABY".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
1-12-50

-2-

OPENING COMMERCIAL

RIGGS: (CHANT 60 TO 62 SOLD AMERICAN!)

HIESTAND: When you light up a Lucky, you get more smoothness and mellowness...with never a rough puff. No doubt about it, there's finer smoking in a Lucky Strike...and fine tobacco makes this difference!

WILSON: Yes, the tobacco -- that's what counts in a cigarette...in your deeper enjoyment of smoking. And remember -- in each and every Lucky Strike, there's light, ripe, naturally mild leaf. Now, fine tobacco like that costs more ... and at the auctions, Luckies pay millions of dollars more than official parity prices to get it. Yes, Luckies pay the difference for the fine tobacco that makes the difference in your cigarette! So no wonder...LS -- MFT...Lucky Strike means fine tobacco...and this fine Lucky Strike tobacco gives you more real, deep-down smoking enjoyment. It's clear from the first puff....there's never a rough puff in a Lucky. So smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER:)

ATX01 0054184

FRANK: Light Up Timers, did ye now the singing delight known around here as the house lady-bird -- and commonly called around operatic circles Miss Dorothy Kirsten. D.K., you have been commonly called "front and center"...

DOROTHY: Well, good evening, Frankie-boy, and what accounts for that delicious little twinkle in your eye?

~~FRANK: Which eye?~~

~~DOROTHY: Well, for instance the left one.~~

~~FRANK: Oh, the left one. Well, that particular twinkle is strictly the light of anticipation shining....~~

~~DOROTHY: What are you anticipating?~~

~~FRANK: The Jack Benny show on Sunday. Jack will have Fred Allen as a guest.~~

~~DOROTHY: So?~~

~~FRANK: Well, Dorothy, have you heard about M.G.M.'s new picture, "Battleground"?~~

~~DOROTHY: Yes.~~

~~FRANK: Well, this will be "Battleground" - with jokes. You know, a duel. Gag-writers at forty paces.~~

~~DOROTHY: Okay...so much for that twinkle. How about the one in your right eye?~~

FRANK: (SNEAK MUSIC) Well, that ~~was~~ is the light of anticipation, D. K. - because I just can't wait to hear you sing "Flamingo". You know after hearing you sing it the last time, you made it sound so good, seventeen ostriches took a bath in tomato juice and flew down to Florida to live....

MUSIC: "FLAMINGO".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Magnificent, Dorothy! Just great! You know if I were a flamingo, I'd go out and buy you a whole pound of sunflower seed. But, enough of this bird-talk - they are about to let me out of my cage long enough to sing a song I recently recorded for Columbia with the Modernaires. Listen to it now, if you will, without the Modernaires. They're busy tonight, killing the people down at the Cocconut Grove.....

MUSIC: "SORRY".....FRANK SINATRA, WITHOUT THE MODERNAIRES

(APPLAUSE)

Incidentally, our record seems to be busy killing the people from coast to coast, according to the Billboard Magazine - which indicates that the disk jockies rate it in Spot Number One on their own particular survey.

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ATX01 0054186

LIGHT UP TIME
1-12-50

-5-

SECOND COMMERCIAL

WILSON: It's clear from the first puff ... there's never a rough puff in a Lucky. From the very first puff, there's perfection ... the friendly taste of fine tobacco ... the real, deep-down smoking enjoyment that only Luckies fine tobacco can give you. For it's a fact that LS - MFT!

HIESTAND: Yes, LS - MFT ... Lucky Strike means fine tobacco ... ripe, light tobacco that smokes smooth and mild, every puff of the way. And it takes fine tobacco like that to give you a truly fine smoke. Now fine tobacco costs more. And at the auctions Luckies pay more .. millions of dollars more than official parity prices for fine, light ripe tobacco to bring you a truly finer smoke. There's never a rough puff in a Lucky.

WILSON: So, friends, for a milder, smoother smoke...for more real, deep-down smoking enjoyment, from first puff to last - with never a rough puff ... light up a Lucky. You'll agree - in all the world there's no finer cigarette than Lucky Strike!

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ATX01 0054187

MUSIC: PLAY OFF INTRO, TO B.G. FOR:

FRANK: 'Tis High-light Time on Light Up Time! Highlighting tonight a song from a show that made a lot of friends and ~~lost a lot of~~ ^{dropped a bundle of} money. "Jumbo" was the show - and the score was written by Messrs. Rogers and Hart.

DOROTHY: Frank, how come such a wonderful show lost such a lot of money?

FRANK: Well, the story was about an elephant - and peanuts were very expensive in those days...

DOROTHY: You also said the show made a lot of friends....

FRANK: I certainly did. And this tune is one of the reasons.

MUSIC: "MY ROMANCE".....FRANK & DOROTHY

(APPLAUSE)

FRANK: Time's here, neighbors, to gently lower the lights on LIGHT UP TIME, 'till tomorrow evening when yours truly, F.S., will be back again with Dorothy Kirsten, aided and abetted by Jeff Alexander and the orchestra. So 'till then, keep your life a little brighter with a lighted Lucky -- the finest smoke you ever put a match to.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 BEAT PAUSE) ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

DATE: FRIDAY, JANUARY 13, 1956

Network: NBC
Broadcast:

Repeat:

8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"WHAT IS THIS THING CALLED LOVE"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"IF I EVER LOVE AGAIN"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
~~"WE'RE JUST A KISS APART"~~ *"My Blue Heaven"*
APPLAUSE FRANK SINATRA
- 6 COMMERCIAL
- 7 INTRO
"I'M IN THE MOOD FOR LOVE"
INTRO
"WHY REMIND ME"
APPLAUSE DOROTHY KIRSTEN
FRANK SINATRA
- 8 CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 13, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike.....starring Frank Sinatra, Dorothy Kirsten, with Jeff Alexander and the orchestra ... Yes, "Light Up Time", time to relax and light up a Lucky a truly finer, milder, more enjoyable smoke! You'll agree, in all the world there's no finer cigarette than Lucky Strike.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I feel very fortunate - after all, it isn't every singer who is on a "Lucky" program on Friday, the Thirteenth! Jeffrey, play "I'm Looking Over a Four Leaf Clover" - only make sure it sounds like "What Is This Thing Called Love"!

MUSIC: "WHAT IS THIS THING CALLED LOVE".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
1-13-50

-2-

FIRST COMMERCIAL

RIGGS: (CHANT...60 - 62 SOLD AMERICAN)

HIESTAND: From first puff to last - from tip to lip - there's never a rough puff in a Lucky! For you see ...LS ... MFT!

WILSON: LS ... MFT ... Lucky Strike means fine tobacco ... light ripe tobacco that always smokes mellow and smooth, every puff of the way. Yes, it takes fine tobacco to make a fine cigarette ... and to get fine, light, naturally mild tobacco for your cigarette, Luokies pay millions of dollars more than official parity prices. So no wonder you get the smooth mellowness ... the real, deep-down smoking enjoyment of a truly finer cigarette - Lucky Strike! Yes, puff after puff, there's never a rough puff to spoil your smoking enjoyment. So next time you buy cigarettes, ask for a carton of Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

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ATX01 0054192

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER:

FRANK: Light Up Timers, keep keen ear peeled here, because stepping into the Spotlight is the gal whose fans wear everything from high silk hats to propeller beanies - Miss Dorothy Kirsten! Bon soir, D. K.

DOROTHY: Bon Soir, M'sieur Sinatra. (INSERT LONG FRENCH PHRASE)

FRANK: Well! If that's the way you feel, I'm sorry I brought it up. But, tell me: how are you doing on this Friday the thirteenth? I hope you haven't walked under any black cats, or anything...

DOROTHY: No. But those things don't bother me anyway. How about you, Frankie, are you superstitious?

FRANK: No, not exactly. Of course, I do carry a rabbit's foot. But it's been a tremendous amount of bother.

DOROTHY: Why?

FRANK: It's ^{*still hooked on to*} ~~not~~ a live rabbit! (SNEAK MUSIC) But, on your way to making this a lucky day for every listener listening, D.K. By letting them hear you sing..."If I Ever Love Again"....

MUSIC: "IF I EVER LOVE AGAIN".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Oh, Dorothy, that was as tender as a four-dollar steak - a rare rendition indeed. Now, I shall serve a small romantic salad to go with it. *One part sweet talk and a dash of that old oil!* ~~This here's a tune that's being served on Broadway these nights with a very fancy dressing - the trappings that surround that colorful production "Gentlemen Prefer Blondes".....~~

MUSIC: ~~"WE'RE JUST A KISS APART".....~~ FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
1-13-50

-5-

SECOND COMMERCIAL

WILSON: There's never a rough puff in a Lucky, friends...only smooth, deeply-enjoyable smoking, from first puff to last. With every Lucky you light, there's this guarantee...IS-MFT ...Lucky Strike means fine tobacco, and in a cigarette, it's the tobacco that counts!

RIGGS: (CHANT UP AND UNDER)

WILSON: If you could attend the tobacco auctions - you could see the makers of Lucky Strike buy fine tobacco. Yes, as basket after basket of light, ripe, naturally mild leaf comes up for sale, time and again you'd hear ...

RIGGS: (CHANT UP TO 62 - SOLD AMERICAN)

WILSON: Another basket of quality tobacco for your cigarette! Yes, at the auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco ..a cost to Lucky that's an extra gain to you! Because this light, mild tobacco in your Lucky Strike gives you a smoother, truly finer smoke. Puff after puff, there's never a rough puff in a Lucky!

SINATRA: Neighbors, that fine tobacco means more smoking enjoyment for you and me. That's why Luckies are my cigarette. Make them yours. Get a carton of Lucky Strike tomorrow!

ATX01 0054195

MUSIC: PLAY OFF INTRO TO B.G. FOR:

FRANK: 'Tis High-light Time on Light Up Time! And, Miss Kirsten, right here, it says we have to come up with a medley of some kind. Got any ideas?

DOROTHY: Well, as for myself, I'd like to sing "I'm In The Mood For Love"!

FRANK: Ah, yes, what a wonderful song that is! I remember, when it first came out, I rushed right out and bought a ukulele. Then, I took my gal out for a canoe ride. I sang the song, played a big finish on the ukulele, and fell right in the water!

DOROTHY: What happened?

FRANK: Nothing. It turned out the girl thought I was all wet anyway. Sing it for us, Ladybird.

MUSIC: "I'M IN THE MOOD FOR LOVE"DOROTHY KIRSTEN SEWIE

FRANK: Gee, that was pretty. Huh - competing with a voice like that, singing a song like that should make a guy give up. But, I'm game if you are ^{I never let failure get to me / read.} and here's my try....

MUSIC: "WHY REMIND ME"FRANK SINATRA

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until Monday evening when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the orchestra ... and yours truly, Don Wilson Wilson, will be back again, inviting you to light up a LUCKY. Until then -- remember to give you a finer, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

AHNCR: YOU'RE TUNED FOR THE STARS ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~MONDAY, JANUARY 16, 1950~~

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"WRAP YOUR TROUBLES IN DRAMS"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I MUST HAVE DONE SOMETHING WONDERFUL"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"EMBRACABLE YOU"
INTRO FRANK SINATRA
"ALWAYS"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"CHATTANOOGA SHOE SHINE BOY"
APPLAUSE FRANK SINATRA
8. CLOSING

ms

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

MONDAY, JANUARY 16, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT:)

WILSON: It's "Light Up Time", presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the Orchestra.....Yes, "Light Up Time",
time to relax and light up a Lucky.....a truly milder,
smoother smoke! Remember, there's never a rough-puff in
a Lucky!

FRANK: This is F. S. for L. S. --- Frank Sinatra for Lucky
Strike - and, ~~no matter how hard you applaud tonight,~~
~~I won't be able to take a bow.~~ *even if he could, I read a word, how*
it could still be a "what" of an announce.
~~This morning, my small~~
~~son Franklyn dumped a whole package of starch in my~~
~~bath water!~~ *huh, I suppose makes me a "singing accident."*
off, it's there it to the "cat."
~~Jeffrey, here's a pencil and paper! Draw~~
~~my name!~~

MUSIC: ("WRAP YOUR TROUBLES IN DREAMS".....FRANK SINATRA:)

(APPLAUSE)

ms

LUCKY STRIKE
"LIGHT UP TIME"
January 16th, 1950

-2-

COMMERCIAL #1:

IN T E R V E W :

~~BOONE~~: (CHANT -- 60 to 62 -- SOLD AMERICAN)

WILSON: When you light up a Lucky, you'll see how much more real, deep-down smoking enjoyment you get from the fine, light, naturally mild tobacco in Lucky Strike. It's clear from the first puff ... there's never a rough-puff in a Lucky! Because LS - MFT ... Lucky Strike means fine tobacco!

HIRSTAND: Yes, Lucky Strike means fine tobacco! Now, fine tobacco costs more ... and, at the auctions, Luckies pay millions of dollars more than official parity prices for mild, mellow leaf. The result is --- you benefit! For, Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a milder, smoother smoke every puff of the way. Remember, from first puff to last, there's never a rough-puff in a Lucky! So, for a finer cigarette, smoke the smoke of fine tobacco -- LUCKY STRIKE -- so round, so firm, so fully packed; so free and easy on the draw!

ms

ATX01 0054200

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST, UNDER:)

FRANK: Light Up Timers, when tomorrow's issue of "Look" magazine hits the stands, it will feature the picture of "Light Up Time's" favorite looker -- and here she is -- Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you - thank you, everybody. Frankie, I must say, you really know how to start a gal's week off the right way!

FRANK: Honey -- I not only think that they should run your picture in "Look" - I think they should put your voice in a publication called "Listen"!

DOROTHY: Say, wait a minute! I understood that your picture is also going to be in "Look" tomorrow.....

FRANK: Dorothy, with my picture in it, it's a wonder they didn't re-name the magazine "Look - the other way"! I'm the only guy in America whose picture can be printed on the edge of the page. (SNEAK MUSIC) ...But, getting back to that voice of yours - let us get along to the first song of yours. And, remember, it's published by Dennis Day, so sing it good and high - and maybe if we're lucky, people will think it's him.....

MUSIC: ("I MUST HAVE DONE SOMETHING WONDERFUL"...DOROTHY KIRSTEN:)

(APPLAUSE)

FRANK: Mighty pretty, Ladybird! The way you sold that song, the Dennis Day publishing company should declare an immediate dividend. And now that we've had a new tune, how about us sharing a couple of old ones? And, just to give you a chance to catch your breath, D. K., I shall lead off with one that's as cuddley and warm as an electric blanket with the switch turned up high.....

MUSIC: ("EMBRACABLE YOU".....FRANK SINATRA:)

SEGUE

DOROTHY: Frank, you and George Gershwin's songs were just meant for each other.....

FRANK: Well, thanks, Miss K. And now, how about letting us eaves-drop while you keep a date with a song by Irving Berlin.....

MUSIC: ("ALWAYS".....DOROTHY KIRSTEN:)

(APPLAUSE)

LIGHT UP TIME
JANUARY, 16, 1950

COMMERCIAL #2

FRANK: Say, neighbors, know how you can add to your smoking enjoyment? Light up a Lucky Strike!

WILSON: Yes, just light up a Lucky, friends. For remember -- there's never a rough-puff in a Lucky! From the very first puff, you get more real, deep-down smoking enjoyment. And to make sure you do, Luckies pay more for fine tobacco.

RIGGS: (SHORT CHANT - UP AND UNDER)

HEESTAND: Yes, at the tobacco auctions the makers of Lucky Strike pay millions of dollars more than official parity prices for light, mild leaf.

RIGGS: (CHANT UP TO 62 - SOLD AMERICAN)

WILSON: And Lucky Strike pays this money for you... for your added smoking enjoyment! You see, it takes fine tobacco to make a fine cigarette. And...LS - MFT... Lucky Strike means fine tobacco! That's why Lucky Strike gives you more real, deep-down enjoyment...smoking at its finest! And the proof is in ever puff -- for there's never a rough puff in a Lucky!

FRANK: Yes, neighbors, Lucky Strike is my cigarette...I like the smooth friendly taste of that wonderful tobacco. So - how about joining me in lighting up a Lucky? Get a carton of Luckies real soon.

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR:)

FRANK: It is High-light Time on Light Up Time! And tonight we are lighting on a tune about which we feel mighty high. So high in fact, that the minute we heard it, we rushed right into the recording studio and bit it into a wax biscuit! That was last Thursday night - maybe by next Thursday you'll be able to buy the record - which is just what we are going to try to make you feel like doing, right now!

MUSIC: ("CHATTANOOGA SHOE SHINE BOY".....FRANK SINATRA)

(APPLAUSE)

FRANK: Time's here, neighbors, to gently lower the lights on
LIGHT UP TIME, till tomorrow evening when yours truly,
F.S., will be back again, aided and abetted by Don
Wilson and Jeff Alexander and the Orchestra. ~~So till~~
~~then keep your life a little brighter with a lighted~~
~~Lucky... the finest smoke you ever put a match to.~~

ORCH: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME.)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (TWO BEAT PAUSE) ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, JANUARY 17, 1956 Network NBC Broadcast 10-4:15 PM PST
~~7:00-8:15 PM PST~~

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"I LOVE YOU"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHEN YOU'RE AWAY"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A MAN WROTE A SONG"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"THERE'S A SMALL HOTEL"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

TUESDAY, JANUARY 17, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY" . . . BRIGHT UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the Orchestra .. Yes, "Light Up Time",
time to relax and light up a Lucky....a truly milder,
smoother smoke! Remember, there's never a rough puff in
a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and this morning I went out for my first game of golf.
Of course, it was a little embarrassing - when the caddy
kept picking me up and putting me in the bag. Jeffrey -
fore!

MUSIC: ("I LOVE YOU" FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
JANUARY 17, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 -- SOLD AMERICAN)

HIESTAND: There's proof in every puff .. Lucky Strike is a smoother, milder smoke - with never a rough-puff. Yes, to make sure Luckies are truly a finer cigarette, the makers of Lucky Strike pay more at the auctions...millions of dollars more than official parity prices for ripe, light, naturally mild tobacco...fine tobacco that guarantees more smoking enjoyment for you. Remember -- there's never a rough-puff in a Lucky....for LS - MFT....

WILSON: Yes, today, tomorrow - always ... LS - MFT ... Lucky Strike means fine tobacco...and it takes fine tobacco to make a fine cigarette! So, for a smoother smoke, for more real, deep-down smoking enjoyment -- with never a rough-puff...smoke that smoke of fine tobacco - Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Light up - and you'll agree -- in all the world there's no finer cigarette than Lucky Strike!

ATX01 0054208

MUSIC: ("PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here's the gal who lights up our lamps each time we see her - the pride of the Metropolitan Opera and the joy of our slightly jazzier group - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, everybody - and hi there, Frankie-boy! Y'know, I appreciate it very much, but sometimes I think you get overly complimentary when you introduce me. After all, there are a lot of gals for whom I must step down when it comes to singing a popular song.

FRANK: D.K., the only thing you have to step down for is when you're getting into a new Hudson. Why, next to money, you're the most popular thing in town. But, I think it was most unfortunate that your recording company told the retail stores to sell your records like hot cakes.

DOROTHY: Why is it too bad?

FRANK: Several have been sold covered with maple syrup. ^{*I think I had one for breakfast*} (SNEAK MUSIC) And goodness only knows, they are tasty enough without it. But, you are on, M'Dear - and the tip-sheet tells me that we are to be regaled with "When You're Away".....

MUSIC: ("WHEN YOU'RE AWAY" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK:

Thank you, Dave.
A killer, Miss Kirsten - we can file that one under
"B" for beautiful. And now, I have Opportunity staring
me in the voice, in the form of a tune ~~that~~ not only
gives a fellow something to sing about - but also
something to think about Dave Franklin's big-league
ballad.... "A Man Wrote A Song"....

MUSIC:

("A MAN WROTE A SONG" FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
JANUARY 17, 1950

-5-

COMMERCIAL #2

WILSON: Light up a lucky, friends. Draw deep -- and enjoy the mellow taste of fine, friendly tobacco. Yes, from first puff to last, there's never a rough puff in a Lucky! You see, at the tobacco auctions the makers of Lucky Strike go after fine, light, naturally mild leaf...and pay millions of dollars more than official parity prices to get it. So when you light up a Lucky, puff by puff you enjoy the greater smoothness and mildness of fine, light leaf. There's never a rough puff in a Lucky -- because LS - MFT ... Lucky Strike means fine tobacco!

FRANK: And neighbors, I'm sure you all know fine tobacco and smoking enjoyment go hand-in-hand. So why not get the most in enjoyment...the mildness and smoothness of a truly great cigarette - with never a rough puff! Make your next carton Lucky Strike!

ATX01 0054211

MUSIC: ("PLAYOFF INTRO TO B.G. FOR:)

FRANK: 'Tis High-Light Time on Light Up Time! And the High-light of today's issue of "Look Magazine" as far as we're concerned is the big picture story of our visit to Richmond, Virginia, when we played at the Tobacco Festival!

DOROTHY: It certainly is, Frank! And I'd like to blow the publishers of "Look" a great big kiss!

FRANK: I suggest we also breeze 'em a slight song. Something very apropos. Like "There's A Small Hotel"....

DOROTHY: But Frank, as a salute to "Look" magazine, why sing "There's A Small Hotel"?

FRANK: 'Cause several people might buy a copy while passing the news-stand in the lobby....

MUSIC: ("THERE'S A SMALL HOTEL" FRANK & DOROTHY)
(APPLAUSE)

FRANK: Light Up Time will come a'callin' again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten and
Jeff Alexander and the Orchestra. Until then, keep a
lighted lucky burnin' in the window for us and ...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANN: YOU'RE TUNED FOR THE STARS ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: **AS BROADWAY** SUCKY STRIKE CIGARETTES

DATE: WEDNESDAY, JANUARY 18, 1950

Network: NBC

Broadcast: 11:00-4:15 PM PST

Repeat: 11:00-8:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"LET IT SNOW"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I'VE TOLD EVERY LITTLE STAR"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"OUR LOVE IS HERE TO STAY"
FRANK SINATRA
INTRO
"LOVE WALKED IN"
DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"WHY REMIND ME"
APPLAUSE
FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

WEDNESDAY, JANUARY 18, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike -- starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra Yes, "Light Up Time", time to relax and light up a Lucky...a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and every night while the rest of the Nation is hearing this program, in the Los Angeles area the first few minutes are taken up by a fellow named Floyd Young, who gives the frost warnings. Well, here's a small flurry we'll sneak ^{to the smoozer & reproduce!} past him. Jeffrey - "Let It Snow".

MUSIC: ("LET IT SNOW" FRANK SINATRA)
(APPLAUSE)

AM

LUCKY STRIKE
LIGHT UP TIME
JANUARY 18, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT --60 to 62 -- SOLD AMERICAN)

WILSON: When you light up a Lucky, you'll see how much more real, deep-down smoking enjoyment you get from the fine, light, naturally mild tobacco in Lucky Strike. It's clear from the first puff ... there's never a rough-puff in a Lucky. Because LS - MFT ... Lucky Strike means fine tobacco!

HIESTAND: Yes, Lucky Strike means fine tobacco! Now fine tobacco costs more ... and at the auctions Luckies pay millions of dollars more than official parity prices for mild, mellow leaf. The result is -- you benefit! For Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a milder, smoother smoke every puff of the way. Remember, from first puff to last, there's never a rough-puff in a Lucky! So, for a finer cigarette, smoke the smoke of fine tobacco -- LUCKY STRIKE -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054216

MUSIC: ("PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, 'tis time to turn on the heavy-duty microphones we always use to catch the applause which we always use to catch the applause which consistently welcomes the blonde and glamorous ...Miss Dorothy Kirsten!
at the ... Madame Butterfly!
(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and, Bon Soir, M'sieu Francois....

FRANK: Hey, you're tres French tonight - may I ask what accounts for this Gallic mood?

DOROTHY: It's easily explained - all afternoon, I've been looking over French Opera Scores. And I always pick up the character of whatever I have been reading....

FRANK: Well, all we ask is that you stay away from the Racing Form. It would be awful to look in the papers some day and discover you were running in the Fifth at Santa Anita. (SNEAK MUSIC) But, come, come, M'little filly - it's post-time for a tune - name of "I've Told Every Little Star" - a winner if ever I've picked one...(they're rocking at Runningham")...

MUSIC: ("I'VE TOLD EVERY LITTLE STAR" DOROTHY KIRSTEN)
(APPLAUSE)

AM

ATX01 0054217

FRANK: Dorothy, you brought that one into the Winner's Circle with flying colors! And now, stand by for the Daily Double! A twosome of tunes from the Gershwin Stable, with Dan Cupid up, and in the morning workouts, Clocker Dave White timed this entry at one minute _____ and two fifth seconds...

MUSIC: ('OUR LOVE IS HERE TO STAY" FRANK SINATRA)

SEGUE

DOROTHY: Mmmmm, Frank, give a man a chorus he can ride I always say.

FRANK: Say, with all this race-track talk, your tune has me a trifle worried...

DOROTHY: How come?

FRANK: It's called "Love Walked In" ... Oh, well, I'm betting on it regardless...

MUSIC: ("LOVE WALKED IN" DOROTHY KIRSTEN)

(APPLAUSE)

LUCKY STRIKE
LIGHT UP TIME
JANUARY 18, 1950

-5-

COMMERCIAL #2

WILSON: Light up a Lucky, friends -- and from the very first puff, you'll see -- there's never a rough puff in a Lucky! For LS - MFT Lucky Strike means fine tobacco!

HLESTAND: Now fine tobacco and smooth smoking go hand-in-hand. And at the tobacco auctions, Lucky Strike pays millions of dollars more than official parity prices for truly fine tobacco...mellow, ripe leaf they know will give you a milder, more enjoyable smoke -- from first puff to last - with never a rough puff. And veteran tobacco men can see Lucky Strike consistently buy fine, light tobacco. Just listen to the words of an independent tobacco warehouseman -- Mr. Linwood L. Sturdivant of Louisburg, North Carolina. Recently he said:

EXPERT: I ought to know tobacco because I've seen enough of it bought and sold. And year after year, I've seen the makers of Luckies buy fine, light leaf that makes extra enjoyable smoking. I've been smoking Luckies myself for eleven years! There's a tip for you, neighbors -- from a tobacco expert.

FRANK: So light up a Lucky and you'll get more honest smoking enjoyment - with never a rough puff! A mighty good reason to make your next carton Lucky Strike!

am

ATX01 0054219

MUSIC: ("PLAYOFF INTRO TO B.G. FOR:)

FRANK: It's High-light Time on Light Up Time! And -
"Record Buyers attention! Does your phonograph
have that tried, run-down feeling! If it does -
then, run - don't walk to your nearest music store
and buy several copies of Doctor Sinatra's throat
discs. You'll be surprised how well they'll make
me feel!" Here - try one!

MUSIC: ("WHY REMIND ME" FRANK SINATRA)

(APPLAUSE)

AM

RTX01 0054220

FRANK: *brought to you by Lucky Strike, my ⁻⁷⁻cigarette,*
Light Up Time, will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten and
Jeff Alexander and the Orchestra. Until then, keep a
lighted Lucky burnin' in the window for us and...

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ON N.B.C.

AM

ATX01 0054221

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCY STRIKE CIGARETTES

AS BROADCAST

DATE

THURSDAY, JANUARY 19, 1950

Repeat

4:00-4:15 PM PST
8:00-8:15 PM PST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"IT WAS ONLY A PAPER MOON"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"SCARLET RIBBONS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I DON'T KNOW WHETHER TO LAUGH OR CRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
"Dreamer's Holiday"
7. INTRO
"I'M IN LOVE"
APPLAUSE *Frank Sinatra*
FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

THURSDAY, JANUARY 19, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra.....Yes, "Light
Up Time", time to relax and light up a Lucky.....
a truly milder, smoother smoke! Remember, there's
never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and, by George, Light Up Time will lick
those bulb-snatchers yet! Jeffrey - light up the
moon - and make it a full one!

MUSIC: ("IT WAS ONLY A PAPER MOON".....FRANK SINATRA)
(APPLAUSE)

H.C.

ATX01 0054223

LIGHT UP TIME
January 19, 1950

- 2 -

COMMERCIAL #1 -

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

WILSON: When you light up a Lucky, you'll see how much more real, deep-down smoking enjoyment you get from the fine, light, naturally mild tobacco in Lucky Strike, It's clear from the first puff.....there's never a rough-puff in a Lucky. Because LS - MFT Lucky Strike means fine tobacco!

HIESTAND: Yes, Lucky Strike means fine tobacco! Now fine tobacco costs more....and at the auctions Luckies pay millions of dollars more than official parity prices for mild, mellow leaf. The result is --- you benefit! For Luckies' fine tobacco makes your smoking more deeply enjoyable.....it gives you a milder, smoother smoke every puff of the way. Remember, from first puff to last, there's never a rough-puff in a Lucky! So, for a finer cigarette, smoke the smoke of fine tobacco -- LUCKY STRIKE -- so round, so firm, so fully packed, so free and easy on the draw.

H.C.

ATX01 0054224

MUSIC: (PLAYOFF INTRO.....FADE OUT FAST UNDER:)

FRANK: Light Up Timers, I can't think of any better way of getting a smile and a song into a radio program than by introducing our delightful Diva - Miss Dorothy Kirsten. Good evenin', D.K.

DOROTHY: Good evening, Francis. You're looking mighty chipper tonight! You look so manly - those big broad shoulders...

FRANK: Yes, I just got them back from the cleaner. A good promoter could match this jacket with Joe Louis.

DOROTHY: You mean that those muscles aren't all yours?

FRANK: Honey - without this coat, I look like a de-hydrated Don Wilson. (SNEAK MUSIC) By the way, what are you singing for us on the first go-'round tonight, Dorothy?

DOROTHY: I have "Scarlet Ribbons" right on the tip of my tongue...

FRANK: Well. - I hope it doesn't clash with that Revlon Pink Lightning you're wearing right on the tip of your lips...

MUSIC: ("SCARLET RIBBONS".....DOROTHY KIRSTEN)
(APPLAUSE)

H.C.

ATX01 0054225

FRANK: Mighty tasty, Miss K. And now, neighbors, on to a song dedicated to a man peeling an onion while listening to Bob Hope. "I Don't Know Whether to Laugh Or Cry". (But our audience knew - didn't they?)

MUSIC: ("I DON'T KNOW WHETHER TO LAUGH OR CRY"...FRANK SINATRA)
(APPLAUSE)

H.C.

LIGHT UP TIME
January 19, 1950

- 5 -

COMMERCIAL #2

HIESTAND: Friends, you get a smoother, milder smoke every time you light up a Lucky Strike. Yes, it's clear from the first puff....there's never a rough-puff in a Lucky.....for Lucky Strike is the cigarette of fine tobacco! Now, fine tobacco costs more -- and at the auctions Luckies pay more -- millions of dollars more than official parity prices -- to get ripe, light, naturally mild tobacco for your cigarette. No doubt about it -- LS - MFT -- Lucky Strike means fine tobacco! And in a cigarette it's the tobacco that counts! So light up a Lucky, friends, and taste the perfection of truly fine tobacco.....the deeper enjoyment of a smooth, mellow smoke. Remember, there's never a rough-puff in a Lucky.

FRANK: Yes, neighbors, for smoking enjoyment at its finest, ask the man for Lucky Strike! Take it from F.S., that L.S. is a great smoke. How about getting a carton of Luckies tomorrow -- to tide you over the week-end?

Doc. cc

*("Summer's Holiday" Frank Sinatra
(upstage))*

HC.

ATX01 0054227

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR)

FRANK: It is High-light Time on Light Up Time! And tonight we are paying heed to the same two young men who early last season brought a tune called "The Hucklebuck" to my attention. I hope this latest suggestion turns out as well.

DOROTHY: Oh, I want in on this one!

FRANK: Help yourself, Sweetie, whenever you feel the urge.....

MUSIC: ("I'M IN LOVE".....FRANK & DOROTHY)

(APPLAUSE)

H.C.

ATX01 0054228

FRANK: Light Up Time brought to you by Lucky Strike - my
cigarette - will come a 'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten
and Jeff Alexander and the Orchestra. Until then,
keep a lighted Lucky burmin' in the window for us and...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

H.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

DATE: FRIDAY, JANUARY 20, 1950

Network:

NBC Broadcast:

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
~~"YOU MISSED THE BOAT"~~ *"The Old Master Painter"* FRANK SINATRA
APPLAUSE
- 3 COMMERCIAL
- 4 INTRO
"YOU'RE ALWAYS THERE" DOROTHY KIRSTEN
APPLAUSE
- 5 INTRO
"CHATTANOOGA SHOESHINE BOY" FRANK SINATRA
APPLAUSE
- 6 COMMERCIAL
- 7 *"Let never be a day missed"*
"ISN'T IT ROMANTIC" FRANK & DOROTHY
APPLAUSE
- 8 CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

FRIDAY, JANUARY 20, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike -- starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra....Yes, "Light Up Time", time to relax and light up a Lucky....a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and here is our first song on the last show of the week. But, first, last and always - just keep lightin' up those Luckies! Jeffrey, - let us tote the torch!

MUSIC: "The Old Master Painter"
~~"YOU MISSED THE BOAT"~~..... FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
1-20-50

-2-

OPENING COMMERCIAL

RIGGS: (CHANT...60 TO 62 SOLD AMERICAN)

HIESTAND: There's proof in every puff ... Lucky Strike is a smoother, milder smoke - with never a rough-puff. Yes, to make sure Luckies are truly a finer cigarette, the makers of Lucky Strike pay more at the auctions ... millions of dollars more than official parity prices for ripe, light, naturally mild tobacco ... fine tobacco that guarantees more smoking enjoyment for you. Remember -- there's never a rough-puff in a Lucky ... for LS - MFT ...

WILSON: Yes, today, tomorrow - always LS - MFT ... Lucky Strike means fine tobacco ... and it takes fine tobacco to make a fine cigarette! So, for a smoother smoke, for more real, deep-down smoking enjoyment -- with never a rough-puff ... smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Light up - and you'll agree -- in all the world there's no finer cigarette than Lucky Strike!

ATX01 0054232

MUSIC: PLAY OFF INTRO FADES OUT FAST FOR:

FRANK: Light Up Timers, here's a gal who sings in English, French, German, Spanish and Italian - but best of all, she sings in the language of love - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you; and thank you, Frankie. And who writes your introductions?

FRANK: The same fellow who writes your questions...

