

0798599-003

ATX01 0053765

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

~~AS BROADCAST~~
~~AS BROADCAST~~

PRODUCT: LUCKY STRIKE CIGARETTES

DATE NOVEMBER 1, 1949

Network: N.B.C.

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
"IT ALL DEPENDS ON YOU"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MY BILL"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"MAYBE IT'S BECAUSE"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"FALLING IN LOVE WITH LOVE"
INTRO DOROTHY KIRSTEN
"I ONLY HAVE EYES FOR YOU"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 1, 1949

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, boy, did Don Wilson have trouble with his costume
at the Hallowe'en party last night! He just couldn't
keep the candle lighted inside his mouth! Jeffrey,
snap your lighter!

MUSIC: "IT ALLDEPENDS ON YOU" FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
11/1/49

-2-

OPENING COMMERCIAL

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

WILSON: LS - MFT

LS - MFT

HIESTAND: Lucky Strike means fine tobacco.

WILSON: And to get the fine, light, naturally mild tobacco that you find in each and every Lucky Strike - Luckies pay more -- millions of dollars more than official parity prices. That's mighty important to you as a smoker. For in a cigarette it's the tobacco that counts -- and Luckies light, ripe tobacco gives you a smoke that's truly milder, smoother and more deeply enjoyable -- from first puff to last.

HIESTAND: So, make no mistake when you choose your cigarette. Remember, it takes consistently fine tobacco to make a consistently fine cigarette. And today, tomorrow - always, Lucky Strike means fine tobacco.

WILSON: Yes, friends, light up a Lucky! See how much more real, deep-down smoking enjoyment Luckies give you. You'll agree -- in all the world there's no finer cigarette than Lucky Strike.....so round, so firm, so fully packed, so free and easy on the draw!

RTX01 0053768

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

FRANK: And here she is, the gal whose torch songs we use to light up Light Up Time - Miss Dorothy Kirsten! Evenin', Dorothy!

DOROTHY: Evenin', Frankie!

FRANK: How're things over at Paramount?

DOROTHY: Oh, making pictures is a lot of fun!

FRANK: That's some colffure they gave you - all piled up on top of your head! I've been meaning to ask you - who did your hair?

DOROTHY: Why Nellie. And I've been meaning to ask you - who undid yours?

FRANK: This haircut of mine is rather short. I think the fellow who cut it must have had a football scholarship at the Barbers College.

DOROTHY: By the way, Frank, did any kids come around ringing your door bell last night saying "trick or treat"?

FRANK: Well, yes, there was one little girl but I sent her away crying...

DOROTHY: Why, that's terrible! Didn't you know on Hallows'en when little girls come around to your door you're supposed to give them something?

FRANK: Yes, Dorothy, but this little girl was eighteen and she wanted a Cadillac! (MUSIC: SNEAK) Gosh, I'm only driving a late 1927 Essex myself. But, you are on, D.K. With a real tender-hearted song. C'mon, Darlin', make every man in the land wish that his name were Bill....

MUSIC: "MY BILL".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Tremendous, Dorothy! I wish you'd teach that song to my dentist. Then, when he says "Frankie - here is my bill"-- I'd have something to look forward to. (Y'know getting a laugh around here is like pulling teeth). Well, who knows, maybe I'll get one the way I sing..."Maybe It's Because".....Jefferson....

MUSIC: "MAYBE IT'S BECAUSE".....FRANK SINATRA
(APPLAUSE)

WIGHT UP TIME
1/1/49

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LOSSING COMMERCIAL

WILSON: Friends, you smoke for one reason -- for enjoyment. And to get more enjoyment - light up a Lucky! You see, there's a mighty good reason why Luckies do give you more real, deep-down smoking enjoyment. Everyone knows that in a cigarette it's the tobacco that counts. That's why Luckies make sure they get fine, light tobacco that's filled with natural smoking goodness....At the tobacco auctions....

(BEGIN CHANT - UNDER) Lucky Strike's skilled buyers pick out tobacco that's finer, milder, lighter. Yes, as a basket of particularly fine tobacco comes up for sale, the bids shoot up and up....but time and again you hear.....

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

WILSON: And again Luckies made the top bid to get truly fine tobacco for your cigarette! Now, friends, it certainly makes good sense to smoke a cigarette that you know contains fine tobacco. So, smoke Luckies, the cigarette that's famous for fine tobacco. Just see how much milder, smoother and more enjoyable they really are. Yes, get a carton of Luckies -- the cigarette that will give you more, far more smoking enjoyment!

ATX01 0053771

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

FRANK: It is Highlight Time on Light Up Time! Presenting tonight a pair of songs that are - well, if a boy and girl start off the night singing this kind of song to each other, they stand a good chance of eloping to Gretna Green before the evening's over. Say, what are you looking for, Dorothy?

DOROTHY: My road map -- to Gretna Green...

FRANK: Gee, a fellow has to be careful what he says around here.

MUSIC: "FALLING IN LOVE WITH LOVE".....DOROTHY KIRSTEN

SEGUE

FRANK: Gee, Dorothy, the way you sing really warms my heart!

DOROTHY: Frankie, the way you sing gives me heart-burn, too!

FRANK: Thank you, ~~anytime~~! *Florence Foster Jenkins!*

MUSIC: "I ONLY HAVE EYES FOR YOU".....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~~^{smoke!}. And until tomorrow night, keep a lighted LUCKY burnin' in the window for us...

MUSIC: "PUT YOUR DREAMS AWAY"
Frank: Goodnight, sweetest! Goodnight ladies and gentlemen!

(APPLAUSE OVER "LUCKY DAY" THEME)

Dorothy: Goodnight, Frank - goodnight everybody!
 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 NOVEMBER 2, 1949

AS BROADCAST
Network ABC Broadcast: 4:00-4:15 PM PST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
LUCILLE NORMAN
WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"BE GOODY, GOOD, GOOD TO ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THE LAST MILE HOME"
APPLAUSE LUCILLE NORMAN
5. INTRO
"I CAN DREAM, CAN'T I?" LUCILLE NORMAN
INTRO
"EVERYTHING HAPPENS TO ME" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. INTRO
"ON THE ISLAND OF STROMBOLI"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

LUCILLE NORMAN

JEFF ALEXANDER AND THE ORCHESTRA

November 2, 1949

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, LUCILLE NORMAN, 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 -
claiming the unique distinction of being the only singer
in the United States - who didn't make a record of
"Mule Train"! Jeffrey - Scudda Hoo - Scudda Hey!

MUSIC: ("BE GOODY, GOOD, GOOD TO ME".....FRANK SINATRA):

(APPLAUSE)

LIGHT UP TIME
11/2/49

-2-

OPENING COMMERCIAL

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

WILSON: LS - MFT

LS - MFT

HIESTAND: Lucky Strike means fine tobacco.

WILSON: And to get the fine, light, naturally mild tobacco that you find in each and every Lucky Strike -- Luckies pay more -- millions of dollars more than official parity prices. That's mighty important to you as a smoker. For in a cigarette it's the tobacco that counts -- and Luckies light, ripe tobacco gives you a smoke that's truly milder, smoother and more deeply enjoyable -- from first puff to last.

HIESTAND: So, make no mistake when you choose your cigarette. Remember, it takes consistently fine tobacco to make consistently fine cigarette. And today, tomorrow- always, Lucky Strike means fine tobacco.

WILSON: Yes, friends, light up a Lucky! See how much more real, deep-down smoking enjoyment Luckies give you. You'll agree - in all the world there's no finer cigarette than Lucky Strike....so round, so firm, so fully packed, so free and easy on the draw!

ATX01 0053776

MUSIC: PLAYOFF INTRO..FADES OUT FAST UNDER:

FRANK: Light up Timers, tonight the Truant Officer is just going to have to mark Dorothy Kirsten "absent" - it seems our lady fair is over at Paramount making a picture with an early-American crooner. This evening, in her place, we present a glamorous gal with a glorious voice - let us Light Up a welcome for Miss Lucille Norman!

(APPLAUSE)

LUCILLE: Thank you - thank you, everybody. Frankie, I must say you really have a nice little place here..

FRANK: Oh, it's only fifteen minutes but we call it home. Lucille, I think it would be nice if you told the folks something about your background.

LUCILLE: Well, all summer I've been singing on the Railroad Hour.

FRANK: Hmm - last Sunday I heard about another gal who's been working on a railroad. Mary Livingston's ^{sister} brother, Babe. She's an engineer on the old ^{line} New Jersey line. But what else did you do, Lucille?

LUCILLE: Let's see - oh yes - for many years I've been working for the Bekins Van and Storage Company.

FRANK: That's good to know -- the next time I have a piano to be moved I'll call you. (SNEAK MUSIC) But, right now, we have a song to be moved - and a moving song it is. Ladies and gentlemen, Lucille Norman singing - "The Last Mile Home".

MUSIC: "THE LAST MILE HOME" LUCILLE NORMAN

(APPLAUSE)

FRANK: Wonderful, Lucille, just wonderful! I can't tell you how excited I get when I hear beautiful music!

LUCILLE: I heard that you were a true music lover, Frankie...

FRANK: Indeed I am! Why, last night I attended the opera!

LUCILLE: Which one did you hear?

FRANK: La Boheme by Puccini.

LUCILLE: How'd you like it?

FRANK: Y'know anybody wants to buy a high silk hat? Frankly, I think "Jolson Sings Again" will be bigger box-office. Y'know, in opera, they don't have any Larry Parks...And by the way, Lucille, how about you and I swapping a few popular arias that we happen to have all racked up in a medley?

LUCILLE: I'd love to....

FRANK: Well, we'd sure love to have you...

MUSIC: "I CAN DREAM, CAN'T I".....LUCILLE NORMAN

SEGUE

FRANK: A very tender rendition, Miss Norman. I'll bet hearing you sing that song has Grandpa holding hands with Grandma... now, I shall sing something for the kiddies....

MUSIC: "EVERYTHING HAPPENS TO ME".....FRANK SINATRA

(APPLAUSE)

CLOSING COMMERCIAL:

WILSON: Friends, no other cigarette can give you more smoking enjoyment than Lucky Strike...The reason is this...in a cigarette it's the tobacco that counts...and Luckies pay more for fine tobacco...millions of dollars more than official parity prices....

FRANK: And, Don, Luckies do more in lots of other ways to make sure Luckies are a great cigarette...a finer one...a smoother one...I just saw all the elaborate things they do to make certain every Lucky reaches you mild and fresh. In Richmond, Virginia, a whole flock of scientists are working all the time to check and double check every step in the making of Luckies....They constantly test tobacco, foil, paper, cellophane and even analyze printing inks. They keep your Luckies round and firm, and mellow as the California sun for perfect smoking enjoyment. And the factories are something to behold...clean and spotless... Say, neighbors...I'm not kidding, you just can't buy a finer cigarette than Luckies! So how about it? Try the cigarette that's famous for fine tobacco...the smoke that's smooth and swell...Lucky Strike...Get a carton...You'll like 'em!

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

FRANK: This is Highlight Time on Light Up Time! Spotlighting
 a song which we predict will furnish a sudden upsurge in
 the employment of mandolin players! Our new Columbia
 recording of this song is now on the market...and we hope
 that you find it as easy to listen to as we find it is to
 sing...