DOROTHY: All right then, I have another question..

FRANK: ~~What is it?~~ *Shoo!*

DOROTHY: You know each day, when you come out on the stage, several girls hand you carnations over the footlights...

FRANK: Yes?

DOROTHY: Well, how come today a few of them handed you cans of dog food?

FRANK: Oh, they were just people who got here too late for the "Lassie" show. I tell you, working in the same studio with Lassie makes me nervous - she looks at me like she ^{and I looked back at her like I'm mad!} thinks I'm a soup-bone. (SNEAK MUSIC) But time's a'wastin', Dorothy, and we just haven't got time to waste. How do you propose to make the most of it?

DOROTHY: By singing, "You're Always There"....

FRANK: (BARK TWICE)

DOROTHY: "YOU'RE ALWAYS THERE".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Dorothy - I'm sure those birds down at Capistrano, are now hanging their heads in shame, after hearing you sing like that. And, speaking of swallows, it is time for me to swallow my gum and sing a tune that I recorded about a week ago, we hope you enjoy - "Chattanooga Shoeshine Boy".
(Hope you enjoy it! We hope you buy it!)

MUSIC: "CHATTANOOGA SHOESHINE BOY".....FRANK SINATRA
(APPLAUSE)

LIGHT UP TIME
1-20-50

-5-

COMMERCIAL #2

RIGGS: (CHANT -- 60 TO 62 -- SOLD AMERICAN)

SINATRA: That's the chant you hear time and again at the tobacco auctions, neighbors. And it means the makers of Lucky Strike have bought still another basket of really fine tobacco for your cigarette.

WILSON: Yes, Frank. At the auctions, Luckies pay millions of dollars more than official parity prices for fine, light, ripe tobacco ... tobacco they know will give you smoother smoking - with never a rough-puff from first puff to last. No doubt about it ... LS - MFT Lucky Strike means fine tobacco! And it takes fine tobacco to make a fine cigarette...to give you the smoothness and mildness you get in every Lucky Strike. No wonder a recent survey shows -- for their own personal smoking enjoyment, more independent tobacco experts -- auctioneers, buyers and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined!

FRANK: And neighbors, that's a tip for your greater enjoyment of smoking. Get a carton of Lucky Strike! Remember - there's never a rough-puff in a Lucky!

Music: ("A Voice Entered My Mind" - Frank Sinatra)
(Music)

ATX01 0054235

Coach. Right right time on right of time being with
it a song which will save in the trouble
of telling you what it's like. Another, any you need?
(NO ANNOUNCEMENT)

MUSIC: "ISN'T IT ROMANTIC".....FRANK & DOROTHY
(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra ... and yours truly, Don Wilson, will be back again, inviting you to light up a Lucky. Until then -- remember, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON NBC

L I G H T U P T I M E

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

Product: LUCKY STRIKE CIGARETTES

Bdst: - 4:00-4:15 PM PST

Date - MONDAY, JANUARY 25, 1950

8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE ONE I LOVE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"LOVER COME BACK TO ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SORRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"JUNE IN JANUARY"
DOROTHY KIRSTEN
INTRO
"WITH EVERY BREATH I TAKE"
FRANK SINATRA
APPLAUSE
8. CLOSING

ATX01 005423B

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

MONDAY, JANUARY 23, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike - starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra....Yes, "Light Up Time", time to relax and light up a Lucky....a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and when a song comes out of me - it's really travelling "the straight and narrow"! Jeffrey, play me some half notes!

MUSIC: "THE ONE I LOVE" FRANK SINATRA
(APPLAUSE)

LIGHT UP TIME
JANUARY 23, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT - 60 to 62 -- SOLD AMERICAN)

HIESTAND: It's clear from the first ~~puff~~^{puff} - there's more real,
deep-down enjoyment in a Lucky. Yes, puff after puff
you'll agree - there's never a rough puff...just smooth,
smooth smoking in Lucky Strike! And a big reason is this:
in every Lucky you light, there's fine, light, mellow
tobacco....tobacco that always smokes mild and smooth.
Remember...IS-MFT...Lucky Strike means fine tobacco. And
fine tobacco and smooth smoking go hand-in-hand!

WILSON: So, to get all the deep-down enjoyment...all the wonderful
smoothness and mildness of a truly finer cigarette -
smoke that smoke of fine tobacco -- Lucky Strike. You'll
see, with every puff - there's never a rough puff in a
Lucky. And you'll agree - in all the world there's no
finer, milder, more completely enjoyable cigarette. Get
a carton of Lucky Strike first thing tomorrow!

ATX01 0054240

MUSIC: PLAYOFF INTRO.....FADES OUT FAST UNDER;

FRANK: Light Up Timers, here to help your week start well, is the dazzling damsel who keeps the Opera critics tying lover's knots in their typewriter ribbons - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody! And a happy Monday to you, Frank.

FRANK: Thanks, D.K. Did you enjoy a jolly week-end?

DOROTHY: Oh, the jolliest. Yesterday, I stayed at home and played records all day. I heard one of your records about twenty times....

FRANK: Oh, you enjoyed it that much?...

DOROTHY: No - the record-changer got stuck.

FRANK: Too bad it didn't get stuck on a record of "Mule Train" - the mules could have pulled it out. (SNEAK MUSIC) So you had yourself a musical Sunday, hey Dorothy? Well, 'tis time now for you to contribute to our musical Monday, and the song in question is "Lover Come Back To Me"....

MUSIC: "LOVER COME BACK TO ME".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK:

see why you may put your eyes back in your head!
Oh, man, yas! Dorothy, Light Up Time never glowed more
brightly. That's what I call really tenderizing a tune.
On now, friends, to a song that's part of the rich musical
inheritance left us by the genial genius, Richard Whiting.
And, with all due respect to the sales staff at Columbia
records, this song is one of the best record salesmen I
have ever had....

MUSIC: "SORRY", FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
JANUARY 23, 1950

-5-

COMMERCIAL #2

HIESTAND: There's never a rough-puff in a Lucky!

WILSON: Light up, friends, and you'll agree - from first puff to last there's never a rough-puff in a Lucky! Every puff, every pack is smooth...mellow...deeply enjoyable. And here's why: fine tobacco always smokes cool and mild -- and.....LS - MFT....Lucky Strike means fine tobacco. Yes, today, tomorrow - always -- Lucky Strike means fine tobacco because at market after market (BEGIN CHANT UNDER) the makers of Lucky Strike consistently select and buy that fine that light, that naturally mild tobacco for your cigarette.

RIGGS: (CHANT SWEEPS UP TO 62 - SOLD AMERICAN)

SINATRA: So, neighbors, how about joining me in a Lucky....the cigarette of fine tobacco. Remember...there's never a rough puff in a Lucky, from the time you light up to the very last puff. Next time you ask for cigarettes, ask for my cigarette - Lucky Strike!

ATX01 0054243

MUSIC: PLAYOFF INTRO TO B.G. FOR:

FRANK: It is High-Light Time on Light Up Time! And the West Coast guardian angel of the citrus Belt, Floyd Young, must be fresh out of frost warnings tonight, because the Orange Country is currently being romanced with a few sweet kisses of Spring Weather. Which makes it highly apropos for Miss Kirsten to sing...."June in January".....

MUSIC: "JUNE IN JANUARY".....DOROTHY KIRSTEN

SEGUE

FRANK: Enchanting, Dorothy. That was just about the sweetest thing since sorority-house fudge.

DOROTHY: Thankie, Frankie. And what lucky tune is trembling on the tip of your little lip?

FRANK: Just pass the Sen Sen, M'Dear, and I'll take a whack at "With Every Breath I Take"....

MUSIC: "WITH EVERY BREATH I TAKE" FRANK SINATRA

(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on Light
Up Time until tomorrow evening when Frank Sinatra,
Dorothy Kirsten, Jeff Alexander and the Orchestra....
and yours truly, Don Wilson, will be back again, inviting
you to light up a Lucky. Until then -- remember, there's
never a rough puff in a Lucky! So make your next carton
Lucky Strike!

FRANK: And until tomorrow night, keep a lighted Lucky burnin'
in the window for us....

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS . . . ON N.B.C.

"LIGHT UP TIME"
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: TUESDAY, JANUARY 24, 1950

BROADCAST: 4:00-4:15 PM PST
REPEAT: 8:00-8:15 PM PST

NETWORK: NBC

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THERE'S NO BUSINESS LIKE SHOW BUSINESS"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"DEPUIS LE JOUR"
APPLAUSE DOROTHY KIRSTEN
5. COMMERCIAL
6. INTRO
"IF YOU ARE BUT A DREAM"
APPLAUSE FRANK SINATRA
7. CLOSING

RTX01 0054246

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

TUESDAY, JANUARY 24, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT....UNDER AND OUT.

WILSON: It's "Light Up Time" presented by Lucky Strike -- starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the orchestra...Yes, "Light Up Time", time to relax and light up a Lucky...a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and tonight we are in for the rare treat of hearing Dorothy Kirsten sing one of the arias that have made her The Pet of the Met! I shall also sing a song - one that helped make me the String of Swing! Anyway, whether you're a long-hair or a crew-cut - just so long as you're in it - "There's No Business Like Showbusiness"! Jeffrey -- curtain going up!

MUSIC: ("THERE'S NO BUSINESS LIKE SHOW BUSINESS" .FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
1/24/50

- 2 -

COMMERICAL #1:

RIGGS: (CHANT: -- 60 to 62 -- SOLD AMERICAN)

HIESTAND: It's clear from the first puff -- there's more real,
deep-down enjoyment in a Lucky. Yes, puff after puff
you'll agree -- there's never a rough puff....just smooth,
smooth smoking in Lucky Strike! And a big reason is this:
in every Lucky you light, there's fine, light, mellow
tobacco...tobacco that always smokes mild and smooth.
Remember...LS-MFT....Lucky Strike means fine tobacco.
And fine tobacco and smooth smoking go hand-in-hand!

WILSON: So, to get all the deep-down enjoyment...all the wonderful
smoothness and mildness of a truly finer cigarette --
smoke that smoke of fine tobacco -- Lucky Strike. You'll
see, with every puff -- there's never a rough puff in a
Lucky. And you'll agree -- in all the world there's no
finer, milder, more completely enjoyable cigarette. Get
a carton of Lucky Strike first thing tomorrow!

ATX01 0054248

MUSIC: ("PLAYOFF INTRO".....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, whenever they put her name up on a poster, she fills the Metropolitan Opera House with people. And whenever we put her name up to a microphone she fills the house with applause - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you - thank you very much. And good evening, Francis.

FRANK: Dorothy, tonight the treat's on you. We have looked forward eagerly to this moment when you would sing us another aria.

DOROTHY: Well, thanks. Are you sure you won't join me?

FRANK: Dorothy, if I joined you - the audience would leave us. When it comes to opera, I have to hang on real tight just to listen. By the way, since introducing this aria involves sparring with the French language, (at which I am also not proficient) I shall depend upon you to fill in the details. The title....

DOROTHY: "Depuis Le Jour" from Charpentiere's Opera "Louise".

FRANK: Sung in the opera by the character...

DOROTHY: "Louise" to her lover, Julien...

FRANK: Oh, yes....Julien. A charming old potato. Ladies and gentlemen. One of the truly great American voices, Miss Dorothy Kirsten, -- singing an aria from "Louise" -- one of the truly great French Operas. "Depuis Le Jour".

MUSIC: ("DEPUIS LE JOUR".....DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
1/24/50

- 4 -

COMMERCIAL #2:

WILSON: Friends, from the very first puff you'll find -- there's never a rough puff in a Lucky. There's more smoothness, more real, deep-down smoking enjoyment. You see, in a cigarette it's the tobacco that counts, and...LS-MFT.... Lucky Strike means fine tobacco...tobacco that's light and ripe -- that gives you a cool even smoke every puff of the way. Let's listen for a moment to what a tobacco expert says about the tobacco he's seen bought by the makers of Lucky Strike. Mr. B.G. Conner, an independent buyer from Cluster Springs, Virginia, recently said:

VOICE: I'm an old hand in the tobacco business. And I can say that in these years I've seen American buy fine, ripe, light-bodied leaf that makes a smooth, mild smoke. I've smoked Luckies regularly for 18 years!

SINATRA: And neighbors, the experts pick their cigarettes for the same reason you and I do...for real, honest smoking enjoyment. You know, there's never a rough puff in a Lucky! So how about it -- make your next carton....
Lucky Strike!

ATX01 0054250

MUSIC: ("PLAYOFF INTRO".....TO B.G. FOR:)

FRANK: And this is where we would usually have High-Light Time on Light Up Time! However, this evening, the light got a little hidden under the bushel of big-league singing done by Dorothy Kirsten a bit earlier in the show. So just for tonight, we'll call this Starlight Time on Light Up Time and do ourselves a speck of dreaming - which, incidentally, is also garnered from the classics. Formerly known as Rubenstein's "Romance" - now known as "Sanicola's Revenge" or "If You Are But A Dream".....

MUSIC: ("IF YOU ARE BUT A DREAM".....FRANK SINATRA)

(APPLAUSE)

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten and
Jeff Alexander and the orchestra. Until then, keep a
lighted Lucky burnin' in the window for us.....

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY"UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC.

LIGHT UP TIME

WEDNESDAY, JANURAY 26, 1950 Network: NBC BRDC: 4:00-4:15 PM PST
RPT: 8:00-8:15 PM PST

AS BROADCAST
STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THEN I'LL BE HAPPY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"ENVY"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I COULDN'T SLEEP A WINK LAST NIGHT"
INTRO FRANK SINATRA
"ISN'T THIS A LOVELY WAY TO SPEND AN
EVENING"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"BYE BYE BABY"
APPLAUSE FRANK SINATRA
8. CLOSING

ATX01 0054253

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

WEDNESDAY, JANUARY 25, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike - starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra....Yes, "Light Up Time", time to relax and light up a Lucky...a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and on Saturday night I open a two-weeks engagement at the Shamrock Hotel in Houston. I'm still trying to figure out how I can make "When Irish Eyes Are Smiling" sound like "Deep In the Heart of Texas". Jeff - let's see if we can make "Then I'll Be Happy" sound like "Then I'll Be Happy"..

MUSIC: ("THEN I'LL BE HAPPY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
JANUARY 25, 1950

COMMERCIAL #1

HIESTAND: From first puff to last, there's never a rough puff in a Lucky! You see, Luckies' fine tobacco gives you a smoother, more enjoyable smoke. Yes, from the very first puff, you'll agree... LS-MFT!

WILSON: Lucky Strike means fine tobacco ... tobacco that's light and mellow...and ripened to the peak of smoking perfection. Yes, at the tobacco auctions (BEGIN CHANT UNDER) the makers of Lucky Strike consistently select and buy that fine, that light, that naturally mild tobacco.

RIGGS: (CHANT -- SWEEPS UP TO 62 -- SOLD AMERICAN)

HIESTAND: No wonder the independent tobacco experts -- men who spend their lives in the tobacco business -- choose Lucky Strike for their own personal smoking enjoyment. In fact, a recent survey reveals that more of these experts --
• auctioneers, buyers and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined!

WILSON: So, for your own real, deep-down smoking enjoyment, light up a Lucky. You'll find everything you want in a cigarette...mildness, smoothness, taste...with never a rough puff. Yes, friends, for smoking enjoyment at its finest, make your next carton LUCKY STRIKE!

MUSIC: (PLAYOFF INTRO....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, from the Metropolitan itself to the Opry House in Grabtown, North Cah'lina, this gal hangs up the standing room only sign - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you everybody. But, Frank - I'm surprised. You left out something...

FRANK: What's that?

DOROTHY: I am also considered a smash in Deposit, Kansas!

FRANK: Oh, yes, Deposit, Kansas. I also do very big business at "Withdrawals - Bank of America". By the way, Dorothy, one of my most loyal fan clubs is located in that thriving metropolis- Sleeping Piano Falls, Tennessee.

DOROTHY: Is that a big town, Frank?

FRANK: Well, the train stops there...

DOROTHY: For water?

FRANK: No - for laughs. But, next to the Riders of the Purple Sage, they do love me in Sleeping Piano Falls. (SNEAK MUSIC) However, we love you in a song like "Envy". And you sure had better sing it - 'cause you've got the melody and the orchestra will sound a little silly without you.....

MUSIC: ("ENVY".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: G-R-A-T, Great! ~~Dorothy, with you giving her a beauty treatment, the green-eyed goddess never sounded lovelier.~~
Neighbors, some seven years ago, back in 1943, I was handed my first big role in a motion picture called "Higher and Higher". But, to my way of thinking, the best thing in the picture was the music - written by Jimmy McHugh and Harold Adamson. ~~And, right now, Dorothy and I will give you an idea of what I mean by singing two of the tunes.....~~

MUSIC: ("I COULDN'T SLEEP A WINK LAST NIGHT" ..FRANK SINATRA)

SEGUE

DOROTHY: Oh, what a lovely song. Y'know, Frank, I went to see "Higher and Higher" twice....

FRANK: You mean you had to look twice to see me once?

DOROTHY: No - I went back to hear the music....

FRANK: Then you should know your song for tonight mighty well... 'cause this kind of a song lasts your memory a lifetime.

MUSIC: ("ISN'T THIS A LOVELY WAY TO SPEND AN EVENING")

DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
JANUARY 25, 1950

COMMERCIAL #2

FRANK: If you want the tops in smoking enjoyment, neighbors, just strike a light to a Lucky Strike. Yessiree, there's never a rough-puff in a Lucky!

WILSON: And the reason is this, friends, fine, light tobacco gives you a smooth, mild, mellow smoke -- and IS - MFT... Lucky Strike means fine tobacco... today, tomorrow - always! For at auction after auction the makers of Lucky Strike consistently select and buy fine, light, naturally mild tobacco. And remember, in a cigarette it's the tobacco that counts...that's why every Lucky you light gives you more, far more real, deep-down smoking enjoyment...with never a rough puff! So, next time you buy cigarettes, make sure of a finer, milder, more enjoyable smoke -- ask for a carton of Lucky Strike!

FRANK: Yes, neighbors, for the tops in smoking enjoyment try my cigarette....the cigarette of fine tobacco -- Lucky Strike!

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR:)

FRANK: 'Tis High-light Time on Light Up Time! And tonight will be takeoff time for Houston, Texas in mah little airplane. By the way, I just received word that during my stay down there they'll be having a big Cattlemen's Convention. Who knows - maybe they'll elect me "Mr. Fence Post of 1950"! Anyway, wheels up and Houston, Ho! Bye, bye, for a while Hollywood!

MUSIC: ("BYE BYE BABY".....FRANK SINATRA)
(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on Light Up Time until tomorrow evening when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra...and yours truly, Don Wilson, will be back again, inviting you to light up a Lucky. Until then -- remember, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

FRANK: And until tomorrow night, keep a lighted Lucky burnin' in the window for us....

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY"UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARSON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

LIGHT UP TIME

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 4:00-4:15 PM PST
8:00-8:15 PM PST
THURSDAY, JANUARY 26, 1950
DATE: (taped 1/23/50)
Network: Broadcast:
STARRING Repeat:
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"FOR YOU"
APPLAUSE
3. COMMERCIAL
4. INTRO
"WHY REMIND ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"EASY TO REMEMBER" FRANK SINATRA
INTRO
"SOON" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"O SOLE MIO" FRANK SINATRA
APPLAUSE
8. CLOSING

AS BROADCAST

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

THURSDAY, JANUARY 26, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra ... Yes, "Light Up
Time", time to relax and light up a Lucky ... a
truly milder, smoother smoke! Remember, there's
never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and I guess I must not look very healthy.
This morning, the Wheaties people offered me two
hundred dollars a week to tell people I don't eat
Wheaties! Jeffrey, pass the vitamins.....

MUSIC: ("FOR YOU".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
1/26/50

- 2 -

OPENING COMMERCIAL:

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

HIRSTAND: It's clear from the first puff -- there's more real, deep-down enjoyment in a Lucky. Yes. Puff after puff, you'll agree -- there's never a rough puff ... just smooth, smooth smoking in Lucky Strike! And a big reason is this -- in every Lucky you light, there's fine, light, mellow tobacco ... tobacco that always smokes mild and smooth. Remember...LS -- MFT ... Lucky Strike means fine tobacco! And fine tobacco and smooth smoking go hand-in-hand!

WILSON: So, to get all the deep-down enjoyment ... all the wonderful smoothness and mildness of a truly finer cigarette -- smoke that smoke of fine tobacco -- Lucky Strike. You'll see, with every puff -- there's never a rough puff in a Lucky! And you'll agree -- in all the world there's no finer, milder, more completely enjoyable cigarette. Get a carton of Lucky Strike first thing tomorrow!

ATX01 0054263

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, it's peach-pickin' time on
Light Up Time - and here's the peach we pick
to beat anybody in a singin' match - Miss Dorothy
Kirsten!
(APPLAUSE)

DOROTHY: Thank you - and bless your heart, Frankie! You're
pretty peachy yourself, you know....

FRANK: Oh, you mean this fuzz on my face. Well, next week
Dad's going to let me start shaving. By the way,
D.K., how's that new house of yours coming?

DOROTHY: Oh, just fine. This morning, my new ^{speed Queen} ~~Apex Wash-O-Matic~~
Washing Machine arrived.....

FRANK: Oh, so you bought ^{a speed Queen} ~~an Apex~~ - do you like it?

DOROTHY: Yes - but I must admit - the first time I took a bath
in it, it made me a trifle dizzy.

FRANK: Oh, Dorothy, no! By the way, Dorothy, the other night
we saw a fellow standing in front of one of those
serve-yourself automatic laundries, looking thru the
window, watching one of the machines in action...and
shaking his head from side to side....

DOROTHY: Yes...

FRANK: When I asked him what was the matter he said "I never did
like that wrestling on television"....(SNEAK MUSIC) But
now, how about you throwing a hold on a tune that
romancers are singing to each other these nights, when
they lock arms on the parlor sofa...the torch-bearer
titled... "Why Remind Me"....

MUSIC: ("WHY REMIND ME".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Tremendous, Dorothy! I'm sure you have the lovelorn among our customers dabbling at their baby blue eyes. Neighbors, my favorite musical motto is "There's no heart song better than a Rodgers and Hart song". And tonight we're in for the treat of doin' business with two of 'em! These particular songs appeared in support of the rosey-nosed genius, W.O. Fields, in a picture called "Mississippi" - you remember - that's the one where you heard "I carved my way thru a solid wall of human flesh - dragging my canoe behind me.....yass...."

MUSIC: ("EASY TO REMEMBER".....FRANK SINATRA.)

(SEGUE)

DOROTHY: Mmmmm - a real, love-letter lyric, Frankie-boy!

FRANK: T-r-u, Dorothy. Now, before some postage due develops on the love-notes you are scheduled to delivery, you'd better sing "Soon" and the sooner, the better....

MUSIC: ("SOON".....DOROTHY KIRSTEN.)

(APPLAUSE)

LIGHT UP TIME
1/26/50

- 5 -

CLOSING COMMERCIAL:

FRANK: Neighbors, here's a tip from F.S. Every time you light up a Lucky, you're heading for smooth smoking -- cool and deeply enjoyable -- with never a rough puff.

WILSON: That's right, friends...because season after season, at market after market, the makers of Lucky Strike consistently select and buy light, ripe tobacco that smokes smooth and mild every puff of the way. No doubt about it -- today, tomorrow - always -- LS -- MFT ... Lucky Strike means fine tobacco ... and in a cigarette it's the tobacco that counts. So for more real, deep-down smoking enjoyment -- smoke that smoke of fine tobacco -- Lucky Strike. You'll see -- there's never a rough puff in a Lucky!

FRANK: Yes, neighbors, get your share of smoking enjoyment at its finest. Remember -- there's never a rough puff in a Lucky! So get a carton of Luckies real soon!

.im

ATX01 0054266

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR:)

FRANK: It is Highlight Time on Light Up Time! And tonight the big beam is shinging on a song that was doing pretty well just the way it was. Maybe I'm old-fashioned, but I just can't help wondering why they had to go and mess around with it. Revising this song was a little like giving an original Rembrandt a new coat of paint. Anyway, I'm going to sing "O Sole Mio" just the way I first learned to love it.....

MUSIC: ("O SOLE MIO".....FRANK SINATRA)

(APPLAUSE)

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten
and Jeff Alexander and the Orchestra. Until then,
keep a lighted Lucky burnin' in the window for us ...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNOR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST
PRODUCTS LUCKY STRIKE CIGARETTES

DATE FRIDAY, JANUARY 27, 1950
(taped 1/13/1950)

Network: NBC

Broadcast: 00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"ALL THE THINGS YOU ARE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"LET'S FALL IN LOVE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. "BODY AND SOUL"
APPLAUSE FRANK SINATRA
8. CLOSING

h.c.

RA-935

ATX01 0054269

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 27, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike.....
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestar.....Yes, "Light
Up Time", time to relax and light up a Lucky.....
a truly milder, smoother smoke! Remember, there's
never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and, thank goodness, I no longer have to
waste time getting fittings for my suits. Now,
my tailor just builds the coat around an old
Coca-Cola bottle! Jeff, don't make the notes too
long!

MUSIC: ("THE OLD MASTER PAINTER".....FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
1/27/1950

OPENING COMMERCIAL

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

HIESTAND: When you light up a Lucky, friends, you'll see how much more real, deep-down smoking enjoyment you get from the fine, light, naturally mild tobacco in each and every Lucky Strike. There's never a rough puff in a Lucky, for it takes fine tobacco to make a truly fine cigarette, and LS - MFT Lucky Strike means fine tobacco!

WILSON: Yes, Lucky Strike means fine tobacco! And to get this fine, mild, mellow tobacco for your cigarette...at the auctions Luckies pay millions of dollars more than official parity prices. And this fine Lucky Strike tobacco makes your smoking more deeply enjoyable.... it gives you a milder, smoother smoke every puff of the way. There's never a rough puff in a Lucky! So for more real deep-down smoking enjoyment - puff after puff, with never a rough puff - light up a finer, milder, more enjoyable cigarette - LUCKY STRIKE... so round, so firm, so fully packed, so free and easy on the draw.

H.C.

ATX01 0054271

MUSIC: (PLAYOFF INTRO. FADES OUT FAST UNDER.)

FRANK: Light Up Timers, enter now the gal who has taken so many bows at the Metropolitan Opera House that one of the footlights back there is now wearing a gorgeous blonde toupee -- Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, everybody - thank you, Frank. Gee, you say the sweetest things. ---

FRANK: That's nice to hear, D.K. People used to say that I put my foot in my own mouth so often I could get a job modelling in a pretzel factory. A terrible fate for a fellow who doesn't like beer.

DOROTHY: Tell me, Frank, are you excited about your big opening at the Shamrock Hotel down in Houston tomorrow night?

FRANK: I certainly am. And I understand the hotel is just beautiful. Being named the Shamrock, it is naturally all decorated in green. Green carpets, green drapes - and, most beautiful of all, that lovely green money they're paying me.

DOROTHY: All that green sounds pretty Irish to me.

FRANK: Sure - after two weeks at the Shamrock I'll probably come back sounding like Morton Downey. (SNEAK MUSIC) But, right now, we want you to sound just like Dorothy Kirsten, singing "All The Things You Are" - which are plenty

MUSIC: ("ALL THE THINGS YOU ARE". DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Tremendous, Dorothy, just great! That's what the boys back home around the pool-room would have referred to as a "doozey". And now, we are scheduled to nuzzle our voices close together and sing a tune that must have been written on a parlor sofa. This one's been responsible for more kissin'^{and suggest'} than raspberry-flavored lipstick.....

MUSIC: ("LET'S FALL IN LOVE" FRANK & DOROTHY)

(APPLAUSE)

LIGHT UP TIME
1/27/50

-5-

CLOSING COMMERCIAL

FRANK: Ask yourself why you smoke, neighbors, and I'm sure you'll agree it's for enjoyment. Well, the makers of Luckies can promise you more enjoyment - a milder, smoother smoke - with never a rough puff!

WILSON: Luckies certainly can promise that, friends, because fine tobacco and smoking enjoyment go hand in hand. And Ls - MFT ... Lucky Strike means fine tobacco! Now to get fine, light, naturally mild leaf for your cigarette, Luckies pay more....actually millions of dollars more than official parity prices. Yes, at the auctions...(CHANT IN - UNDER) ... when the fine leaves of mellow, mild tobacco are offered for sale, time and again you'll hear.....

RIGGS: (CHANT SWEEPS UP TO 62 -- SOLD AMERICAN)

WILSON: And another basket of truly fine tobacco has been bought by the makers of Lucky Strike! No wonder there's never a rough puff in a Lucky!

FRANK: Yessir, neighbors, anytime you light up that cigarette of fine tobacco, you're headed for some mighty smooth smoking. Get a carton of those great-tasting Luckies and enjoy smoking at its finest...Lucky Strike, my cigarette.

ATX01 0054274

NO ANNCT.

MUSIC: ("BODY AND SOUL".....FRANK SINATRA)
(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra ... and yours truly, Don Wilson, will be back again, inviting you to light up a Lucky. Until then -- remember, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANN: YOU'RE TUNED FOR THE STARS . . . ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~MONDAY, JANUARY 30, 1950~~
(taped 1/11/50)

AS BROADCAST

Broadcast: ~~4:00-4:15 PM PST~~
N.B.C. Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
~~"WHAT CAN I SAY, DEAR"~~ *"I've got my love
so deep in my heart"* FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"SO IN LOVE" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
~~"WHY REMIND ME"~~ *"A Foggy Day"* FRANK SINATRA
INTRO
"I CAN DREAM, CAN'T I" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"HOME ON THE RANGE" FRANK SINATRA
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

JANUARY 30, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY"BRIGHT. UNDER AND OUT)

WILSON: It's "LIGHT UP TIME" presented by LUCKY STRIKE ...
starring FRANK SINATRA AND DOROTHY KIRSTEN, WITH JEFF
ALEXANDER and the Orchestra ... Yes, "Light Up Time",
time to relax and light up a Lucky ... a truly, milder,
smoother smoke! Remember, there's never a rough puff in
a Lucky!

FRANK: This is FS for LS -- Frank Sinatra for Lucky Strike -
and, before you get worried, I haven't really got three
heads. It's just that while I'm appearing at the Shamrock
Hotel, my boss Glenn McCarthy makes me part my hair this
way! Jeffrey!

MUSIC: *"I'll be just my love to help me warm"*
~~("WHAT CAN I SAY, DEAR")~~FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME

-2-

1/30/50

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

HIRSTAND: There's never a rough puff in a Lucky because IS - MFT
... Lucky Strike means fine tobacco! Now fine tobacco
and smoking enjoyment go hand in hand, and at the
tobacco auctions the makers of Lucky Strike consistently
select and buy light, naturally mild leaf that means
more real, deep-down smoking enjoyment for you!

WILSON: Yes, it's clear from the first puff there's never a
rough puff in a Lucky ... just the added smoothness and
mildness that only Luckies' fine tobacco can give you.
No wonder the independent tobacco experts - men who
spend their lives buying, selling and handling tobacco -
choose Lucky Strike for their personal smoking enjoyment.
In fact, a recent survey reveals that more of these experts
smoke Lucky Strike regularly than the next two leading
brands combined!

HIRSTAND: So take a tip from the experts, friends, and for your own
real, deep-down smoking enjoyment, smoke the smoke
tobacco experts smoke - Lucky Strike --- so round, so firm
so fully packed, so free and easy on the draw.

-bc-

ATX01 0054279

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER)

FRANK: Light Up Timers, meet once again my regular singing partner - the most down-to-earth Diva in captivity - Miss Dorothy Kirsten. Hi there, D.K.

DOROTHY: ^{At this} ~~Thank you~~, and thank you, Frankie. I love that expression "down to earth". It's a wonderful thing to have anyone say about you ...

FRANK: Unless you're an airplane pilot, of course. By the way, Miss K., how's your new house coming along ...

DOROTHY: Jusy wonderfully, Frank. Of course, it's a little rough on an opera singer - suddenly becoming a housekeeper ...

FRANK: Yes, I can imagine the switch from spraying Chanel Number Five behind your ear to spraying Sweetair, Number One, behind your icebox, must be distracting. However, if you'll just remember one thing, you'll be safe.

DOROTHY:what's that?

FRANK: Don't try giving yourself a shampoo in the dishwasher. You're head's liable to come out looking like the underside of a teacup. (SNEAK MUSIC) But, come, come, what is your first tune for tonight, Dorothy?

DOROTHY: "So in Love".....

FRANK: Which puts us - so in luck.....

MUSIC: ("SO IN LOVE" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Beautiful Dorothy! Which only goes to prove ~~once again~~
 that beauty is - as beauty does. And, fly not from
 my side, ^{in little beauty. We are right now scheduled to} ~~Miss K., because right here is where we are~~
~~scheduled to bag us a brace of tunes that have been~~
~~responsible for more kissin' than raspberry flavored~~
~~lipstick. I'll take the first one, lifting it right off~~
~~the face of my latest Columbia record.~~

MUSIC: (~~"WHY REMIND ME"~~ ^{"I Kissed a Girl"} FRANK SINATRA)

SEGUE

DOROTHY: Mmmm, I love that song, Frankie! It gives me a sort of
 a - a feathery feeling around my heart...

FRANK: Kinda like the old pump got itself mixed up in a
 pillow-fight, huh? But, now 'tis time for you to tuck in
 a little tune and put it to beddy-bye...

MUSIC: ("I CAN DREAM CAN'T I" DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
1/30/50

-5-

CLOSING COMMERCIAL

FRANK: Neighbors - take it from me - you're really in luck when you strike a match to a Lucky Strike. Because here is smoking enjoyment at it's finest - smooth and mild.

WILSON: That's right, Frank - there's never a rough puff in a Lucky because fine tobacco and smoking enjoyment go hand in hand and LS - MFT, Lucky Strike means fine tobacco. Now, to get this fine tobacco for your cigarette, at the tobacco auctions Luckies pay millions of dollars more than official parity prices for ripe, mild leaf that smokes smooth and mellow every puff of the way. No doubt about it, Luckies pay the difference for the fine tobacco that makes the difference in your cigarette.

FRANK: Yes, there's millions of dollars worth of smoking enjoyment in Luckies. So why wait - neighbors - make this your Lucky Day. Just light up a Lucky and enjoy the smoothest - mildest cigarette you ever put a match to.