MUSIC: "ON THE ISLAND OF STROMBOLI".....FRANK SINATRA
 (APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Lucille Norman, 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: *See you tomorrow night, goodnight, Lucille!*
So neighbors, make today your lucky day...just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burning in the

Lucille: window for us...
MUSIC: *Goodnight, Frank - Goodnight, everyone!*
"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 NOVEMBER 3, 1949

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
LUCILLE NORMAN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

AS BATTEN

1. OPENING
2. INTRO
"Them There Eyes"
APPLAUSE FRANK SINATRA
3. COMMERCIALS
4. INTRO
"So In Love"
APPLAUSE LUCILLE NORMAN
5. INTRO
"The Old Master Painter"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"That Lucky Old Sun"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

LUCILLE NORMAN

JEFF ALEXANDER AND THE ORCHESTRA

November 3, 1949

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, LUCILLE NORMAN, 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 the wonderful way Don Wilson sells those Luckies,
there's only one thing to give all your friends for
Christmas -- a big box of matches and an ash tray!
Jefferson, it's Light Up Time!

MUSIC: ("THEM THERE EYES"(FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
11/3/49

-2-

OPENING COMMERCIAL

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

WILSON: LS - MFT

LS - MFT

HIESTAND: Lucky Strike means fine tobacco.

WILSON: And to get the fine, light, naturally mild tobacco that you find in each and every Lucky Strike -- Luckies pay more -- millions of dollars more than official parity prices. That's mighty important to you as a smoker. For in a cigarette it's the tobacco that counts -- and Luckie's light, ripe tobacco gives you a smoke that's truly milder, smoother and more deeply enjoyable -- from first puff to last.

HIESTAND: So, make no mistake when you choose your cigarette. Remember, it takes consistently fine tobacco to make a consistently fine cigarette. And today, tomorrow - always, Lucky Strike means fine tobacco.

WILSON: Yes, friends, light up a Lucky! See how much more real, deep-down smoking enjoyment Luckies give you. You'll agree -- in all the world there's no finer cigarette than Lucky Strike ... so round, so firm, so fully packed, so free and easy on the draw!

ATX01 0053784

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

FRANK: Light Up Timers, once again we send in a pinch-hitter for our regular singing partner 'round here. However, while Dorothy Kirsten is over at Paramount making life easy on the cameramen, we have with us a delightful dish - name of Miss Lucille Norman!

(APPLAUSE)

LUCILLE: Thank you, everybody, and hi there, Frankie!

FRANK: Hi there, Lucille! And I might as well tell you right now - you sure are beautiful. So blonde - such gorgeous eyes - and you're so slim!

LUCILLE: Uh-huh - I'm just about as slim as you are, Frankie.

FRANK: We'd better not stand together ~~near a soda fountain~~ ^{it would look like some pencil} ~~somebody might pick us up thinking we're a pair of~~ ^{waiting!} ~~straw!~~ ^{together!}

Now, just before you sing, Darling, I must make one small proclamation -- in Czechoslovakian .. Hey! You guys who were trying to start something between me and Bing -- listen to me good: (UP) "Aw-rich"!

LUCILLE: What's that mean?

FRANK: Well, I don't want to say right out, Lucille, but squirrels save 'em for the Winter! (SNEAK MUSIC) And, incidentally, being personally nutty about the way you sing, I just can't wait to hear you sing..."SO IN LOVE"....

MUSIC: ("SO IN LOVE"LUCILLE NORMAN)

(APPLAUSE)

FRANK: Tremendous, ^{Sacille!} ~~Miss Norman!~~ Just wonderful! ^{Just wonderful!} Neighbors,
 about ten days ago a brand new song was brought to my
 attention. About five days ago, I dashed into a recording
 studio and got it on wax. Right now, the presses back at
 Columbia Records in Bridgeport, Connecticut, are flipping
 out copies by the thousand. But, if you think we're going
 to stand around and wait until you hear it in a juke-box
 you've got another think coming! Here - to my way of
 thinking - is one of the most exciting tunes I've ever
 set ear on -- "That Old Master - Painter!"

MUSIC: ("THAT OLD MASTER PAINTER" FRANK SINATRA)
 (APPLAUSE)

LIGHT UP TIME
11/3/49

-5-

CLOSING COMMERCIAL

WILSON: Friends, it's fine tobacco that makes the big difference in a cigarette. And Lucky Strike means fine tobacco - tobacco that's mild and ripe - that's mellow and smooth to smoke. But don't take my word for this, just listen to what an expert says, an independent tobacco warehouseman, Mr. Curt Walker. He's from Wendell, North Carolina, and just recently he said:

EXPERT: I think that 20 years as a warehouseman indicates that my tobacco judgment must be pretty sound. And 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 myself for twenty years.

WILSON: And consider this, friends: A recent survey reveals that more independent tobacco experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined! So, for your own real, deep-down smoking enjoyment, smoke the cigarette tobacco experts smoke - Lucky Strike. You'll find Luckies milder, smoother - puff by puff, pack by pack. Get a carton of Luckies today!

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ATX01 0053787

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

FRANK: Make way for Highlight Time on Light up Time!
Highlighting the song that was Number One on
last Saturday night's Hit Parade! This is
the trail-maker tune that was first to hit
the high-road to success for the same two boys
who have now come up with "That Old Master
Painter"! And we have a hunch that that one
is going to be just as big a smash as this
one. . . .

MUSIC: "THAT LUCKY OLD SUN" 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 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....

Lucille: Goodnight, Frank! Goodnight, everyone!

~~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 ~~NOVEMBER 4, 1949~~

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
"JUST ONE OF THOSE THINGS"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"THESE FOOLISH THINGS"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"YOUNGER THAN SPRINGTIME"
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

NOVEMBER 4, 1949

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 did you hear about the street sweeper
who went crazy? His wife brought home a recording of
MULE TRAIN! Giddyap, Jeffrey!

MUSIC: "JUST ONE OF THOSE THINGS".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
11/4/49

-2-

OPENING COMMERCIAL

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

WILSON: LS - MFT

LS - MFT

HIESTAND: Lucky Strike means fine tobacco.

WILSON: And to get the fine, light, naturally mild tobacco that you find in each and every Lucky Strike - Luckies pay more -- millions of dollars more than official parity prices. That's mighty important to you as a smoker. For in a cigarette it's the tobacco that counts -- and Luckies light, ripe tobacco gives you a smoke that's truly milder, smoother and more deeply enjoyable -- from first puff to last.

HIESTAND: So, make no mistake when you choose your cigarette. Remember, it takes consistently fine tobacco to make a consistently fine cigarette. And today, tomorrow - always Lucky Strike means fine tobacco.

WILSON: Yes, friends, light up a Lucky! See how much more real, deep-down smoking enjoyment Luckies give you. You'll agree -- in all the world there's no finer cigarette than Lucky Strike...so round, so firm, so fully packed, so free and easy on the draw!

ATX01 0053792

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

FRANK: Light Up Timers - make way for the answer to "where is my wandering gal tonight" - because here, back in the fold after two days before the Paramount motion picture cameras is Miss Dorothy Kirsten!!

(APPLAUSE)

DOROTHY: Ohhhh, thanks, thanks, everybody...and it sure is good to be home again!

FRANK: Just slip off your shoes, Dear, and we'll bring your slippers, your pipe and your dog. How do you feel after a hard two days at the studio?

DOROTHY: Oh, I sort of feel like it's all been a great waste of - of...

FRANK: Of time?

DOROTHY: No -- of film.

FRANK: (LAUGHS) Well, don't you worry, Dorothy. I know how it is. After my first few days out at MGM, I found out why when they view the film at the end of each day's shooting, they call them the "rushes"...

DOROTHY: Why's that?

FRANK: When they see how they look on the screen, everybody rushes out to get drunk! On sky-high malteds - at a drive-in...(SNEAK MUSIC) But, come, come, M'Dear - we've been waiting for days to hear you sing for us again... what's it to be?

DOROTHY: These Foolish Things...

FRANK: Don't you ever fret, Baby, they'll make sense the way you sing 'em....

MUSIC: "THESE FOOLISH THINGS".....DOROTHY KIRSTEN

(APPLAUSE)

FRANK: Oh, you beautiful Doll! Miss Kirsten, you're the very best reason I've ever heard why music was invented! Love that voice - love that girl! And now, neighbors, here is the sleeper song from "South Pacific" - the tune to which the whole Nation is slowly but surely awakening ~~as the music-lovers "found the Big Forty-eight say "General That's the best god damned song in the whole musical scene"~~

MUSIC: "YOUNGER THAN SPRINGTIME".....FRANK SINATRA
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
FRI. NOV. 4TH, 1949

-5-

COMMERCIAL #2

WILSON: Friends, at the tobacco auctions Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. Yes, they pay more to give you more, far more smoking enjoyment.....

SINATRA: Sure, Don, Luckies pay more for fine tobacco but that's not all. ~~They also do more to preserve its natural smoking goodness to give you and no the finest cigarette you ever put a match to.~~ You should see the wonderful Lucky Strike factories and the out-of-this-world research laboratory in Richmond, Virginia. I visited them personally -- just a few days ago. The factories are as clean as a whistle. And what a thrill it is to watch millions of cigarettes come popping out of the machines every hour! And that lab! Scientists and skilled research workers make dozens of tests daily...on tobacco, paper, foil, on the roundness and firmness of Luckies... on everything that's important in the making of a great cigarette. ~~Yes, neighbors, Lucky Strike's marvelous research and quality control program help turn the fine tobacco they buy into the smoothest, grandest cigarette you ever smoked.~~ *That's why you will find* So, neighbors, try Luckies, won't you? *attached*
You'll really like 'em!

MM

ATX01 0053795

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

FRANK: And once again Highlight Time comes to Light Up Time!
Dorothy, we have us a duet - shall we do-it?

DOROTHY: All I need is the name of the song...

FRANK: The heart-warmer we are scheduled to share this evening
is, er, "Only Make Believe" from Show Boat....

DOROTHY: Okay, Sailor, ship ahoy!

FRANK: Oh so you want sailor-talk - okay! (IN CHARACTER) What's
the name of that lipstick you're wearing, Gorgeous?

DOROTHY: Why this is Revlon - Plum Beautiful!

FRANK: Let's see. (KISSES BACK OF HAND) Mmmm.. It may be plumb
to you, Honey, but it sure tastes peachy to me! (ASIDE)
Nancy, Dear, remember...this is Only Make Believe...

DOROTHY: Darn it....

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

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until Monday evening, when Frank Sinatra, Eileen Wilson, 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 smoke! And until Monday night, keep a lighted LUCKY burnin' in the window for

Friend: ^{US.....} *Goodnight, everybody, have a good trip!*
 MUSIC: "PUT YOUR DREAMS AWAY"
standing: *Wanna get a lot of goodnight!*
 (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

NOVEMBER 7, 1949
DATE _____

NBC
Network:

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

Repeat:

STARRING
FRANK SINATRA
EILEEN WILSON

WITH
JEFF ALEXANDER AND THE ORCHESTRA

AS BROADCAST

1. OPENING
2. INTRO
"ON THE SUNNY SIDE OF THE STREET"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I CAN DREAM, CAN'T I?"
APPLAUSE EILEEN WILSON
5. INTRO
"MEADOWS OF HEAVEN"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"A FINE ROMANCE"
APPLAUSE FRANK & EILEEN
8. CLOSING

NM

RA-935

RTX01 0053798

"LIGHT UP TIME"

starring

FRANK SINATRA

EILEEN WILSON

. WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 7, 1949

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, EILEEN WILSON, 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 just discovered a new way to fly
~~just back from a week-end in Palm Springs where the son~~
~~back from Palm Springs. I'd like to discuss it and~~
~~was beating on me. I finally had to say "Hey - little~~
~~the little end of my ear - even! Jeffery, shall we~~
Frankie - stop beating on me! "Okay, Jefferson, ...
let's go!
~~shall we beam!~~

MUSIC: ("ON THE SUNNY SIDE OF THE STREET" . . FRANK SINATRA)

(APPLAUSE)

NM

LIGHT UP TIME
NOVEMBER 7, 1949

-2-

OPENING COMMERCIAL

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

WILSON: Friends, there's a mighty big difference in cigarettes because ... in a cigarette it's the tobacco that counts, and ...