-bc-

ATX01 0054282

MUSIC: (PLAYOFF INTRO. TO B.G. FOR:)

FRANK: This is High-light Time on Light Up Time! And, an American singer would have to be a little forgetful not to include this particular song on his program, on this particular night....

MUSIC: ("HOME ON THE RANGE". FRANK SINATRA)

(APPLAUSE)

FRANK: And that's our musical farewell for this evening,
neighbors ... but Light Up Time will glow again for
you tomorrow night, when yours truly F.B. ~~that lovely~~
~~lady of song, Dorothy Kirsten, and Jeff Alexander and~~
~~the Orchestra return with new highlights for Light Up~~
~~Time.~~ Till then stay on the brighter side of life and
light up the smoothest, mildest smoke you ever put a
match to - Lucky Strike.

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON N.B.C.!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, JANUARY 19, 1950 (taped 1/17/1950) **AS-BRON-6151** NBC Broadcast: 4:00-4:15 PM PST 8:00-8:15 PM PST Repeats:

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"BYE, BYE, BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"ALL THROUGH THE NIGHT"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"IF I HAD YOU"
INTRO
"I'LL GET BY"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "LOST IN THE STARS"
APPLAUSE FRANK SINATRA
8. CLOSING

RA-935

H.C.

ATX01 0054285

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

TUESDAY, JANUARY 31, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT. UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike.....
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra.....Yes, "Light Up
Time", time to relax and light up a Lucky....a truly
milder, smoother smoke? Remember, there's never a rough
puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
~~and here, about that - it looks like Phil Keagan is
and tonight we're going to open the show with a song
going to be appointed the American Ambassador to
I recorded called "Bye Bye Baby" Now, if we can only
shelved. Gosh, the best I can do now to get booked for
arrange for the people to buy, buy the records.
two million at the Shamrock Hotel. Jeffrey, my business,
Jeffrey, give me a key note on the cash register and see
I'm leaving town!
if we can't sell it~~

MUSIC: ("BYE, BYE, BABY" FRANK SINATRA)

(APPLAUSE)

U C

ATX01 0054286

LIGHT UP TIME
1/31/1950

- 2 -

COMMERCIAL NO. 1

HIESTAND: From the very first puff, there's never a rough puff in a Lucky! For to give you a finer, more enjoyable smoke, Luckies pay more for fine tobacco. Now, fine tobacco like this costs more - and at the tobacco auctions.....
(CHANT - FADE IN UNDER) Luckies pay millions of dollars more than official parity prices for truly fine, mild leaf. (CHANT SHORT - 62 - SOLD AMERICAN)

WILSON: Yes, Luckies pay the difference for fine tobacco that makes the difference in your cigarette. Remember - first, last and always Lucky Strike means fine tobacco -- fine tobacco that means a milder, smoother smoke for you. So, friends, for more real, deep-down smoking enjoyment smoke that smoke of fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw! You'll be convinced there's never a rough puff in a Lucky and you'll agree with the millions who say - in all the world there's no finer cigarette than Lucky Strike.

ATX01 0054287

MUSIC: ("PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here again is the delight of our musical lives - the All-American soprano herself - Miss Dorothy Kirsten! Greetings, D.K.!

DOROTHY: And greetings to you, F.S. And, I meant to ask you yesterday - how did your big opening at the Shamrock Hotel go the other night?

FRANK: Except for one small detail, very well, Dorothy.....

DOROTHY: What was it went wrong?

FRANK: Well, they had a special menu printed up for the opening and the printer got slightly mixed up. He listed me among the appetizers. I took second billing to the Marinated Herring. Even that wouldn't have been so bad - but nobody ordered me. ~~For a while, I thought they'd wind up serving me to the help.~~ (SNEAK MUSIC)
But on to the happier thoughts, M'Dear - the thought of you singing "All Through The Night" - a good trick if you can do it.....

MUSIC: ("ALL THRU THE NIGHT " DOROTHY KIRSTEN)

FRANK: Great, Dorothy, just great! That song has gone around with more gals than the revolving door in a Y.W.C.A., but none of 'em sing it like you! Comin' up now, neighbors, is a likely looking twosome of tunes - and 'tis to be my pleasure to divvy them with our delightful Diva. First up, is the song marked "His" - on the heels of which you will hear the little charmer embroidered "Hers".....

MUSIC: (" IF I HAD YOU".FRANK SINATRA)
SECUE

DOROTHY: Oh, Frankie-boy! After hearing you sing that, I'm rushing right out to buy me some bobby-sox.....

FRANK: Okay, Miss K., and now it's your turn. And, if you sing this tune real good, well, maybe I, too, will go out and buy myself piles of argyles.....

MUSIC: ("I'LL GET BY".....DOROTHY KIRSTEN)

(APPLAUSE)

COMMERCIAL NO. 2

FRANK: Neighbors, from the moment you light up a Lucky Strike, there's that great taste of fine tobacco. Every puff is smooth as a love song. Myself, I call Luckies a real smoke!

WILSON: Well, Frank, there's a reason for the deep enjoyment you get in a Lucky. Everybody knows that in a cigarette it's the tobacco that counts - and at the tobacco auctions the makers of Lucky Strike consistently select and buy light, ripe, mellow tobacco that smokes smooth and mild every puff of the way. Yes, it takes really fine tobacco to make a cigarette as fine as a Lucky. And remember - LS - MFT ... Lucky Strike means fine tobacco! So for your own real, deep-down smoking enjoyment, smoke that smoke of fine tobacco....Lucky Strike!

FRANK: And, neighbors, here's a P.S. from F.S. The very next time you buy cigarettes, ask for a carton of Luckies. When you do, you'll say it really was a Lucky day - the day you started smokin' Lucky Strike.

NO ANNCT.

MUSIC: ("LOST IN THE STARS".....FRANK SINATRA)

(APPLAUSE)

H.C.

ATX01 0054291

FRANK:

Light ~~If time will come a calling again tomorrow~~
~~Time's here, neighbors, to gently lower the lights on~~
~~night, neighbors, with your truly, F. L.~~
~~LIGHT UP TIME, till tomorrow evening when yours truly,~~
~~F. L., will be back again, aided and abetted by Dorothy~~
~~Kirsten, Don Wilson and Jeff Alexander and the Orchestra.~~
~~and she'll keep a lighted Lucky burning in the window.~~
~~So till then keep your life a little brighter with a~~
~~lighted Lucky -- the finest smoke you ever put a match~~
~~to.~~

MUSIC: (PUT YOUR DREAMS AWAY)

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC.



ATX01 0054293

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: ~~WEDNESDAY, FEBRUARY 1, 1950~~
(taped 1/18/50)

Network: NBC
Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1.. OPENING
2. INTRO
"SWEET LORRAINE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YESTERDAYS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SORRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "WHILE WE'RE YOUNG"
APPLAUSE FRANK & DOROTHY
8. CLOSING

" LIGHT UP TIME"

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

WEDNESDAY, FEBRUARY 1, 1950

4:00 - 4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike... starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra...Yes, "Light Up Time," time to relax and light up a Lucky ... a truly milder, smoother smoke. Remember, there's never a rough puff in a Lucky.

FRANK: This is F.S. for L.S. Frank Sinatra for Lucky Strike - and whatever happened to jokes like this: "I say, Jeffrey! Here is a pencil and paper -- draw me a bath!" Nothing. Good night. Off to the showers!

MUSIC: ("SWEET LORRAINE".....FRANK SINATRA)

(APPLAUSE)

COMMERCIAL #1:

RIGGS: (CHANT - 60 to 62 -- SOLD AMERICAN)

HIESTAND: Friends, it's clear from the first puff there's never a rough puff in a Lucky...just more real, deep-down smoking enjoyment for you because LS - MFT ... Lucky Strike means fine tobacco. Everybody knows, in a cigarette it's the tobacco that counts...and to get fine, ripe, light leaf for your Lucky Strike, Luckies pay millions of dollars more than official parity prices. Now the independent tobacco experts, men who spend their lives buying, selling and handling tobacco can see the makers of Lucky Strike consistently select and buy mild, mellow tobacco. For instance, Mr. Thomas Allen Jones, a tobacco auctioneer from Mount Airy, North Carolina, recently said:

VOICE: I reckon that over the years I've sold about a hundred and eighty million pounds of tobacco. And, at market after market, I've seen the makers of Lucky Strike buy fine tobacco -- fine, ripe cigarette tobacco that makes a smooth, mild smoke. I've smoked Luckies myself for 15 years.

WILSON: There you have it, friends, a tip from a man who really knows tobacco. So for your own real, deep-down smoking enjoyment, smoke the smoke tobacco experts smoke - LUCKY STRIKE, so round, so firm, so fully packed, so free and easy on the draw.

MUSIC: ("PLAYOFF INTROFADES OUT FAST UNDER:)

FRANK: Light Up Timers, here is the toast of the Metropolitan Opera (introduced by the Bread-stick of the Baritones) - let us greet Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Well, thank you! Thank you very much! And Hi there, Bread-stick!

FRANK: Hello, Toast! And now that we've got each other well buttered up, may I say you look ravishing tonight, Dorothy!

DOROTHY: Thank you, kind sir.

FRANK: That's some creation you're wearing - that a 1950 model from Paris?

DOROTHY: Uh-uh - this is an eighteen ninety-five model, from Ohrbach's. By the way, Frank, who makes your suits?

FRANK: These aren't suits. They're golf bags - with sleeves.
(SNEAK MUSIC) And, by the way, here is something the well-dressed voice is wearing this season - and, on you, it'll sound good. Friends, here is Dorothy Kirsten, singing..."Yesterdays"...

MUSIC: ("YESTERDAYS".....DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: To say that was terrific, Dorothy, would be an understatement. Much better than just okay, D.K. Stick close for an encore. Neighbors, during this month, that Poor Man's Symphony Hall, the juke-box, is featuring a disk of ours which appears under the label reading "Sorry - with Frank Sinatra and the Modernaires." So, some night if you happen to find a nickel in the return slot of a pay telephone, drop it on us - in return for which we promise not to snitch on you to the 'phone company...

MUSIC: ("SORRY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME - FEBRUARY 1, 1950

COMMERCIAL #2

FRANK: Don, it's your turn now to strike a bright note in Light Up Time.

WILSON: And the easiest way to do that, Frank, is to light up a Lucky. You'll find from the first puff there's never a rough puff in a Lucky. With every Lucky you light you get just what you want -- more smoothness, more mildness -- more real, deep-down smoking enjoyment. Puff after puff, you'll see - LS - MFT! Lucky Strike means fine tobacco, because in a cigarette it's the tobacco that counts, and at auction after auction the makers of Lucky Strike consistently select and buy ripe, light, mild leaf for your cigarette. No wonder, then, that there's never a rough puff in a Lucky.

SINATRA: That's right, neighbors, and I know you'll find Luckies are as fine as I do. Just look at 'em!--- round and firm and plumb full of really fine tobacco. There's no cigarette that can touch 'em for real smooth smokin'. So the very next time you buy cigarettes, ask for a carton of Lucky Strike!

LO ANNCT.

MUSIC: ("WHILE WE'RE YOUNG".....FRANK & DOROTHY)
(APPLAUSE)

FRANK: *brought to you by Lucky Strike - one cigarette*
Light Up Time, will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten, and
Jeff Alexander and the Orchestra. Until then, keep
a lighted Lucky burnin' in the window for us and...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

OPCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

3-

HATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

THURSDAY, FEBRUARY 2, 1950
(taped 1/19/50)

Network: NBC

Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

no

AS BROADCAST
STARRING
FRANK SINATRA
DOROTHY KIRSTEN
JEFF ALEXANDER AND THE ORCHESTRA

- 1. OPENING
- 2. INTRO
"WHAT IS THIS THING CALLED LOVE"
APPLAUSE FRANK SINATRA
- 3. COMMERCIAL it
- 4. INTRO
"CAN'T HELP LOVING THAT MAN"
APPLAUSE (c)
DOROTHY KIRSTEN
.ng
- 5. INTRO
"A DREAM IS A WISH YOUR HEART MAKES"
APPLAUSE FRANK SINATRA
- 6. COMMERCIAL a
- 7. INTRO
"IT HAD TO BE YOU"
INTRO
"THE VERY THOUGHT OF YOU"
APPLAUSE DOROTHY KIRSTEN
FRANK SINATRA
- 8. CLOSING

FRANK: Tremendous, Dorothy, a very pashy piece of piping!
Friends, the other night I had the pleasure of attending
a showing of Walt Disney's newest confection "Cinderella"
-and what a treat it was! I don't happen to have a copy
of the picture on me to show you - but I do happen to have
a copy of one of the fine songs that Lights Up its
musical score.....

MUSIC: ("A DREAM IS A WISH YOUR HEART MAKES". . FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
FEBRUARY 2, 1950

-5-

COMMERCIAL #2

FRANK: Neighbors, it's always light up time when you light up a Lucky!

WILSON: You bet is is, Frank...because from the first puff there's never a rough puff in a Lucky. With every Lucky you light you get just what you want -- more smoothness, more mildness - more real, deep-down smoking enjoyment. Puff after puff, you'll see -- LS-MFT! Lucky Strike means fine tobacco. And to get this truly light, ripe leaf Luckies pay more than official parity prices. Yes, Luckies pay the difference for the fine tobacco that makes the difference in your cigarette.

FRANK: Neighbors, I know you'll find Luckies are as fine as I do. There's no cigarette that can touch 'em for real smooth smokin'. So the very next time you buy cigarettes, ask for a carton of Lucky Strike!

ATX01 0054304

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR:)

FRANK: 'Tis High-light Time on Light Up Time! And it is also
tunes-for-two time! Have you got a sweet-talkin' serenade
on tap for us, Dorothy?

DOROTHY: I certainly have.....

FRANK: Well, what is it?

DOROTHY: "It Had To Be You"....

FRANK: Mmmm, wish I'd thought of it first...

MUSIC: ("IT HAD TO BE YOU".....DOROTHY KIRSTEN)

SEGUE

FRANK: Oh, that was a real melter, Miss K.

DOROTHY: Now, about your song, what's that going to be, Mr. S.?

FRANK: Oh, I've got a tune that's been responsible for more
fun around a park bench than a wet-paint sign....
you remember....

MUSIC: ("THE VERY THOUGHT OF YOU".....FRANK SINATRA)

(APPLAUSE)

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten
and Jeff Alexander and the Orchestra. Until then,
keep a lighted Lucky burnin' in the window for us and....

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, FEBRUARY 3, 1950
(Taped 1/23/50)

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THIS CAN'T BE LOVE"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"TONIGHT WE LOVE"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"YOU'RE AWFUL"
APPLAUSE
FRANK AND DOROTHY
6. COMMERCIAL
7. INTRO
"OLD MAN RIVER"
APPLAUSE
FRANK SINATRA
3. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

FRIDAY, FEBRUARY 3, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT.....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike -- starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the orchestra.....Yes, "Light Up Time", time to relax and light up a Lucky....a truly milder, smoother smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and you've all heard of Kate Smith, the Songbird of the South? Well, I'm the songbird of the Southeast corner of Broadway and Ninth! I'm the guy who sings (SINGS) Eastern Columbia, Broadway and Ninth! Jefferson!

MUSIC: ("THIS CAN'T BE LOVE".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
February 3, 1950

COMMERCIAL #1

RIGGS: (CHANT 60 to 62 - SOLD AMERICAN)

HIESTAND: It's clear from the first puff, there's never a rough puff on a Lucky - only the real, deep-down smoking enjoyment that comes from truly fine tobacco.

WILSON: Yes, friends, it takes fine tobacco to make a fine cigarette. And to get ripe, light, naturally mild tobacco for your Lucky Strike, at the auctions the makers of Lucky Strike pay millions of dollars more than official parity prices. No doubt about it...LS - MFT ...Lucky Strike means fine tobacco. You'll see how true this is with every Lucky you light. You'll taste the perfection of a smooth, mellow smoke that's really enjoyable. There's never a rough puff in a Lucky. So the next time you buy cigarettes, ask for a carton of Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw.

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, Act Two curtain going up and on stage comes the young lady who stops the show gold at the Metropolitan Opera - and up on Fifty Second Street they also say she's the "coolest" - Miss Dorothy Kirsten. Hi there, D.K.

DOROTHY: Hi there, F.S. And with all that "stopping the show gold" and the "coolest" talk, I sound like I should be in the Ice Pollies.

FRANK: Not unless they want their ice melted, M'Dear. You should be right where you are. Right here on NBC, with me.....

DOROTHY: And how I love Fridays around here...right here on NBC - with Ronald Colman.

FRANK: Ronald Colman! What's he got that I haven't got and wouldn't I look dandy wearing a mustache! But I do love that new college show of his, "Halls of Ivy".

DOROTHY: Oh, so do I. By the way, Frank, have you lived in the Halls of Ivy? I mean did you go to college.

FRANK: Why, sure. Only they called my school "Halls of Macaroni". I graduated Summa Cum Lasagna. Instead of red wax to seal your diploma they used spaghetti sauce. (SNEAK MUSIC) They figured if you couldn't get a job you could eat your diploma. Okay, Miss Kirsten, up and attem, now with your first song of the evening. Which I assume is still the one you rehearsed so beautifully.....
"Tonight We Love"....

MUSIC: ("TONIGHT WE LOVE",.....DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Tremendous, Dorothy, just great! A sheer delight, by George!

DOROTHY: Well, thanks, and I must say I felt the same way about your picture "On The Town". I saw it again last night.

FRANK: Oh, did you have a free evening?

DOROTHY: No - I had free tickets. Do you know what I particularly enjoyed?

FRANK: Sure. Getting in for nothing. If I'd have known, I'd have sent you a movie-goers corsage.

DOROTHY: Orchids?

FRANK: No - a box of popcorn. But you were saying...

DOROTHY: I was saying I enjoyed that song you and Betty Garret sang to each other. I just don't know of a better song....

FRANK: Well, I just don't know of a better way of getting into it...

MUSIC: ("YOU'RE AWFUL".....FRANK & DOROTHY)
(APPLAUSE)

LIGHT UP TIME
February 3, 1950

COMMERCIAL #2

WILSON: Light up a Lucky, friends. Draw deep ... and taste the smooth, gentle smoke of fine, friendly tobacco. From first puff to last there's never a rough puff in a Lucky, for you see... at the tobacco auctions the makers of Lucky Strike go after fine, light, naturally mild leaf... and pay millions of dollars more than official parity prices to get it. Yes, the makers of Lucky Strike get fine, ripe tobacco they know will smoke milder and better. So when you light up a Lucky, puff after puff -- you enjoy the greater smoothness and mildness of fine, light leaf. Yes, there's never a rough puff in a Lucky because LS - MFT....Lucky Strike means fine tobacco... and in a cigarette it's the tobacco that counts!

FRANK: Neighbors, that makes a lot of sense for fine tobacco and smoking enjoyment go hand in hand. So for the most in enjoyment..for mildness and smoothness of a truly great cigarette ... be sure you make your next carton Lucky Strike.

NO ANNOT.

MUSIC: ("OLD MAN RIVER".....FRANK SINATRA)
(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra....and yours truly, Don Wilson, will be back again, inviting you to light up a Lucky. Until then -- remember, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us....

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: MONDAY, FEBRUARY 6, 1950
(taped 1/16/50)

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING

AS BROADCAST

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"A FOGGY DAY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MORE THAN YOU KNOW"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WITHOUT A SONG"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "THE WAY YOU LOOK TONIGHT"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

MONDAY, FEBRUARY 6, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY" BRIGHT. . UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike....
starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the Orchestra ... Yes, "Light Up Time",
time to relax and light up a Lucky....a truly milder,
smoother smoke! Remember there's never a rough puff
in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and I am currently working nights at the Shamrock Hotel
in Houston. And I must say, I think they have carried
the Shamrock-colored decorating scheme in this hotel one
step too far...this morning I called room service and
they sent up green orange juice! Jefferson! Strike the
colors! *Waddy! It's milled manny!*

MUSIC: ("A FOGGY DAY. FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 6, 8, 10

COMMERCIAL NO. 1

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

SHARBUTT: Let your own taste and throat be the judge.

HIESTAND: For smoothness and mildness....

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge.

SHARBUTT: For smoothness and mildness...

HIESTAND: There's never a rough-puff in a Lucky Strike!

And that's because.

SHARBUTT: LS - MFT

LS - MFT

HIESTAND: Lucky Strike means fine tobacco....fine, light,
naturally mild tobacco that gives you smoothness
and mildness in every Lucky you smoke.

SHARBUTT:Q And no wonder, for years Lucky Strike has maintained
the largest and most complete cigarette research
laboratory in America. Tobacco is analyzed both
before and after it is bought. Yes, prior to the
auctions, the buyers for Lucky Strike send sample
leaves from all tobacco growing areas to the great
Lucky Strike research laboratory in Richmond, Virginia,
for scientific analysis - to help determine which
tobaccos are really fine, light, naturally mild.

(MORE)

ATX01 0054317

LIGHT UP TIME
FEBRUARY 6, 8, and 10

COMMERCIAL NO. 1 (CONT'D) -2-

HIESTAND: And this is only one phase of the constant year 'round research program that makes possible the unconditional guarantee you find on every pack! In all sincerity we ask you to check the cigarette you are now smoking. We assure you that among all leading brands, only the makers of Lucky Strike put a guarantee on the pack!

SHARBUTT: So, smoke a Lucky! And then let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough-puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054318

MUSIC: ("PLAYOFF INTRO"....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, on stage now comes our singing partner - and since they named Jack Benny "Mister Thrifty of 1950", they should have gone right on and called this gal "Miss NIFTY of 1950" - Hi there, Dorothy Kirsten!

DOROTHY: Hi there, Frank Sinatra! And how are you enjoying your stay in the Lone Star State?

FRANK: Oh, I love Texas. But, all those oil millionaires - they give me an inferiority complex.

DOROTHY: How about this fellow Glenn McCarthy? The boss here at the Shamrock...I hear everything he touches turns to money....

FRANK: Dorothy, all I know is, the other day he went to the dentist - the dentist started drilling - and, today, the tooth is producing three hundred barrels a day! And that's a lot of oil!

DOROTHY: How about you, Frank? Have you got any oil?

FRANK: Only the six quarts I keep in my car. (SNEAK MUSIC)
Anyway, I'd rather not have ~~my~~ money in oil - it's too hard to count -- keeps slipping thru your fingers.
Miss Kirsten, I think you'd better cheer me up with

DOROTHY: *Maybe the beauty you so recently saw in
"You mean" more than you know!*
I'd love to....

MUSIC: ("MORE THAN YOU KNOW".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: That was downright thrilling, Miss Kirsten! Every note was a real gem M'little Jewel! On now, neighbors, to another *great song from the show "Great Day" and this time is* ~~was~~ marked "For Men Only" - at least, I've never heard a gal attempt it. Anyway, this one has been a favorite of mine ever since I first heard it as a kid. How well I remember - that was the day I learned that John Charles Thomas wasn't a trio....

MUSIC: "WITHOUT A SONG".....FRANK SINATRA
(APPLAUSE)

LIGHT UP TIME
FEBRUARY 6, 1950

COMMERCIAL NO. 2

HIESTAND: Friends, for smoothness and mildness, remember ----
there's never a rough puff in a Lucky Strike.

FRANK: That's right, neighbors, and I know you'll find
Luckies are as fine as I do. Just look at 'em --
round and firm and plumb full of really fine tobacco.
There's no cigarette that can touch 'em for real
smooth smokin'. So the very next time you buy
cigarettes, ask for a carton of Lucky Strike!

ATX01 0054321

(NO ANNOUNCEMENT)

MUSIC: ("THE WAY YOU LOOK TONIGHT" . . . FRANK & DOROTHY)

(APPLAUSE)

MB

FRANK: And that's our musical farewell for this evening, neighbors...but Light Up Time will glow again for you tomorrow night when yours truly F.S. - that lovely lady of song, Dorothy Kirsten, and Jeff Alexander and the Orchestra return with new highlights for Light Up Time. Till then stay on the brighter side of life and light up the smoothest, mildest smoke you ever put a match to - Lucky Strike.

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS (TWO BEAT PAUSE) ON NBC.

LIGHT UP TIME

AS BROADCAST
NBC

TUESDAY, FEBRUARY 7, 1950
(Taped 1-24-50)

4:00-4:15 PM PST

8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"I BEEPED WHEN I SHOULD HAVE BOPPED"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"WHY WAS I BORN"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"I MUST HAVE DONE SOMETHING WONDERFUL"
INTRO
"MAD ABOUT YOU"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
- 6 COMMERCIAL
- 7 INTRO
"~~POINCIANA~~" POINCIANA"
APPLAUSE FRANK SINATRA
- 8 CLOSING

ATX01 0054324

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

TUESDAY, FEBRUARY 7, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY"....BRIGHT...UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the orchestra....Yes, "Light Up Time", time
to relax and light up a Lucky...a truly milder, smoother
smoke! Remember, there's never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike
and, it's too bad, but today we had to fire a near-
sighted clarinet player. He kept picking me up and
trying to play me. Jeffrey, you bop and I'll beep!

MUSIC: "I BEEPED WHEN I SHOULD HAVE BOPPED".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 7, 1950

COMMERCIAL NO. 1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

SHARBUTT: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

SHARBUTT: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness....

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

SHARBUTT: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike! And that's because.....

SHARBUTT: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco!

SHARBUTT: Listen to the words of Mr. C. B. Smith, an independent tobacco buyer from Danville, Virginia. He's a tobacco expert who can see the kind of tobacco Lucky Strike buys. And recently he said:

VOICE: I've been buying tobacco for thirty years. And year after year, I've seen Lucky Strike buy fine, ripe, mild tobacco that gives you a real good smoke. I've smoked Luckies for 29 years.

HIESTAND: Millions of smokers including the famous stage star, Maurice Evans, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Mr. Evans said:

VOICE: I've found that I can always count on Luckies for a perfect performance. I like Luckies better than any other cigarette I've ever smoked.

(MORE)

ATX01 0054326

LIGHT UP TIME
FEBRUARY 7, 1950

COMMERCIAL NO. 1 (CONT'D)

SHARBUTT: Yes, every regular Lucky Strike smoker knows there's always smoothness and mildness in every puff. So, for your own real, deep-down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for smoothness and mildness...there's never a rough-puff in a Lucky Strike! Get a carton today!

ATX01 0054327

MUSIC: : PLAY OFF INTRO FADES OUT FAST UNDER:

FRANK: Light Up Timers, if music be the food for love, then
 Opera is caviar - and here's the gal with the champagne
 in her voice to go with it - Miss Dorothy Kirsten!
 (APPLAUSE)

DOROTHY: Thank you, thank you, very much. And, Frank - "champagne
 in my voice"! You make me sound like Mrs. Lawrence Welk!

FRANK: That was a thin laugh! Our audience must be taking
 Kyron tablets! But, Dorothy, you do have a champagne
 quality in your voice - it bubbles and sparkles...

DOROTHY: ...and gives you a hangover maybe?

FRANK: No, not at all. As a matter of fact, I have heard you
 referred to as the Champagne Soprano. And they also had
 a term for me....

DOROTHY: What was it?

FRANK: The Chopped Liver Baritone. When my voice is served
 with onions - it makes you cry. (SNEAK MUSIC) But all
 this food-talk is making me hungry - hungry for a song
 that is - and I suggest that it be "Why Was I Born".....

MUSIC: "WHY WAS I BORN".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Just beautiful, Dorothy. You have a habit of making classics out of popular songs - and, at the same time, making them even more popular. Your kind of voice makes a boy singer feel like getting together with your kind of girl singer. Which I suggest we do immediately in a medley. First song up is real easy to sing, so I'd better grab that one....

MUSIC: "I MUST HAVE DONE SOMETHING WONDERFUL" ..FRANK SINATRA..

SEGUE

DOROTHY: Whatever else you did, you did that song wonderfully, Frank.

FRANK: Gee, we say the nicest things about each other around here. And now, it's chiming-in time, Dorothy, so I make a motion you sing us a song... The "eyes" have it -- and the ears soon will....

MUSIC: "MAD ABOUT YOU" ..DOROTHY KIRSTEN

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 7, 1950

COMMERCIAL NO. 2

HIESTAND: Friends, let your own taste and throat be the judge.
For smoothness and mildness....there's never a rough
puff in a Lucky Strike. That's right....for smoothness
and mildness...there's never a rough puff in a Lucky
-- just more, far more real, deep-down smoking
enjoyment for you!

FRANK: Yessir, neighbors, anytime you light up that cigarette
of fine tobacco, you're headed for some mighty smooth
smoking. Get a carton of those great-tasting Luckies
and enjoy smoking at its finest....Lucky Strike, my
cigarette.

(NO ANNOUNCEMENT)

MUSIC: "POINCIANNA".....FRANK SINATRA

(APPLAUSE)

T

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten and
Jeff Alexander and the orchestra. Until then, keep a
lighted Lucky burnin' in the window for us

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNOR: YOU'RE TUNED FOR THE STARS ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

DATE ~~WEDNESDAY, FEBRUARY 8, 1956~~
(TAPED, WED. JAN. 28, 1956)

AS BROADCAST

~~8:00-8:15 PM PST~~

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"THE BEST THINGS IN LIFE ARE FREE"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"SUPPOSE I HAD NEVER MET YOU"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"POLKA DOTS AND MOONBEAMS"
FRANK SINATRA
INTRO
"IMAGINATION"
DOROTHY KIRSTEN
APPLAUSE
- 6 COMMERCIAL
- 7 INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
- 8 CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

WEDNESDAY, FEBRUARY 8, 1950

4:00-4:15 PM PST

ORCH: "LUCKY DAY".....BRIGHT....UNDER AND OUT

WILSON: It's "Light Up Time" presented by Lucky Strike
starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the Orchestra ... Yes, "Light Up Time", time
to relax and light up a Lucky ... a truly milder, smoother
smoke. Remember, there's never a rough puff in a Lucky.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and I was thinking today - I don't have to worry about the
future. I can always get a job modelling in a macaroni
factory! Jeffrey, with plenty of sauce!

MUSIC: "BEST THINGS IN LIFE ARE FREE" FRANK SINATRA
(APPLAUSE)

LIGHT UP TIME
FEBRUARY 6, 8, 10

COMMERCIAL NO. 1

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

SHARBUTT: Let your own taste and throat be the judge.

HIESTAND: For smoothness and mildness....

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge.

SHARBUTT: For smoothness and mildness...

HIESTAND: There's never a rough-puff in a Lucky Strike!
And that's because.

SHARBUTT: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco....fine, light,
naturally mild tobacco that gives you smoothness
and mildness in every Lucky you smoke.

SHARBUTT:Q And no wonder, for years Lucky Strike has maintained
the largest and most complete cigarette research
laboratory in America. Tobacco is analyzed both
before and after it is bought. Yes, prior to the
auctions, the buyers for Lucky Strike send sample
leaves from all tobacco growing areas to the great
Lucky Strike research laboratory in Richmond, Virginia,
for scientific analysis - to help determine which
tobaccos are really fine, light, naturally mild.

(MORE)

ATX01 0054335

LIGHT UP TIME
FEBRUARY 6, 8, and 10

COMMERCIAL NO. 1 (CONT'D) -2-

HIESTAND: And this is only one phase of the constant year 'round research program that makes possible the unconditional guarantee you find on every pack! In all sincerity we ask you to check the cigarette you are now smoking. We assure you that among all leading brands, only the makers of Lucky Strike put a guarantee on the pack!

SHARBUTT: So, smoke a Lucky! And then let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough-puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054336

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER:

FRANK: Light Up Timers, ears akimbo and eyes aglow now! For here comes that "real gone" Prima Donna - only I'm glad she ain't gone from here - Miss Dorothy Kirsten. Hi there, D. K.

DOROTHY: Hi there, Frank! And I must say I'm shocked. Hearing you use the word "ain't"...

FRANK: What do you want me to say?

DOROTHY: You should say "aren't"....

FRANK: I can't. My uncle told me never to mention her. Hey, that's a quiet one! But you should hear my aren't - she's a noisey one - that's why my uncle told me never to mention her.

DOROTHY: I'm sorry I brought it up.

FRANK: My uncle is sorry his brother brought me up.

DOROTHY: Frank, this is mad! What's this kind of talk all about?

FRANK: Oh, nothing. We're just trying out one of Abbott and Costello's old writers.

DOROTHY: What are you going to tell him?

FRANK: How to apply for Unemployment Insurance. (SNEAK MUSIC)
But, as for you, Miss K., it's time for you to go to work, and your first song for tonight?

DOROTHY: "Suppose I Had Never Met You".

FRANK: So then it would have been Light Up Time, with Frank Sinatra and Lucy Munroe.....

MUSIC: "SUPPOSE I HAD NEVER MET YOU".....DOROTHY KIRSTEN
(APPLAUSE)

FRANK: Oh, men! After a sweet song like that nobody'll be able to eat their dessert, M'little Cupcake! On the program now, friends, comes a little musical curio representing a delightful flight of songwriting imagination, piloted by the team of Burke and Van Heusen. I'm sure you'll all remember "Polka Dots and Moonbeams"...

MUSIC: "POLKA DOTS AND MOONBEAMS".....FRANK SINATRA

SEGUE

DOROTHY: What a nice song that is!

FRANK: More than somewhat on the pleasant side, all right.
Now, what have you got going for us, c'est Soir, Mam'selle?

DOROTHY: "Imagination".

FRANK: Gee...the least you could have done was sing something in French...after I went to all that trouble...

MUSIC: "IMAGINATION".....DOROTHY KIRSTEN

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 8, 1950

COMMERCIAL NO. 2

HLESTAND: Let your own taste and throat be the judge! For smoothness and mildness-- there's never a rough puff in a Lucky Strike.

FRANK: Yes, there's millions of dollars worth of smoking enjoyment in Luckies. So, why wait, neighbors? Make this your Lucky Day. Just light up a Lucky and enjoy the smoothest - mildest cigarette you ever put a match to.

RTX01 0054339

MUSIC: PLAYOFF INTRO...TO B.G. FOR:

FRANK: 'Tis HighLight Time on Light Up Time! And here is a song that came to light on a record I made recently! It can be purchased at Sacks, Seventh Avenue!

DOROTHY: Frank! Don't you mean Saks...Fifth Avenue?

FRANK: Honey...I'm talking about Manie Saks...of Columbia Records...and his office is on Seventh Avenue...

DOROTHY: Well, shut mah mouth...and I think I will!