HIESTAND: LS - MFT
LS - MFT

WILSON: Lucky Strike means fine tobacco ... fine, light leaf that always smokes mild and smooth. And for this fine tobacco that gives you far more real, deep-down smoking enjoyment, Luckies pay more. Yes, at the tobacco auctions, Luckies pay millions of dollars more than official parity prices for fine tobacco to guarantee a finer smoke for you. So, friends, you always know beyond any doubt that Lucky Strike means fine tobacco. And there's only one way to be convinced that Luckies can give you more smoking enjoyment - from first puff to last -- from pack to pack -- and that's to light up a Lucky yourself. There's never a rough puff in a Lucky. So, next time you ask for cigarettes, ask for the one cigarette that's famous for fine tobacco -- LUCKY STRIKE -- so round, so firm, so fully packed, so free and easy on the draw!

NM

ATX01 0053800

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

FRANK: Light Up Timers, during the next two weeks, Miss Dorothy Kirsten will be back in New York, in training for her starring roles with the Metropolitan Opera Company, which will soon be thrilling the big city. And tonight we give the on-stage call to the first of the pinch-hitters we will present in her stead. We put the bite on Your Hit Parade for the loan of this young lady - let us say "hello again" to Miss...Eileen Wilson!

(APPLAUSE)

EILEEN: Thank you, thank you. Golly, Frank, it sure is nice to be working with you again...

FRANK: Well, we certainly feel the same way about you, Eileen. I'm not likely to forget the fun we had working on the Hit Parade together last year...

EILEEN: That was fun, wasn't it?

FRANK: Yep - how well I remember - you would always sing the Number Seven song - until it got to be the Number One song-- then, I'd sing it. Then, the next week the Number One song would be back to being the Number Seven song. I sure fixed 'em!

EILEEN: Now, stop that! You can't fool us, Frank Sinatra! Why, songwriters dream about you singing their songs ...

FRANK: Sure. That's where they got the title for that picture,
"I Wake Up Screaming"! (SNEAK MUSIO) But, get a good hold
on your voice, M'Dear, you've got a bit of dreaming to do
yourself - and right away ...

MUSIC: ("I CAN DREAM, CAN'T I?" EILEEN WILSON)

(APPLAUSE)

FRANK: Ah, that was a treat to these tired old ears, Miss Wilson - stick around, I have a plan for the two of us - a bit later in the show ... Neighbors, musically speaking, you don't always have to hit a high note to achieve a lofty musical thought. And here we have a typical example of exactly what I mean. A song that sings its own, unassuming sort of a weekday sermon.....

MUSIC: ("MEADOWS OF HEAVEN" FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
NOVEMBER 7, 1949

-6-

CLOSING COMMERCIAL

WILSON: When you smoke, friends, you smoke for enjoyment. There's no other reason. So you ought to be interested in what the makers of Lucky Strike do to make very sure you get fine tobacco ... tobacco that means real, deep-down smoking enjoyment. The Lucky Strike people send their buyers to the tobacco auctions with instructions to bid for and get fine, light, naturally mild tobacco.

RIGGS: (CHANT UP AND UNDER)

WILSON: Picture a huge warehouse, its aisles lined with great baskets of tobacco. And when the auctioneer comes to a basket of really fine tobacco, the bids come fast ... (CHANT IN) ... up and up goes the prices -- up to the final bid, the top price ... and time and again you'll hear ..

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

WILSON: That's the way it goes at market after market. Actually Luckies pay millions of dollars more than official parity prices for fine tobacco. The kind of tobacco that always has and always will mean good smoking. And remember, Luckies spend that money for you -- for your real, deep-down smoking enjoyment! So, how about taking advantage of a really finer smoke - Lucky Strike - the cigarette that's famous for fine tobacco!

NM

ATXQ1 0053804

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

FRANK: It is now High-Light Time on Light Up Time!
Putting the big beam of our most dazzling Spotlight
square on a song that's all right if a girl sings it -
and it's all right if a boy sings it. But, when
a girl and a boy sing it - to each other - wowie!

EILEEN: Sounds wonderful, Frank! I hope that I'm the girl!

FRANK: Well, I sure ain't, Eileen - and I'm singing it with ya!

MUSIC: ("A FINE ROMANCE"FRANK & EILEEN)

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until omorrow evening, when Frank Sinatra, Eileen Wilson, 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 fine, milder, more enjoyable cigarette, LUCKIES PAY MORE FOR FINE TOBACCO!

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

MUSIC: "PUT YOUR DREAMS AWAY!"

Frank: Goodnight, Ladies and gentlemen!
(APPLAUSE OVER "LUCKY DAY" THEME)

Eileen: Goodnight, Frank!

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

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

NM:

RTX01 0053806

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 8, 1949

Network: NBC

Broadcast: 4:00 - 4:15 PM PST

Repeat: 8:00 - 8:15 PM PST

STARRING
FRANK SINATRA
EILEEN WILSON

WITH
JEFF ALEXANDER AND THE ORCHESTRA

- | | | |
|----|--|--------------------------------|
| 1. | OPENING | |
| 2. | INTRO
"IT WAS ONLY A PAPER MOON"
APPLAUSE | FRANK SINATRA |
| 3. | COMMERCIAL | |
| 4. | INTRO
"A THOUSAND VIOLINS"
APPLAUSE | EILEEN WILSON |
| 5. | INTRO
"THIS LOVE OF MINE"
INTRO
"DREAMER'S HOLIDAY"
APPLAUSE | FRANK SINATRA
EILEEN WILSON |
| 6. | COMMERCIAL | |
| 7. | INTRO
"DON'T CRY, JOE" | FRANK SINATRA |
| 8. | CLOSING | |

"LIGHT UP TIME"

starring

FRANK SINATRA -- EILEEN WILSON

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 8, 1949

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, EILEEN WILSON, 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 that "LUCKY STRIKE"!

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and this morning I had to get up at six o'clock to make a recording session at seven-thirty! Yes sir, I'm a regular old early bird! Y'know anybody wants to buy a worm? Mr. Alexander, shall we wiggle along?

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

11/8/49

-2-

OPENING COMMERCIAL

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

WILSON: Friends, there's a mighty big difference in cigarettes because....in a cigarette it's the tobacco that counts, and....

HIESTAND: LS - MFT

LS - MFT

WILSON: Lucky Strike means fine tobacco....fine, light leaf that always smokes mild and smooth. And for this fine tobacco that gives you far more real, deep-down smoking enjoyment, Luckies pay more. Yes, at the tobacco auctions, Luckies pay millions of dollars more than official parity prices for fine tobacco to guarantee a finer smoke for you. So, friends, you always know beyond any doubt that Lucky Strike means fine tobacco. And there's only one way to be convinced that Luckies can give you more smoking enjoyment -- from first puff to last -- from pack to pack -- and that's to light up a Lucky yourself. There's never a rough puff in a Lucky. So, next time you ask for cigarettes, ask for the one cigarette that's famous for fine tobacco -- LUCKY STRIKE -- so round, so firm, so fully packed, so free and easy on the draw!

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

ATX01 0053809

FRANK: Light Up Timers, tonight again our guest in the department of good-lookers is none other than the singing hit of Your Hit Parade - Miss Eileen Wilson. And a good evening to you, Eileen.

EILEEN: And a good evening to you, Frank.

FRANK: Say, Eileen, I understand that your husband, Ray Kellogg, besides being a great singer in his own right, is quite a hunk of man?

EILEEN: Well, he stands six foot four....

FRANK: Uh-huh....

EILEEN: His shoulders measure thirty-six inches across...

FRANK: Yeh...

EILEEN: And he weighs two hundred and sixty-five....

FRANK: Gee, I'm glad he's not around tonight.

EILEEN: Why?

FRANK: People couldn't tell us apart! (SNEAK MUSIC:) Another thing I know about Ray, Eileen, is that he's a might lucky guy - having a gal like you around the house of evenings, to sing him songs like this one...

MUSIC: "A THOUSAND VIOLINS"EILEEN WILSON

(APPLAUSE)

FRANK: That's what I call really tenderizing a tune, Miss Wilson! And, being a fellow who knows enough not to let a good thing get away from him, you stand right where you are, while I wish your newest recording good luck, by singing a song that did right well on records for me.^{some years ago} (Despite the fact that I wrote the lyrics)^{and (wants to write the music)}....

MUSIC: "THIS LOVE OF MINE".....FRANK SINATRA

SEGUE

EILEEN: Oh, Frankie, how well I remember that record you made! I remember taking about twenty milk bottles back to the store so I could buy myself two copies!

FRANK: I should have been around to drink the milk! But now, just as that tune did big things for me - I only hope that this one, which you just recorded, does as well for you....

MUSIC: "DREAMERS HOLIDAY"..... EILEEN WILSON

(APPLAUSE)

LIGHT UP TIME
11/8/49

-5-

CLOSING COMMERCIAL

RIGGS: (CHANT UP AND UNDER:)

WILSON: At the tobacco auctions, Luckies pay more for fine tobacco
....in total millions of dollars more than official parity
prices....

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

FRANK: Yes, that's a fact, neighbors, Luckies do pay more for fine
tobacco so you and I can always be sure of enjoying a
cigarette that's different...different because it's
smoother, milder, lighter. And you know, when I was in the
southern tobacco belt just recently I saw and talked to a
lot of tobacco experts --- fellows who spend their whole
life in the tobacco business. I learned first hand
something about the fine tobacco Lucky Strike buys! With
fine tobacco you're always mighty sure of getting a really
great smoke -- cool and mellow. So I guess it's pretty
easy to understand why tobacco experts smoke the smoke of
fine tobacco -- Lucky Strike....

WILSON: The fact is, Frank, a recent survey shows more independent
tobacco experts, auctioneers, buyers and warehousemen,
smoke Lucky Strike regularly than the next two leading
brands combined!

FRANK: Now how about that, neighbors? Isn't that a good hint for
you -- for your smoking enjoyment. Sure -- light up a
Lucky -- see if it isn't the way to get complete smoking
enjoyment form every puff, every pack.

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

ATX01 0053812

FRANK: It is now High-Light Time on Light Up Time! Featuring a song that has considerably lightened my life recently! It's not only selling a lot of records for me - but it also got my name in Newsweek - which tells the story of this song's success! A combination hard to beat in any performer's book! The tune's title - "Don't Cry, Joe" -- and, between the gang of us, we aren't weeping about the way the whole thing turned out, either.....

MUSIC: "DON'T CRY, JOE" FRANK SINATRA

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Margaret Whiting, 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 fine, 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 today....Lucky Strike....my cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.....

MUSIC: "PUT YOUR DREAMS AWAY"
front. goodnight, believe -- goodnight, ladies and gentlemen!
(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 ~~NOVEMBER 9, 1949~~ *AS* Network: NEC Broadcast: 4:00-4:15 PM PST
STARRING Repeat: 8:00-8:15 PM PST
FRANK SINATRA
MARGARET WHITING
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THAT OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"TOO MARVELOUS FOR WORDS"
APPLAUSE MARGARET WHITING
5. INTRO
"IF I EVER LOVE AGAIN"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"THIS CAN 'T BE LOVE"
APPLAUSE FRANK & MARGARET
8. CLOSING

W

RA 935

RTX01 0053815

"LIGHT UP TIME"

starring

FRANK SINATRA -- MARGARET WHITING

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 9, 1949

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, MARGARET WHITING, 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 have a brand new hobby - I am now dabbling in
oils! I'm the night man at a filling station, *in my neighborhood*
Quick, Jeffrey, before they give us the brush!