Frank: I'd better wait on Margaret Beatty will be on too early
MUSIC: "WHY REMIND ME.....".....FRANK SINATRA

(APPLAUSE)

FRANK: *brought to you by Lucky Strike - my make -7-*
Light Up Time will come a'callin' again tomorrow
night, neighbors, with yours truly, F.S., Dorothy Kirsten
and Jeff Alexander and the Orchestra. Until then, keep a
lighted Lucky burnin' in the window for us and....

MUSIC: "PUT YOUR DREAMS AWAY"

APPLAUSE OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY"....UP AND FADE ON OUE

ANNOR: YOU'RE TUNED FOR THE STARS...(2 beat pause) ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

THURSDAY, FEBRUARY 9, 1950

NBC

Broadcast: 8:00-8:15 PM PST

DATE: (Taped 2/19/50)

Repeat:

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"JUST YOU, JUST ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"SCARLET RIBBONS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SORRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
Somebody Loves Me
7. "I'M IN LOVE"
APPLAUSE *Frank Sinatra*
FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

THURSDAY, FEBRUARY 9, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY"....BRIGHT.....UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike -- starring Frank Sinatra and Dorothy Kirsten, with Jeff Alexander and the Orchestra....Yes, "Light Up Time", time to relax and light up a Lucky....a truly milder, smoother smoke. Remember, there's never a rough puff in a Lucky.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and tonight the boys in the orchestra will just have to play the whole show standing on their heads. In their Union, one man can't do another man's work and when ~~the~~ ^{the} ~~librarian~~ ^{Jul. Ross} passed out the music today, he put the music on the stands upside down! Jeffrey! Bottoms up!

MUSIC: ("JUST YOU, JUST ME".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 9, 1950

COMMERCIAL NO. 1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

SHARBUTT: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough-puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

SHARBUTT: For smoothness and mildness ...

HIESTAND: There's never a rough-puff in a Lucky Strike! And that's because ...

SHARBUTT: LS -- MFT
LS -- MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light, naturally
mild tobacco!

SHARBUTT:(Listen to the words of Mr. Mac Hassell, an independent tobacco
warehouseman from Washington, North Carolina. He's a tobacco expert
who can see the kind of tobacco Lucky Strike buys. And recently
he said:

VOICE: I know leaf tobacco like the back of my hand. And year after year,
I've seen American buy fine leaf tobacco -- the kind of real
quality tobacco that makes mighty enjoyable smoking. I've smoked
Luckies for 25 years.

HIESTAND: Millions of smokers, including the famous skating star, Betty Smith,
take a tip from the tobacco experts and smoke Lucky Strike. Just
recently she said:

WOMAN: Like figure skaters, cigarettes must be smooth to be good. That's
why I smoke Luckies.

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER)

FRANK: Light Up Timers, we now let the house canary out of her gilded cage - and here is our Ladybird, she of the high-flying voice - Miss Dorothy Kirsten! And hi there, D.K.

DOROTHY: Hello, Frank - and, y'know, I like being called a Ladybirdy'see, I happen to be something of a bird-lover...

FRANK: Oh - then, maybe you'll enjoy the story about the near-sighted canary that wore himself out pecking at his astigmatism. He thought it was bird-seed. (Hey! That turned out to be a Turkey!) (SNEAK MUSIC) Maybe we'd better switch to the subject of love-birds, Dorothy. Do you happen to have something real starry-eyed on tap?

DOROTHY: I certainly do - a real heart-warmer of a song.

FRANK: Name of?

DOROTHY: "Scarlet Ribbons".....

FRANK: Well, tie it on...

MUSIC: ("SCARLET RIBBONS".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Bully for you, D.K! The Associated Ribbon Salesmen of America will no doubt elect you their Queen on the strength of that! On now, neighbors, to a tune the Disk Jockeys are giving a nice ride. Matter of fact, an Indian Disk Jockey named "SPINNING BULL" rates my record Number One!...

MUSIC: ("SORRY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
FEBRUARY 9, 1950

COMMERCIAL NO. 2

HIESTAND: For smoothness and mildness, remember -- there's never a rough puff in a Lucky Strike! So let your own taste and throat be the judge. Light up a Lucky -- see how much more real, deep-down smoking enjoyment you get from every puff, every pack!

FRANK: And neighbors, here's a P.S. from F.S. The very next time you buy cigarettes, ask for a carton of Luckies. When you do, you'll say it really was a Lucky Day -- the day you started smokin' Lucky Strike!

MUSIC: ("SOMEBODY LOVES ME" FRANK SINATRA)
(APPLAUSE)

NO ANNOUNCEMENT

MUSIC: ("I'M IN LOVE".....FRANK & DOROTHY)

(APPLAUSE)

FRANK: Dorothy Kirsten, come put some high notes in HIGH LIGHT TIME
here on LIGHT UP TIME!

DOROTHY: I shall echo your every sentiment!

FRANK: That is exactly the ideal

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten and Jeff
Alexander and the Orchestra. Until then, keep a lighted
Lucky burnin' in the window for us and....

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY"UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS.....ON NBC.

AS BROADCAST

FRIDAY, FEBRUARY 10, 1950
(Taped 1/20/50)

N.B.C.

4:00-4:15 PM PST
8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"DON'T DO SOMETHING TO SOMEONE ELSE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I'LL BE SEEING YOU"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"STRANGE MUSIC"
APPLAUSE FRANK AND DOROTHY
6. COMMERCIAL
7. INTRO
"YOU'RE MY THRILL"
APPLAUSE FRANK SINATRA
8. CLOSING

-bc-

ATX01 0054350

LIGHT UP TIME
FEBRUARY 6, 8, 10

COMMERCIAL NO. 1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICANS!)

SHARBUTT: Let your own taste and throat be the judge.

NIESTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough puff in a Lucky Strike!

NIESTAND: For smoothness and mildness ...

SHARBUTT: There's never a rough puff in a Lucky Strike!

NIESTAND: Yes, let your own taste and throat be the judge.

SHARBUTT: For smoothness and mildness ...

NIESTAND: There's never a rough puff in a Lucky Strike!

And that's because.

SHARBUTT: LS -- MFT

LS -- MFT

NIESTAND: Lucky Strike means fine tobacco ... fine, light,
naturally mild tobacco that gives you smoothness
and mildness in every Lucky you smoke.

SHARBUTT: And no wonder, for years Lucky Strike has maintained
the largest and most complete cigarette research
laboratory in America. Tobacco is analyzed both
before and after it is bought. Yes, prior to the
auctions, the buyers for Lucky Strike send sample
leaves from all tobacco growing areas to the great
Lucky Strike research laboratory in Richmond, Virginia,
for scientific analysis - to help determine which
tobaccoes are really fine, light, naturally mild.

LIGHT UP TIME
FEBRUARY 6, 8, and 10

COMMERCIAL NO. 1 (CONT'D.)

WISSTAND: And this is only one phase of the constant year 'round research program that makes possible the unconditional guarantee you find on every pack! In all sincerity we ask you to check the cigarette you are now smoking.

We assure you that among all leading brands, only the makers of Lucky Strike put a guarantee on the pack!

SHARBUIT: So, smoke a Lucky! And then let your own taste and throat be the judge!

WISSTAND: For smoothness and mildness, there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

FRIDAY, FEBRUARY 10, 1950

4:00-4:15 PM PST

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)

WILSON: It's "Light Up Time" presented by Lucky Strike --
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra.....Yes, "Light
Up Time", time to relax and light up a Lucky....
a truly milder, smoother smoke! Remember, there's
never a rough puff in a Lucky!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike
- and question: what's Frankie Laine got that I haven't
got? Answer: a sensational record of a tune called
"Don't Do Something To Someone Else"! Jeff - let's
do some copy-cattin'!

MUSIC: ("DON'T DO SOMETHING TO SOMEONE ELSE".....FRANK SINATRA)
(APPLAUSE)

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, on stage now comes the Dazzling
Damsel who daily delights us - The Pet of the Met
- Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you - thank you - what a wonderful reception!
Frank - Hearing that applause always makes me feel like
I have a lot of friends.....

FRANK: Dorothy, you have more friends than a pawnshop
at income-tax time! By the way, I hate to bring this
up, but have you caught my act at the Shamrock Hotel
yet?

DOROTHY: No I haven't, Frank, but I was planning on coming
tonight for your closing performance.

FRANK: Great! Dorothy, although the people have been just
wonderful to me, I'm quite happy that my engagement is
coming to a close here at the Shamrock....

DOROTHY: How come?

FRANK: Oh, I'm just tired of seeing Phil Reagan and Morton
Downey marching up and down in front of the hotel
carrying those picket signs. (Goodnight, Mort! (HIGH)
Good night, Joe!) (SNEAK MUSIC:) By the by, what are
you chanting for us tonight, Chanteuse?

DOROTHY: "I'll Be Seeing You".

FRANK: You'll be seeing me - and I'll probably be seeing
Phil's and Mort's lawyers...

MUSIC: ("I'LL BE SEEING YOU".....DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: That was downright, gorgeous, Gorgeous! (I almost made that sound like a Lady Wrestler). And here, neighbors, Dorothy and I have a singing assignment in which we join voices to bring you a popular echo from the classical kick. Based on a theme by Grieg - here is the song that lingered behind to remind us of a show called, "Song Of Norway".....

MUSIC: ("STRANGE MUSIC".....FRANK AND DOROTHY)
(APPLAUSE)

LIGHT UP TIME
FEBRUARY 10, 1950

COMMERCIAL NO. 2

KIRSTAND: Let your own taste and throat be the judge! For smoothness and mildness ... there's never a rough puff in a Lucky Strike! Every single Lucky you light is smooth, mild and light because LS - MFT. -- Lucky Strike means fine tobacco!

FRANK: Neighbors, that makes a lot of sense, for fine tobacco and smoking enjoyment go hand in hand. So for the most in enjoyment ... for mildness and smoothness of a truly great cigarette ... be sure you make your next carton Lucky Strike!

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR:)

FRANK: This is High-light Time on Light Up Time -
tonight highlighting a song featured on a
fast-selling disk made by Lady Day - Billy
Holliday. *And she does a beautiful job, too!*
~~And this is a tune that the better
informed of the bathtub baritonee all seem to
be singing.....~~

MUSIC: ("YOU'RE MY THRILL".....FRANK SINATRA)

(APPLAUSE)

WILSON: Well, everybody, time now to lower the lights on
Light Up Time until Monday evening when Frank
Sinatra, Dorothy Kirsten, Jeff Alexander and the
Orchestra.....and yours truly, Don Wilson, will
be back again, inviting you to light up a Lucky.
Until then -- remember, there's never a rough puff
in a Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow
night. We'll be back Monday as usual, so keep a
lighted LUCKY burnin' in the window for us ...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: MONDAY, FEBRUARY 15, 1950

AS BROADCAST

Repeat: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGA SHOE SHINE BOY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"A THOUSAND AND ONE NIGHTS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A FINE ROMANCE"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"MY FOOLISH HEART"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

MONDAY, FEBRUARY 13, 1950

4:00-4:15 PM PST

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)

HIESTAND: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra...

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and tonight we're back in Hollywood after playing a two
weeks engagement in Texas. Oh, it was great! Can't you
imagine me singing "I'm an Old Cowhand" -- when I really
look like an old cow's foot! Jeffrey -- let's shine 'em
up!

ORCH: (CHATTANOOGA SHOE SHINE BOY".....FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
MONDAY, FEBRUARY 13, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT 60 to 62 SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!
And that's because....

JOY: LS - MFT

LS _ MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light naturally
mild tobacco.

JOY: Listen to what Mr. Wayne Adams, veteran tobacco
warehouseman of South Boston, Virginia, recently said:

VOICE: I've seen a sight of tobacco bought and sold. And times
without number, I've seen the makers of Lucky Strike
buy fine tobacco..quality leaf that makes a real smoko..
For 15 years Luckies have been my regular smoke!

HIESTAND: Millions of smokers, including our own Dorothy Kirsten,
take a tip from the tobacco experts and smoke Lucky
Strike. Here's what Dorothy says....

KIRSTEN: Smoothness is perfection. So, when I smoke, I smoke
Luckies!

MORE

ATX01 0054361

LIGHT UP TIME
MONDAY, FEBRUARY 13, 1950

-3-

COMMERCIAL #1 (cont'd)

JOY: And for your own real, deep-down smoking
 enjoyment, light up a Lucky!

HIBSTAND: Let your own taste and throat be the judge....
 for smoothness and mildness there's never a rough
 puff in a Lucky Strike!...Get a carton today!

ATX01 0054362

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST, UNDER:)

FRANK: Light Up Timers, here to sing you a few bird-songs at eventide, is our house-canary - the Pet of the Met - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and, hello, Frankie! Tell me, how's it feel to get back to Hollywood?

FRANK: Wonderful, Dorothy. Texas is great - but, y'know, when it comes to singin', I think they go more for the Gene Autry - Roy Rogers type of croonin'.

DOROTHY: Well, why didn't you sing them some cowboy songs?

FRANK: I did. I even bought a guitar. And, what a mistake that was!

DOROTHY: Why? -- How come?

FRANK: The first night I tried using it, I walked out in front of the audience - took a deep breath - raised my hand 'way up over the top string, and brought it down real hard.

DOROTHY: What happened?

FRANK: The string snapped back and tossed me into a tray of salads. I did the rest of the show wearing a mayonnaise toupee. (MUSIC SNEAK:) Anyway, I tasted good. But, on to happier thoughts, m'dear, one of which is the thought of you singing "A Thousand and One Nights".

MUSIC: ("A THOUSAND AND ONE NIGHTS".....DOROTHY KIRSTEN:)

(APPLAUSE)

FRANK: Tremendous, Dorothy, just beautiful! Could have roasted a batch of chestnuts in the warmth of your voice. And, you might just as well keep the heart-fires burnin', D.K., 'cause here we have a ditty just waiting to be divvied up, so, you take the high notes, and I'll take the low notes, and Jeff Alexander will probably be at the end of the tune 'afore us!

MUSIC: ("A FINE ROMANCE".....FRANK AND DOROTHY:)
(APPLAUSE)

FRANK: Oh. So you like that, hey! Okay then -- we'll buy an extra minute on NBC and sing you another chorus! Let's go!

MUSIC: ("A FINE ROMANCE" FRANK AND DOROTHY:)

(APPLAUSE)

LIGHT UP TIME
February 13th, 1950

-6-

COMMERCIAL #2:

SINATRA: Neighbors, the first time you put a match to a Lucky Strike and draw deep, you'll agree -- for smoothness and mildness, you just can't beat a Lucky Strike! Yessiree, they're smooth smokin'! That's why Luckies are my cigarette. Make 'em yours!

ATX01 0054365

MUSIC: (PLAYOFF INTRO.....TO BACKGROUND FOR:)

FRANK: High Light Time on Light Up Time, and tonight, bowing into the Big Beam, is a song that is as lovely as it is new. And, while I'm on the subject, fellows, if you're stuck for something tender to say to your sweetie-pie on Valentine's Day, just slap a few stamps on a copy of this tune, and send it to her - and let it do the John Alden bit for you.....

MUSIC: ("MY FOOLISH HEART".....FRANK SINATRA:)
(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra, will be back again, inviting you to light up a Lucky. Until then ----- remember, for smoothness and mildness, there's never a rough-puff in a Lucky! So, make your next carton Lucky Strike!

FRANK: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME:)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE:)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, FEBRUARY 14, 1950

Network NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"I LOVE YOU"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU'RE A SWEETHEART" DOROTHY KIRSTEN
INTRO
"YOU REMIND ME OF THE GIRL" FRANK SINATRA
INTRO
"ALWAYS" DOROTHY KIRSTEN
INTRO
"HONEY" FRANK SINATRA
APPLAUSE
"I'll See You 'Till You Sweetheart" Frank & Dorothy
5. COMMERCIAL
6. INTRO
"COME RAIN, COME SHINE" FRANK SINATRA
APPLAUSE
7. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

TUESDAY, FEBRUARY 14, 1950

4:00-4:15 PM PST

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

HIESTAND: It's "Light Up Time", presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra...

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and I have composed a poem for Valentine's Day. Quote.
"A Valentine was the most famous thing trimmed with Lace,
Back in Grandma's Days and Auntie's,
But now the most famous thing trimmed with lace,
Is Gussie Moran's panties." Jeffrey, it is love match
and your serve!

MUSIC: ("I LOVE YOU" FRANK SINATRA)
(APPLAUSE)

W

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, FEBRUARY 14, 1950

-2-

COMMERCIAL #1

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness ...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness ...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!
And that's because...

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light,
naturally mild tobacco that gives you smoothness
and mildness.

JOY: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette research
laboratory. Prior to the auctions, the buyers for
Lucky Strike send sample leaves from all tobacco
growing areas to this great laboratory for scientific
analysis -- to help determine which tobaccos are really
fine.

w

ATX01 0054370

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, FEBRUARY 14, 1950

-3-

COMMERCIAL #1 (CONT'D.)

HIESTAND: And this is only one phase of the constant research that helps make possible Lucky Strike's unconditional guarantee. Check the cigarette you are now smoking. Among all leading brands, only the makers of Lucky Strike put an unconditional guarantee on the pack.

JOY: So smoke a Lucky! Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

W

ATX01 0054371

MUSIC: (PLAYOFF INTRO. FADES OUT FAST UNDER:)

FRANK: Light Up Timers, let us greet that lovely Valentine from the Metropolitan Opera Company to you - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Oh, thank you! Thank you very much! Good evening, Frank. Did you get many Valentines in the mail this morning?

FRANK: Oh, yes, I got several. One of them was the comedy kind. It had a funny picture on it and was addressed to "Skinny".

DOROTHY: What did it say?

FRANK: I'll read it to you. It says; "You'll probably really raise the roof, When I tell you what you am, All you are is the living proof, Of how thin you can slice a ham"! Isn't that beautiful? Did you get any Valentines, Dorothy?

DOROTHY: Oh, sure. And one very much like the one you just read.

FRANK: What does yours say?

DOROTHY: It's addressed to "Blondie" and it says; "We'll know the truth of just what color, all of your golden locks hide, But we won't know it, I'm sure my dear, Until you run out of peroxide!"

FRANK: Gee, that's swell! That's what I call a real, sentimental Valentine. (SNEAK MUSIC) So much for the funny ones, Dorothy. Let's us sing some of the kind of Valentines that have the pretty words on 'em. Here, you read the first one (to music). this is the kind people really like to get....

MUSIC: ("YOU'RE A SWEETHEART". DOROTHY KIRSTEN)

SEGUE

FRANK: Oh, that was a beauty, D.K. Now, I want you to listen to one. Every year around Valentine's Day, my Father would start rehearsing this song while he was working at the firehouse. Then, on the big morning, while my mother was cooking heart-shaped pancakes, he'd sing it to her....

MUSIC: ("YOU REMIND ME OF THE GIRL" FRANK SINATRA)

SEGUE

DOROTHY: Golly, Frank, I guess there's nothing sweeter than old-fashioned songs and old-fashioned Valentines.

FRANK: How right you are, Dorothy. And I suggest we order another round of old-fashioneds. And you're on first, with "Always"....

MUSIC: ("ALWAYS" DOROTHY KIRSTEN)

SEGUE

FRANK: Miss K., you really sent that one home, special delivery, with the stamp on upside down.....Now, 'tis ^{in 1940} ~~my~~ turn to carry the mail. Let us hope that ^{me} ~~my~~ Valentine ^{don't land in the} ~~doesn't land us~~ all in the Dead Letter Office....

MUSIC: ("HONEY" ^(Dorothy Kirsten) FRANK SINATRA)

(APPLAUSE)

FRANK: Now, since half a chorus is better than none, let's do half a chorus of the sweetheart song of 'em all -- "Let Me Call You Sweetheart."

MUSIC: ("LET ME CALL YOU SWEETHEART" FRANK SINATRA & DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
2/14/50

-6-

COMMERCIAL #2

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

JOY: So light up a Lucky ... and let your own taste
and throat be the judge! You'll find every puff
every pack is smooth...mild....deeply enjoyable -
with never a rough-puff!

FRANK: Remember that, neighbors -- there's never a rough
puff in a Lucky Strike -- just smoothness and
mildness. That's why I enjoy them. So next time
you ask for cigarettes, ask for my cigarette --
Lucky Strike!

ATX01 0054375

NO ANNCT

MUSIC: ("COME RAIN OR COME SHINE" FRANK SINATRA)

(APPLAUSE)

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FRANK: Light Up Time, brought to you by Lucky Strike -
my cigarette - will come a'calling again tomorrow
night, neighbors, with yours truly, F.S., Dorothy
Kirsten and Jeff Alexander and the orchestra. Until
then, keep a lighted Lucky burnin' in the window
for us.....

MUSIC: ("PUT YOUR DREAMS AWAY".....)

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY"..... UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, FEBRUARY 15, 1956 **AS BROADCAST** 4:00-4:15 PM PST
8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHAT IS THIS THING CALLED LOVE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHY REMIND ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"BETWEEN THE DEVIL AND THE DEEP BLUE SEA"
INTRO "Nanette Across the Table"
"YOU'RE DRIVING ME CRAZY"
APPLAUSE FRANK SINATRA
Frank & Dorothy
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"I DON'T KNOW WHETHER TO LAUGH OR CRY
OVER YOU"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

WEDNESDAY, FEBRUARY 15, 1950

4:00-4:15 PM PST

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)
JOY: Let your own taste and throat be the judge!
HIESTAND: For smoothness and mildness....
JOY: There's never a rough puff in a Lucky Strike!
HIESTAND: For smobthness and mildness....
JOY: There's never a rough puff in a Lucky Strike!
HIESTAND: Yes, let your own taste and throat be the judge!
JOY: For smoothness and mildness....
HIESTAND: There's never a rough puff in a Lucky Strike!
ORCH: ("LUCKY DAY".....BRIGHT.....UNDER AND OUT)
HIESTAND: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra....
FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and today, somebody was saying that I must be a beauty --
because beauty is only skin deep. Jeffrey, make it
fat and sassy!
MUSIC: ("WHAT IS THIS THING CALLED LOVE".....FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
FEBRUARY 15, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT 60 to 62 SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike! And that's because...

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

JOY: Listen to what Mr. Charles Thomas Randolph, an independent tobacco buyer from Kinston, North Carolina, recently said:

VOICE: I've been learning about tobacco for 31 years, and, during that time, I've seen the makers of Lucky Strike buy fine quality tobacco...the kind of tobacco that's bound to make a real good smoke. I've smoked Luckies myself for 23 years!

HIESTAND: Millions of smokers including the famous movie and television star, Robert Montgomery, take a tip from the experts and smoke Lucky Strike. Just recently the popular Robert Montgomery said....

VOICE: Luckies are really smooth! That's why I smoke them regularly.

(MORE)

ATX01 0054380

LIGHT UP TIME
FEBRUARY 15, 1950

COMMERCIAL #1 (CONT'D)

JOY: And for your own real, deep-down smoking enjoyment, light
 up a Lucky!

HESITANT: Let your own taste and throat be the judge...for
 smoothness and mildness there's never a rough puff in a
 Lucky Strike! Get a carton today!

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here is a young lady who sings notes so high - that one of 'em recently cracked a Flying Saucer - everybody's musical cup o' tea - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you vory much. And, Hi there, Frankie!
How's the "Token from Hoboken" this Evening?

FRANK: Fine, M'little E-Clair from Montclair. The day started a bit rough, but now things are fine.

DOROTHY: Why, what happened?

FRANK: I made a terrible mistake. I walked across a busy badminton court carrying a feather duster. They played three sets with me before they discovered I wasn't the bird. Those racquets hurt. You should see my back - I look like an Italian waffle. (SNEAK MUSIC) But enough about me, Dorothy, let's talk about you. Or, better still, let's have you sing about love. You might's well - the orchestra's going to be playing "Why Remind Me" anyway....

MUSIC: ("WHY REMIND ME".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: That was a doosy, R.K. - a real heart-warmer. I haven't felt such a feeling burnin' deep down inside of me, since the night I ate the three bowls of chili. But on with the show and a trio of songs that we pulled out of the file marked "friendmakers". And, you'll forgive me if I roll my notes a little on the first one, neighbors. All I could find to rehearse with this morning was a player piano:

MUSIC: "BETWEEN THE DEVIL AND THE DEEP BLUE SEA" FRANK SINATRA

DOROTHY: Might tasty, Frank!

FRANK: So were the three bowls of chili, Dorothy. But say, this is the spot where we discovered we had an extra minute to kill.

DOROTHY: Well, you're ^{just} the one who can kill it.

FRANK: I might need some help, you'd better come along

MUSIC: "HANDS ACROSS THE TABLE" FRANK AND DOROTHY

FRANK: Dorothy, you did so well on that one we're sending you right to the head of the calves to sing one by yourself

MUSIC: "YOU'RE DRIVING ME CRAZY" DOROTHY KIRSTEN

(APPLAUSE)

LIGHT UP TIME
2-15-50

-6-

SECOND COMMERCIAL

FRANK: If you're like me you smoke for one big reason --
 enjoyment. And that's why you should try my cigarette,
 neighbors -- Lucky Strike! They've got everything for
 me. Try a Lucky today, won't you?

t

ATX01 0054384

NO ANNCT:

MUSIC: ("I DON'T KNOW WHETHER TO LAUGH OR CRY OVER YOU"...
FRANK SINATRA)

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra, will be back again, inviting you to light up a Lucky. Until then --- remember, for smoothness and mildness, there's never a rough-puff in a Lucky! So, make your next carton Lucky Strike!

FRANK: ("PUT YOUR DREAMS AWAY":)

(APPLAUSE OVER "LUCKY DAY" THEME:)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE:)

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, FEBRUARY 16, 1950 Network: NBC Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"FOR YOU"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU'RE ALWAYS THERE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SORRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"LET'S FALL IN LOVE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

THURSDAY, FEBRUARY 16, 1950

4:00-4:15 PM PST

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: ("LUCKY DAY" BRIGHT'UNDER AND OUT)

HIESTAND: It's "Light Up Time" presented by Lucky Strike....
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the orchestra...

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and today I saw the most frustrated man in the world --
a guy wearing Elevator Shoes trying to step down into
a new Hudson! Jeffrey! Drive me to work.

MUSIC: ("FOR YOU" FRANK SINATRA)
(APPLAUSE)

w

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
2/16/1950
LIGHT UP TIME

-2-

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike! And
And that's because...

JOY: LS-MFT
LS-MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness
and mildness.

JOY: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette research
laboratory. Prior to the auctions, the buyers for
Lucky Strike send sample leaves from all tobacco
growing areas to this great laboratory for scientific
analysis--to help determine which tobaccos are really fine.

(MORE)

ATX01 0054389

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
2/16/1950
LIGHT UP TIME
COMMERCIAL #1 (CONT'D.)

-3-

HIESTAND: And this is only one phase of the constant research that helps make possible Lucky Strike's unconditional guarantee. Check the cigarette you are now smoking. Among all leading brands, only the makers of Lucky Strike put an unconditional guarantee on the pack!

JOY: So smoke a Lucky! Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough puff in a Lucky Strike....so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

RTX01 0054390

MUSIC: (PLAYOFF INTRO. FADES OUT FAST UNDER:)

FRANK: Light Up Timers, at the Metropolitan Opera House it would cost you six-sixty to hear the voice of the young lady I am about to introduce. So, all we're asking is that, right after the program, you rush right out and buy six dollars and sixty cents worth of Lucky Strikes. Let us greet ... Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody. And, Frankie, the way you introduced me sounds like you're just filled with Vitamins L.S. - M.F. and T.

FRANK: Sure. Smoke 'em all the time. Matter of fact, Dorothy, I am taking vitamins to improve my appetite.

DOROTHY: Have they helped?

FRANK: All I know is last night in a restaurant, while waiting for the waiter, I got so hungry I ate three napkins and the menu.

DOROTHY: Frank Sinatra, that's ridiculous!

FRANK: No. You see this was a badly lighted Italian Restaurant and the menu was printed in red ink. I thought it was an underdone pizza. (SNEAK MUSIC) Guess that joke was a bit hard to digest - but so was the menu. It's Song Time for you, Dorothy, and what's it going to be?

DOROTHY: "You're Always There".

FRANK: Yes, what little there is of me.... Sing on, My Pet!

MUSIC: ("YOU'RE ALWAYS THERE" DOROTHY KIRSTEN)

(Applause)

FRANK: Great, Dorothy, tremendous! A lovely song - beautifully sung. Neighbors, a few months ago we made a lucky pick and recorded a song that's been grabbing a lot of nickels along the juke box circuit. And this week we just received our first share of the juke-box profits. I guess I should have read my contract more closely. Now it comes out that Columbia Records gets to keep all the nickels - we get all the slugs.

MUSIC: ("SORRY" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, FEBRUARY 16, 1950

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COMMERCIAL #2

FRANK: Honestly, neighbors, there's nothing like a
Lucky Strike for real smoking enjoyment. I
call 'em the smoothest, mildest smoke I ever
had. So, try a Lucky, my cigarette. I know
you'll like Lucky Strike.

NM

ATX01 0054393

NO ANNCT:

MUSIC: ("LET'S FALL IN LOVE" FRANK & DOROTHY)

(APPIAUSE)

NM

ATX01 0054394

FRANK: Light Up Time, brought to you by Lucky Strike -
my cigarette - will come a'calling again tomorrow
night, neighbors, with yours truly, F.S., Dorothy
Kirsten, and Jeff Alexander and the orchestra.
Until then, keep a lighted Lucky burnin' in the
window for us....

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

NM

ATX01 0054395

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: ~~FRIDAY, FEBRUARY 17, 1950~~ Network: NBC Broadcast: 4:00-4:15 PM PST
8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHEN YOU AWAKE"
INTRO
"SUPPOSIN'"
APPLAUSE FRANK SINATRA
FRANK SINATRA
5. INTRO
"NONE BUT THE LONELY HEART"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "BYE BYE BABY"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

JEFF ALEXANDER AND THE ORCHESTRA

FRIDAY, FEBRUARY 17, 1950

4:00-4:15 PM PST

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: ("LUCKY DAY" BRIGHT UNDER AND OUT)

HIESTAND: It's "Light Up Time" presented by Lucky Strike...

starring Frank Sinatra with Jeff Alexander and
the Orchestra.

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and tonight, our own Dorothy Kirsten is down in Texas
singing with the San Antonio Opera! I can see those
Texans now - going formal to the opera - all dressed up
in white tie and spurs! *and some few wear in a brown paper bag!* Jeffrey, giddyap!

MUSIC: ("THE OLD MASTER PAINTER) FRANK SINATRA)

(APPLAUSE)

NM

LIGHT UP TIME
FRIDAY, FEBRUARY 17, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT 60 to 62 SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

And that's because

JOY: LS-MFT

LS-MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

JOY: Listen to what Mr. Tom Jones, an independent tobacco auctioneer from Mount Airy, North Carolina, recently said:

VOICE: In my eighteen years of auctioneering, I've seen Lucky Strike buy fine, ripe tobacco that makes a smooth, mild smoke. I've smoked Luckies for 15 years.

HIESTAND: Millions of smokers including the famous screen star, Hedy Lamarr, take a tip from the tobacco experts and smoke Lucky Strike. Just recently the glamorous Hedy Lamarr said:

WOMAN: A good cigarette is like a good movie -- always enjoyable. That's why it's Luckies for me.

JOY: And for your own real, deep-down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for smoothness and mildness there's never a rough puff in a Lucky Strike!
Get a carton today!

NM

ATX01 0054398

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, it'd be lonesome around here with nobody to talk to - so, tonight, in the absence of Dorothy Kirsten (who is blonde, slender and beautiful), we present someone who is brunette, muscular and musical - that two-beat Toscannini - Mr. Jeff Alexander!

(APPLAUSE)

JEFF: Thank you, thank you. And, Frank, old chap, "ta -ever so"!

FRANK: "Ta - ever so" - what kind of talk is that?

JEFF: That's British for "Thanks, Bud"! And I'm immensely grateful -- I love chatting on the radio.

FRANK: Chatting! Oh, we're in a lot of trouble. I should have struck up a conversation with Speed Riggs.

~~JEFF: It wouldn't have been bad. I love all those clever things Speed says during the commercials.~~

~~FRANK: Clever things! During that tobacco chant! How do you know what he's saying?~~

~~JEFF: I listen fast.~~

FRANK: ~~I think you'd better get out of here fast.~~ Don't answer the phone anybody. If they can't call us they can't cancel us. One thing before you leave, Jeff, how come that mustache?

JEFF: Oh, I just answered the door one day and the Fuller Brush man was there. So I bought one.

FRANK: I don't get it - I ask you what earthly good is a moustache to you?

JEFF: It saves me a lot of time. In the morning I just put some toothpaste on my moustache and go (BRRRRR)

FRANK: Back to your music, Mister Alexander before we get raided.

(SNEAK MUSIC) I can get more laughs singing. Which I think I'd better do - immediately.....

MUSIC: ("WHEN YOU AWAKE".....FRANK SINATRA)

SEGUE

FRANK: That tune you just heard is an old friend of mine from the Dorsey days, neighbors, and here's another one that I'm sure is an old friend of yours - from the good old days...

MUSIC: ("SUPPOSIN" FRANK SINATRA)

(APPLAUSE)

NM

ATX01 0054401

FRANK: Thank you. And now, friends, in the interest of giving the show a touch of class in the absence of our classical singing partner, we shall borrow a strain from the great Tchaikowsky. I only hope it doesn't prove to be too much of a strain on any long-hairs who might be strapped into a chair somewhere listening. Seriously, this is one of the great songs of all time. ~~I hope you enjoy hearing~~
... ~~"None But The Lonely Heart"~~

MUSIC: ("NONE BUT THE LONELY HEART" FRANK SINATRA)

(APPLAUSE)

NM

ATX01 0054402

LIGHT UP TIME
FRIDAY, FEBRUARY 17, 1950

COMMERCIAL #2

FRANK: You know, neighbors, for a really wonderful smoke
you ought to try my cigarette -- Lucky Strike!
Yessiree! They're smooth and mild and packed with
real enjoyment. Try a Lucky -- my cigarette --
won't you?

NM

ATX01 0054403

NO ANNCT.

MUSIC: ("BYE BYE BABY" FRANK SINATRA)

(APPLAUSE)

NM

ATX01 0054404

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until Monday evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra will be back again, inviting you to light a Lucky. Until then -- remember, for smoothness and mildness, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to "Your Hit Parade" tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us.....