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

(APPLAUSE)

LIGHT UP TIME
November 9, 1949

-3-

OPENING COMMERCIAL

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

WILSON: Friends, there's a mighty big difference in cigarettes because ...in a cigarette it's the tobacco that counts, and....

HLESTAND: LS - MFT
LS - MFT

WILSON: Lucky Strike means fine tobacco....Fine, light leaf that always smokes mild and smooth. And for this fine tobacco that gives you far more real, deep-down smoking enjoyment, Luckies pay more. Yes, at the tobacco auctions Luckies pay millions of dollars more than official parity prices for fine tobacco to guarantee a finer smoke for you. So, friends, you always know beyond any doubt that Lucky Strike means fine tobacco. And there's only one way to be convinced that Luckies can give you more smoking enjoyment - from first puff to last - from pack to pack -- and that's to light up a Lucky yourself. There's never a rough puff in a Lucky! So, next time you ask for cigarettes, ask for the one cigarette that's famous for fine tobacco - - LUCKY STRIKE - So round, so firm, so fully packed, so free and easy on the draw!

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

ATX01 0053817

FRANK: Light Up Timers, 'tis time to welcome tonight's special guest - a young lady who furnishes much of the sparkle on the Oxydol Show - Miss Margaret Whiting!

(APPLAUSE)

MARGARET: ~~Thank you, thank you.~~ ^{Thank a lot!} Frankie, I just can't tell you what a kick it is being here ~~tonight!~~ Say - how come you invited me here tonight?

FRANK: Oh, we knew what we were doing when we booked you, m'dear!

MARGARET: I see what you mean. After all, what girl singer brings in the largest audience.....What girl singer gets the most publicity.....What girl singer has such a large organization behind every move she makes.....

FRANK: Margaret Whiting?

MARGARET: No --- Margaret Truman! (A BEAT) But, I guess you couldn't get her so you settled for me!

FRANK: Around here, we settle for nothing less than the best, Miss Whiting - that's what you are doing here - and that's what this next tune is doing here. I always considered it one of your song-writing Daddy's very finest - both it and you are just what the title implies -- "Too Marvelous for Words".....

MUSIC: ("TOO MARVELOUS FOR WORDS".....MARGARET WHITING)
(APPLAUSE)

FRANK: Great, Margaret Whiting, just great! People shouldn't write love-letters any more - they should have you sing them! And now, neighbors, a song I recently recorded - and today I made up my mind - whatever money I get from the sale of this record I am going to use in buying my little daughter Nancy's Christmas present! Now, I ask you, folks - what do you want her to have - a kiddy-car or a Cadillac? Hey - who knows - if I don't sing it good she might wind up with another pair of roller-skates!

MUSIC: ("IF I EVER LOVE AGAIN" FRANK SINATRA)

(APPLAUSE)

NNI

LIGHT UP TIME
November, 9, 1949

-6-

COMMERCIAL #2

HIRSTAND: For you....for your SMOKING ENJOYMENT....LUCKIES PAY MORE!

WILSON: Really now, friends, isn't that the only reason you smoke?
For real, deep-down smoking enjoyment. And enjoyment
like that comes from fine tobacco! That's why Luckies
pay out millions of dollars more than official parity
prices for fine tobacco. To make it true of every Lucky
you light.....

HIRSTAND: LS - MFT

LS - MFT

WILSON: Lucky Strike means fine tobacco! Ripe, mild tobacco
that's full of smooth, enjoyable smoking! But - you and
I aren't the only ones who smoke for enjoyment...The
experts do, too! Fellows who work in tobacco....like
Mr. James Watson Davis of Wilson, North Carolina. He
recently said.....

EXPERT: I've been a buyer for 20 years now. And time after
time, I've seen American buy fine quality leaf -- ripe,
mellow tobacco that's great for good smoking. I've
smoked Luckies for 18 years now, and I sure like 'em!

WILSON: Well, all those years of smoking Luckies - they add
up to plenty of smoking enjoyment, -- the kind of
honest enjoyment every smoker's after. So, friends,
when you're looking for enjoyment, just light up the
the cigarette of fine tobacco - Lucky Strike!

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

ATXQ1 0053820

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

FRANK: It is High-Light Time on Light Up Time! Time to haul out my trusty Ronson - snap it - and light up a tune for two!

MARG: Keep your lighter burning, Frankie-boy, we'll make believe it's candle-light!

FRANK: Okay - I shall also uncork a Coke and we'll make believe it's wine!

MARG: Say! That makes a pretty romantic scene!

FRANK: Well, this is a rather romantic song!

MUSIC: "THIS CAN'T BE LOVE" FRANK & MARGARET

(APPLAUSE)

WILSON: Well, everybody LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Margaret Whiting, 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 fine, milder, more enjoyable cigarette LUCKIES PAY MORE FOR FINE TOBACCO!

FRANK: So next time, neighbors, smoke a ^{smoke} ~~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"

Frank: Goodnight, Margaret -- Goodnight, ladies and gentlemen!
(APPLAUSE OVER "LUCKY DAY" THEME)

Margaret: Goodnight, Frank!
ORCH: "LUCKY DAY" ..UP AND FADE ON CUE:

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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

NEC

4:00-4:15 PM PST

Broadcast: 8:00-8:15 PM PST

NOVEMBER 10, 1949

Network:

Repeat:

DATE

STARRING

FRANK SINATRA

MARGARET WHITING

WITH

JEFF ALEXANDER AND THE ORCHESTRA

- AS BROADCAST
1. OPENING
 2. INTRO
"MY BLUE HEAVEN"
APPLAUSE FRANK SINATRA
 3. COMMERCIAL
 4. INTRO
"THE COCKEYED OPTIMIST"
APPLAUSE MARGARET WHITING
 5. INTRO
"THE TOUCH OF YOUR HAND"
INTRO FRANK SINATRA
"YESTERDAYS"
APPLAUSE MARGARET WHITING
 6. COMMERCIAL
 7. INTRO
"ON THE ISLAND OF STROMBOLI"
FRANK SINATRA
 8. CLOSING

W

"LIGHT UP TIME"

STARRING

FRANK SINATRA -- MARGARET WHITING

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 10, 1949

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} MARGARET WHITING, ^{and} ~~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 our studio audience is filled with people who came
here instead of going to a theatre - people who are
saving their money ON a rainy day! Jeffrey, let us
give them their money's worth!

MUSIC: "MY BLUE HEAVEN"FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
11/16/1949

-2-

OPENING COMMERCIAL

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

WILSON: Friends, there's a mighty big difference in
cigarettes because ... in a cigarette it's the
tobacco that counts, and ...

HIESTAND: IS - MFT

IS - MFT

WILSON: Lucky Strike means fine tobacco ... Fine, light
leaf that always smokes mild and smooth. And for
this fine tobacco that gives you far more real,
deep-down smoking enjoyment, Luckies pay more.
Yes, at the tobacco auctions Luckies pay millions
of dollars more than official parity prices for
fine tobacco to guarantee a finer smoke for you.
So, friends, you always know beyond any doubt that
Lucky Strike means fine tobacco. And there's only
one way to be convinced that Luckies can give you
more smoking enjoyment - from the first puff to
last -- from pack to pack -- and that's to light
up a Lucky yourself. There's never a rough puff
in a Lucky! So, next time you ask for cigarettes,
ask for the one cigarette that's famous for fine
tobacco -- LUCKY STRIKE - So round, so firm, so
fully packed, so free and easy on the draw!

ATX01 0053825

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

FRANK: Light Up Timers, here is where we put our best foot of the evening forward - and I'd say the foot is about size four-and-a-half "B" - belonging to that lyrical lovely - Miss Margaret Whiting! Hi there, Margaret!

MARGARET: Hi there, Frankie! And before I do anything, I must tell you - my whole family listened to our show last night and they loved every minute of it.

FRANK: Wonderful! Did they make any comparison - you know, between Light Up Time and your regular Oxydol Show?

MARGARET: The only one who mentioned anything like that was my kid sister....

FRANK: How'd she think I sounded?

MARGARET: She called you "The Sad Jack Smith"!

FRANK: Remind me to buy her a little present. Maybe a hand grenade. Tell her, I, too, could smile when I sing - only Jack Smith won't loan me his feather T-shirt. (SNEAK MUSIC) But now, Miss Whiting, how about singing me a song that tickles me every time I hear you do it - that "Cockeyed Optimist Tune" from South Pacific... Huh! The Sad Jack Smith! All right for you, Barbara...

MUSIC: ("COCKEYED OPTIMIST" MARGARET WHITING)

(APPLAUSE)

LIGHT UP TIME
10/10/49

-5-

COMMERCIAL #2

FRANK: Hold tight, neighbors. FS is going to pop the question - about LS. Are you one of those people who listens to Don Wilson every night when he says....

WILSON: Luckies pay more...millions of dollars more than official parity prices for fine tobacco!

FRANK: And do you say to yourself - well, what's that mean to me? Okay - a fair question, deserving of a fair answer. Here's exactly what it means to you - more enjoyment when you smoke!

WILSON: ~~That's what it means, friends - for this reason, - In a~~ cigarette it's the tobacco that counts. And, it stands to reason that truly fine, ripe, light tobacco - gives you a finer smoke...rich, smooth - completely enjoyable! And, that's the kind of tobacco the makers of Lucky Strike pay millions of dollars more than official parity prices to get. Yes, Lucky Strike means fine tobacco.... mild, mellow tobacco that guarantees more real, deep-down smoking enjoyment for you! That's why Luckies pay the difference for the fine tobacco that makes the difference in every Lucky you light. So - next time you buy cigarettes, remember that and ask for a carton of -
LUCKY STRIKE!

ATX01 0053827

MUSIC: PLAYOFF INTRO .. TO B.G.

FRANK: And here we have High-Light Time on Light Up Time!
Spotlighting a song written by one Ken Lane. If
it were any better it would have to be written by
two Ken Lanes! I made a record of this tune - and
it's all about a place called "The Island of
Stromboli". The Italian Catalina. Jeffery -
fa presto!

MUSIC: "ON THE ISLAND OF STROMBOLI" FRANK SINATRA
(APPLAUSE)

WILSON: Well, everybody LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Lucille Norman, 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 fine,^e milder, more enjoyable cigarette, LUCKIES

PAY MORE FOR FINE TOBACCO!

FRANK:

Goodnight, neighbors. - Goodnight, Margaret!
~~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

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: NOVEMBER 11, 1949

Network: NBC

Broadcast: 8:00-8:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
LUCILLE NORMAN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"SWEET LORRAINE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHY WAS I BORN"
APPLAUSE LUCILLE NORMAN
5. INTRO
"YOU'RE IN LOVE WITH SOMEONE"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"AMERICA THE BEAUTIFUL"
APPLAUSE FRANK SINATRA AND
LUCILLE NORMAN
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA -- LUCILLE NORMAN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 11, 1949

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 LUCILLE NORMAN, and 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 in honor of tomorrow's college games tonight's show is filled with football spirit! I'm shaped like one of the goal-posts and Don Wilson is shaped like the football! Okay, Jeff - kick it off!

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

LIGHT UP TIME
November 11, 1949

-2-

OPENING COMMERCIAL:

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

WILSON: Friends, there's a mighty big difference in cigarettes because ... in a cigarette it's the tobacco that counts, and.....

HIESTAND: LS - MFT

LS - MFT

WILSON: Lucky Strike means fine tobacco ... Fine, light leaf that always smokes mild and smooth. And for this fine tobacco that gives you far more real, deep-down smoking enjoyment, Luckies pay more. Yes, at the tobacco auctions Luckies pay millions of dollars more than official parity prices for fine tobacco to guarantee a finer smoke for you. So, friends, you always know beyond any doubt that Lucky Strike means fine tobacco. And there's only one way to be convinced that Luckies can give you more smoking enjoyment - from first puff to last -- from pack to pack -- and that's to light up a Lucky yourself. There's never a rough puff in a Lucky! So, next time you ask for cigarettes, ask for the one cigarette that's famous for fine tobacco -- LUCKY STRIKE -- So round, so firm, so fully packed, so free and easy on the draw!

ATX01 0053832

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

FRANK: Light Up Timers - the bright lights advertising tonight's show - spell out the name of our part-time singing partner during Dorothy Kirsten's absence - *and she is* the blond and highly-talented...Miss Lucille Norman!
(APPLAUSE)

LUCILLE: Thank you, thank you, everybody...And say, Frank, I can tell by that Broadway, bright-light, talk you're going back to New York soon!

FRANK: That's right, Lucille - we're leaving next week! Gee, I can't wait to see those fabulous signs, high over Broadway!

LUCILLE: Which sign of all is your favorite, Frankie?

FRANK: Oh, by all means the one Humphrey Bogart had put up to advertise his new picture....

LUCILLE: What's it say?

FRANK: (BOGEY) "Don't Be a Schmo - See Tokyo Joe"....
Yep, it's going to be great, getting back to what O.Henry called "Bagdad on the Hudson"....the River with the Step-down design...But, time now for you to step up to that little old microphone, Lucille, and sing us one of your ever-lovin'est songs....

MUSIC: ("WHY WAS I BORN".....LUCILLE NORMAN)
APPLAUSE)

FRANK: Beautiful, Lucille! You really had that old torch
burning brightly on Light Up Time! And now, neighbors,
I'm back on deck to sing you a bit of a ballad -- and
this time, it's a song that's as sweet and romantic
as the frosting on a wedding cake.... And fellers,
y'sing this song to your best gal, a wedding-cake is
just what you'll soon be buying....

MUSIC: ("YOU'RE IN LOVE WITH SOMEONE".....FRANK SINATRA)
.....
(APPLAUSE)

LIGHT UP TIME
November 11, 1949

-5-

COMMERCIAL #2

WILSON: You know, at the tobacco auctions Lucky Strike pays a lot of money to make sure of getting really fine tobacco. Actually they pay millions of dollars more than official parity prices....

FRANK: And one of the big reasons Don, is to put more enjoyment into the Luckies we smoke. And you know, neighbors, after Luckies buy that smooth smokin' tobacco they go all out to bring you all its natural, rich flavor. Yes sir, in Richmond, Virginia, Luckies maintain a scientific laboratory that made F.S. open his eyes - but wide -- when he saw it. I personally saw dozens of scientists and research workers making elaborate tests on tobacco, paper, on smoking perfection and lots of other things that all add up to turning out smooth, round, firm Luckies that smoke light and right in every way. You can bet your bottom dollar Luckies are my smoke ^{because I think I know something about} ~~and always will be. He's truly knows~~ a great smoke -- and so will you -- everytime you light up a Lucky. Try a pack today. You'll really enjoy Luckies from first puff to last!

en

ATX01 0053835

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

FRANK: Highlight Time couldn't beam brighter than it's
beaming tonight here on Light Up Time! Because, this
is the kind of illumination that lights up the whole
Nation - starlight from the stars 'way up there in the
corner of Old Glory! Stars that count off the states
in the Big Forty-eight! Tonight on Armistice Day,
Lucille Norman and I would like to sing a salute - to
those who helped win us this wonderful hunk of world....

MUSIC: ("AMERICA THE BEAUTIFUL"FRANK & LUCILLE)
(APPLAUSE)

MUSIC: (ORCH: AMERICA THE BEAUTIFUL UP AND UNDER)

FRANK: Until Monday night. Goodnight neighbors.

MUSIC: (FULL FINISH)

ANNCR: YOU ARE TUNED TO 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 NOVEMBER 14, 1949

Network: **NBC**

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

AS BROADCAST
STARRING
FRANK SINATRA
EILEEN WILSON

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"LOVER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THEY DIDN'T BELIEVE ME"
APPLAUSE EILEEN WILSON
5. INTRO
"LOST IN THE STARS"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"LAURA"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA -- EILEEN WILSON

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 14, 1949

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 EILEEN WILSON and 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 here's a tune that helps prove once again that there
are just no greater heart-songs than Rodgers-and-Hart songs
songs - Jeffrey!

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

(APPLAUSE)

LIGHT UP TIME
OPENING COMMERCIAL
11/14/49

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

HIESTAND: You owe it to yourself to get all the smoking enjoyment you can from your cigarette so to be sure of more real deep-down smoking enjoyment, light up a truly finer cigarette -- Lucky Strike!

WILSON: Yes, friends, you can always be sure of greater smoking enjoyment with Luckies - because Luckies are a smoke that's mild, light, gentle - there's never a rough puff in a Lucky for you see, it takes fine tobacco to make a fine cigarette -- and Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. And they pay all this money to get ripe, mellow leaf that's filled with smoking goodness - that's smooth and mild from Lucky to Lucky. No doubt about it, LS-MFT ... Lucky Strike means fine tobacco! See for yourself how much more real, deep-down, smoking enjoyment you get from every single Lucky you light! 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, the mailman who goes out for a long walk on his day off has nothing on tonight's Special Guest. A gal who is out here in California, taking a two-weeks vacation from Your Hit Parade - but she just can't stop singing - Miss Eileen Wilson!

(APPLAUSE)

EILEEN: Thank you, thank you very much. And, Frank, you're so right when you say I can't stop singing - why, I just go around singing everywhere!

FRANK: Me too, Eileen! Only in my case sometimes it's dangerous.

EILEEN: Why's that?

FRANK: Well, take this morning for instance. I was singing in the shower....

EILEEN: What happened?

FRANK: I got water in my mouth....soap in my eye - took two steps backward and slipped down the drain!

EILEEN: Oh, that's awful - how'd they get you out?

FRANK: Do you think I bought this rubber hat I'm wearing? Well at least they got the stick off. (SNEAK MUSIC) But we're really glad that you go 'round singing everywhere, Eileen, and it's time for you to do some of it right now.....

MUSIC: ("THEY DIDN'T BELIEVE ME".....EILEEN WILSON)

(APPLAUSE)

FRANK: Great, Eileen, superbly sung, believe me...Neighbors, a few years ago, back in New York, I had the pleasure of working the Midnight Shift at the Wedgewood Room of the Waldorf Astoria. And naturally wanting to ^{like most entertainers} "kill the people", I put on an intensive search for some very superior songs to sing. This tune coming up is one of them - and just a few weeks ago, it really made good, by opening on Broadway in the Kurt Weill-Maxwell Anderson production....."Lost In The Stars".... ~~Pretty lucky, I'll say, after nearly getting lost in the Wedgewood Room....~~

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

(APPLAUSE)

WILSON: For you -- for your real deep-down enjoyment of smoking -- Luckies pay more for fine tobacco -- millions of dollars more than official parity prices....

FRANK: You bet they do, Don! And right here, is a former auctioneer - a fellow who's seen many a basket of fine tobacco bought by the makers of Lucky Strike. How about that, Speed 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 came up for sale, here's the way the sale would go.....

(CHANTS UP FAST TO 62 -- SOLD AMERICAN)

And that, Frank, means that the makers of Lucky Strike have bought another basket of real fine leaf!

FRANK: Thanks, Speed! Yes, neighbors, Lucky Strike sure does mean fine tobacco and its fine tobacco that makes a great smoke. Lucky Strike is my cigarette....and I know it'll be yours once you try 'em. Light up a Lucky today -- and give yourself a real treat!

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

~~FRANK: It is High - Light Time on Light Up Time! And the tune I am about to sing first came to light on the left side of a piece of film - the sound track trimming the edge of the print of a motion picture titled "Laura". It was a fine picture, all right, pretty scarey - but I'm betting this song will be around haunting people when that remarkable movie is only a memory....~~

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

(APPLAUSE)

WILSON: Well, everybody LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Eileen Wilson, 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 fine, 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 N.B.C.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

NOVEMBER 15, 1949

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PM PST

8:00-8:15 PM PST

DATE _____

Network: _____

Broadcast: _____

STARRING

FRANK SINATRA

EILEEN WILSON

WITH

JEFF ALEXANDER AND THE ORCHESTRA

Repeat: _____

45' BROADCAST

- 1 OPENING
- 2 INTRO
"A FOGGY DAY"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"ZING! WENT THE STRINGS OF MY HEART"
APPLAUSE EILEEN WILSON
- 5 INTRO
"NOTHING LESS THAN BEAUTIFUL"
FRANK SINATRA
INTRO
"I ONLY HAVE EYES FOR YOU"
EILEEN WILSON
APPLAUSE
- 6 COMMERCIAL
- 7 INTRO
"MAD ABOUT YOU"
APPLAUSE FRANK SINATRA
- 8 CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA -- EILEEN WILSON

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 15, 1949

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 EILEEN WILSON and 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 if you're wondering how I got this way - my mother was frightened by a box of Kyron tablets! Say, that was a thin laugh! Jeffrey, make it fat and sassy!

MUSIC: ("A FOGGY DAY" FRANK SINATRA)

(APPLAUSE)

NM

LIGHT UP TIME
11/15/49

-2-

OPENING COMMERCIAL

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

HIRSTAND: You owe it to yourself to get all the smoking enjoyment you can from your cigarette so to be sure of more real deep-down smoking enjoyment, light up a truly finer cigarette -- Lucky Strike!

WILSON: Yes, friends, you can always be sure of greater smoking enjoyment with Luckies - because Luckies are a smoke that's mild, light, gentle - there's never a rough puff in a Lucky for you see, it takes fine tobacco to make a fine cigarette -- and Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. And they pay all this money to get ripe, mellow leaf that's filled with smoking goodness - that's smooth and mild from Lucky to Lucky. No doubt about it, LS-MFT ... Lucky Strike means fine tobacco! See for yourself how much more real, deep-down, smoking enjoyment you get from every single Lucky you light! Next time you buy cigarettees, ask for a carton of Lucky Strike - so round, so firm, so fully packed.....so free and easy on the draw!

NM

ATX01 0053847

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

FRANK: Light Up Timers, our house canary for tonight is one of our favorite cousins in the Lucky Strike family - the singing star of Your Hit Parade, Miss Eileen Wilson. Hi there, Eileen!

EILEEN: Hi there, Frank - and I sure am excited!

FRANK: About what, M'dear!?

EILEEN: About you and me! Entering the Harvest Moon Ball Contest as a dance team!

FRANK: Yep - it is pretty exciting! And y'know something, Eileen - I think that last trick of ours may win the contest for us - the night of the Eighteenth.

EILEEN: Oh, you mean the one where we're dancing - then all of a sudden we go into that "Giant Swing"?

FRANK: That's the one -

EILEEN: But don't you think a lot of the boys will finish their dance by swinging their girls over their heads?

FRANK: Sure - but I'll bet we're the only team where the girl swings the boy! (SNEAK MUSIC) I think that ~~was~~ ^{she is} over their heads, too. Anyway, Eileen, I don't know how we'll make out with our dancing, but I sure do know how you're going to make out with your singing..of "Zing Went the Strings of My Heart"...

MUSIC: "ZING WENT THE STRINGS OF MY HEART" EILEEN WILSON

(APPLAUSE)

man, that moved better than Mule Train!

FRANK: That was just thrilling, Eileen! You really took us for a musical roller-coaster ride! And now, join me if you will, as we embark in the little boat that takes us cruising thru the Tunnel of Love....Cuddle right in close, m'dear, and don't let the darkness frighten you....

MUSIC: "NOTHING LESS THAN BEAUTIFUL" FRANK SINATRA

SEGUE

EILEEN: Gee, Frank, the way you sang that was nothing less than wonderful!