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED TO THE STARS..(2 beat pause)...ON N.B.C.

H.C.

ATX01 0054405

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, FEBRUARY 20, 1950 Network: NBC Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGA SIRE SHINE BOY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I DIDN'T KNOW WHAT TIME IT WAS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"MAY I"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. INTRO
"GOD'S COUNTRY"
APPLAUSE FRANK SINATRA
8. CLOSING

LIGHT UP TIME
2/20/50 - 2/24/50

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own test and throat be the judge!

JOY: For smoothness and mildness.....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (Pleasantly Bright Under and Out)

HIESTAND: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten and with
Jeff Alexander and the Orchestra.....

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and tonight I'll have you know I'm wearing a brand new
sports coat. All wool and a foot wide! Jeffrey, let's go
shine up a wide foot!

MUSIC: ("CHATTANOOGA SHOE SHINE BOY".....FRANK SINATRA)
(APPLAUSE)

-bc-

ATX01 0054407

LIGHT UP TIME
2/20/50

-2-

COMMERCIAL #1

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness.....

HIESTAND: There's never a rough puff in a Lucky Strike! And
that's because.....

JOY: IS - MFT
IS - MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light, naturally
mild tobacco that gives you smoothness and mildness.

JOY: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette research
laboratory. Prior to the auctions, the buyers for Lucky
Strike send sample leaves from all tobacco growing areas
to this great laboratory for scientific analysis -- to
help determine which tobacco's are really fine.

HIESTAND: And this is only one phase of the constant research that
helps make possible Lucky Strike's unconditional guarantee.
Check the cigarette you are now smoking. Among all leading
brands, only the makers of Lucky Strike put an
unconditional guarantee on the pack!

JOY: So smoke a Lucky! Let your own taste and throat be the
judge!

(MORE)

-bc-

RTX01 0054408

LIGHT UP TIME
2/20/50

-3-

COMMERCIAL #1 (cont'd)

HIESTAND: For smoothness and mildness, there's never
a rough puff in a Lucky Strike -- so round, so
firm, so fully packed, so free and easy on
the draw. Make your next carton Lucky Strike.

-bc-

ATX01 0054409

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, last Friday night we loaned a star to the Lone Star State, when our regular singing partner appeared with the San Antonion Opera Company - but tonight she's back here with us, Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you everybody. And, hi there, Frank. It certainly is good to be home.

FRANK: It's wonderful having you back. Did you enjoy Texas?

DOROTHY: Very much. And, you know, riding along in the country just outside Houston, I could certainly tell that you had been down there recently.....

FRANK: Oh yes? How come?

DOROTHY: I saw several cows -- wearing bobby-sox.

FRANK: Oh, then that accounts for those fan letters I've been getting - signed "Elsie". I'm highly flattered - last year, Elsie was deeply in love with an automatic milking machine. (SREAK MUSIC) Guess you'd better sing, Dorothy, the orchestra got paid today and they just can't wait to give us our money's worth.....

MUSIC: ("I DIDN'T KNOW WHAT TIME IT WAS".....DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Dorothy, having you sing it, is just about the
happiest thing that could happen to a song.

DOROTHY: Well, gee, thanks.

FRANK: Oh, it's nothing. I just thought I'd butter you up a
bit, before asking you to sing a tune with me.

DOROTHY: But why on earth should you feel that you have to butter
me up?

FRANK: I heard someone saying you're the Toast of the Opera....

DOROTHY: Oh, Frank, shame on you!

FRANK: Shame on me! Shame on the guy who wrote it!
Let's sing - I know the song is good.

MUSIC: ("MAY I".....FRANK & DOROTHY)
(APPLAUSE)

LIGHT UP TIME
2/20/50

-6-

COMMERCIAL #2

FRANK: You know, neighbors, Luckies sure give me a lot of
 personal smoking enjoyment -- real, honest-to-goodness
 smoothness and mildness in every puff.
 So, try a Lucky Strike -- my cigarette. I know you'll
 like 'em.

ATX01 0054412

MUSIC: (PLAYOFF INTRO.....FADES TO B.G. FOR:)

FRANK: 'Tis High-Light Time on Light Up Time! And, tonight,
we're breaking out a song that we recently recorded
and which just can't help making the big time!
The latest effort of the same team who gave us
"Lucky Old Sun" and "That Old Master Painter".....
Here is "God's Country".

MUSIC: ("GOD'S COUNTRY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
2/20/50

-8-

CLOSING BILLBOARD

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, for smoothness and mildness, there's never a rough-puff in a Lucky! So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: (LUCKY DAY.....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: ~~TUESDAY, FEBRUARY 21, 1950~~ Network: ~~NBC~~ Broadcast: ~~4:00-4:15 PM PST~~
NO BROADCAST Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THEN I'LL BE HAPPY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"BLUE MOON"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SURE THING"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"SUNSHINE CAKE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

LIGHT UP TIME
2/20 - 2/24/1950

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 TO 62 -- SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness..

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness ...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

HIESTAND: It's "Light Up Time" presented by Lucky Strike ..
starring Frank Sinatra and Dorothy Kirsten and
with Jeff Alexander and the orchestra...

FRANK: This is F.S. for L.S. - Frank Sinatra for
Lucky Strike - and don't pay any attention to
that blue stuff on my hair. Last night, I was
playing a game of billiards and the other players
kept picking me up and chalking my head! There's
a cue, if I ever heard one...

MUSIC: ("THEN I'LL BE HAPPY" FRANK SINATRA)
(APPLAUSE)

W

ATX01 0054416

LIGHT UP TIME
2/21/1950

-2-

COMMERCIAL #1

RIGGS: (CHANT -- 60 TO 62 -- SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness ...

HIESTAND: There's never a rough puff in a Lucky Strike! And
that's because...

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

JOY: Listen to what Mr. Daniel Thomas Currin, veteran
tobacco warehouseman of Oxford, North Carolina,
recently said:

VOICE: As far back as I can recollect, I've seen the
makers of Lucky Strike buy fine, prime leaf --
tobacco that's sure as shooting to smoke fine.
I got to smoking Luckies 20 years ago, and I've
smoked them regularly ever since!

HIESTAND: Millions of smokers, including the famous
Shakespearean actor, Maurice Evans, take a tip
from the tobacco experts and smoke Lucky Strike.
Just recently the popular Mr. Evans said:

(MORE)

.fc

ATX01 0054417

LIGHT UP TIME
2/21/1950

-3-

COMMERCIAL #1 (CONT'D.)

VOICE: I've found that I can always count on Luckies for
a perfect performance. I like Luckies better than
any other cigarette I've ever smoked!

JOY: And for your own real, deep-down smoking enjoyment,
light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for
smoothness and mildness there's never a rough puff
in a Lucky Strike! Get a carton today!

W

ATX01 0054418

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here is the best reason we can think of for calling the Opera "Grand" - the good luck it brought 'em having a Diamond Horseshoe hanging in the Opera House - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you, everybody, and hi there, Frank. And before I do another thing, I want to invite you to my Washington's Birthday Party tomorrow night.

FRANK: Wonderful. I'll come formal. White tie and hatchet. Last time I went to a Washington's Birthday party - after the guests had been bobbing for cherries in Manhattan cocktails for a while, they wound up chopping down the coat tree. But, it didn't matter to me, I think it's easier to buy a coat from a tailor than to grow one on a tree.

DOROTHY: (LAUGHS) Ow! Say, I still haven't planned the menu. Tell me, Frank, do you like cherries?

FRANK: Frankly, no - to me, cherries are nothing but bloodshot olives. It's my opinion that G. Washington didn't chop down that tree to get the cherries but to keep 'em from growing. (SNEAK MUSIC) But, time for you to branch out, Miss K., with a tune called, "Blue Moon." Which brings up a point, if cherries were blue, do you think anybody would eat 'em?

MUSIC: ("BLUE MOON" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: That was gorgeous, Dorothy. You know, next to the money I get, you're the best reason a fellow could have for coming to work each day. Not that I don't have other reasons, neighbors. It's also a lot of fun for a singer when he gets this kind of song to sing. Recently written by Jimmy Van Heusen and Johnny Burke. Recently recorded by yours truly - the tender and touching ballad titled, "Sure Thing."

MUSIC: ("SURE THING" FRANK SINATRA)

(APPLAUSE)

W

LIGHT UP TIME
2/21/1950

-6 8 7-

COMMERCIAL #2

FRANK: A couple of weeks ago, I was down in Texas country,
and I can tell you those Texas boys and girls know
their way around. Yessir, you see plenty of packs
of Luckies in the Lone Star State ... plenty of folks
enjoying the smoothness and mildness of my cigarette ..
Lucky Strike. How about trying Lucky Strike yourself?

W

ATX01 0054421

MUSIC: ("PLAYOFF INTRO TO B.G. FOR)

FRANK: And this is High-light time on Light Up Time!
Spotlighting another song hot from the Burke and
Van Huesen oven - and this one they must have written
with a rhyming dictionary in one hand and a cook-book
in the other. It's called "Sunshine Cake" - and,
believe me, there isn't an egg in it!

MUSIC: ("SUNSHINE CAKE" FRANK & DOROTHY)

(APPLAUSE)

LIGHT UP TIME
WEDNESDAY, FEBRUARY 22, 1950

-6-

COMMERCIAL #2

FRANK: Neighbors, because Lucky Strike is the cigarette of fine tobacco you can always be sure of smoothness and mildness. Yessiree! I know, I smoke Luckies regularly. So how about trying my cigarette, Lucky Strike?

ATX01 0054423

NO ANNOUNCEMENT

MUSIC: ("WHERE OR WHEN" FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
WEDNESDAY, FEBRUARY 22, 1950

-8-

CLOSING BILLBOARD

HIRSTAND: Well, everybody, time now to lower the lights on
"Light Up Time", until tomorrow evening, when Frank
Sinatra, Dorothy Kirsten, Jeff Alexander and the
Orchestra, will be back again, inviting you to light
up a Lucky. Until then -- remember, for smoothness
and mildness, there's never a rough puff in a Lucky
Strike! So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: (LUCKY DAY, UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ON, ON N.B.C.

ATX01 0054425

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~THURSDAY, FEBRUARY 9, 1950~~ Network: ~~NBC~~ Broadcast: ~~4:00 - 4:15 PM PST~~
~~AS BROADCAST~~ Repeat: 8:00 - 8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"SOMEFODY LOVES ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"MY HEART STOOD STILL"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"
2/23/50

-1-

OPENING COMMERCIAL:

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY"...PLEASANTLY BRIGHT UNDER AND OUT

HIESTAND: It's "Light Up Time", presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten and with
Jeff Alexander and the Orchestra...

FRANK: This is F.S for L.S....Frank Sinatra for Lucky Strike..
and you know those little cards that come out of weighing
machines? Well, this morning I got one saying --
"Roses are red and violets are blue, your suit weighs
five pounds...what happened to you?"
Jeffrey, run a few scales!

MUSIC: "SOMEBODY LOVES ME" FRANK SINATRA

(APPLAUSE)

-dc-

ATX01 0054427

"LIGHT UP TIME"
2/23/50

-2-

FIRST COMMERCIAL:

RIGGS: (CHANT - 60 to 62 - SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike! And
that's because...

JOY: LS-MFT

LS-MFT

HIESTAND: Lucky Strike means fine tobacco..fine, light, naturally
mild tobacco.

JOY: Listen to what Mr. Joseph Stacy Blanks, an independent
tobacco auctioneer from Vernon Hill, Virginia, recently
said:

VOICE: I've sure sold my share of tobacco. And at market after
market, I've seen the makers of Lucky Strike buy fine, ripe,
mellow tobacco that's just right for a real good smoke.
I've smoked Luckies for 17 years!

HIESTAND: Millions of smokers including the Hollywood screen star,
Janet Blair, take a tip from the experts and smoke
Lucky Strike. Just recently the glamorous Janet Blair
said:

(CONT'D)

-dc-

ATXQ1 0054428

FIRST COMMERCIAL (CONT'D)

-3-

VOICE: Between takes I take to Luckies...they're so mild and smooth!

JOY: And for your own real, deep down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for smoothness and mildness there's never a rough puff in a Lucky Strike! Get a carton today!

-do-

ATX01 0054429

MUSIC: PLAYOFF INTRO...FADES OUT FAST UNDER

FRANK: Light Up Timers, you'd better put your hand over your handkerchief pocket, because here's a gal who's liable to steal your heart away...The Pet of the Met...Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you. Hello there everybody and good evening, Frank. Why do you look so worried?

FRANK: Something's been bothering me all day.

DOROTHY: Well, speak up, tell me what it is!

FRANK: Dorothy, why do you suppose they put my picture on the sheet music of "Regg Mopp". Gee whiz, I get a haircut every week. My barber'll get sore if it leaks out.

DOROTHY: Do you have a good barber, Frank?

FRANK: I don't know that he's good exactly, Dorothy...but he certainly is different. You should see how he cuts my hair.

DOROTHY: What's he do?

FRANK: He makes me climb down a gopher hole then he runs a lawn mower over the top. I meet more gophers that way. (SNEAK MUSIC) And one of the things I "go fer" most, D.K. is the way you sing...and in view of the lack of riotous laughter, I'm sure that's exactly what you'd better do...

MUSIC: "IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"...

DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Tremendous, Miss Kirsten - you're a tough act to follow!
One thing sure you can bet, I'm grabbing myself the
strongest tune I know to help me do it! A ballad with
a built-in beat (a heart-beat to be specific) - share with
me, if you will, the affections of the song known as
~~"Why Remind Me"~~.....

MUSIC: ("WHY REMIND ME".....FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
2/23/50

-6-

COMMERCIAL #2

FRANK: One of the fellows here at the studio has been giving me a bad time -- until tonight. This evening when I walked in, he showed me a pack of Luckies. "Finally tried 'em," he told me, "and you know something - they're the smoothest cigarettes I ever smoked." Score another for Lucky Strike - the cigarette that's packed with real smoking enjoyment. It's my cigarette -- make it yours. Lucky Strike!

-bc-

ATX01 0054432

NO ANNCT.

MUSIC: ("MY HEART STOOD STILL".....FRANK & DOROTHY)

(APPLAUSE)

FRANK: Light Up Time, brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, F.S., Dorothy Kirsten
and Jeff Alexander and the orchestra. Until
then, keep a lighted Lucky burnin' in the window
for us.....

MUSIC: ("PUT YOUR DREAMS AWAY".....)

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

FRIDAY, FEBRUARY 24, 1950 **AS BROADCAST** Broadcast: 00-4:15 PM PST
DATE: (taped 2/23/50) Repeat: 8:00-8:15 PM PST

FRANK SINATRA
DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"CAN I COME IN FOR A SECOND"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"AS TIME GOES BY"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
~~"I DON'T STAND A CHANCE OR A CHANCE"~~
~~INTRO "There's a Small Hotel"~~
~~"IT'S THE LITTLE THINGS THAT COUNT"~~
APPLAUSE
FRANK SINATRA
and
DOROTHY KIRSTEN
6. COMMERCIAL
7. "ALL OR NOTHING AT ALL"
APPLAUSE
FRANK SINATRA
8. COMMERCIAL

LIGHT UP TIME
FEBRUARY 24, 1950

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)
JOY: Let your own taste and throat be the judge!
HIESTAND: For smoothness and mildness
JOY: There's never a rough puff in a Lucky Strike!
HIESTAND: For smoothness and mildness
JOY: There's never a rough puff in a Lucky Strike!
HIESTAND: Yes, let your own taste and throat be the judge!
JOY: For smoothness and mildness
HIESTAND: There's never a rough puff in a Lucky Strike!
ORCH: "LUCKY DAY" (Pleasantly Bright Under and Out)
HIESTAND: It's "Light Up Time" presented by Lucky Strike....
starring Frank Sinatra and Dorothy Kirsten and with
Jeff Alexander and the Orchestra...
FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and we just got today's batch of fan-mail from the N.B.C.
mail room. The first one reads..(BARK SEVERAL TIMES
STACCATO LIKE READING A LETTER) Signed "Fire Hydrant".
Oh, sorry, we opened one of Lessie's by mistake. Jeffrey,
we are going to the dogs.
MUSIC: ("CAN I COME IN FOR A SECOND". FRANK SINATRA)
(APPLAUSE)

ATX01 0054436

LIGHT UP TIME
FRIDAY, FEBRUARY 24, 1950

-2-

COMMERCIAL #1

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness...

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike! And
that's because.....

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally
mild tobacco that gives you smoothness and mildness.

JOY: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette research
laboratory. Prior to the auctions, the buyers for
Lucky Strike send sample leaves from all tobacco
growing areas to this great laboratory for scientific
analysis -- to help determine which tobaccos are really
fine.

(MORE)

ATX01 0054437

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, February 24th, 1950

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COMMERCIAL #1: (CONTINUED)

HIESTAND: And, this is only one phase of the constant research that helps make possible Lucky Strike's unconditional guarantee. Check the cigarette you are now smoking. Among all leading brands, only the makers of Lucky Strike put an unconditional guarantee on the pack!

JOY: So, smoke a Lucky! Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed; so free and easy on the draw. Make your next carton Lucky Strike!

ms

RTX01 005443B

MUSIC: (PLAYOFF INTRO. FADES OUT FAST UNDER:)

FRANK: Light Up Timers, if somebody suddenly said to me
"Frank, give me any two words meaning beautiful,
lovely, talented and charming," the two words that
would immediately come to mind would be . . .

Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you and hello there, Frankie - boy!
A happy Friday to you!

FRANK: The only way I couldn't be happy on Friday, is if I
were a salmon! After all, Dorothy, this is the end
of the working week. Tomorrow we holiday in Palm Springs.
What a place - riding, swimming, hiking, golfing,
tennis! It's a constant round!

DOROTHY: You mean you do all those things?

FRANK: No - I sleep - I'm a square! See - the four corners on
my head? I'm the only baritone in the business that
can wear a shoe-box for a beret.

DOROTHY: Golly - Palm Springs must be beautiful.....

FRANK: Yes - all day the Hollywood columnists lie in the sun.
May I add, they also sometimes don't tell the truth
in the shade! (SNEAK MUSIC) But on with a song,
Dorothy, with me on the listening end. And on the
song end, "As Time Goes By".

MUSIC: "AS TIME GOES BY".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Wonderful, Dorothy! Gee, you sing almost as high as
 Morton Downey. ^{now, how about joining me with some} ~~Come join me now, My lovely Diva, in a~~
~~that is almost as old as Morton Downey. From a~~
~~pair of songs that are sure winners in the Daily Double~~
~~category and that year - - vintage 1936 - - the show~~
 And may I say this first one has beautified more ears than
 "on your face" and a happy New Year! (translation: "New Year")
 diamond ear-bobs.

MUSIC: (~~"I DON'T STAND A CHANCE OF A CHANGE". . . . FRANK SINATRA~~) ^{Dorothy Kirsten and}

SEGUE

~~DOROTHY: Frankie! If that ghost doesn't give up, there's just
 nothin' can be done!~~

~~FRANK: Speaking of ghosts, they wouldn't let me in the Ghosts
 Union. They said I was so thin I was giving their wives'
 cooking a bad name. And now on to a song to which its
 writers gave a good name... "It's The Little Things
 That Count".....~~

MUSIC: ("IT'S THE LITTLE THINGS THAT COUNT". . . . DOROTHY KIRSTEN)
 (APPLAUSE)

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, FEBRUARY 24, 1950

-6-

COMMERCIAL #2

SINATRA: No two ways about it, neighbors, there's nothing like a
Lucky Strike for real smoothness and mildness. They've
been my personal smoking choice for years. And I know
they'll be yours once you try 'em. So try my cigarette
today, won't you? Lucky Strike!

ATX01 0054441

NO ANNOUNCEMENT

MUSIC: ("ALL OR NOTHING AT ALL".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
FRIDAY, FEBRUARY 24, 1950

-8-

CLOSING BILLBOARD

HIESTAND: Well, everybody, time now to lower the lights on
"Light Up Time" until Monday evening, when Frank
Sinatra, Dorothy Kirsten, Jeff Alexander and the
Orchestra will be back again, inviting you to light
up a Lucky. Until then -- remember, for smoothness
and mildness, there's never a rough puff in a Lucky!
So make your next carton Lucky Strike!

FRANK: Don't forget to listen to "Your Hit Parade"
tomorrow night. We'll be back Monday as usual,
so keep a lighted LUCKY burnin' in the window for us....

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: THIS IS NBC.....THE NATIONAL BROADCASTING COMPANY

ATX01 0054443

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

MONDAY, FEBRUARY 27, 1950

PRODUCT, LUCKY STRIKE ^{NBC} CIGARETTES

4:00-4:15 PM PST

8:00-8:15 PM PST

DATE _____

Network:

Broadcast:

STARRING

Repeat:

FRANK SINATRA

DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

AS BROADCAST

1. OPENING

2. INTRO
"LOVER"
APPLAUSE

FRANK SINATRA

3. COMMERCIAL

4. INTRO
"BE MINE"
APPLAUSE

DOROTHY KIRSTEN

5. INTRO
"SORRY"
APPLAUSE

FRANK SINATRA

6. COMMERCIAL

7. "I'M IN LOVE"

Frank Sinatra
FRANK & DOROTHY

8. CLOSING

LIGHT UP TIME
FEBRUARY 27, 1950

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)
JOY: Let your own taste and throat be the judge!
HIESTAND: For smoothness and mildness...
JOY: There's never a rough puff in a Lucky Strike
HIESTAND: For smoothness and mildness.....
JOY: There's never a rough puff in a Lucky Strike!
HIESTAND: Yes, let your own taste and throat be the judge!
JOY: For smoothness and mildness....
HIESTAND: There's never a rough puff in a Lucky Strike!
ORCH: "LUCKY DAY"
HIESTAND: It's "Light Up Time" presented by Lucky Strike....
starring Frank Sinatra and Dorothy Kirsten, with
Jeff Alexander and the Orchestra....
FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and last night I saw a preview of that great
new picture "The Baron of Arizona". To see a picture
about Arizona these days they don't charge you money -
you pay two gallons of California water! Jeffrey,
turn on the hot!
MUSIC: ("LOVER" FRANK SINATRA)
(APPLAUSE)

RTX01 0054445

LIGHT UP TIME
FEBRUARY 27, 1950

-2-

COMMERCIAL #1

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)
HIESTAND: Let your own taste and throat be the judge!
JOY: For smoothness and mildness...
HIESTAND: There's never a rough puff in a Lucky Strike! And
that's because....
JOY: LS - MFT
LS - MFT
HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally
mild tobacco that gives you smoothness and mildness
with never a rough puff.
JOY: Listen to what Mr. Curtis A. Walker, veteran tobacco
warehouseman of Wendell, North Carolina recently
said:
VOICE: Season after season, I've seen the makers of Lucky
Strike buy fine tobacco that's ripe and light,
that makes a cool, mild smoke. I've smoked Luckies
for 20 years.

(MORE)

ATX01 0054446

LIGHT UP TIME
MONDAY, FEBRUARY 27, 1950

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COMMERCIAL #1 (CONTINUED)

HIESTAND: Millions of smokers, including the well-known figure skater, Betty Smith, take a tip from the tobacco experts and smoke Lucky Strike. Here's what Betty says.

VOICE: Like figure skaters, cigarettes must be smooth to be good. That's why I smoke Luckies.

JOY: And for your own real, deep-down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for smoothness and mildness there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054447

MUSIC: ("PLAYOFF INTRO" FADES OUT FAST UNDER)

FRANK: Light Up Timers, may we present the lovely definition of the letters "D" and "K" in the Primer of Donnas -- her Royal Highness of the Opere - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Hello, everybody! And thank you, Frank! And, just for your information "Her Royal Highness" has been holding court all this Monday morning with her Speed Queen Washing machine! Tell me, Frank, did you have a nice week-end?

FRANK: Wonderful? Of course, the weather was quite misty--- almost as foggy as a Hollywood column. Which reminds me of a wonderful weather forecast once made by Henry Morgan.

DOROTHY: What was the forecast!

FRANK: Snow -- followed by small boys on sleds. Gee, just think, Dorothy, next week we'll be back in New York. Maybe we'll get some snow back there. Of course, I'll have to be careful not to fall down in it....

DOROTHY: Why's that?

FRANK: Who needs a singing Popsicle? (SNEAK MUSIC) A cool reception! On with your first song now, M'Dear - and what's it to be?

DOROTHY: "Be Mine".....

FRANK: Personally, I could use a little B One.

MUSIC: ("BE MINE" FRANK SINATRA)

(APPLAUSE)

FRANK: Tremendous, Dorothy -- just wonderful! You really send those love-notes Special Delivery. By the way, did I ever tell you about the time I travelled all the way to New York by airmail? It seems I started to lick the flap on an envelope - and it happened to be covered with very strong glue. The cancelling machine at the postoffice gave me a black eye -- with stripes! Which is a pretty good way to lead into a song called "Sorry".....

MUSIC: ("SORRY".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
MONDAY, FEBRUARY 27, 1950

-6-

COMMERCIAL #2

FRANK: Neighbors, for the very tops in smoking
enjoyment you ought to try my cigarette -- Lucky
Strike. Smoothness? You bet, Luckies have it!
Mildness? Double check! So light up a Lucky --
it's my cigarette -- make it yours.

Music: "Lan & Larry Alan & Me" (Frank Sinatra)
(Applause)

ATX01 0054450

FRANK: It is High\ Light Time on Light Up Time! Featuring tonight
a song written in Two-Heart Harmony! Ready, Miss Kirsten?

DOROTHY: Ready, Mr. Sinatra!

FRANK: Don't you worry, this song will get us back to calling each
other Dorothy and Frank in a hurry!

MUSIC: ("I'M IN LOVE" FRANK AND DOROTHY)

(APPLAUSE)

LIGHT UP TIME
MONDAY, FEBRUARY 27, 1950

-8-

CLOSING BILLBOARD

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, for smoothness and mildness, there's never a rough puff in a Lucky! So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY"). . . .UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ON N.B.C.

ATX01 0054452

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

DATE TUESDAY, FEBRUARY 28, 1950

Network:

NBC Broadcast:

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
LOVE IS JUST AROUND THE CORNER
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"POINCIANNA"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"A HUNDRED YEARS FROM TODAY"
INTRO
"THIS CAN'T BE LOVE"
APPLAUSE
FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "SURE THING"
APPLAUSE
FRANK SINATRA
8. CLOSING

LIGHT UP TIME
2-28-50

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike.

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" BRIGHT UNDER AND OUT

HIESTAND: It's "Light Up Time" presented by Lucky Strike....starring Frank Sinatra and Dorothy Kirsten, and with Jeff Alexander and the Orchestra.....

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and before the first song on the last day of the month - I would like to read you a poem I have composed in honor of February:

"Just because February is the smallest month,
I cannot give a fig,
If even though the month is small,
My bills are just as big"!

That poem had less payoff than the bills. Jeffrey!

MUSIC: "LOVE IS JUST AROUND THE CORNER".....FRANK SINATRA

(APPLAUSE)

ATX01 0054454

FIRST COMMERCIAL

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike! And that's because....

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you smoothness and mildness.

JOY: And no wonder, for years Lucky Strike has maintained America's largest and most complete cigarette research laboratory. Prior to the auctions, the buyers for Lucky Strike send sample tobacco leaves from all tobacco growing areas to this great laboratory for scientific analysis -- to help determine which tobaccos are really fine.

HIESTAND: And this is only one phase of the constant research that helps guarantee smoothness and mildness in every single Lucky Strike you smoke.

JOY: So smoke a Lucky! Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness, there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike.

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER:

FRANK: Light Up Timers, here is the gal who's afraid to sing in the Garden these Winter nights for fear of making the roses bloom out of season - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, everybody - and thank you, Frank. My such a pretty speech you just made! I must say - you are getting very artistic these days. Were those ballet high high-kicks I saw you practicing before the show?

FRANK: No, Dorothy, it's just that, on these cold nights, my Blue Jay Corn Plaster keeps trying to fly south of the Winter! I spent the last few nights in a tree.

~~DOROTHY: That's the first time I ever heard about you being up a tree, Frank's boy!~~

~~FRANK: Guess you never heard about the night I went to the party and the moon sighted butler mistook me for an empty top coat. I spent the whole evening in the coat tree which wasn't too bad, until the driver hung his hat on my nose.~~

~~DOROTHY: Did you ever find out who he was?~~

~~FRANK: I didn't get his full name (and boy, was he full) but his first name must have been Adam - he had it stamped on the inside of his hat.~~ (SNEAK MUSIC) And now,

it's so nice to have a gal around who can sing a song like....."Poincianna."

MUSIC: "POINCIANNA" DOROTHY KIRSTEN

(APPLAUSE)

FRANK: A real happy rendition, Dorothy, wonderful. That was as peachy as Georgia in July! And twice as warm!

DOROTHY: Well, thank you, Frank - but I hear you say that to all the girl singers.

FRANK: What are you talking about?

DOROTHY: Well, I'm just a little jealous, that's all. I hear you made a record with Jane Russell the other night....

FRANK: Oh, yes, a tune called "Kisses and Tears" - and I must say, Janie sang real cute. But why should you be jealous of Jane, Dorothy? What's she got that you haven't got? She's tremendous in pictures, but what do you think would happen if Jane Russell walked out on the stage of the Metropolitan Opera House?

DOROTHY: I think every man in the audience would rush out to the lobby to rent opera-glasses!

FRANK: (LAUGHS) And who do you think would be first in line? Tell me, Dorothy, do they have one-side Opera glasses for guys who wear monocles? (SWEAK MUSIC) Oh-oh, let's go, Sweetie, there's a medley on tap and Mr. Alexander seems to be getting impatient. I'll take the first one.....

MUSIC: "A HUNDRED YEARS FROM TODAY"...FRANK SINATRA..SEGUE

FRANK: So, much for my song, Dorothy, and I'm sure our listeners will pay double attention for yours

MUSIC: "THIS CAN'T BE LOVE".....DOROTHY KIRSTEN

(APPLAUSE)

LIGHT UP TIME
2-28-50

-6-

SECOND COMMERCIAL

FRANK: Neighbors, once a Lucky smoker, always a Lucky smoker.
For instance, the other day a friend of mine said:
"Frankie, I've tried 'em all - but I'm through with
experimenting -- I'm staying with Luckies from here on
out. They're tops in enjoyment." True words, neighbors
- Luckies are really smooth, really mild -- they're my
permanent smoke. So try my cigarette today, won't you?
I know you'll like Lucky Strike.

t

ATX01 0054458

NO ANNOUNCEMENT

MUSIC: "SURE THING".....FRANK SINATRA

(APPLAUSE)

T

FRANK: "Light Up Time", brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours truly, P.S., Dorothy Kirsten, and
Jeff Alexander and the orchestra. Until then keep
a lighted Lucky burnin' in the window for us.....

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON NBC



ATX01 0054461

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 4:00-4:15 PM PST

DATE: ~~WEDNESDAY, MARCH 1, 1950~~ ¹⁹⁵⁰ ~~8:00-8:15 PM PST~~ ^{8:00-8:15 PM PST}

AS BROADCAST
STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"DON'T GO AWAY MAD"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"CAN'T HELP LOVING THAT MAN"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"GOTTA HAVE MY BABY BACK"
APPLAUSE FRANK SINATRA
- 6 COMMERCIAL
- 7 INTRO
"YOU'RE AWFUL"
APPLAUSE FRANK & DOROTHY
- 8 CLOSING

LIGHT UP TIME
3-1-50

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness...

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY"...BRIGHT...UNDER AND OUT

HIESTAND: It's "Light Up Time" presented by Lucky Strike...starring Frank Sinatra and Dorothy Kirsten, ~~and~~ with Jeff Alexander and the orchestra...

FRANK: This is F.S. for L. S. - Frank Sinatra for Lucky Strike - blowing a little March wind into the first song on the show, on the first day of the month! And I guess, on the first day of the month, the song should be "Just My Bill" - but it isn't! Jefferson - March marches on!

MUSIC: "DON'T GO AWAY MAD".....FRANK SINATRA
(APPLAUSE)

T

ATX01 0054463

LIGHT UP TIME
3-1-50

-2-

FIRST COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike. And that's because.....

JOY: LS - MFT
LS - MFT

HEISTAND: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you smoothness and mildness with never a rough puff.

JOY: Listen to what Mr. L. Garland Griffen, an independent tobacco auctioneer from Clarksville, Virginia, recently said:

VOICE: I've sold over one hundred million pounds of tobacco. And season after season, I've seen the makers of Lucky Strike buy fine, ripe, prime leaf--the kind of tobacco for downright good smoking. I've smoked Luckies for 14 years.

HIESTAND: Millions of smokers including the New York Yankee pitching ace, Joe Page, take a tip from the experts and smoke Lucky Strike. Just recently the popular Joe Page said:

VOICE: Just like a well pitched game is perfection, so is a . . . Lucky. I like them because they're smooth. Luckies lead in my league!

JOY: And for your own real, deep down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge...for . . . smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054464

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER:

FRANK: Light Up Timers, just as there isn't a rough puff in a Lucky, neither is there a wrong song in our delightful Diva - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Well, thanks, thank you everybody - and, good evening, Frankie-boy.

FRANK: Evenin', Dorothy-gal! What's with the Pet of the Met this evening?

DOROTHY: Well, I've been packing for our trip to New York all day. And I am just a trifle (FRENCH) fatigued.

FRANK: What's that "fatigue"?

DOROTHY: That's French for "tired"....

FRANK: May I say it is also pretty tired French. Well, I too have been packing - and what a job - I'm taking twenty-four suits!

DOROTHY: Twenty-four! Did you get them all in one trunk?

FRANK: Honey - twenty-four of my suits go in a golf-bag! ^{*we roll them up like cigarettes - lucky strike that is!*} The last time I went back, one of the golf-balls rolled into one of my pockets. When I put on the suit, I sat down fast on the golf-ball and made a hole-in-one in the umbrella stand! (SNEAK MUSIC) But, now 'tis your honor, Miss Kirsten, and our pleasure--and the song is "Can't Help Loving That Man"....

MUSIC: "CAN'T HELP LOVING THAT MAN".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Honey-child, ^{you didn't sound very fatigued to me!} that was a smasher! People riding along, playing the radio in a step-down Hudson right now, must be having a tough job fighting the lift you just gave 'em! Now, neighbors, 'tis time for me to hitch-hike a ride on a song that's sprucing things up around the singing racket these days, - ^{particularly the Ella Fitzgerald word} a charming little nifty called "Gotta Have My Baby Back".....