Frank:

Well, thanks.

~~FRANK:~~

~~I'm glad you didn't say it was nothing - and less~~

Eileen:

~~And now I have something I'd like to sing for you.~~

~~It's wonderful. But now, Eileen, time about is~~

~~the song that's on my favorite record - of all the~~

~~records you've made -~~

~~fair play - and Jeff - the boys are all ready to~~

~~play for the fair lady....~~

Frank:

Well, thanks again, Eileen.

MUSIC: "I ONLY HAVE EYES FOR YOU" EILEEN WILSON

(APPLAUSE)

LIGHT UP TIME
11/15/49

-5-

CLOSING COMMERCIAL

WILSON: Friends, look at a Lucky Strike cigarette. See how round it is, how firm, how fully packed. Now light up your Lucky. Ummm...really free and easy on the draw, isn't it? And that smoking enjoyment - it's really deep-down and smooth - there's never a rough puff in a Lucky for Lucky Strike is the cigarette of fine tobacco! And to get this fine tobacco, Luckies pay more -- millions of dollars more than official parity prices. So always keep in mind -- LS -- MFT ... Lucky Strike means fine tobacco ... tobacco that's mild, light, ripe ... tobacco that makes a great smoke. No wonder men who really know tobacco - independent tobacco experts - smoke Luckies for their own enjoyment. In fact, a recent survey reveals that more tobacco experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined. So take a tip from the experts and light up a truly finer, milder, more enjoyable cigarette - Lucky Strike! Get a carton today!

ATM

ATX01 0053850

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

~~FRANK: And this is Highlight Time on Light Up Time!
And this tune is a splendid example of just how
well songwriters are rephrasing the words
"I Love You" these days.. And personally,
being a soft touch for a sentimental message,
I recently recorded this song - and, if you ask
me, Columbia should print it on heart-shaped records...~~

MUSIC: ("MAD ABOUT YOU" FRANK SINATRA)

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Lucille Norman, 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"
Frank: Goodnight, Helen. Thanks for coming!
(APPLAUSE OVER "LUCKY DAY" THEME)
Helen: Goodnight, Frank. Thank you.
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 NOVEMBER 16, 1949 Network: NBC Broadcast: 4:00-4:15 PM PST
8:00-8:15 PM PST Repeat:

AS BROADCAST
SPARRING
FRANK SINATRA
LUCILLE NORMAN

WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE ONE I LOVE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IF YOU ARE BUT A DREAM"
APPLAUSE." LUCILLE NORMAN
5. INTRO
"SUPPOSIN' " FRANK SINATRA
INTRO
"I'LL GET BY" LUCILLE NORMAN
APPLAUSE
6. COMMERCIAL
7. INTRO
"A MAN WROTE A SONG" FRANK SINATRA
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA - LUCILLE NORMAN

WITH

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 16, 1949

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 LUCILLE NORMAN and 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 Nancy sent me out to buy a live turkey
for Thanksgiving. Y'know - on the way home I got a free
flying lesson! Jefferson, shall we take off?

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

LIGHT UP TIME
11/16/49

-2-

OPENING COMMERCIAL

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

HIESTAND: You owe it to yourself to get all the smoking enjoyment you can from your cigarette so to be sure of more real deep-down smoking enjoyment, light up a truly finer cigarette -- Lucky Strike!

WILSON: Yes, friends, you can always be sure of greater smoking enjoyment with Luckies - because Luckies are a smoke that's mild, light, gentle - there's never a rough puff in a Lucky for you see, it takes fine tobacco to make a fine cigarette - and Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. And they pay all this money to get ripe, mellow leaf that's filled with smoking goodness - that's smooth and mild from Lucky to Lucky. No doubt about it, LS - MFT... Lucky Strike means fine tobacco! See for yourself how much more real, deep-down, smoking enjoyment you get from every single Lucky you light! 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 0053855

MUSIC: PLAYOFF INTRO..FADES OUT FAST UNDER:

FRANK: Light Up Timers, in this corner we have our Special Guest for tonight - the feather-weight singing champion of Southern California - Miss Lucille Norman.
(APPLAUSE)

LUCILLE: How nice! Thankyou, everybody, thankyou very much!

FRANK: May I say that you look devastating this evening, Miss Norman!

LUCILLE: Bless your kind heart, sir!

FRANK: What are you all dressed up for?

LUCILLE: I'm going to the big premiere tonight - the opening of - what I hear is one of the great pictures of the year, "All the King's Men"...

FRANK: Honey, the way you look All the King's Men will be watching you, from the screen..Incidentally, I understand that as souvenirs they are going to give all the ladies little gold pins in the shape of a King's Crown as they leave the theatre...

LUCILLE: That's right - to help everybody remember the picture.

FRANK: I'll never forget what they passed out in the lobby after my first picture, "Higher and Higher"...

LUCILLE: What was that?

FRANK: B.C. Headache Powders *to make them forget a little easier!* ~~to help them forget!~~ (SNEAK MUSIC)

But, now, darling, 'tis time for you to sing us something I'm sure we'll never forget! "If You Are But A Dream" - and, just between the two of us, you are...

MUSIC: "IF YOU ARE BUT A DREAM" LUCILLE NORMAN

(APPLAUSE)

FRANK: You really had us dreamy-eyed, Lucille! Wonderful!
And now, stick close to me, Gal - we are scheduled to
do a bit of running in double-harness... And this is
the kind of match-making I really enjoy. A boy and a
gal - like you and me - singing a pair of songs like
"Supposin'" and "I'll Get By",...

MUSIC: "S'POSIN'" FRANK SINATRA

SEGUE

LUCILLE: Oh, Frankie, that was just peachy!

FRANK: Just peachy, hey? All the more reason, m'dear, for you
to start pouring-on that sweet, creamy voice of yours...

MUSIC: "I'LL GET BY" LUCILLE NORMAN

(APPLAUSE)

LIGHT UP TIME
11/16/49

-5-

CLOSING COMMERCIAL

FRANK: Don, come on over and give the folks the password to greater smoking pleasure.

WILSON: OK, Frank, but it's no secret for everybody knows -- it's Lucky Strike. You see, Luckies pay more for fine tobacco ... millions of dollars more than official parity prices...

FRANK: That's right, Don, and neighbors -- do you know why Luckies pay all this money for light, sunshine-filled leaf? Well, it's FOR YOU! Yes, that's the reason -- for you -- for your added smokin' enjoyment. You know, fellows like me who really love a good cigarette do all they can to be sure of getting a smoke that's light and mellow. That's why Lucky Strike is my cigarette! There's never a rough puff in a Lucky -- so smooth, and mild -- so well-liked by millions of smokers. Yes, light up a Lucky, neighbors. You'll agree that Lucky Strike is the finest cigarette you ever put a match to! So the next time you buy cigarettes, remember the password to greater smoking pleasure, LUCKY STRIKE.

ATX01 0053858

MUSIC: PLAYOFF INTRO...TO BG FOR:

FRANK: And this is High-Light Time on Light Up Time!
Neighbors, in the entertainment business, one of
the little known professions is that of the Song-Plugger.
He's the fellow who takes a piece of music and tries to
get it performed on the radio, or on records. Just to
show you how easy a job it can be - this next tune will
demonstrate what a soft touch Song Plugger Sam Weiss has -
touting a tune that's as irresistible as this one...

MUSIC: "A MAN WROTE A SONG" 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: Add that's a million dollars worth of smoking advice, neighbors - so 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"

Frank:

Thanks for coming, Lucille, you were wonderful! Goodnight,
(APPLAUSE OVER "LUCKY DAY" THEME) *everybody!*

Lucille:

Thank you, Frank. Goodnight, everybody!

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.

AS BROADCAST
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 4:00-4:15 PM PST
NBC Broadcast 8:00-8:15 PM PST

NOVEMBER 17, 1949
(Taped 11/4/49) DATE _____

Network: _____
Repeat: _____

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
JEFF ALEXANDER AND THE ORCHESTRA

1. OPENING
2. INTRO
"AT SUNDOWN"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"DID I REMEMBER"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"YOU'RE IN LOVE WITH SOMEONE"
INTRO
"I'M IN THE MOOD FOR LOVE"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"THAT OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

JEFF ALEXANDER AND THE ORCHESTRA

NOVEMBER 17, 1949

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 almost didn't get here for the show.
Just before I left the house I walked over to Nancy to
kiss her goodbye while she was using the vacuum cleaner.
Boy was it dark in there! Jefferson, shall we lighten
things up?

MUSIC: "AT SUNDOWN".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
OPENING COMMERCIAL
11/17/49

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

HIESTAND: You owe it to yourself to get all the smoking enjoyment you can from your cigarette so to be sure of more real deep-down smoking enjoyment, light up a truly finer cigarette -- Lucky Strike!

WILSON: Yes, friends, you can always be sure of greater smoking enjoyment with Luckies - because Luckies are a smoke that's mild, light, gentle - there's never a rough puff in a Lucky for you see, it takes fine tobacco to make a fine cigarette -- and Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. And they pay all this money to get ripe, mellow leaf that's filled with smoking goodness - that's smooth and mild from Lucky to Lucky. No doubt about it, LS - MFT ... Lucky Strike means fine tobacco! See for yourself how much more real, deep-down smoking enjoyment you get from every single Lucky you light! 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, around here we take our setting-up exercises in the evening - and here's the gal who really "sets us up" - Miss Dorothy Kirsten. Hi there, D.K.

DOROTHY: Hi there, Frankie Boy! And before I do another thing, I want to ask you a favor...

FRANK: Dorothy! Don't tell me you want me to give you another singing lesson!

DOROTHY: Oh no! When they heard that you gave me the first one, three Members of the Metropolitan Opera Board of Directors fainted dead away!

FRANK: They're just jealous - that's all. Okay, what is it you want?

DOROTHY: Some girl friends of mine - opera singers - wrote and asked me to get a copy of your diet.

FRANK: Tell them I eat nothing but thin soup. Followed by several big, rare steaks. And plenty of spaghetti. Served with one bulldog on the side.

DOROTHY: What's the bull-dog for?

FRANK: To eat the steaks. I love spaghetti.

DOROTHY: Say, that's funny what you just said - about the bulldog - - to eat the steaks....

FRANK: It should be. It was, twenty years ago, when Irvin S. Cobb first said it. (SNEAK MUSIC) And now it is treat time on Light Up Time, Miss K., and the treat is on you. So, c'mon, dish us up a round of.."Did I Remember"....

MUSIC: ("DID I REMEMBER" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Miss Kirsten, right there we have a good example of the big trouble with radio -- you sing a song like that and poof! It's gone forever!

DOROTHY: Frankie! I hope you don't mean that by singing it, I put the song out of business!

FRANK: Goodness no! I meant that your wonderful rendition should be preserved for posterity. Gee, I guess, I just say things badly....

DOROTHY: Well, whatever else, you certainly sing things far from badly...

FRANK: Then, I guess I'd better start doing something you think I do goodly..

MUSIC: ("YOU'RE IN LOVE WITH SOMEONE".....FRANK SINATRA)

SEGUE

DOROTHY: (BIG SIGH) Oh, Frankie! I can just imagine - having a boy like you -- singing a song like that to a gal like me - on a moonlit river - in a canoe....

FRANK: Sounds good, Darling. But now, why don't you sing - while I paddle....

MUSIC: ("I'M IN THE MOOD FOR LOVE".....DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
CLOSING COMMERCIAL
11/17/49

WILSON: Friends, you just can't beat a Lucky for real, deep-down smoking enjoyment. And one of the big reasons Luckies are a finer, milder, smoother smoke is this: Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. In a cigarette it's the tobacco that counts and LS - WPT ... 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 fine, ripe, light tobacco. For instance, Mr. Ed Rogers, tobacco auctioneer from Reidsville, North Carolina, recently said:

EXPERT: I've seen the makers of Lucky Strike buy ripe, smooth leaf that shows the sunshine ... the kind of tobacco that's hard to beat for smokin' quality. I've been a Lucky fan for 12 years.

WILSON: There you have it, friends, a first hand tip from a tobacco expert. So, for your own real, deep-down smoking enjoyment smoke that smoke of fine tobacco LUCKY STRIKE - get a carton of Luckies today.

BATTEN, BAYTON, DUNSMITH & OSBORN, INC.

ATX01 0053866

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

FRANK: And this is High-Light Time on Light Up Time!
Featuring a song that, around the record selling
counters, really put us in business. If you're
out shopping, you'll recognize it when you see it.
It's got a small round sign on it reading "That Old
Master Painter" - F. Sinatra, Proprietor.....

MUSIC: ("THAT OLD MASTER PAINTER".....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 neighbors, make today your lucky day..just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.

MUSIC: "PUT YOUR DREAMS AWAY"
Frank: Goodnight, Dorothy!
(APPLAUSE) OVER "LUCKY DAY" THEME)
Dorothy: Goodnight, Frank!
ORCH: "LUCKY DAY"...UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS (BREATH 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

NOVEMBER 18, 1949
DATE (Taped 11/4/49)

Network: NBC

Broadcast: 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
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU GO TO MY HEAD"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"IF I EVER LOVE AGAIN"
APPLAUSE
FRANK SINATRA
6. COMMERCIAL
7. INTRO
"DANCING IN THE DARK"
APPLAUSE
FRANK AND DOROTHY
8. CLOSING

MS

RA-935

ATX01 0053869

"LIGHT UP TIME"

starring

FRANK SINATRA

DOROTHY KIRSTEN

JEFF ALEXANDER AND THE ORCHESTRA

November 18, 1949

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, according to the title of tonight's first song, it
should weigh about ninety-three pounds. Here it is --
"All of Me"!

MUSIC: ("ALL OF ME".....FRANK SINATRA):

(APPLAUSE)

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

FRANK: Light Up Timers, 'tis time to get starry-eyed -- and here is just the star to make you that way - the Pet of the Met - Miss Dorothy Kirsten. Good evening, Dorothy.....

DOROTHY: Good evening, Frank. You seem in jolly spirits this evening.....

FRANK: I am. A few weeks ago, I did a guest appearance on the Jack Benny Show - and I got my check for it this afternoon.....

DOROTHY: Wonderful! What are you going to do with it?

FRANK: Add two cents to it and buy the evening paper! Say, Don Wilson, I've often wondered - why did you ever leave your home town of Denver, Colorado to join up with that tight-fisted Mister Benny?

DON: Well, I just had to leave Denver, Frank....

FRANK: Yes - but why.....?

DON: Well, y'see, people were always mistaking me for Pike's Peak. I've still got the tire marks all over my back.

FRANK: Thank you, Mister Fisk, and it is time for you to retire.

(SNEAK MUSIC) For it is now time for the lovely Dorothy Kirsten to inspire as she sings... "You Go to My Head".... Dorothy.....

MUSIC: ("YOU GO TO MY HEAD".....DOROTHY KIRSTEN):

(APPLAUSE)

FRANK: Ah, Dorothy, M^lsweet, you poured us a heady cup and filled it to overflowing! With competition like you around, I certainly am glad that I am not another girl singer. I'm glad I'm not a girl anything! It's more fun being a boy. Then you get to sing songs like this - to girls....mmmmmm....

MUSIC: "IF I EVER LOVE AGAIN".....FRANK SINATRA
(APPLAUSE)

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ATX01 0053872

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

FRANK: It is Highlight Time on Light Up Time! And who's name
do you have on your Prom Card for the last dance of the
evening, Miss Kirsten?

DOROTHY: Why - "Frank Sinatra!" What else?

FRANK: Then, steer clear of the stag line, M'Dear, I don't want
anyone cutting in on us -

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

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until Monday evening, when Frank Sinatra, Dorothy Kirsten, ^{Fraggy Bluman and} The Orchestra and Andre Baruch, will be ^{with you} ~~backstage~~, from New York City, 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

DATE NOVEMBER 21, 1949 Network:

NBC Broadcast: 00-7:15 PM EST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"I'VE FOUND A NEW BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I'LL SEE YOU AGAIN"
APPLAUSE DOROTHY KIRSTEN
5. INTRO - MEDLEY -
"JUST ONE OF THOSE THINGS"
"ALL OF ME"
"PAGLIACCI"
"BABY IT'S COLD OUTSIDE"
"THE HUCKLEBUCK"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"SOME ENCHANTED EVENING"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 21 THRU NOVEMBER 25, 1949

OPENING COMMERCIAL

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

BARUCH: Friends, there's never a rough puff in a Lucky. Now, just think of that if you're looking for a smooth smoke, a mild smoke -- one that's filled with real, deep-down smoking enjoyment.

LAING: Yes, you can depend on a finer, lighter cigarette every time you light a Lucky Strike because the makers of Lucky Strike consistently select fine, light, naturally mild tobacco and pay millions of dollars more than official parity prices to get it. Remember, it takes fine tobacco to make a fine cigarette, and LS - MFT ... Lucky Strike means fine tobacco. You'll see how true this is with the first Lucky you light. You'll taste the perfection of a smooth, mellow smoke that's deeply enjoyable. There's never a rough puff in a Lucky. So next time you buy cigarettes, smoke the smoke that's famous for fine tobacco -- Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw.

ATX01 0053876

"LIGHT UP TIME"

STARRING

FRANK SINATRA - DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 21, 1949

7:00-7:15 PM EST

ORCH: "LUCKY DAY" BRIGHTUP AND UNDER:

Barwick,
~~BARON:~~

It's "LIGHT UP TIME"....PRESENTED BY LUCKY STRIKE...starring FRANK SINATRA, with DOROTHY KIRSTEN and ZIGGY ELMAN 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. - broadcasting from N.Y.C. - and may I tell you that New York is a very dangerous city for our orchestra leader, Ziggy Elman? It seems whenever Ziggy sees a checkerboard, he just can't resist playing a few games. This afternoon he chased a taxi cab halfway to Long Island! Well, there's a bunch of squares. Mr. Elman - it is your more....

MUSIC: "I FOUND A NEW BABY"FRANK SINATRA

(APPLAUSE)

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

FRANK: Light Up Timers, on Wednesday night, the audience at the Metropolitan Opera is going to have a chance to enjoy one of the truly great artists of our time! But, by golly, we aren't keeping you waiting until Wednesday, no sir - because here she is right now - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Oh, thank you. Thank you so much. And, Frankie, bless your big, fat heart...

FRANK: Big, fat heart! Gee - I mighta known it would show. Well, Dorothy, here it is-virtually the eve of opening night for your starring role in "Manon Lescaut" -

DOROTHY: That's right - it's only a matter of hours now...

FRANK: Just think - for two whole weeks now - day and night - you and the rest of the cast have done nothing but rehearse, rehearse, rehearse! Oh, that opera-stuff!

DOROTHY: Well, Frankie, isn't it the same in popular music - for instance when you record?

FRANK: Well, not exactly. Why take last week, I was in the recording studio. But when it came time to record, they told me my voice was a little fuzzy...

DOROTHY: Yes?

FRANK: It was a panic! They sent a boy rushing out to the drug-store to buy something with which I could gargle!

DOROTHY: What happened when the boy came back?

FRANK: They recorded me gargling. And the record is a smash.

DOROTHY: (LAUGHS) You're mad! That's what you are!

FRANK: Mad about you, Dorothy, as are all your friends, in opera or out. (SNEAK MUSIC) Now, tell us, what have you chosen as your first song for the evening?

DOROTHY: A song that I hope will hold you, until I get back on the show on Thursday night!

FRANK: Don't you worry, Darling, we'll be here...

MUSIC: ("I'LL SEE YOU AGAIN"DOROTHY KIRSTEN)
(APPLAUSE)

NOTE: (SPECIAL ENDING FOR SONG)

LADY: (SINGS) Light O! Time I must depart,
But I'll have you in my heart,
That, in opera, all my dreams come true...

~~MUSIC: FRANK: FRANK: FRANK: FRANK:~~

FRANK: Tremendous, Dorothy! Just great! And, by the way, Miss K., I want you to know that I am among the first to recognize that singing in the opera is a very serious business!

DOROTHY: It certainly is...

FRANK: Why, by this time, in any other part of the music business, they would have had Camille doing singing commercials for cough-drops. But that's not for Opera! Now...you know what I think?

DOROTHY: No, I do not!

FRANK: I think, right now, maybe we'd better get all the popular music out of your system - before you show up for work at the Met on Wednesday...

DOROTHY: How do you mean, Frankie?

FRANK: Dorothy - bend an ear in this direction. I shall demonstrate...

MUSIC: ("JUST ONE OF THOSE THINGS" . .FRANK. (FEW BARS)

FRANK: There! Y'see what I mean?

DOROTHY: I get the message, Son! You mean - just to sort of "clean house", I should dust off a few little things like this

MUSIC: ("ALL OF ME" . . . DOROTHY KIRSTEN (FOUR BARS)

FRANK: Now you're rockin'! Just a touch more of that and by Wednesday night, there won't be a trace of "bop" left in ya! But just so you don't get to thinking you're playing with kids around here, Dorothy, stand back!

MUSIC: ("PAGLIACCI. FRANK SINATRA)

DOROTHY: Mmm! Frankie, I'll bet Puccini would be so happy to have heard you sing that!

FRANK: Come, come, Miss Kirsten! Puccini didn't write Pagliacci!

DOROTHY: I know, Dear, that's what he'd be happy about. (LAUGHS) But don't get me wrong! After all there's nobody sings "Mule Train" better than you do!

FRANK: I know. But I want to tell you, I'm getting mighty tired of eating oats every night for dinner...

DOROTHY: Gosh, Frank, this is almost the hour of parting ...It's almost time for me to go to the opera house...

Frank:
MUSIC: *Please, please, please!*
(SINGS) I really must go...(BABY, IT'S COLD OUTSIDE")

FRANK: (SINGS) But, Baby, they're squares down there

DOROTHY: I might miss the show..

FRANK: A lot of long-hairs down there!

DOROTHY: And I'll miss you so..

BAND: (UNISON) BUT YOU'LL BE BACK!

DOROTHY: (TALKS) Oh, Man! Yas!

(APPLAUSE)

FRANK: Dorothy, you're wonderful! Now, here's a special tip - something for you to do just in case, maybe in the second act you feel the audience getting away from you - if you're losin' 'em - if they're reaching for their hats, why, just slip in a fast chorus of this little block-buster! *Not now, ma'am, I'll tell you when.*

MUSIC: ("THE HUCKLEBUCK"FRANK SINATRA

(APPLAUSE)

~~MUSIC: (PIANO INTRODUCTION TO "THE HUCKLEBUCK")~~

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 21, 1949

COMMERCIAL # 2

SINATRA: You know, neighbors, Luckies never let you down... because every single time you light one you get the tops in smoothness, in taste in real, genuine smokin' enjoyment!..

LAING: And there's good reason for that, Frank. For in a cigarette it's the tobacco that counts and Lucky Strike pays more for fine tobacco - millions of dollars more than official parity prices. Yes, Lucky Strike pays a lot of money for really fine, ripe tobacco that guarantees a smoother smoke every time. You see, when the Lucky Strike buyers go to the tobacco auctions they have you in mind... (BEGIN CHANT - HOLD UNDER)... and time and again they bid fast and high for light, mellow leaf... just listen...