MUSIC: "GOTTA HAVE MY BABY BACK".....FRANK SINATRA

(APPLAUSE)

T

LIGHT UP TIME
3-1-50

- 5 -

SECOND COMMERCIAL

FRANK: You know, neighbors, it's the simple pleasures of life that make day to day living a lot of fun -- like smoking a really wonderful cigarette -- a Lucky Strike. Next time you want a smoke - see what I mean - try my cigarette Lucky Strike -- the greatest smoke you ever put a match to.

t

ATX01 0054467

MUSIC: PLAY OFF INTRO.....FADES TO B.G. FOR:

FRANK: It is High-light Time on Light Up Time! And on the schedule is a song from "On the Town"!

DOROTHY: The picture that's still breaking records all over the Nation! Frank, have you ever broken any records before.

FRANK: Just a few Dick Haymes and Andy Russell records that were making me a trifle nervous.... Shall we duet it, up a bit, Dorothy?

DOROTHY: Delighted.....

MUSIC: "YOU'RE AWFUL".....FRANK & DOROTHY

(APPLAUSE)

T

RTX01 0054468

LIGHT UP TIME
3-1-50

-7-

CLOSING BILLBOARD

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time," until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Jeff Alexander and the orchestra, will be back again, inviting you to light up a Lucky. Until then - remember, for smoothness and mildness, there's never a rough puff in a Lucky Strike! So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: YOU'RE TUNED FOR THE STARS ON NBC

T

ATX01 0054469

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DUBSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: THURSDAY, MARCH 2, 1950
(Taped 2/27/50)

Network: NBC

Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGIE SHOE-SHINE BOY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT'S THE LITTLE THINGS THAT COUNT"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME?"
INTRO
"WITH MY EYES WIDE OPEN"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"GOD'S COUNTRY"
APPLAUSE FRANK SINATRA
8. CLOSING

ms

LIGHT UP TIME
March 2, 1950

-1-

OPENING COMMERCIAL:

RIGGS: (CHANT -- 60 TO 62 -- SOLD AMERICAN!)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness.....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: (*"Lucky Boy" ... bright ... under and out!*)

HIESTAND: It's "Light Up Time", presented by Lucky Strike.....

starring Frank Sinatra and Dorothy Kirsten, with Jeff
Alexander and the Orchestra.....

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike --

and, in case anybody wants to know how I got this thin,
it's very simple! When I was a small boy, one of my
school-chums slipped a handful of Kyron Tablets in my
jelly-beans! *they were colored ones, too!* Jeffrey, let's chew one up!

MUSIC: ("CHATANOOGIE SHOE-SHINE BOY".....FRANK SINATRA):

(APPLAUSE)

ms

ATX01 0054471

LIGHT UP TIME
Thursday, March 2, 1950

-2-

COMMERCIAL #1:

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness.....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike! And,
that's because.....

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco.....fine, light,
naturally mild tobacco that gives you smoothness and
mildness.

JOY: And, no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette research
laboratory. Prior to the auctions, the buyers for Lucky
Strike send sample tobacco-leaves from all tobacco-
growing areas to this great laboratory for scientific
analysis -- to help determine which tobaccos are really
fine.

HIESTAND: And, this is only one phase of the constant research that
helps guarantee smoothness and mildness in every single
Lucky Strike you smoke.

(MORE)

ms

ATX01 0054472

LIGHT UP TIME
Thursday, March 2, 1950

-3-

COMMERCIAL #1 (CONTINUED):

JOY: So, smoke a Lucky! Let your own taste and throat
 be the judge!

HIESTAND: For smoothness and mildness, there's never a rough puff
 in a Lucky Strike --- so round, so firm, so fully packed;
 so free and easy on the draw. Make your next carton
 Lucky Strike!

ms

ATX01 0054473

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER):

FRANK: Light Up Timers, curtain going up on Act Two and on-stage we find a star so bright that the Professors in charge of the Palomar Telescope train it directly on our show each night --- Miss Dorothy Kirsten! *And there she is!*
(APPLAUSE)

DOROTHY: Thank you - thank you, everybody - and, hi there, Francis!

FRANK: "Francis"! Dorothy, since that mule picture of the same name, I'd prefer it if you'd call me either Frank or Frankie, if you don't mind. Otherwise, the fans who used to bake me cakes might start sending me small bales of hay!

DOROTHY: Okay, "Frankie", then. Incidentally, when you introduced me, you mentioned the Mount Palomar telescope. Are you interested in astronomy?

FRANK: No, but a friend of mine recently bought a telescope. But, it didn't do him much good.

DOROTHY: Why not?

FRANK: The people next door kept pulling down the shades.
Nothing! *in act two!* Curtain going down! (SNEAK MUSIC) Quick, Dorothy! Before they give me the hook, you'd better sing! What's it to be?

DOROTHY: "It's the Little Things That Count"!

FRANK: Nothing personal, I hope.....

MUSIC: ("IT'S THE LITTLE THINGS THAT COUNT"...DOROTHY KIRSTEN):
(APPLAUSE)

ms

FRANK: That was superb, Miss Kirsten! The way you sang that song, I wouldn't be surprised if they made it part of the score the next time you sing "La Boheme". That would turn the Metropolitan Opera House into a bowling-alley ^{with scores!} ~~for sure.~~ Which brings up a point --- do you think Enzo Pinza would make a good pin-boy? Okay, Jeff, set 'em up in the next alley - Dorothy and I are just about ready to roll a pair o' strikes in a medley. Ready, D.K. -- shall we have ourselves a ball?

MUSIC: ("WHY REMIND ME?".....FRANK SINATRA):

SEGUE:

DOROTHY: Tender and touching, Mr. Sinatra.....

FRANK: Glad you like it, Miss Kirsten. And now, if you would be so kind -- how about something philosophical and fetching?

MUSIC: ("WITH MY EYES WIDE OPEN".....DOROTHY KIRSTEN):

(APPLAUSE)

LIGHT UP TIME
March 2, 1950

-6-

COMMERCIAL #2:

FRANK: You know, neighbors, right here in Hollywood, plenty of top-stars have smoked Lucky Strike for many a year --- same as I have. And, for the same reasons! They like Luckies' smoothness and mildness. Yessiree! Luckies are the tops in enjoyment. So, try a pack today! I know you'll make my cigarette your cigarette -- Lucky Strike!

ms

ATX01 0054476

~~MUSIC: (PLAYOFF INTRO TO B.C. FOR)~~

~~FRANK: And this is Highlight Time on Light Up Time
Spotlighting a song which was not only a pleasure to
record. I feel it was a downright privilege. Filled
to the brim with the rich, full spirit of the Big Forty
Eight, here is "God's Country!"~~

~~MUSIC: ("GOD'S COUNTRY" FRANK SINATRA):~~

~~(APPLAUSE)~~

ms

ATX01 0054477

FRANK: "Light Up Time", brought to you by Lucky Strike - my
cigarette - will come a'calling again tomorrow night,
neighbors, with yours-truly, F.S., Dorothy Kirsten,
and Jeff Alexander and the Orchestra. Until then
keep a lighted Lucky burnin' in the window for us.....

MUSIC: ("PUT YOUR DREAMS AWAY"):

(APPLAUSE OVER "LUCKY DAY" THEME):

ORCH: ("LUCKY DAY"....UP AND FADE ON CUE):

ANNCR: YOU'RE TUNED FOR THE STARS (2 beat pause) ON NBC:

ms

ATX01 0054478

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DUBSIC & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: FRIDAY, MARCH 3, 1950 Network: NBC Broadcast: 4:00-4:15 PM PST
(Taped 2-28-50) Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

- | | | |
|---|---|-----------------|
| 1 | OPENING | |
| 2 | INTRO
"THE OLD MASTER PAINTER"
APPLAUSE | FRANK SINATRA |
| 3 | COMMERCIAL | |
| 4 | INTRO
"LOVER COME BACK TO ME"
APPLAUSE | DOROTHY KIRSTEN |
| 5 | INTRO
"SUNSHINE CAKE"
APPLAUSE | FRANK & DOROTHY |
| 6 | COMMERCIAL | |
| 7 | INTRO
"LULLABY OF BROADWAY"
APPLAUSE | FRANK SINATRA |
| 8 | CLOSING | |

LIGHT UP TIME
3-3-50

-1-

OPENING COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

JOY: Let your own taste and throat be the judge!

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike.

HIESTAND: For smoothness and mildness....

JOY: There's never a rough puff in a Lucky Strike!

HIESTAND: Yes, let your own taste and throat be the judge!

JOY: For smoothness and mildness....

HIESTAND: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY"...BRIGHT...UNDER AND OUT

HIESTAND: It's "Light Up Time" presented by Lucky Strike....starring Frank Sinatra and Dorothy Kirsten, and with Jeff Alexander and the Orchestra.....

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - the only radio performer in history who is shaped like the product he's advertising! Jeffrey, shall we pass the pack?

MUSIC: "THAT OLD MASTER PAINTER".....FRANK SINATRA
(APPLAUSE)

T

ATX01 0054480

LIGHT UP TIME
3-3-50

-2&3-

FIRST COMMERCIAL

RIGGS: (CHANT -- 60 to 62 -- SOLD AMERICAN)

HIESTAND: Let your own taste and throat be the judge!

JOY: For smoothness and mildness

HIESTAND: There's never a rough puff in a Lucky Strike! And that's because

JOY: LS - MFT
LS - MFT

HIESTAND: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you smoothness and mildness with never a rough puff.

JOY: Listen to what Mr. Jimmy Davis, an independent tobacco buyer from Wilson, North Carolina, recently said:

VOICE: Time after time, I've seen the buyers for American buy fine quality leaf -- ripe, mellow tobacco that's great for good smoking. I've smoked Luckies for 18 years.

HIESTAND: Millions of smokers, including the famous dancer, Ray Bolger, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Mr. Bolger said:

VOICE: Cigarettes, like dancing, must be smooth to be really enjoyable. Naturally, I go for Luckies' fine tobacco.

JOY: And for your own real, deep-down smoking enjoyment, light up a Lucky!

HIESTAND: Let your own taste and throat be the judge ... for smoothness and mildness there's never a rough puff in a Lucky Strike. Get a carton today!

ATX01 0054481

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER:

FRANK: Light Up Timers, here is the young lady who tonight steps on the Super Chief of the Atchison, Topeka and Santa Fe, enroute to thrill Opera Audiences in New York, Boston, Baltimore and Philadelphia - all aboard to salute - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody - and hi there, Frank! Isn't it exciting! I just love to travel! By the way, how are you going back?

FRANK: By Greyhound.

DOROTHY: Have you bought your tickets?

FRANK: Honey - for the kind of Greyhound on which I travel, you don't buy tickets - you buy dog-biscuits! I get a special rate - 'cause I'm a friend of Lassie's.

DOROTHY: You know, Frank, when I travel, my fellow passengers sometimes ask me to sing - do you ever have that trouble?

FRANK: Oh, occasionally, one of the greyhounds asks me to do a chorus of "Trees" - but nothing to worry about. (SNEAK MUSIC) Come to think of it, one of your fellow passengers here on "Light Up Time" is just about to ask you to sing - me - and the song everybody would like to hear I'm sure - is "Lover Come Back to Me"...

MUSIC: "LOVER COME BACK TO ME".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Beautiful, Dorothy, just lovely! Mighty tasty - as is the song that I am beseeching you to share with me right now. This little confection has to do with a cake - and the only thing this kind of cake will fatten is the purse of the highly-talented song-writing team that wrote it - Messrs. Burke and Van Huesen. Stand back from the oven, M'Dear, this here "Sunshine Cake" is light enough to fly right out of the oven!

MUSIC: "SUNSHINE CAKE"FRANK & DOROTHY
(APPLAUSE)

LIGHT UP TIME
3-3-50

-6-

SECOND COMMERCIAL

FRANK: Neighbors, I've never smoked any cigarette that gave me as much enjoyment as a Lucky Strike. That's why they've been my regular smoke for many years. So try my cigarette, won't you? I know you'll like Lucky Strike.

t

ATX01 0054484

MUSIC: PLAY OFF INTRO TO B.G. FOR:

FRANK: 'Tis High Light Time on Light Up ~~Tha~~ Tonight, putting the
bite on Broadway for the millions of Mazdas which will
serve as a homing-beacon as we wing our way East to spond
the next few weeks on the Gay White Way! Stand back, Big
Apple, here we come!

MUSIC: "LULLABY OF BROADWAY"FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
3-3-50

-8-

CLOSING BILLBOARD

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until Monday evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra will be back again, inviting you to light up a Lucky. Until then - remember, for smoothness and mildness, there's never a rough puff in a Lucky!

FRANK: Don't forget to listen to "Your Hit Parade" tomorrow night. We'll be back Monday as usual, ^{from New York} so keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS.....ON NBC

T

ATX01 0054486

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MARCH 6, 1950

AS BROADCAST

Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO TO "GREAT DAY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO "YOU KISSED ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO "I DON'T KNOW WHETHER TO LAUGH OR CRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "THE WAY YOU LOOK TONIGHT"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

-1-

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

MONDAY, MARCH 6, 1950

7:00-7:15 PM EST

~~ORCH: "LUCKY DAY" BRIGHT UNDER AND OUT~~

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

LAING: It's "Light Up Time" presented by Lucky Strike ...
Baruch: starring Frank Sinatra and Dorothy Kirsten, with
Skitch Henderson and the Orchestra ...

ATX01 0054488

LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 6, 1950

-1A-

FRANK: This is F. S. - for L. S. - Frank Sinatra for Lucky Strike - and this is our opening night in New York City. And I'll say it's getting pretty ridiculous: On my way out of California, they stamped the word "Sunkist" on my forehead. Gee- I'm afraid to walk past Nedick's. Hey, that was a juicy one! Skitch!

MUSIC: ("GREAT DAY"FRANK SINATRA)
(APPLAUSE)

ATX01 0054489

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 6, 1950

COMMERCIAL #1

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness

LAING: There's never a rough puff in a Lucky Strike! And that's because ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you smoothness and mildness..

BARUCH: And no wonder, for years Lucky Strike has maintained America's largest and most complete cigarette research laboratory. Prior to the auctions, the buyers for Lucky Strike send sample tobacco leaves from all tobacco growing areas to this great laboratory for scientific analysis -- to help determine which tobaccos are really fine.

(MORE)

ATX01 0054490

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 6, 1950

COMMERCIAL #1 (cont'd)

LAING: And this is only one phase of the constant research that helps guarantee smoothness and mildness in ever single Lucky Strike you smoke.

BARUCH: So smoke a Lucky! Let your own taste and throat be the judge!

LAING: For smoothness and mildness, there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054491

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:) -4-

FRANK: Light Up Timers, here is the gal who sings tomorrow night with the Metropolitan Opera Company in the City of Brotherly Love. But I'll wager before she's thru she'll have Philadelphia's whole family loving her -- Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you everybody! And hi there, Frankie! Saaay! How about our new orchestra leader -- Skitch Henderson! I think he's cute.

FRANK: *Oh, think you need glasses or something.*
Oh, he's all right if you like your men tall, blond and talented. Skitch is very English you know.

DOROTHY: And I must say very flirtatious. He keeps winking at me ...

FRANK: He's not winking. His eye just keeps snapping at an imaginary monocle. And don't pay any attention to that faraway look - it's really not romantic -- it's just that this morning he lost a staring contest with his breakfast Kipper.

DOROTHY: (LAUGHS) Sounds beautiful. (SNEAK MUSIC)

FRANK: Sounds like it's time for you to make some beautiful sounds, Dorothy ... perhaps to the tune of "You Kissed Me", huh?

MUSIC: ("YOU KISSED ME" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Tremendous Dorothy! Just great! I can't wait to meet you at tonight's Duet. But before we do it, I've got a little game of musical solitaire to play -- and, in the deck I'm using, there's only one suit - hearts

MUSIC: ("I DON'T KNOW WHETHER TO LAUGH OR CRY".....
FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 6, 1950

COMMERCIAL #2

SINATRA: You know, neighbors, you can sum up all the smoking qualities of a Lucky Strike in one word --ENJOYMENT. Yessiree! Enjoyment, that's what you get from every Lucky you smoke. They give me enjoyment, they'll give you enjoyment. So, next time try my cigarette-- Lucky Strike!

ATX01 0054494

NO ANNOUNCEMENT

MUSIC: ("THE WAY YOU LOOK TONIGHT" FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 6, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on
Light Up Time, until tomorrow evening, when Frank
Sinatra and Skitch Henderson and the
Orchestra, will be back again, inviting you to light
up a Lucky. Until then -- remember, for smoothness
and mildness, there's never a rough puff in a
Lucky! So make your next carton Lucky Strike!

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" ... (UP AND FADE ON CUE)

ANNCR: THIS IS NBC -- THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MARCH 7, 1950

Network: NBC

Broadcast 7:15 PM EST

Repeat 9:15 PM EST

AS BROADCAST
STARRING
FRANK SINATRA

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"DON'T GO AWAY MAD" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
~~"FOOLS RUSH IN"~~ "These Foolish Things" FRANK SINATRA
"ONE FOR MY BABY" FRANK SINATRA
~~"THESE FOOLISH THINGS"~~ ~~FRANK SINATRA~~
APPLAUSE
5. COMMERCIAL
6. INTRO
"MY FOOLISH HEART" FRANK SINATRA
APPLAUSE
7. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

SKITCH HENDERSON AND THE ORCHESTRA

TUESDAY, MARCH 7, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra with Skitch Henderson and the
Orchestra...

FRANK: This is F. S. for L. S. - Frank Sinatra for Lucky Strike - and gee, I think it was pretty nice of New York City to celebrate our coming back by telling Broadway that the brown-out is over and once again it is Light Up Time! ^{Oh, for you, one of the} ~~Several of the~~ ^{at the moment} boys in the band also took it to heart -- ^{etc} they, too, went out and got lit up! Skitch!

MUSIC: ("DON'T GO AWAY MAD" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 7th, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike.

LAING: Yes, let your own taste and throat be the judge.

BARUCH: For smoothness and mildness...

LAING: There's never a rough puff in a Lucky Strike.
And that's because...

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness
and mildness with never a rough puff.

BARUCH: Listen to what Mr. E. G. Conner, an independent
tobacco buyer from Cluster Springs, Virginia,
recently said:

VOICE: I'm an old hand in the tobacco business and in
20 - odd years at auction after auction, I've
seen the makers of Lucky Strike buy fine, ripe leaf
that makes a smooth, mild smoke. I've smoked
Luckies regularly for 18 years.

ATX01 0054500

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 7th, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: Millions of smokers, including the famous and glamorous movie star, Marlene Dietrich, take a tip from the experts and smoke Lucky Strike. Just recently the lovely Miss Dietrich said:

WOMAN: Every Lucky I've ever smoked has tasted mild and smooth to me. That's the big reason why Luckies have been my regular smoke for many, many years.

BARUCH: And for your own real, deep down smoking enjoyment, light up a Lucky!

LAING: Let your own taste and throat be the judge ... for smoothness and mildness there's never a rough puff in a Lucky Strike! Get a carton today!

RTX01 0054501

MUSIC: (PLAYOFF INTROOUT FAST UNDER:)

FRANK: Light Up Timers, tonight I have been 'stood up' by my regular singing date, Miss Dorothy Kirsten. It seems Dorothy is down in Philadelphia singing "Faust" with the Metropolitan Opera Company. So, I'll take this opportunity to tell you that today I experienced a great personal shock. A fellow told me that next season radio sponsors are going to buy their singers by the pound! I couldn't make a living if they bought me by the ounce!

ANDRE: Say, that would be pretty bad for you, Frank.

FRANK: *... a pretty light joke!*
Indeed it would, Andre. Say, I meant to ask you -- you've been walking around here very stiff, very erect all day - what's the matter?

NADRE: Nothing serious. It's just that, this morning, my small son, Wayne, slipped a box of starch in my bath water.

FRANK: Well, anyway, your wife did a nice job of ironing your moustache. (SNEAK MUSIC) And it's back to work for me, friends, with a ~~threesome~~ *twosome* of songs from the "Old Romancers Almanac" - in these tunes you'll notice, the moon is always full.... *as in the franc bank - full of shit* *Wunderman, that is.*

MUSIC: *"Don't drink things"*
(~~"POOLS RUSH IN"~~FRANK SINATRA)

SEGUE

("ONE FOR MY BABY"FRANK SINATRA)

SEGUE

~~("THESE POOLISH THINGS"FRANK SINATRA)~~
(APPLAUSE)

NO ANNCT.

MUSIC: ("FULL MOON".....FRANK & DOROTHY)

(APPLAUSE)

BARUCH: Well, everybody, time to lower the lights on "Light Up Time", until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson, and the Orchestra will be back again, inviting you to light up a Lucky. Until then, remember, for smoothness and mildness, there's never a rough puff in a Lucky Strike! So make your next carton Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCHESTRA: ("LUCKY DAY".....UP AND FADE ON CUE)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, March 9, 1950

Network: NBC

Broadcast: 10:00-10:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"SHOULD I"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT NEVER ENTERED MY MIND"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"BYE BYE BABY" FRANK SINATRA
INTRO
"SCARLET RIBBONS" *hand. across the table* DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"BODY AND SOUL"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

THURSDAY, MARCH 9, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness

LAING: There's never a rough puff in a Lucky Strike!

ORCHESTRA: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ..
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra

ATX01 0054506

LIGHT UP TIME
MARCH 9, 1950

-2-

FRANK: This is F.S. for L.S. -- Frank Sinatra for
Lucky Strike - and lil' ol' Light Up Time has
done lit smack dab on your radio! Well, shut
mah mouth -- and, if I do, I won't get paid.
So, Skitch, I'll "Open wide" - and friends,
this may, er, ah - hurt a little....

MUSIC: ("SHOULD I"FRANK SINATRA)

(APPLAUSE)

ATX01 0054507

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 9th 1950

COMMERCIAL #1

BOONE: (CHANT 60 to 62 SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness...

BARUCH: There's never a rough puff in a Lucky Strike.

LAING: Yes, let your own taste and throat be the judge.

BARUCH: For smoothness and mildness

LAING: There's never a rough puff in a Lucky Strike! And that's because...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you smoothness and mildness with never a rough puff.

BARUCH: Listen to what Mr. Raymond W. Crutchfield, an independent tobacco warehouseman from Reidsville, North Carolina, recently said:

VOICE: Year after year, I've seen the makers of Lucky Strike buy fine, ripe, mild leaf that makes a great smoke. I've smoked Luckies for 20 years.

ATX01 0054508

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 9th, 1950

-2-

COMMERCIAL #1 (CONT'D.)

- LAING: Millions of smokers, including the famous Shakespearean actor, Maurice Evans, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Mr. Evans said:
- VOICE: I've found that I can always count on Luckies for a perfect performance. I can honestly say that I like Luckies better than any other cigarette I've ever smoked.
- BARUCH: And for your own real, deep-down smoking enjoyment, light up a Lucky!
- LAING: Let your own taste and throat be the judge...for smoothness and mildness there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054509

LIGHT UP TIME
MARCH 9, 1950

-3-

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here comes a young lady whose every appearance at the Metropolitan Opera draws a large round of "Bravos" - but that would sound a trifle chi-chi around our little Gashouse Gang - so, let's turn on the plain old applause for -- Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much, everybody! And bon soir, Francois!

FRANK: Bon soir yourself, M'blonde beauty. And by the way, D. K., how did you ever get to be so multi-lingual? Rumour hath it that you sing in all languages - did you attend a special school?

DOROTHY: No, Frank - as a matter of fact, I learned my practical application - I used to eat all the time at a French restaurant - so now I can sing French operas.

FRANK: I see.

DOROTHY: I used to eat in an Italian restaurant - and now I can sing Italian operas.

FRANK: Oh, then, that explains something.

DOROTHY: What's that?

ATX01 0054510

LIGHT UP TIME
MARCH 9, 1950

FRANK: I used to eat in a Chinese restaurant - and now I do my own laundry. (SNEAK MUSIC) But, now, Dorothy, I think maybe you'd better drop in at an empty restaurant - because it is time for you to sing "It Never Entered My Mind"

MUSIC: ("IT NEVER ENTERED MY MIND" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: That was downright gorgeous, Miss Kirsten. Just think, that song has been waiting all these years, just to have you sing it. But, by George the next song you sing isn't going to have to wait more than a minute and thirty-five seconds -- which is exactly the time it takes me to sing ... (SING TITLE)

MUSIC: ("BYE BYE BABY" FRANK SINATRA)

SEGUE

DOROTHY: Oh, that was a real smiler, Frank. You have us all wearing an up-swept mouth-do! *That was really wakin'.*

FRANK: *Thanks, all just and personally, I just can't wait*
~~Thanks, D. K. and so much for the sunshine.~~
~~Facial rain is predicted for the next few~~
~~minutes as you sing the teary-eyed and tender~~
~~... "Scarlet Ribbons"...~~

MUSIC: ~~("SCARLET RIBBONS" DOROTHY KIRSTEN)~~

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 7th, 1950

COMMERCIAL #2

SINATRA: You know, neighbors, I took in the opera a few
 days ago. Yessir, your boy Franklin was
 hobnobbin' with Verdi! And it sure was
 beautiful music...music you could hum during
 the intermission...while you were puffing on
 a Lucky Strike! And I noticed - plenty of the
 fans were lighting up Luckies! Yessir, everywhere
 you go, you find folks smoking Luckies. How
 about trying them yourself? My cigarette --
 Lucky Strike!

ATX01 0054512

MUSIC: (PLAYOFF INTRO TO B.G. FOR:)

FRANK: And now it is High Light Time on Light Up Time -
during which we cut off several feet of the sound-
track of a motion picture called "My Foolish Heart".
It seems that one of the better films of the
season has contributed to the Singers Welfare
Society, one of the better songs of the season...
viz to wit

MUSIC: ("MY FOOLISH HEART"FRANK SINATRA)

(APPLAUSE)

FRANK: Light Up Time, brought to you by Lucky Strike -
my cigarette - will come a' calling again tomorrow
night, neighbors, with yours truly, F.S., Dorothy
Kirsten and Skitch Henderson and the Orchestra.
Until then, keep a lighted Lucky burnin' in the
window for us ...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: THIS IS N.B.C. -- THE NATIONAL BROADCASTING COMPANY

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 9TH, 1950

COMMERCIAL #2

SINATRA: Last week in Hollywood, several of us were having dinner and the waiter said, "Mr. Sinatra, I've been listening to you on the air, and I finally took your advice and tried a pack of Luckies." I told him I was glad and he came right back at me and said, "Not half as glad as I am. Luckies are the best cigarette I ever smoked." I agreed, and neighbors, I think you'll agree -- Luckies are really enjoyable. So try my cigarette today, won't you? Lucky Strike.

ATX01 0054515

LIGHT UP TIME
MARCH 9, 1950

-5-

MUSIC: (PLAYOFF INTRO ... FADES TO B. G. FOR:)

FRANK: And this is High-Light Time on Light Up Time -
with one of the truly great songs of all time!

MUSIC: ("BODY AND SOUL" FRANK SINATRA)

(APPLAUSE)

ATX01 0054516

6.

FRANK: Light Up Time, brought to you by Lucky Strike -
my cigarette - wil come a' calling again tomorrow
night, neighbors, with yours truly, F.S.,
Janet Blair pinch-hitting for Dorothy Kirsten
and Skitch Henderson and the Orchestra. Until
then, keep a lighted Lucky burnin' in the
window for us ...

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: THIS IS N.B.C...THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, MARCH 10, 1950

AS BROADCAST

NBC 11:15 PM EST
KATZ 9:15 PM PST

STARRING
FRANK SINATRA
JANET BLAIR
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"ON THE SUNNY SIDE OF THE STREET" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE" JANET BLAIR
APPLAUSE
5. INTRO
"COME RAIN, COME SHINE" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. INTRO
"GOD'S COUNTRY" FRANK SINATRA
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

Starring

FRANK SINATRA

With

JANET BLAIR

SKITCH HENDERSON AND THE ORCHESTRA

FRIDAY, MARCH 10, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness

LAING: There's never a rough puff in a Lucky Strike!

ORCHESTRA: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
with Janet Blair, Skitch Henderson and the Orchestra
.....and starring Frank Sinatra.

FRANK: This is F. S. for L.S. -- Frank Sinatra for Lucky Strike - and because of the water shortage, they are drilling for H-two-O at Ebbets Field, the ball park in Brooklyn. If they go down far enough they will probably find last season's ^{Pittsburgh Pirates} ~~New York Giants~~. Skitch, batter up!

MUSIC: ("ON THE SUNNY SIDE OF THE STREET" . . . FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 10, 1950

COMMERCIAL #1

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness....

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness....

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness....

LAING: There's never a rough puff in a Lucky Strike! And
that's because.....

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness
and mildness.

ATX01 0054521

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MARCH 10, 1950

COMMERCIAL #1 (CONTINUED)

BARUCH: And no wonder, for years Lucky Strike has maintained America's largest and most complete cigarette research laboratory. Prior to the auctions, the buyers for Lucky Strike send sample tobacco leaves from all tobacco growing areas to this great laboratory for scientific analysis--to help determine which tobaccos are really fine.

LAING: And this is only one phase of the constant research that helps guarantee smoothness and mildness in every single Lucky Strike you smoke.

BARUCH: So smoke a Lucky! Let your own taste and throat be the judge!

LAING: For smoothness and mildness, there's never a rough puff in a Lucky Strike--so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054522

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER)

FRANK: Light Up Timers, being good neighbors, tonight we loaned our regular singing partner, Dorothy Kirsten, to the Metropolitan Opera Company. Then, we turned right around and borrowed a replacement from the forthcoming touring company of "South Pacific", and here she is Miss Janet Blair!

(APPLAUSE)

JANET: Thank you, thank you very much, and hello there, Frankie!

FRANK: Hi, Janet and I must say you're really getting around with LS/MFT. Gee - the Lucky Strike newspaper ads ^{this week} ~~today~~ on the Lucky Strike radio show tonight...

JANET: That's right. In ^{the} ~~today's~~ newspapers, I tell all about Lucky Strikes.

FRANK: Yes - and that bathing suit you're wearing in the ad tells all about you. Take it from an old baseball fan, you've got the fastest-breaking curves since Lefty Grove.

JANET: So that's why I've been getting all those telephone calls from Leo Durocher.

FRANK: (LAUGHS) Mah buddy, Leo, should have a great year this year - come on, you Giants! (SNEAK MUSIC) And come on, you Janet Blair! It's time for you to sing. You will notice that the boys in the band will play softly - the better to hear you sing...."IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE."

MUSIC: ("IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE ...
JANET BLAIR)

(APPLAUSE)

FRANK: That was great, Janet, just great! Neighbors, if I'm not hammy, then why am I allergic to pineapple and cloves. Also, if I am not hammy why am I so proud of my life story in this ^{month's} ~~week's~~ issue of "True Story" Magazine. Ah ha! So that's why that Talent Scout from Swift and Company has been following me around all day!

Mr. Henderson, let's get on to more beautiful thoughts - and I can't imagine a more beautiful thought than that expressed musically in this wonderful song.

MUSIC: ("COME RAIN, COME SHINE" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 10TH, 1950

REVISED

COMMERCIAL #2

SINATRA: Janet ...

JANET: Yes, Frankie?

SINATRA: ^{I can't get over it -- you look so pretty in the}
~~I see you made the newspapers in a big way yesterday,~~
_{newspaper.}

JANET: (LAUGHS) Oh! You mean in the Lucky Strike advertisements ... well, I was very glad to have a chance to say how wonderful I think Luckies really are. On the movie sets I always keep a pack handy. Between takes, when ~~we~~ have a breather, I always light up a smooth, mild Lucky. I honestly believe Luckies are the mildest cigarette I've ever smoked.

SINATRA: You betcha, Janet, Luckies are a really enjoyable cigarette -- from first puff to last. So, neighbors, next time try my cigarette - Lucky Strike -- the finest cigarette you ever put a match to!

ATX01 0054526

NO ANNCT.

MUSIC:

("WHILE WE'RE YOUNG".....FRANK AND DOROTHY)

(APPLAUSE)

FRANK:

It's High Light Time on Light Up Time - tonight spotlighting a song from the enchanted pen of composer Alec Wilder. A tune likely never to grow old ... and appropriately titled "While We're Young."

ANNCR:

THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

MUSIC: (PLAYOFF INTRO.....FADES TO B.G. FOR)

FRANK: ~~'Tis High Light Time on Light Up Time Tonight
starring a big-time tune based on the bountiful
blessings of the BIG FORTY EIGHT.~~

MUSIC: ("GOD'S COUNTRY"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 10, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on
"Light Up Time" until Monday evening, when Frank
Sinatra, and Skitch Henderson and the Orchestra
will be back again inviting you to light up a
Lucky. Until then, remember, for smoothness and
mildness, there's never a rough puff in a Lucky!
So make your next carton Lucky Strike!

FRANK: Don't forget to listen to "Your Hit Parade"
tomorrow night. We'll be back Monday as usual, so
keep a lighted LUCKY burnin' in the window for
us...

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY".....UP AND FADES ON CUE)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE March 13, 1950 - Monday Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGIE SHOE SHINE BOY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
~~"WHY REMIND ME"~~ "Sorry"
FRANK SINATRA
INTRO
"SORRY" "Why Remind Me"
FRANK SINATRA
INTRO
"A DREAM IS A WISH"
APPLAUSE FRANK SINATRA
5. COMMERCIAL
6. "BEGIN THE BEGUINE"
APPLAUSE FRANK SINATRA
7. CLOSING

"LIGHT UP TIME"

-1-

starring

FRANK SINATRA

SKITCH HENDERSON AND THE ORCHESTRA

MONDAY, MARCH 17, 1950

7:00-7:15 PM EST

ORCH: "LUCKY DAY" BRIGHT UP AND UNDER:

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike....
starring Frank Sinatra, with Skitch Henderson and
the Orchestra.....

ATX01 0054531

LIGHT UP TIME
MARCH 13, 1950

-2-

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and, in my first song, I shall be
accompanied by the orchestra under the baton of
Maestro Lyle Henderson, Esquire. And, I know he's
an Esquire 'cause that's the kind of shoe polish
he uses. Skitch, you may go to the foot of the
class

MUSIC: ("CHATTANOOGIE SHOE SHINE BOY" FRANK SINATRA)

(APPLAUSE)

ATX01 0054532

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY MARCH 13, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike.

LAING: Yes, let your own taste and throat be the judge.

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike. And that's because

BARUCH: LS - MFT
LS-MFT

LAING: Lucky Strike means fine tobacco..fine, light, naturally mild tobacco that gives you smoothness and mildness with never a rough puff.

BARUCH: Listen to what Mr. W yne Adams, an independent tobacco warehouseman from South Boston, Virginia, recently said:

VOICE: Through the years, times without number, I've seen the makers of Lucky Strike buy fine tobacco - real quality tobacco that's bound to give a good smoke. For 15 years Luckies have been my regular smoke.

ATX01 0054533

MONDAY, MARCH 13, 1950
LIGHT UP TIME

-2-

COMMERCIAL #1 (CONT'D)

- LAING: Millions of smokers, including the well-known movie star, Ella Raines, take a tip from the experts and smoke Lucky Strike. Just recently the glamorous Miss Raines said:
- WOMAN: On the set and at home I always smoke Luckies. They're smoother - I enjoy them thoroughly.
- BARUCH: And for your own real, deep-down smoking enjoyment, light up a Lucky!
- LAING: Let your own taste and throat be the judge ...for smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054534

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER:)

FRANK: ^{well, if it were me had more music than that.} Light Up Timers, tonight we're going it alone around here because our luscious singing partner, the beauteous Dorothy Kirsten, is otherwise engaged -- singing the lead in "La Traviata" over at the Metropolitan Opera House. A bit later, we shall all be there. I shall be in a box. That's the only way they can get me to the Opera -- in a box. Are you all set to go, Andre?

ANDRE: All set, Frank - I took my white tie out of the flour barrel this afternoon. I really can't wait! Just think - the glamour - the beautiful music - and between the acts, the champagne!

FRANK: Oh, none of that champagne stuff for me, Andre. For a guy as light as I am, it's dangerous!

ANDRE: What do you mean?

FRANK: I tried it once. I opened the bottle and held onto the cork. When it popped, they had to bring a ladder to get me down off the chandelier. I guess that's what they mean when they say "I got high on champagne". Hey - that's a Dennis Day joke! (SING "I'LL NEVER SMILE AGAIN" SOPRANO) If I keep that up, I'll never sing again.

ANDRE: Oh, yes, you will, F.S. - and right now ...

FRANK: Well, thank you, Kelvin Keech

MUSIC: (~~"WHY REMIND ME"~~ ^{"Love"}FRANK SINATRA)

SEGUE

FRANK: At the current juke-box rates, there you have about tuppence worth of a song I recently recorded. Now, we shall flip the disk and serenade you with a sample of the song that's on the other side....

MUSIC: (~~"SORRY"~~ *... ..* FRANK SINATRA)
SEGUE

FRANK: *... .. which, this was my party!*
As a small youth, I fell madly in love with that story-book sweetie-pie, Cinderella. And now that I have come of age, I find myself sporting a slight crush on the motion-picture of the same name. From which we borrow the tune that's flying Tail-end Charlie in tonight's musical medley ...

MUSIC: ("A DREAM IS A WISH" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 13, 1950

COMMERCIAL #2

SINATRA: You know how it is, neighbors. Now and then someone politely offers me a cigarette - and I accept - politely. Well, occasionally when that cigarette isn't a Lucky I realize by comparison just how wonderfully milder - how extra enjoyable Luckies really are. Yes siree! Luckies are a mighty fine cigarette. Try a pack today - my cigarette - Lucky Strike!

ATX01 0054537

(NO ANNOUNCEMENT)

MUSIC: ("BEGIN THE BEGUINE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 13, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten and Skitch Henderson and the orchestra will be back again, inviting you to light up a Lucky. Until then -- remember, for smoothness and mildness, there's never a rough puff in a Lucky. So make your next carton Lucky Strike!

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....(UP AND FADE ON CUE)

ANNCR: THIS IS NBC -- THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, March 14, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRODUCTION TO
"YOU MUST HAVE BEEN A BEAUTIFUL BABY" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRODUCTION TO
"I DIDN'T KNOW WHAT TIME IT WAS" DOROTHY KIRSTEN
APPLAUSE
5. INTRODUCTION TO
"I GOTTA HAVE MY BABY BACK" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. "WHILE WE'RE YOUNG" FRANK & DOROTHY
APPLAUSE
8. CLOSING

RA-075

ATX01 0054540

"LIGHT UP TIME"

-1

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

TUESDAY, MARCH 14, 1950

7:00-7:15 PM EST

ORCH: "LUCKY DAY" BRIGHT.....UP AND UNDER:

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness.....

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra.....

ATX01 0054541

FRANK: This is FS for LS - Frank Sinatra for Lucky
Strike - and after I took two of them last night,
one Four-way Cold Tablet turned to the other
and said, "Look out, Pal, we're headin' down a
one-way street!" Okay, Skitch, shall we pitch?

MUSIC: ("YOU MUST HAVE BEEN A BEAUTIFUL BABY"...FRANK
SINATRA

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 14, 1950
THURSDAY, MARCH 16, 1950

COMMERCIAL #1

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!
And that's because

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness and
mildness.

BARUCH: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette
research laboratory. Prior to the auctions, the
buyers for Lucky Strike send sample tobacco leaves
from all tobacco growing areas to this great
laboratory for scientific analysis - to help determine
which tobaccos are really fine.

ATX01 0054543

LIGHT UP TIME
TUESDAY, MARCH 14, 1950
THURSDAY, MARCH 16, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: And this is only one phase of the constant research that helps guarantee smoothness and mildness in every single Lucky Strike you smoke.

BARUCH: So smoke a Lucky! Let your own taste and throat be the judge!

LAING: For smoothness and mildness, there's never a rough puff in a Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054544

MUSIC: (PLAYOFF INTRO....FADES OUT UNDER:)

FRANK: Light Up Timers, here comes the gal who gets most of her exercise taking bows at the Metropolitan Opera - that delightful down-to-earth Diva..Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you very much and hi there, Frank! How'd you like the opera last night?

FRANK: It was beautiful and you were magnificent. I hear the opera critic on the Daily Needleworker gave your performance Four Buttonholes. You were a smash!

DOROTHY: Well, thanks.

FRANK: Oh, what a place New York is! Last night I went to the opera--this morning I went sight-seeing down around Fulton Street!

DOROTHY: Fulton Street! The Fish Market! ~~Frank, wasn't it a bit odiferous?~~ ^{Frank,} Weren't you afraid of getting that fishy odor in your clothes?

FRANK: So that's why those eight cats followed me to the studio! Gee, and all the while I thought they were after autographs. *They had on bunny ears!*

DOROTHY: Frank! With eight cats following you, didn't you feel funny?

FRANK: Sure. I felt like a thin James Mason. ^{*(that's a thin fake!)*} (SNEAK MUSIC) Now, on with your song, Miss Kirsten, and I'll bet it's a beauty....

MUSIC: ("I DIDN'T KNOW WHAT TIME IT WAS"...DOROTHY KIRSTEN
(APPLAUSE)

FRANK: Beautiful, Dorothy! Thrilling! That was as tender as a six dollar steak. A rare rendition! Waiter, bring me the check. And, Mr. Henderson, bring me the background music that fits the words of the misty-eyed little ditty known as "I Gotta Have My Baby Back"....

MUSIC: ("I GOTTA HAVE MY BABY BACK....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 14, 1950

COMMERCIAL #2

SINATRA: Neighbors, it's kinda nice to be back in New York and renew acquaintance with so many of my old friends. And on the great White Way I've noticed that more and more of my personal friends are smoking Luckies. Yes, sircree! They've learned what I learned long ago -- Luckies are truly enjoyable. Yep, every puff is so smooth, so mild. In my book no other smoke compares with a Lucky Strike. Try a pack today, neighbors -- my cigarette -- Lucky Strike!

RTX01 005454B

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike.

LAING: Yes, let your own taste and throat be the judge.

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!
And that's because ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ...fine, light,
naturally mild tobacco that gives you smoothness
and mildness with never a rough puff.

BARUCH: Listen to what Mr. C. B. Smith, an independent
tobacco buyer from Danville, Virginia, recently said:

VOICE: I've been buying tobacco for 30 years. And year
after year, I've seen the makers of Lucky Strike buy
fine, ripe, mild tobacco that gives you a real
good smoke. I've smoked Luckies for 29 years!

ATX01 0054549

LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: Millions of smokers, including the popular movie star, Van Heflin, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Mr. Heflin said:

VOICE: Wherever I go, whatever I do, I go for a smooth cigarette -- Lucky Strike. I've smoked Luckies for years.

BARUCH: And for your own real, deep-down smoking enjoyment, light up a Lucky!

LAING: Let your own taste and throat be the judge ...for smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054550

MUSIC: (PLAYOFF INTRO.FADES OUT FAST UNDER:)

FRANK: Light Up Timers, meet once again the light of our
Light Up Time lives - the Pet of the Met - Miss
Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And bon soir,
Francois How went the day?

FRANK: Oh, it was a wonderful day. First, I filed my
income tax - then, with the money I had left over I
went shopping - for a box of cough drops (DOROTHY
LAUGHS) Oh, don't laugh, Dorothy - these were a
special kind of cough drops - these are the
monogrammed kind. The other night at the opera
a fellow in the next box had some....

DOROTHY: Monogrammed cough drops! I never heard of such a
thing!

FRANK: I saw them with my own ^{*baby blue (all three of my eyes.)*} eyes Each one had F. F.
stamped on it! I've always loved monograms
all the fellows in our neighborhood used to have 'em
all over their clothes.

DOROTHY: In your neighborhood - monograms on their clothes?

FRANK: Yes . and you'd be surprised how many many fellows
there were whose initials were B V. D. (SNEAK
MUSIC) Well, there you have the longies and the
shorts of it! And I think maybe, before the
Society of the Prevention of Cruelty to Radio
Listeners swoops down on us, you'd better sing,
D K. And the lucky song is..."My Foolish Heart".

MUSIC: ("MY FOOLISH HEART".DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Delightful, Dorothy! That was chock full of goodies! Just about the sweetest thing that's come along since the night Dad put the sugar in the salt cellar. That was the first time I ever tasted candied Lasagna! But on with the show and a twosome of tunes - one embroidered "His", the other "Hers". So, Dorothy, while you catch a breath, I shall catch a holt of the first half - to be followed by you, in the better half....

MUSIC: ("DON'T DO SOMETHING TO SOMEONE ELSE". FRANK SINATRA
SEGUE

DOROTHY: Tres Tasty, F. S.

FRANK: . Merci, beaucoup, D. K. And now, Mr Henderson has 'em set up in the other alley, just waitin' for you to bowl 'em over!

MUSIC: ("IT'S THE LITTLE THINGS THAT COUNT"..DOROTHY KIRSTEN
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

COMMERCIAL #2

SINATRA: You know there's one thing you can absolutely bet on.
There's a whole world of real smokin' enjoyment in
every Lucky Strike! ^{You'll see exactly what it means} ~~You'll get my point perfectly~~
if you just light up a Lucky. Ah, neighbors, there's
a cigarette that just can't be beat for honest-to-
goodness enjoyment. It's tops! Yes sir! Luckies
are the finest cigarette you ever put a match to!
Try a pack today - my cigarette - Lucky Strike!

ATX01 0054554

(NO ANNCT.)

MUSIC: ("I CONCENTRATE ON YOU".FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on
"Light Up Time", until tomorrow evening, when
Frank Sinatra, Dorothy Kirsten, Skitch Henderson
and the Orchestra will be back again, inviting you
to light up a Lucky. Until then -- remember, for
smoothness and mildness, there's never a rough
puff in a Lucky Strike! So make your next carton
Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, BURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: THURSDAY, March 16, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRODUCTION TO
"DON'T GO AWAY MAD"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRODUCTION TO
"YOU GO TO MY HEAD"
APPLAUSE DOROTHY KIRSTEN
5. INTRODUCTION TO
"GOD'S COUNTRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "LET'S FALL IN LOVE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

WEDNESDAY, MARCH 15, 1950

7:00-7:15 PM EST

~~ORCH: "LUCKY DAY" BRIGHT.....UP AND UNDER~~

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness . .

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness..

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness...

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike . . .
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra .

FRANK: This is FS for LS . Frank Sinatra for Lucky Strike.
Well sir, today is Income Tax Day . and Friday will
be St Patrick's Day First, they take away all
your green . then two days later they expect you
to sing about it! Skitch, shall we spend a little
energy? It's deductible!

MUSIC: ("I'VE GOT MY LOVE".FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike.

LAING: Yes, let your own taste and throat be the judge.

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!
And that's because ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ...fine, light,
naturally mild tobacco that gives you smoothness
and mildness with never a rough puff.

BARUCH: Listen to what Mr. C. B. Smith, an independent
tobacco buyer from Danville, Virginia, recently said:

VOICE: I've been buying tobacco for 30 years. And year
after year, I've seen the makers of Lucky Strike buy
fine, ripe, mild tobacco that gives you a real
good smoke. I've smoked Luckies for 29 years!

ATX01 0054560

LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950 -2-
COMMERCIAL #1 (CONT'D)

LAING: Millions of smokers, including the popular movie star, Van Heflin, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Mr. Heflin said:

VOICE: Wherever I go, whatever I do, I go for a smooth cigarette -- Lucky Strike. I've smoked Luckies for years.

BARUCH: And for your own real, deep-down smoking enjoyment, light up a Lucky!

LAING: Let your own taste and throat be the judge ...for smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

MUSIC: (PLAYOFF INTRO.FADES OUT FAST UNDER:)

FRANK: Light Up Timers, meet once again the light of our
Light Up Time lives the Pet of the Met Miss
Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And bon soir,
Francois How went the day?

FRANK: Oh, it was a wonderful day. First, I filed my
income tax then, with the money I had left over I
went shopping for a box of cough drops (DOROTHY
LAUGHS) Oh, don't laugh, Dorothy these were a
special kind of cough drops these are the
monogrammed kind. The other night at the opera
a fellow in the next box had some....

DOROTHY: Monogrammed cough drops! I never heard of such a
thing!

FRANK: I saw them with my own ^{*baby blue (all three of my eyes.)*} eyes Each one had F. F.
stamped on it! I've always loved monograms
all the fellows in our neighborhood used to have 'em
all over their clothes.

DOROTHY: In your neighborhood monograms on their clothes?

FRANK: Yes . and you'd be surprised how many many fellows
there were whose initials were B V. D. (SNEAK
MUSIC) Well, there you have the longies and the
shorts of it! And I think maybe, before the
Society of the Prevention of Cruelty to Radio
Listeners swoops down on us, you'd better sing,
D K. And the lucky song is..."My Foolish Heart".

MUSIC: ("MY FOOLISH HEART"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Delightful, Dorothy! That was chock full of goodies! Just about the sweetest thing that's come along since the night Dad put the sugar in the salt cellar. That was the first time I ever tasted candied Lasagna! But on with the show and a twosome of tunes - one embroidered "His", the other "Hers". So, Dorothy, while you catch a breath, I shall catch a holt of the first half - to be followed by you, in the better half....

MUSIC: ("DON'T DO SOMETHING TO SOMEONE ELSE". .FRANK SINATRA
SEGUE

DOROTHY: Tres Tasty, F. S.

FRANK: . Merci, beaucoup, D. K. And now, Mr Henderson has 'em set up in the other alley, just waitin' for you to bowl 'em over!

MUSIC: ("IT'S THE LITTLE THINGS THAT COUNT"..DOROTHY KIRSTEN
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

COMMERCIAL #2

SINATRA: You know there's one thing you can absolutely bet on.
There's a whole world of real smokin' enjoyment in
every Lucky Strike! ^{You'll see exactly what I mean} ~~You'll get my point perfectly~~
if you just light up a Lucky. Ah, neighbors, there's
a cigarette that just can't be beat for honest-to-
goodness enjoyment. It's tops! Yes sir! Luckies
are the finest cigarette you ever put a match to!
Try a pack today - my cigarette - Lucky Strike!

ATX01 0054565

(NO ANNCT.)

MUSIC: ("I CONCENTRATE ON YOU" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 15, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on
"Light Up Time", until tomorrow evening, when
Frank Sinatra, Dorothy Kirsten, Skitch Henderson
and the Orchestra will be back again, inviting you
to light up a Lucky. Until then -- remember, for
smoothness and mildness, there's never a rough
puff in a Lucky Strike! So make your next carton
Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY".....UP AND FADE ON CUE

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, March 16, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRODUCTION TO
"DON'T GO AWAY MAD"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRODUCTION TO
"YOU GO TO MY HEAD"
APPLAUSE DOROTHY KIRSTEN
5. INTRODUCTION TO
"GOD'S COUNTRY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "LET'S FALL IN LOVE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, March 15, 1950

Network NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRODUCTION TO
"I'VE GOT MY LOVE TO KEEP ME WARM"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRODUCTION TO
"MY FOLISH HEART"
APPLAUSE DOROTHY KIRSTEN
5. INTRODUCTION TO
"DON'T DO SOMETHING TO SOMEONE ELSE"
INTRODUCTION TO
"IT'S THE LITTLE THINGS THAT COUNT"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "I CONCENTRATE ON YOU"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

THURSDAY, MARCH 16, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness....

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness...

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike starring Frank Sinatra and Dorothy Kirsten with Skitch Henderson and the Orchestra.

FRANK: This is FS for LS - Frank Sinatra for Lucky
Strike - and tonight we dedicate our show to the
NBC page boys - who, every night before our
program, display gallantry in action - in
"The Battle of the Bobby Sox"! *And we dedicate this*
~~not mention to the fact at the back festival last night~~ ~~Okay, General~~
~~Henderson - charge!~~

MUSIC: ("DON'T GO AWAY MAD"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 14, 1950
THURSDAY, MARCH 16, 1950

COMMERCIAL #1

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike!
And that's because

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness and
mildness.

BARUCH: And no wonder, for years Lucky Strike has maintained
America's largest and most complete cigarette
research laboratory. Prior to the auctions, the
buyers for Lucky Strike send sample tobacco leaves
from all tobacco growing areas to this great
laboratory for scientific analysis - to help determine
which tobaccos are really fine.

ATX01 0054572

LIGHT UP TIME
TUESDAY, MARCH 14, 1950
THURSDAY, MARCH 16, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: And this is only one phase of the constant research that helps guarantee smoothness and mildness in every single Lucky Strike you smoke.

DARUCH: So smoke a Lucky! Let your own taste and throat be the judge!

LAING: For smoothness and mildness, there's never a rough puff in a Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0054573

MUSIC: (PLAYOFF INTRO....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here are the two magic words that fill our studio with charm, beauty, and wonderful song - Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you-thank you, everybody. And good evening Frank. How's America's favorite non-fattening baritone?

FRANK: I feel fine, Dorothy, but I've got a problem...

DOROTHY: What is it?

FRANK: Well, you know how, whenever we come to town, we always get a lot of gifts...all kinds of things...

DOROTHY: Yes....

FRANK: Well, today, somebody sent me ten gallons of Dutch Boy Paint...

DOROTHY: What's the matter with that?

FRANK: I don't know any Dutch boys who want to get painted. But, next Thursday night, you and I will be painting the town red, D.K. You'll be singing "Faust" at the Metropolitan Opera!

DOROTHY: And you'll be opening at the Copacabana! Just think, in "Faust", I'll be following in the footsteps of that famous nightingale, *Qualdore* *Laurel*!

FRANK: Yeah - and at the Copa, I'll be following in the footsteps of that tired old night-owl, Jack Eigen. I'm at the Copa, where are you!
(SNEAK MUSIC) But, on with the show, Miss Kirsten, and your starry-eyed rendition of "You Go To My Head".....

MUSIC: ("YOU GO TO MY HEAD".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: That was downright beautiful, Dorothy! I'll bet you've got hearts all over the Nation playing hookey! Now neighbors, on to a song that shouts out the glories of The Big Forty Eight! A big time song, with a big, proud sound -- "God's Country"!

MUSIC: ("GOD'S COUNTRY".....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 16, 1950

COMMERICAL #2

SINATRA: The other day Paul Dudley, who does a little writin' for me, and Skitch, the fella who wields the baton on "Light Up Time," and yours truly made a personal check among our friends to see who smokes what. Well, honestly, we found out more people we know do smoke Luckies - and for the same reason we do. Luckies are downright enjoyable, every single puff is smooth and mild. So try a pack of Luckies today, won't you? I know you'll enjoy 'em as much as we do. Just ask for Lucky Strike!

ATX01 0054577

(NO ANNCT.)

MUSIC: ("LET'S FALL IN LOVE".....FRANK & DOROTHY)

(APPLAUSE)

FRANK: Light Up Time - brought to you by Lucky Strike -
my cigarette - will come a'calling again
tomorrow night, neighbors, with yours truly,
FS, Dorothy Kirsten, and Skitch Henderson and
the Orchestra. Until then, keep a lighted
Lucky burnin' in the window for us.....

MUSIC: ("PUT YOUR DREAMS AWAY")
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADE ON CUE)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MARCH 17, 1950, FRIDAY

Network:

Network 100-7:15 PM EST

Repeat 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"CAN I COME IN FOR A SECOND"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"KERRY DANCE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A LITTLE BIT OF HEAVEN"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
"Challenger, That Shine Boy"
7. INTRO
"WHY DO I LOVE YOU"
APPLAUSE *Frank Sinatra*
FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

FRIDAY, MARCH 17, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness.....

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness....

LAING: There's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra.

FRANK: This is F. S. for L.S. - Frank Sinatra for Lucky
Strike - and happy Saint Patrick's Day! Today, I
had a terrible time with an Irish friend of mine
who kept insisting it wasn't Christopher Columbus
who discovered America - it was Morton Downey!
Skitch - away wich ye!

MUSIC: ("CAN I COME IN"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 17, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Let your own taste and throat be the judge!

LAING: For smoothness and mildness ...

BARUCH: There's never a rough puff in a Lucky Strike!

LAING: Yes, let your own taste and throat be the judge!

BARUCH: For smoothness and mildness ...

LAING: There's never a rough puff in a Lucky Strike! And
that's because

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light,
naturally mild tobacco that gives you smoothness
and mildness with never a rough puff.

BARUCH: Listen to what Mr. Mac Hassell, an independent
tobacco warehouseman from Washington, North
Carolina, recently said:

VOICE: I've been in the tobacco business for 30 years. And
at market after market, I've seen the makers of
Lucky Strike buy fine leaf tobacco - the kind of
quality tobacco that makes mighty enjoyable smoking.
I've smoked Luckies for 25 years.

ATX01 0054583

LIGHT UP TIME
LUCKY STRIKE
MARCH 17, 1950

COMMERCIAL #1 (CONT'D)

LAING: Millions of smokers, including the beautiful and glamorous movie star, Shelley Winters, take a tip from the tobacco experts and smoke Lucky Strike. Just recently Miss Winters said:

WOMAN: Luckies are smooth, that's why, They're my steady smol

BARUCH: And for your own real, deep-down smoking enjoyment, light up a Lucky!

LAING: Let your own taste and throat be the judge for smoothness and mildness, there's never a rough puff in a Lucky Strike! Get a carton today!

ATX01 0054584

MUSIC: (PLAYOFF INTROFLARES OUT FAST UNDER:)

FRANK: Light Up Timers, on St. Patrick's Day, it is only fitting that we present a young lady who has all the other crooning colleens green with envy - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And, faith, it sound like you kissed the Blarney Stone, Mr. Sinatra.

FRANK: Not me! If I did, the newspapers would call it a new romance. By the way, Dorothy, after the show all the boys in the band are going over to Madison Square Garden to see the fights - would you care to join us?

DOROTHY: No, thanks, Frank - but, tell me, didn't you once own some fighters?

FRANK: Oh, sure. But, one of them we had to get rid of right away.

DOROTHY: How come?

FRANK: One day we caught him cleaning his chin with Glass Wax. We saw thru him right away. (SNEAK MUSIC)
He felt more at home on canvas than Whistler's Mother
But, on with our own little St. Patrick's Day Parade,
Dorothy, with you callin' the turn for ...
"The Kerry Dance"....

MUSIC: ("KERRY DANCE" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Dorothy, that was gorgeous. I'm sure you've got the boys over at Dinty Moore's shedding tears in their corned beef and cabbage.

DOROTHY: Thank you, Frank. And, before I forget it, I want to tell you, I finished reading your life story in this month's True Story Magazine. I thought it was wonderful.

FRANK: It was very nice -- and they only left out one thing.

DOROTHY: What was that?

FRANK: The fact, that on St. Patrick's Day, Frank Sinatra would sing.... "A Little Bit Of Heaven". *Dedicated to my favorite Irishman, Johnny O'Neill who's always saying to me that I got to the top! He runs the elevator at my hotel*

~~DOROTHY: Tsk, tsk, tsk. Now, how do you suppose they would forget such an important thing?~~

MUSIC: ("A LITTLE BIT OF HEAVEN"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 17, 1950

COMMERCIAL #2

SINATRA: You know, neighbors, the thing I like about mornings is my first cup of coffee and my first Lucky. Ah, then you're really ready to face the world! And you know, Luckies never let you down. All day, each and every one is just as enjoyable as the first. Yessiree! Luckies' fine tobacco really pays off in enjoyment - steady enjoyment. Try a pack today - my cigarette - Lucky Strike!

Some of the "Hallmarks" that "Shine Bright" (Frank Sinatra)

ATX01 0054587

Pass: *It's high light time on Light Up Time... tonight*
~~(NO ANNCT)~~ *staring a rare beauty of a ballad in heart..*
beat level . . .

MUSIC: ("WHY DO I LOVE YOU" FRANK AND DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 17, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on
"Light Up Time" until Monday evening, when Frank
Sinatra, Dorothy Kirsten, Skitch Henderson and the
Orchestra will be back again inviting you to light
up a Lucky. Until then, remember, for smoothness
and mildness, there's never a rough puff in a
Lucky! So make your next carton Lucky Strike!

FRANK: Don't forget to listen to "Your Hit Parade" tomorro
night. We'll be back Monday as usual, so keep a
lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" UP AND FADES ON CUE)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, RUBINSTEIN & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, MARCH 20, 1950

Network:

NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"I'D 'VE BAKED A CAKE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I'LL BE SEEING YOU"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I DON'T KNOW WHETHER TO LAUGH OR CRY OVER YOU" FRANK SINATRA
INTRO
"LOOKING FOR A BOY"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"WHY WAS I BORN"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

MONDAY, MARCH 20, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste & throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For smoothness and mildness there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike.... starring Frank Sinatra, Dorothy kirsten, with Skitch Henderson and the Orchestra

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and, boy, do those Hollywood gossip commentators out there in California have an easy life! All day long, they just lie in the sun. Then, after the sun goes down - lie some more! Skitch - shall we go to press?

MUSIC: ("I'D HAVE BAKED A CAKE" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY -A-
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 20, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove.....

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience in
cigarette research. The findings of this independent
laboratory confirmed the scientific tests that prove:

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge. For
smoothness and mildness, there's never a rough puff
in a Lucky Strike!

LAING: Yes, prove to yourself what scientific tests prove -
Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Get a carton of Luckies today.

ATX01 0054593

MUSIC: (PLAYOFF INTRO....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, lightfooting her way to the footlights is the answer to the question "What has our radio program got that other radio programs haven't got" - and here she is - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And how was your week-end, Frank?

FRANK: Pretty good - except I think I caught a bit of a cold. Y'see, a friend of mine invited me to step down into a Hudson.

DOROTHY: How could stepping down into a Hudson give you a cold?

FRANK: I thought he meant the River. I had the Doctor -- he says I've got a cold in my chest.

DOROTHY: Did he have trouble locating the cold?

FRANK: Dorothy - he had trouble locating my chest. He told me my chest looks like the back end of a pork-chop. Maybe that's why being around apple-sauce always makes me nervous.

DOROTHY: Maybe you really caught your cold from sitting in a draft

FRANK: That's possible. A lot of people have been breathing down my neck lately. (SNEAK MUSIC) But, 'tis time for you to breathe the breath of Spring into a beautiful ballad, D.K. and it's that lovable lovely - "I'll Be Seeing You."

MUSIC: ("I'LL BE SEEING YOU"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Tremendous, Dorothy, just great! I always hate to hear you stop singing...And, by the way, before I forget it - I'm very gratified to hear that after you sing "Faust" at the Metropolitan Opera on Thursday night, you're coming to my opening at the Copacabana!

DOROTHY: That's right, I've already made reservations. Two on the ringside.

FRANK: Well, bless your heart. But, we right now have reservations for a couple of songs --- two on the romantic side. I'll have a go at the first one and, Dorothy, you hop aboard the second time around
....

MUSIC: ("I DON'T KNOW WHETHER"FRANK SINATRA)
SEGUE

MUSIC: ("LOOKING FOR A BOY"DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MONDAY, MARCH 20, 1950

-B-

COMMERCIAL #2

SINATRA: Neighbors, I'm frank to admit that a long time ago
I did a lot of experimenting -- that is to find the
cigarette that was extra mild and smooth. Luckies
won -- hands down! Yes sir, you'll find every
Lucky deeply enjoyable and really mild. So try
my cigarette, won't you? Lucky Strike!

ATX01 0054597

NO ANNCT:

MUSIC: ("WHY WAS I BORN"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 20, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten and Skitch Henderson and the Orchestra will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" --- (UP AND FADE ON CUE)

ANNCR: THIS IS NBCTHE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, MARCH 21, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"YOU DO SOMETHING TO ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"~~ALL THE THINGS YOU ARE~~" *"April in Paris"* DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"YOUNGER THAN SPRINGTIME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "MY HEART STOOD STILL"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

TUESDAY, MARCH 21, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike.... starring Frank Sinatra, Dorothy Kirsten, with Skitch Henderson and the Orchestra ...

ATX01 0054601

LIGHT UP TIME
TUESDAY, APRCH 21, 1950

-2-

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky
Strike - and the Spring Season has officially
sprung! I know - because this morning when I opened
my medicine chest to get out ^{my} cold tablets, four
Blue Jay Corn Plasters flew out the window to build
a nest in Central Park! Skitch - shall we make
the feathers fly?

MUSIC: ("YOU DO SOMETHING TO ME"FRANK SINATRA)

(APPLAUSE)

ATX01 0054602

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 21, 1950 AND THURSDAY, MARCH 23, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory with more than 15 years' experience in cigarette research. The report from the consulting laboratory stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ... quality controls ... and manufacturing methods. And, today, tomorrow always --

BARUCH: LS -MFT
LS -MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco with smoothness and mildness and never a rough puff!

(MORE)

ATX01 0054603

LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 (cont'd)

BARUCH: So light up a Lucky and prove to yourself what
scientific tests prove - Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge! For
smoothness and mildness - there's never a rough puff
in a Lucky Strike!

ATX01 0054604

MUSIC: (PLAYOFF INTRO.... FADES OUT FAST UNDER:)

FRANK: Light Up Timers, with the coming of Spring things should start blooming - and so it is that we are blooming glad to have with us the gal who each evening blossoms forth in beautiful song - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you so much - you are very kind. and good evening Frank. How are things coming along for your opening at the Copacabana Thursday night?

FRANK: Oh, beautifully, Dorothy. But something rather funny happened today.

DOROTHY: What was that?

FRANK: Well, you know how every performer who goes into the Copa has to have his or her picture taken wearing that big Carmen Miranda hat - the one with all the fruit on it?

DOROTHY: Yes

FRANK: Well, today I was outside the Copa wearing the hat and sitting on the step waiting to have my picture taken and a fellow staggered up and yelled "Hey, Officer, come quick! A thin little fellow just got run over by a pushcart"! Who knows, if I get to like Carmen Miranda's hat, I might also take to wearing wedgies! (SNEAK MUSIC) But, enough about ~~all the things I'm not, D.K.~~ ^{me} - 'tis time for you to sing... ~~"All The Things You Are"~~ ^{"Applaud the Fair"}

MUSIC: (~~"ALL THE THINGS YOU ARE"~~ ^{"Applaud the Fair"}DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Gorgeous, Dorothy, enchanting. I know that song
~~came from a shot titled "Very Warm For May"~~ ^{in all stark effect} -- but
may I say it also raised the March temperature
slightly? And speaking of tropical climates
reminds us - we know what's happened to the show
"South Pacific" - whatever happened to the ocean
of the same name? Since he got upstaged by Ezio
Pinza, Davy Jones is probably now taking singing
lessons. But enough about the ocean - here's a
Spring-song from the show.....

MUSIC: ("YOUNGER THAN SPRINGTIME".....FRANK SINATRA)

(APPLAUSE)

March 20, 1950

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Tuesday, March 21, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory
whose report stated:

VOICE: Based on our analytical findings it is our opinion that Lucky
Strike cigarettes are the mildest of the six major brands tested.

LAING: But let your own taste and throat be the judge ...

BARUCH: For smoothness and mildness ... there's never a rough puff
in a Lucky Strike!

LAING: For smoothness and mildness ... there's never a rough puff
in a Lucky Strike!

BARUCH: Yes, light up a Lucky and prove to yourself what scientific
tests prove ...

LAING: Lucky Strike is milder than any other principal brand of
cigarettes!

BARUCH: So make your next carton Lucky Strike!

RTX01 0054608

NO ANNOUNCEMENT

MUSIC: ("MY HEART STOOD STILL"FRANK AND DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

TUES - WED - THURS. - MARCH 21, 22 & 23, 1950

CLOSING BILLBOARD

Frank: Time's here, neighbors, to gently
BARUCH: Well, everybody, ~~time now to~~ lower the lights on
Light Up Time, until tomorrow evening, when ~~Frank~~
Frank Sinatra, Dorothy Kirsten, and Skitch Henderson and
~~Sinatra, Dorothy Kirsten, and Skitch Henderson and~~
the Orchestra will be back again ~~inviting you~~
to light up a Lucky. Until then -- remember
~~scientific tests prove Lucky Strike to milder than~~
any other principal brand of cigarettes. So make
~~your next carton Lucky Strike!~~

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" --- (UB AND FADE ON CUE)

ANNCR: THIS IS NBCTHE NATIONAL BROADCASTING COMPANY.

ATX01 0054610

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, PURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, March 22, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"I FOUND A MILLION DOLLAR BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THEY DIDN'T BELIEVE ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A DREAM IS A WISH"
INTRO FRANK SINATRA
"YOU'RE ALWAYS THERE"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "YOU'RE MY THRILL"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEEK OF MARCH 20TH THROUGH MARCH 24TH, 1950

OPENING COMMERCIAL

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For
smoothness and mildness there's never a rough puff
in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For
smoothness and mildness there's never a rough puff
in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten, with Skitch
Henderson and the Orchestra

ATX01 0054612

FRANK: This is F. S. for L. S. - Frank Sinatra for Lucky Strike - and last night at the Waldorf they gave out the Annual Radio and Television Awards. I got an award. Schrafft's voted me the Man Most Likely To Slip Down a Soda Straw. Skitch, with plenty of vanilla!

MUSIC: ("I FOUND A MILLION DOLLAR BABY"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 21, THROUGH, MARCH 24, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory with more than 15 years' experience in cigarette research. The report from the consulting laboratory stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike had conducted a unique and vast program in research...quality controls...and manufacturing methods. And, today, tomorrow always ---

BARUCH: LS - MFT
LS - MFT

ATX01 0054614

LIGHT UP TIME
MARCH 21 - 24, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: Lucky Strike means fine tobaccofine, light,
naturally mild tobacco with smoothness and mildness
and never a rough puff!

BARUCH: So light up a Lucky and prove to yourself what
scientific tests prove - Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge! For
smoothness and mildness - there's never a rough puff
in a Lucky Strike!

ATX01 0054615

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER:)

FRANK: Light Up Timers, here comes the gal with enough voice to star at the Metropolitan Opera's Diamond Horseshoe - and enough Beauty to star at Billy Rose's Diamond Horseshoe - and tonight she's ready to throw another ringer 'round the microphone - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you - and, Frankie, tonight you look positively handsome!

FRANK: Oh, you think so? Gee - you should have seen me in "The Kissing Bandit". Somebody should have seen me in "The Kissing Bandit".

DOROTHY: By the way, Frank, in The Kissing Bandit, who got robbed?

FRANK: Anybody who bought a ticket. I think they were two people from Sheepshead Bay. Anybody with a human head wouldn't have bought a ticket!

DOROTHY: Say, Frank, all day long on the radio, I've heard announcers saying "Get Your Reservations At The Copacabana - get your reservations at the Copacabana". -- did anybody show up looking for reservations?

FRANK: Yes -- several homeless Indians. Tomorrow night I open the Copa - that joke may close it. (SNEAK MUSIC) On with the show Dorothy and on with your song - which I believe is titled "The Didn't Believe Me".

MUSIC: ("THEY DIDN'T BELIEVE ME" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Tremendous, Dorothy - man, you really leave 'em
thirstin' for Kirsten! And, friends, you'll be
hearing more from the Pet of the Met in just a
matter of moments. First up though, is a song from
Walt Disney's great new classic "Cinderella".
Cinderella, as you'll remember, is the young lady
who had to shine her shoes with Glass-wax. Skitch,
off we go to dream-land!

MUSIC: ("A DREAM IS A WISH". FRANK SINATRA)

SEGUE

FRANK: You're on, Dorothy - and may I say Mr. Henderson
has arranged a mighty tempting tempo

MUSIC: ("YOU'RE ALWAYS THERE" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MARCH 21 - MARCH 24, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike Cigarettes are the mildest of the six major brands tested.

LAING: But let your own taste and throat be the judge....

BARUCH: For smoothness and mildness ...there's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ... there's never a rough puff in a Lucky Strike!

BARUCH: Yes, light up a Lucky and prove to yourself what scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: So make your next carton Lucky Strike!

ATX01 0054618

NO ANNOUNCEMENT

MUSIC: ("YOU'RE MY THRILL" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MON. MARCH 20, 1950
WED. MARCH 22, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten and Skitch Henderson and the Orchestra will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" --- (UP AND FADE ON CUE)

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY.

ATX01 0054620

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MARCH 23, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
(TAPED - 3/21/50) Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO "FOR YOU"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO "CAN'T HELP LOVING THAT MAN"
APPLAUSE DOROTHY KIRSTEN
5. INTRO *Skitch Henderson*
"THE HARRY LIME THEME" SKITCH HENDERSON
& ORCHESTRA
6. COMMERCIAL
7. INTRO "THE CONTINENTAL"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

SKITCH HENDERSON AND THE ORCHESTRA

THURSDAY, MARCH 23, 1950

7:00-7:15 PM EST

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ... starring Frank Sinatra, Dorothy Kirsten, with Skitch Henderson and the Orchestra ...

ATX01 0054622

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and today I got a letter from my best friend in Hollywood. It was from Lassie. I liked getting the letter - but why did she have to address it "Dear Soup Bone"? Stupid dog. Skitch, we are going to the dogs!

MUSIC: ("FOR YOU" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 21, 1950 AND THURSDAY, MARCH 23, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory with more than 15 years' experience in cigarette research. The report from the consulting laboratory stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ... quality controls ... and manufacturing methods. And, today, tomorrow always --

BARUCH: LS -MFT
LS -MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco with smoothness and mildness and never a rough puff!

(MORE)
ATX01 0054624

LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 (cont'd)

BARUCH: So light up a Lucky and prove to yourself what scientific tests prove - Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge! For smoothness and mildness - there's never a rough puff in a Lucky Strike!

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, in less than two hours, the audience at the Metropolitan Opera House will be applauding her entrance when she steps out to sing her role in "Faust" - but right now we're applauding her entrance as she steps out to sing "Can't Help Loving That Man" - it's the "on stage" call for Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody and hi there, Frank! And may I wish you a happy opening at the Copacabana tonight!

FRANK: Well, thank you, Dorothy - and I must admit, I am really excited. People all over New York have been so nice. Why, just last night I got a pleasant surprise. I walked into Ruben's restaurant - and you know how they name sandwiches after famous people?

DOROTHY: Why, sure - you mean that Ruben's named a sandwich after you?

FRANK: Not exactly - after me, they named a toothpick!
But it's nice. Who knows, maybe this way, I'll
get to pick on a Hollywood columnist for a change.
(SNEAK MUSIC) And now - on with the show, Miss
Kirsten, with your lovely song and your voice
to match....

MUSIC: ("CAN'T HELP LOVING THAT MAN" . .DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Wonderful, Dorothy! Wish we had time for thirty or forty more choruses - it was beautiful! And now, friends, from the Department of pleasant surprises comes - what else - a pleasant surprise!

MUSIC: (INTRO AND FADE FOR)

FRANK: (ON CUE) From a picture called "The Third Man" comes one of the best musical themes we have ever heard - and from the podium in front of our orchestra comes one of the best pianists we have ever heard. So, the treat's on Light Up Time tonight, as we present the Skitch Henderson piano, playing the music that has the whole Nation in a zither dither -- ^{"The Third Man Theme"} ~~(3RD MAN)~~ ^{"Harry Lime Theme"}.....

MUSIC: ^{"The Third Man Theme"} (~~"HARRY LIME THEME"~~PIANO & ORCHESTRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Tuesday, March 21, 1950

March 20, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory
whose report stated:

VOICE: Based on our analytical findings it is our opinion that Lucky
Strike cigarettes are the mildest of the six major brands tested.

LAING: But let your own taste and throat be the judge ...

BARUCH: For smoothness and mildness ... there's never a rough puff
in a Lucky Strike!

LAING: For smoothness and mildness ... there's never a rough puff in
a Lucky Strike!

BARUCH: Yes, light up a Lucky and prove to yourself what scientific
tests prove ...

LAING: Lucky Strike is milder than any other principal brand of
cigarettes!

BARUCH: So make your next carton Lucky Strike!

RTX01 0054629

NO ANNOUNCEMENT

MUSIC: ("THE CONTINENTAL".....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

LIGHT UP TIME

TUES - WED - THURS. - MARCH 21, 22 & 23, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten and Skitch Henderson and the Orchestra will be back again. Inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Goodnight, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" --- (UP AND FADE ON CUE)

ANNCR: THIS IS NBCTHE NATIONAL BROADCASTING COMPANY.

ATX01 0054631

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, March 24, 1950
(Taped 3/22/50)

Network NBC

Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
~~"RAIN OR SHINE"~~ "Should I"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU KISSED ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "SUNSHINE CAKE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEEK OF MARCH 20TH THROUGH MARCH 24TH, 1950

OPENING COMMERCIAL

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For
smoothness and mildness there's never a rough puff
in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For
smoothness and mildness there's never a rough puff
in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten, with Skitch
Henderson and the Orchestra

ATX01 0054633

FRANK: This is FS for LS - Frank Sinatra for Lucky Strike -
and I'm asking our studio audience - who's
your favorite singer in all the world?

AUDIENCE: (AS PREVIOUSLY REHEARSED) Frank Sinatra!

FRANK: Gee! That's good! That's even better than the
way we rehearsed it! Skitch, let's see if we can
do the first song the same way....

MUSIC: (~~"RAIN OR SHINE"~~ *Should I*.....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 21, THROUGH, MARCH 24, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory with more than 15 years' experience in cigarette research. The report from the consulting laboratory stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested.

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike had conducted a unique and vast program in research...quality controls...and manufacturing methods. And, today, tomorrow always ---

BARUCH: LS - MFT
LS - MFT

ATX01 0054635

LIGHT UP TIME
MARCH 21 - 24, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: Lucky Strike means fine tobaccofine, light,
naturally mild tobacco with smoothness and mildness
and never a rough puff!

BARUCH: So light up a Lucky and prove to yourself what
scientific tests prove - Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge! For
smoothness and mildness - there's never a rough puff
in a Lucky Strike!

ATX01 0054636

LIGHT UP TIME
MARCH 21 - 24, 1950

-2-

COMMERCIAL #1 (CONT'D)

LAING: Lucky Strike means fine tobaccofine, light,
naturally mild tobacco with smoothness and mildness
and never a rough puff!

BARUCH: So light up a Lucky and prove to yourself what
scientific tests prove - Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge! For
smoothness and mildness - there's never a rough puff
in a Lucky Strike!

ATX01 0054637

MUSIC: PLAYOFF INTRO....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here comes the blonde that musical gentlemen prefer - the light of our Light Up Time lives - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much - and Frank, before another moment passes, I must congratulate you! Your opening at the Copacabana last night was magnificent!

FRANK: Thank you, Dorothy - to tell the truth, last night made me very happy.

DOROTHY: It was one of the largest crowds I have ever seen.

FRANK: Yes - my Mother took no chances. To make sure the New Jersey commuters couldn't get out of town, she set up a road block at the Lincoln Tunnel. One thing about working at the Copa, though, I wish my dressing room weren't so near the kitchen.

DOROTHY: Why's that?

FRANK: Last night a fellow thought he was looking into the kitchen but instead he say me before I put my tuxedo on....

DOROTHY: What happened?

FRANK: He yelled back over his shoulder - "Hey, Myrtle, don't order chicken - in this joint they don't have any meat on 'em!" (SNEAK MUSIC) But now, it's to arms, to arms! To "Arms and the Girl," Dorothy - to borrow a song from that fresh new musical comedy. A tune decorated with the provocative title..."You Kissed Me"....

MUSIC: ("YOU KISSED ME".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Delightful, Dorothy, you certainly sang that song
with love and kisses - that was the kind of buss
a fellow really likes to catch. ~~Now, about this~~
~~string tied around my finger - it's either to~~
~~tie onto the microphone to hold me up after~~
~~doing three shows last night at the Copa - or it~~
~~might possibly be there to remind me to sing ...~~
"Why Remind Me?". Skitch, shall we chance ~~the~~ *another song?*
~~letter?~~

MUSIC: ("WHY REMIND ME"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MARCH 21 - MARCH 24, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is verified by an independent consulting laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike Cigarettes are the mildest of the six major brands tested.

LAING: But let your own taste and throat be the judge....

BARUCH: For smoothness and mildness ...there's never a rough puff in a Lucky Strike!

LAING: For smoothness and mildness ... there's never a rough puff in a Lucky Strike!

BARUCH: Yes, light up a Lucky and prove to yourself what scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: So make your next carton Lucky Strike!

ATX01 0054641

NO ANNCT.

MUSIC: ("SUNSHINE CAKE".....FRANK & DOROTHY)

(APPLAUSE)

ATX01 0054642

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 24, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton, Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" ... UP AND FADES ON CUE.

ANNOR: THIS IS NBC... THE NATIONAL BROADCASTING COMPANY.

ATX01 0054643

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: MONDAY, MARCH 27, 1950

Network:

NBC Broadcast:

7:00-7:15 PM EST

Repeat:

~~9:00-9:15 PM PST~~

STARRING

FRANK SINATRA

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"DON'T GO AWAY MAD"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"EMBRACEABLE YOU"
APPLAUSE BOBBY HACKETT &
ORCHESTRA
5. INTRO
"IT ISN'T FAIR"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "BODY AND SOUL"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO.
LUCKY STRIKE
"LIGHT UP TIME"
MARCH 27, 1950

OPENING COMMERCIAL

BOONE: (CHANT --- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike... starring Frank Sinatra, with Skitch Henderson and the Orchestra.....

L

-2

FRANK: This is FS for LS - Frank Sinatra for Lucky Strike -
and boy, have I got a cold! Last night at the
Copacabana, my voice was so deep, when I sang
"Old Man River" I got way down in the mud. And who
do you think I met down there throwing the mud
around? Three Hollywood radio commentators!
Skitch - shall we pitch?

MUSIC: ("BABY DONTCHA GO 'WAY MAD". . . .FRANK SINATRA)

(APPLAUSE)

ATX01 0054646

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 27, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove....

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Scientific tests prove....

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience
in cigarette research. The findings of this
independent laboratory confirmed the scientific
tests that prove:

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the
rich taste of fine tobacco..for smoothness and
mildness...remember-there's never a rough puff in
a Lucky Strike!

LAING: Get a carton of Luckies today.

ATX01 0054647

MUSIC: (PLAYOFF INTRO...FADES OUT UNDER)

FRANK: Light Up Timers, history is still being made in the City of Boston, because tonight our own Dorothy Kirsten opens the Opera season up there in Beantown-On-The-Charles. And, while we do feel we're giving a lot to Boston, we also feel that tonight we're getting a lot from that neck of the woods. In the person of a personable young musician who really took the corn out of the cornet. Friends, meet the fellow who is currently busting things up these nights at a small jazz-drop called the Hickory Log, on West Forty-Seventh Street - Mr. Bobby Hackett!

(APPLAUSE)

I see that Mr. Hackett is all puckered up to plant a loving kiss on his trumpet mouthpiece, so I shall just take time to tell you that he is about to engulf in the sound of melting brass, that Gershwin great... "Embraceable You".....

MUSIC: ("EMBRACEABLE YOU"..... .BOBBY & ORCHESTRA)

(APPLAUSE)

FRANK: Magnificent, Bobby! Tremendous! Just great! I'll meet you a few tunes later and we'll do a duet on "Body and Soul"! Naturally, you will have to furnish the body!

ANDRE: Oh, Frank, don't you love working around great musicians?

FRANK: I certainly do, Andre. Only around trumpet players, I have to be very careful.

ANDRE: Why's that?

FRANK: Well, one day, I stood in front of Harry James' trumpet when he took a big, deep breath.

Andre: *what happened?*

[REDACTED]: For two days, I was the only kid in town wearing a brass beanie. I suppose you know why Tommy Dorsey first hired me?

ANDRE: No, as a matter of fact, I don't.

FRANK: I was the only singer he could find who could get up inside the trombone to clean it! (SNEAK MUSIC) When I was a good boy he used to let me ride on the slide! But on with the show-and a song made famous by the Columbo that America discovered - Russ Colombo's torch-bearin' tune ... "It Isn't Fair"

MUSIC: (IT ISN'T FAIR. FRANK SINATRA
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 27, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove Lucky Strike is milder than any other principle brand of cigarettes!

LAING: That fact is verified by an independent consulting laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested!

LAING: And no wonder because....

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco -- today, tomorrow, - always! Just listen to the words of Mr. Joe Blanks for 17 years an independent tobacco auctioneer from Vernon Hill, Virginia. Recently he said:

VOICE: I've sure sold my share of tobacco, and at market after market I've seen the makers of Lucky Strike buy fine, ripe, mellow tobacco that's just right for a real good smoke. I've smoked Luckies for 17 years.

(MORE)

ATX01 0054650

LIGHT UP TIME
MONDAY, MARCH 27, 1950

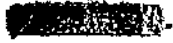
COMMERCIAL # 2 (CONT'D)

BARUCH: So smoke a Lucky. Let your own taste and throat be the judge. For the rich taste of fine tobacco... for smoothness and mildness...remember...there's never a rough puff in a Lucky Strike!

LAING: Yes, prove to yourself what scientific tests prove - Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: Get a carton of Luckies today!

Frank: Okay, Mr. Hackett, let us make the same racket
we made on our Columbia record of "Body And
Soul."



MUSIC: ("BODY AND SOUL".FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, MARCH 27, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten and Skitch Henderson and the Orchestra will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Good night, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" --(UP AND FADE ON CUE)

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

ATX01 0054653

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: TUESDAY, MARCH 28, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

AND

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"I'D'VE BAKED A CAKE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHY REMIND ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I GOTTA HAVE MY BABY BACK"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. ~~"YOU'RE AWFUL"~~ *Intro "How deep do the oceans"
"At Sun down"
Applause* ~~FRANK & DOROTHY~~ *Dorothy Kirsten
Frank Sinatra*
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MARCH 28 THROUGH MARCH 31ST, 1950

OPENING COMMERCIAL

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike... starring Frank Sinatra, Dorothy Kirsten, with Skitch Henderson and the Orchestra...

LIGHT UP TIME

-2-

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I must say, New York people are very thoughtful. Last night on the air I mentioned that I have a cold - this morning all sorts of gifts and remedies started to arrive. Now, I don't know how I'm going to take a bath -- the tub is full of Chicken Broth! Skitch, shall we have a ball? Matzho ball, that is...

MUSIC: ("IF I'D KNOWN YOU WERE COMIN'" . . .FRANK SINATRA)
(APPLAUSE)

ATX01 0054656

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 28, 1950.

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience in
cigarette research. The findings of this independent
laboratory confirmed the scientific tests that prove:

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

LAING: Get a carton of Luckies today.

ATX01 0054657

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here's the sweetie-pie who last night sang for the Upper Crust with the Metropolitan Opera Company in Boston - but tonight she's back with us on the Big Apple...Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody. And hi there, Frankie!
Gosh, it's good to be back!

FRANK: It's nice having you back, Dorothy. I understand the Boston critics gave your performance four codfish cakes. Tell me, how's you like the city itself?

DOROTHY: I loved it! I think those little streets are the narrowest things I've ever seen.

FRANK: Honey, you've never seen a Hollywood radio commentator's mind. But, getting back to Boston, those audiences up there can be very dangerous!

DOROTHY: What do you mean?

FRANK: I hear if they don't like you they throw cases of tea off the balcony or something like that. Hey, I wonder how come I flunked American History!

DOROTHY: Which reminds me - I understand you are making a bit of history yourself - over at the Copcabana these nights!

FRANK: Oh, it's fine, Dorothy - but, you know, last night I couldn't take one single bowl!

DOROTHY: What's the matter - did you have a cold audience?

FRANK: Uh-uh - strong suspenders. My suspenders are so strong they keep pushing on my shoulders and make me sit down. (SNEAK MUSIC) Which I think I'll do right now, Dorothy, while you sing..."Why Remind Me"..

MUSIC: ("WHY REMIND ME"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Delightful, Dorothy! Those lyrics just seem to melt in your mouth! Now, on with the show, neighbors, and a song that's very, very singable. At least, the bathtub baritones in my hotel seem to be giving it quite a workout. Skitch, if you will shower me with your musical blessings.....

MUSIC: ("I GOTTA HAVE MY BADA BADA".....FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MARCH 28, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: That fact is verified by an independent consulting laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research...quality controls...and manufacturing methods. And, today, tomorrow, always --

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco. That's why with every Lucky you get the rich taste of fine, light, naturally mild tobacco. So for smoothness and mildness -- with never a rough puff -- light up a Lucky Strike.

(MORE)

ATX01 0054661

LIGHT UP TIME
TUESDAY, MARCH 28, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: Yes, prove to yourself what scientific tests prove
- Lucky Strike is milder than any other principal
brand of cigarettes.

LAING: Get a carton of Luckies today!

ATX01 0054662

MUSIC: (INTRO - PAGES OUT FAST)

FRANK: It is highlight time on Light Up Time - and tonight you are
our guests in a handsomely furnished two-room medley - the
tenants of which are D.K. and M.E.

MUSIC: ("HOW DEEP IS THE OCEAN" DOROTHY KIRSTEN
"AT SUN DOWN" FRANK SINATRA)
(APPLAUSE)

FRANK: Time's here, neighbors, to lower the lights on Light Up Time, till tomorrow evening when yours truly, FS, and Dorothy Kirsten, will be back again, with Skitch Henderson and the Orchestra. Till then, remember -- for a truly milder smoke -- light up my cigarette -- Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: ("LUCKY DAY" --UP AND FADE ON CUE)

ANNCR: THIS IS NBC.....THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: WEDNESDAY, MARCH 29, 1950

Network:

NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"~~RAIN OR SHINE~~" *My Blue Heaven* FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"A THOUSAND AND ONE NIGHTS" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"THE GIRL THAT I MARRY" FRANK SINATRA
INTRO
"THE BOY NEXT DOOR" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. "I CONCENTRATE ON YOU" FRANK SINATRA
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MARCH 28 THROUGH MARCH 31ST, 1950

OPENING COMMERCIAL

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For
smoothness and mildness, there's never a rough puff
in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff in
a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten, with Skitch
Henderson and the Orchestra...

ATX01 0054666

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I want you to know that, since I opened at the Copacabana, I have broken record after record! Of course, they're all ~~Dick~~ Haymes *Crosby & Connors* records. C'mon, Skitch, it's always fair weather - when our kind o' fellows get together!

MUSIC: ~~("RAIN OR SHINE")~~FRANK SINATRA)
"My Blue Heaven"
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 29, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience in
cigarette research. The findings of this
independent laboratory confirmed the scientific
tests that prove:

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

LAING: Get a carton of Luckies today.

ATX01 0054668

MUSIC: (PLAYOFF INTRO.....FADES OUT FAST UNDER:)

FRANK: Light Up Timers, meet once again the Pet of The
Met - the gal whose voice spends so much time on
High C's that we have named her - The S.S. Dorothy
Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. But, really, Frank!
After all, a gal doesn't like to be compared with
a steamship!

FRANK: Forgive me, D.K. - I was just hoping we'd inspire
you to sing several choruses of "Cruising Down
The River". On that introduction, I admit, I
missed the boat. But to help you forgive and
forget I tender you an invitation.....

DOROTHY: Oh, goodie!

FRANK: After the show, we'll all go over to the Paramount
Theatre!

DOROTHY: Okay, what's playing over there?

FRANK: Everything but the melody - Mel Torme opens tonight.
He's a good singer though, really - and he's got a
great band backing him up - Sam Donahue. Sam had a
fine band in the Navy you know.

DOROTHY: Sure. But what about Skitch Henderson! He did pretty well for a man who plays the piano - he was a pilot in the Air Force!

FRANK: That's right - Skitch is writing a book titled "Vincent Lopez Is My Co-Pilot". OR "My Right Knowest Not What My Left Hand Is Doing". (SNEAK MUSIC) But, carry on, old girl, the microphone is yours and the pleasure is ours.....

MUSIC: ("A THOUSAND AND ONE NIGHTS".....DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Oh, man, yaaas! Dorothy, you put a thrill in every trill! Stay mikeside, M'dear, because there's a medley coming up and your half just can't wait for me to get thru singing...
(SING TITLE)

MUSIC: ("THE GIRL THAT I MARRY".....FRANK SINATRA)
SEGUE

DOROTHY: Mmmmmm, tres jlie, Mr. Sinatra!

FRANK: Merci beau coup, Miss K. And now, I shall leave you and Mr. Henderson alone, in the soft, dim light of the song known as "The Boy Next Door".....

MUSIC: ("THE BOY NEXT DOOR"DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MARCH 28, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: That fact is verified by an independent consulting laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion that Lucky Strike cigarettes are the mildest of the six major brands tested!

LAING: And no wonder because...

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco -- today, tomorrow - always! Just listen to the words of Mr. Jack Tyndall, for 18 years an independent tobacco buyer from Kinston, North Carolina. Recently he said:

VOICE: During my years as a buyer, time and again I've seen the makers of Lucky Strike buy fine tobacco, the kind of leaf that makes a mild, mellow smoke. I've smoked Luckies for 18 years.

(MORE)

ATX01 0054672

LIGHT UP TIME
WEDNESDAY, MARCH 29, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: So smoke a Lucky. Let your own taste and throat
be the judge. For the rich taste of fine tobacco
...for smoothness and mildness...remember....
there's never a rough puff in a Lucky Strike!

LAINING: Yes, prove to yourself what scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes.

BARUCH: Get a carton of Luckies today!

ATX01 0054673

NO ANNOUNCEMENT

MUSIC: ("I CONCENTRATE ON YOU"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
WEDNESDAY, MARCH 29, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" - (UP AND FADE ON CUE)

ANNCR: THIS IS NBC ...THE NATIONAL BROADCASTING COMPANY

ATX01 0054675

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MARCH 30, 1950

Network:

NBC Broadcast: 7:00 - 7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGIE SHOE SHINE BOY" APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU'RE MY THRILL" APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME" APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"DEARIE" APPLAUSE FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MARCH 28 THROUGH MARCH 31ST, 1950

OPENING COMMERCIAL

- BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)
- LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!
- BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!
- LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!
- BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike!
- ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)
- BARUCH: It's "Light Up Time" presented by Lucky Strike... starring Frank Sinatra, Dorothy Kirsten, with Skitch Henderson and the Orchestra...

ATX01 0054677

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and while I am appearing nightly at the Copacabana we are naturally doing everything we can to sell a lot of Lucky Strikes up there. You should all drop in and get a load of F.E. Boone wearing a cigarette girl's costume! Skitch, get out the Esquire shoe polish - and we'll shine 'em up!

MUSIC: ("CHATTANOOGIE SHOE SHINE BOY".....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 30, 1950

COMMERCIAL #1

BOCNE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience in
cigarette research. The findings of this independent
laboratory confirmed the scientific tests that prove:

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

LAING: Get a carton of Luckies today.

ATX01 0054679

MUSIC: (PLAYOFF INTRO...FADES OUT FAST UNDER:)

FRANK: Light Up Timers, let us greet once again the delight of our Light Up Time lives - the gal with the golden locks who can sing in any key - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And, Frank, you poor darling - how's your cold tonight?

FRANK: About the same - my voice is so low I have to ride to work in a Step-down Hudson. When I sing, I don't know whether my voice is going North, South, East or West.

DOROTHY: Sounds like you'd better take a four-way cold tablet.

FRANK: Good idea. Only I'd better take two of 'em - I think I've got an eight-way cold. But, enough about me, Dorothy, before the show you said there was something you wanted to ask me about Skitch....

DOROTHY: Yes, Frank, there is. I know Skitch is English - tell me, do you suppose he comes from Royalty?

FRANK: Indeed he does! His uncle takes tickets at a theatre where they're showing "The Baron of Arizona" and "All the Kings Men". Frankly, I'm afraid Skitch puts too much faith in kings and queens.

DOROTHY: Why's that?

FRANK: Somebody else usually has aces and jacks. (SNEAK MUSIC) But, on with the show, D.K. - hearts are trumps - and it is your lead

MUSIC: ("YOU'RE MY THRILL" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Gorgeous, Dorothy - just wonderful! Golly - when you sing like that, you leave my heart softer than cafeteria spaghetti. Curtain going up now on act three, neighbors. During which we find the boy of the piece singing to the girl of the piece - and the piece in question is "Why Remind Me"....

MUSIC: ("WHY REMIND ME"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, MARCH 30, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: That fact is verified by an independent consulting
laboratory whose report stated:

VOICE: Based on our analytical findings, it is our opinion
that Lucky Strike cigarettes are the mildest of
the six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been
proved milder! For years Lucky Strike has conducted
a unique and vast program in research...quality
controls...and manufacturing methods. And, today,
tomorrow, always ---

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco. That's why with
every Lucky you get the rich taste of fine, light,
naturally mild tobacco. So for smoothness and
mildness -- with never a rough puff -- light up
a Lucky Strike!

(MORE)

ATX01 0054683

LIGHT UP TIME
THURSDAY, MARCH 30, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: Yes, prove to yourself what scientific tests
prove - Lucky Strike is milder than any other
principal brand of cigarettes.

LAING: Get a carton of Luckies today!

ATX01 0054684

MUSIC: (PLAYOFF INTRO.....TO B.G. FOR)

FRANK: 'Tis Highlight Time on Light Up Time - sending
you our version of a hit song from the Copacabana
Show! It's a production number sung in the show
by two very talented kids - and tonight Dorothy
Kirsten will take the Lorna Lynn part, while I
sing the Russ Emery role!

MUSIC: ("DEARIE"DOROTHY & FRANK)
(APPLAUSE)

FRANK: Time's here, neighbors, to lower the lights on
Light Up Time, till tomorrow evening when yours
truly, F.S., and Dorothy Kirsten will be back
again, with Skitch Henderson and the Orchestra.
Till then, remember for a truly milder smoke --
light up my cigarette -- Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER " LUCKY DAY" THEME)

ORCH: ("LUCKY DAY"UP AND FADE ON CUE)

ANNCR: THIS IS NBC --- THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, March 31, 1950
(Taped 3/30/50)

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"RAIN OR SHINE"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MY FOOLISH HEART"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"YOU'D BE SO NICE TO COME HOME TO"
"LOVE WALKED IN"
APPLAUSE
FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "GOD'S COUNTRY"
APPLAUSE
FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MARCH 28 THROUGH MARCH 31ST, 1950

OPENING COMMERCIAL

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

LAING: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For smoothness and mildness, there's never a rough puff in a Lucky Strike!

BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike!

ORCH: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike... starring Frank Sinatra, Dorothy Kirsten, with Skitch Henderson and the Orchestra...

ST'

ATX01 0054688

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike
-- and, while I do have a very bad cold, my Doctor
has found a sure way to keep me from falling over. He
had the laundry put starch in my socks. When I walk,
I crackle! Skitch, let's run for our lives!

MUSIC: ("RAIN OR SHINE" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 31, 1950

COMMERCIAL #1

BOONE: (CHANT -- 60 to 62 -- SOLD AMERICAN)

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is verified by an independent consulting
laboratory with more than 15 years' experience in
cigarette research. The findings of this
independent laboratory confirmed the scientific
tests that prove:

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For
the rich taste of fine tobacco ... for smoothness
and mildness ... remember - there's never a rough
puff in a Lucky Strike!

LAING: Get a carton of Luckies today.

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MUSIC: ("PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, here again is the prettiest piece of scenery ever to grace the stage of the Metropolitan Opera House -- shall we raise a curtain of applause for Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, everybody, thank you very much. And Frank, you make a wonderful stage manager! By the way, did you get the little present I sent you this morning? The leather wrist watch band?

FRANK: Wrist watch band! I've been wearing it for a belt! I thought it was funny it didn't have the word "Hickock" stamped on it. Gee, I'm getting thinner than Andre Baruch's moustache!

DOROTHY: You mean that you are actually getting thinner?

FRANK: Yeah - this morning, I went up flying with our piano-playing pilot - Skitch Henderson. That scared a few pounds off me.

DOROTHY: What happened?

FRANK: He reached for a map and got hold of a piece of sheet music by mistake. It brought us in for a landing on top of ^{the Bell Building!} ~~Roseland~~. Anyway, I told him that plan of his isn't safe....

DOROTHY: What kind of plane is it?

FRANK: Oh, something Skitch put together himself -- it's called a twin-engine Steinway. The automatic pilot is an old player-piano roll. When you get up to eighty-five miles an hour, the engines play "Near You". (SNEAK MUSIC) Which Mr. Henderson had better not play right now, inasmuch as you are scheduled to sing.... "My Foolish Heart"

MUSIC: ("MY FOOLISH HEART"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Delightful, Dorothy, beautiful indeed! That was as
tasty as a Spudnut!

DOROTHY: A spudnut! What's that?

FRANK: That's a new kind of doughnut made out of potato
flour. And now, you and I are going to sing a
Rome-edley!

DOROTHY: What on earth's that?

FRANK: A medley made out of romantic songs.

DOROTHY: Oh - and since you are blending names, I suppose it
will be sung by a Kirsinatra!

FRANK: You do and I'll wash your mouth out with soap! Skitch,
will you please get your boys in a bit of a lather?

MUSIC: ("YOU'D BE SO NICE TO COME HOME TO"...FRANK SINATRA)

Dorothy: ~~Frankie~~ Frankie boy - it happens all the time - you do the
swamin' and I do the moanin'!

MUSIC: ("LOVE WALKED IN" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 31, 1950

COMMERCIAL #2

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: That fact is verified by an independent consulting
laboratory whose report stated:

VOICE: Based on our analytical findings, it is our
opinion that Lucky Strike cigarettes are the
mildest of the six major brands tested!

LAING: And no wonder because...

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco -- today, tomorrow
- always! Just listen to the words of Mr. Curtis
A. Walker, for 20 years an independent tobacco
warehouseman from Wendell, North Carolina.
Recently he said:

VOICE: Season after season, I've seen the makers of
Lucky Strike buy fine, ripe, light tobacco that
makes a mild, smooth smoke. I've smoked Luckies
for 20 years.

(MORE)

ATX01 0054694

LIGHT UP TIME
FRIDAY, MARCH 31, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: So smoke a Lucky. Let your own taste and throat be the judge. For the rich taste of fine tobacco.. for smoothness and mildness...remember...there's never a rough puff in a Lucky Strike!

LAING: Yes, prove to yourself what scientific tests prove - Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: Get a carton of Luckies today!

ATX01 0054695

NO ANNOUNCEMENT

MUSIC: ("GOD'S COUNTRY" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRIDAY, MARCH 31, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra and yours truly, Andre Baruch will be back again inviting you to light up a Lucky. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton, Lucky Strike!

FRANK: Don't forget to listen to Your Hit Parade tomorrow night. We'll be back Monday as usual, so keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADES ON CUE.

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

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