BOONE: (CHANT UP FAST TO 62 -- SOLD AMERICAN)

LAING: And there you have it -- SOLD AMERICAN! The makers of Lucky Strike have bought another basket of fine, mild tobacco...the kind of tobacco that never lets you down in smoking enjoyment -- for it smokes smooth and mild -- puff after puff, pack after pack. Yes, you can count on the fact that there's never a rough puff in a Lucky. So for your own real deep-down smoking enjoyment, light up the cigarette that's famous for fine tobacco -- for fine smoking -- Lucky Strike!

ATX01 0053883

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

FRANK: It is High-light Time on Light-Up Time -
and, Dorothy Kirsten, right here we have
scheduled a repeat performance of the very
first duet you and I sang together on our
very first show. Y'see, around here we have
come to regard this ditty as a bit of a good
luck charm - and having felt its benefits
here on Light Up Time, we want you to sort
of take it along with you for your opening
as "Manon Lescaut"...

DOROTHY: It'll be better than a four-leaf clover...

FRANK: It'll be better than I'm looking OVER a four
leaf clover, you can bet your hat on that!

MUSIO: ("SOME ENCHANTED EVENING". . . FRANK & DOROTHY)

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, with Frank Sinatra, Ziggy Elman, and the Orchestra... our special guest Miss Marlene Dietrich and yours truly, Andre Baruch, ~~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 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 N.B.C.~~

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: NOVEMBER 22, 1949 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
MARLENE DIETRICH
WITH
ZIGGY ELMAN AND HIS ORCHESTRA

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"ILLUSIONS"
APPLAUSE MARLENE DIETRICH
5. INTRO
"BYE BYE BABY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"IF YOU ARE BUT A DREAM"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA - MARLENE DIETRICH

WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 22, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ...PRESENTED BY LUCKY STRIKE
...starring FRANK SINATRA, with tonight's guest,
MISS MARLENE DIETRICH and ZIGGY ELMAN 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 FS for LS - Frank Sinatra for Lucky
Strike - and just a few hours ago, a friend of
mine here in New York was telling me that today
we had real, fine swimming pool weather. (FIELDS)
Of course, the friend happened to be a polar
Bear. Say, that's a good one! And it sounds like
it's going to stay good - unspoiled by human
laughter. Somebody better drop a nickel in the
pie-anner...

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 21 THRU NOVEMBER 25, 1949

OPENING COMMERCIAL

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

BARUCH: Friends, there's never a rough puff in a Lucky. Now, just think of that if you're looking for a smooth smoke, a mild smoke -- one that's filled with real, deep-down smoking enjoyment.

LAING: Yes, you can depend on a finer, lighter cigarette every time you light a Lucky Strike because the makers of Lucky Strike consistently select fine, light, naturally mild tobacco and pay millions of dollars more than official parity prices to get it. Remember, it takes fine tobacco to make a fine cigarette, and LS - MFT ... Lucky Strike means fine tobacco. You'll see how true this is with the first Lucky you light. You'll taste the perfection of a smooth, mellow smoke that's deeply enjoyable. There's never a rough puff in a Lucky. So next time you buy cigarettes, smoke the smoke that's famous for fine tobacco -- Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw.

ATX01 0053888

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

FRANK: Light Up Timers, if any of you are wondering what Daddy wants for Christmas - here she is - Light Up Time's answer to this below-freezing weather... Miss Marlene Dietrich!

(AN OVATION, BY GEORGE)

MARLENE: Thank you, thank you. Hello, Frankie...

FRANK: Mmmmm, what big eyes you have Granma...
Oh, Miss Dietrich, I tell ya, this is the thrill of a lifetime! Y'see, in my dictionary, I long ago erased the word "glamour" and put your name in its place!

MARLENE: Why you wonderful boy! You make me want to reach right over and kiss you!

FRANK: *Oh, just cut the lights, and call the law.*
~~You better wait 'til after the show, Nancy while little Frankie ain't built so strong! Besides, you kiss me, we're liable to get a sudden visit from Nancy with the laughing face, only she won't be laughing.~~ You know, Marlene, I still get a thrill remembering the way you sang that famous song of yours in the picture "Blue Angel"...you know, the one that went...(SINGS THE FIRST TWO LINES OF "FALLING IN LOVE AGAIN" IMITATING DIETRICH)

MARLENE: (DISAPPOINTED) *Frankie* ~~Oh my!~~ Did I sound that bad?

FRANK: No - you sounded the way you look -- mmmm good.
Say, by the way, speaking of pictures, what have you been up to recently in the world of the cinema?

MARLENE: I have just returned from London, Frankie. I have been over there working in a new picture for Alfred Hitchcock...

FRANK: And what is the name of this Opus?

MARLENE: It is called "Stage Fright" -- and it is very frightening indeed!

FRANK: Well, I once made a picture, - called ^{"The Hanging"} ~~"Hanging"~~ ^{"Bandit"} ~~"Hanging"~~ -- that, too, was very frightening. For different reasons, of course....

MARLENE: You mean it didn't win any Academy Award?

FRANK: Win one? Ever since then, I've owed them one!
Incidentally, ^{madness} what sort of a fellow is this Alfred Hitchcock?

MARLENE: Oh, he's such a great director! You've seen him-- a little roly-poly man--he looks like a billiard ball!

FRANK: ^{really?} We should get ^{along well} together. I look like a pool cue!
Which reminds me, your song for the evening is all racked up and we are ready for you to break it up 'round here, by singing "Illusions" (SNEAK MUSIC) just the way you did in "Foreign Affair". And, while you're doing it, I'll close my eyes and make believe I'm the guy you sang it to - that lucky John Lund...

MUSIC: ("ILLUSIONS". MARLENE DIETRICH)
(APPLAUSE)

FRANK (AFTER APPLAUSE IS OUT) Any questions? Well Sir, I - (SHRUG SHOULDERS) Well, let's not talk about it. She's only the greatest thing since bubble gum. And, now Neighbors, on to a song which I recently recorded - and which comes in mighty handy in this particular spot. Y'see, Marlene, it's from a new show called "Gentlemen Prefer Blondes" if y'get what I mean. But, please don't pay any attention to the title - which is "Bye, Bye Baby"...

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 22, 1949

COMMERCIAL #2

BARUCH: Friends, it's clear from the first puff, there's never a rough puff in a Lucky. And Luckies are smoother, milder, more deeply enjoyable because, Lucky Strike means fine tobacco. To get this fine tobacco Luckies pay more...millions of dollars more than official parity prices.

SINATRA: Yes, neighbors, Luckies' fine tobacco sure does pay off in triple A smoking enjoyment. But you know, Luckies do a lot more to make sure you get a gentle, cool smoke. Just a short while ago I saw their fabulous laboratory in Richmond, Virginia. I saw scientists and technicians testing tobaccos, analyzing paper, foil -- and keeping a constant double check on the finished Luckies that flowed from the factories. Yes sir, Lucky Strike goes all out to make sure your Luckies are the smoothest, kindest cigarettes you ever put a match to. So, how about it, neighbors. Have a finer cigarette today...my cigarette...Lucky Strike.

ATX01 0053892

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

FRANK: And this would be High-Light Time on Light Up Time! Spotighting a song which I call "The Songster's Friend" - it's that pleasant to sing. Listen my children, and you shall hear...

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

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening with Frank Sinatra, Ziggy Elman, and the Orchestra...and yours truly, Andre Baruch, 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 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

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE

November 23, 1949

AS

Network

NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM EST

STARRING

FRANK SINATRA

WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"SHOULD I"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. "ON THE ISLAND OF STROMBOLI"
APPLAUSE FRANK SINATRA
5. INTRO
"AND THE ANGELS SING"
ZIGGY ELMAN & HIS TRUMPET
6. INTRO
"P.S. I LOVE YOU"
APPLAUSE FRANK SINATRA
7. COMMERCIAL
8. INTRO
"WHERE IS MY BESS"
APPLAUSE FRANK SINATRA
9. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 23, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE ... starring FRANK SINATRA and ZIGGY ELMAN 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 tonight our own Dorothy Kirsten opens at the Metropolitan Opera. Gee -- It's not that I'm easily offended or anything - but we use her on our show -- I don't see why I wasn't asked to be in hers.^{silence} Oh, well - C'mon Ziggy - let's you and I have some fun. *Tonight - see me go.*

MUSIC: ("SHOULD I" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 21 THRU NOVEMBER 25, 1949

OPENING COMMERCIAL

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

BARUCH: Friends, there's never a rough puff in a Lucky. Now, just think of that if you're looking for a smooth smoke, a mild smoke -- one that's filled with real, deep-down smoking enjoyment.

LAING: Yes, you can depend on a finer, lighter cigarette every time you light a Lucky Strike because the makers of Lucky Strike consistently select fine, light, naturally mild tobacco and pay millions of dollars more than official parity prices to get it. Remember, it takes fine tobacco to make a fine cigarette, and LS - MFT ... Lucky Strike means fine tobacco. You'll see how true this is with the first Lucky you light. You'll taste the perfection of a smooth, mellow smoke that's deeply enjoyable. There's never a rough puff in a Lucky. So next time you buy cigarettes, smoke the smoke that's famous for fine tobacco -- Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw.

ATX01 0053897

(AFTER COMMERCIAL)

(1 CHORUS - NO ANNCT.

MUSIC: ("STROMBOLI" FRANK SINATRA)

(APPLAUSE)

FRANK: Light Up Timers, it is truly a thrill to realize that our own singing partner -- the gracious and glamorous Dorothy Kirsten is right this minute in her dressing room at the Metropolitan Opera House, awaiting the "on stage" call to step out in the starring role of "Manon Lescaut"! Andre Baruch, don't you think it's terrific?

ANDRE: I certainly do, Frank. Especially, when you consider ~~consider~~ the fact that, at the Met, the Opera "Manon Lescaut" has not ~~heretofore~~ been revived for nineteen years.

FRANK: Brother - after they hear our gal sing it - the audience may not be revived for nineteen years! *it's* Oh well, our hearts may be over there, but our job is still right here - and Ziggy Elman is just the lad to help us do it. ~~Neighbors, do your ear a favor, and plant it right up close to your radio,~~ ~~as~~ Mr. Elman makes the most of the next few moments by tooting up some musical lightning that keeps right on striking in the same place -- real close to our hearts!

MUSIC: ("AND THE ANGELS SING" ZIGGY ELMAN)

(APPLAUSE)

FRANK:

Well sir! Mr. Elman, much more of that, and ^{and here}
you'll have Gabriel out looking for a job! ~~Friends,~~
~~are a couple fellows who never fails.~~
~~hark ye now to a little love letter we wrote to~~
the light of our Light Up Time lives, Miss
Dorothy Kirsten. The first part of this billet
doux we already sent over to the Metropolitan
Opera House by messenger. The "P.S." we'll let
you in on

MUSIC:

("P.S." I LOVE YOU" (PARODY)FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 23, 1949

COMMERCIAL #2

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. And to get this fine tobacco for your cigarette, Lucky Strike pays more - millions of dollars more than official parity prices. And friends, all this adds up to one thing - MORE SMOKING ENJOYMENT FOR YOU. And that's what you're after in a cigarette, isn't it? Why sure! You want all the mildness, all the flavor, all the real, deep-down smoking enjoyment that comes from ripe, mild leaf. So listen for a moment to the words of a man who's seen Lucky Strike buy many a basket of tobacco. He's Mr. Raymond W. Crutchfield, an independent tobacco warehouseman from Reidsville, North Carolina. Recently he said:

EXPERT: In my 16 years of experience as a warehouseman, year after year I've seen the makers of Lucky Strike buy fine, mild leaf that makes one great smoke. Luckies have been my favorite for 20 years.

LAING: So take a tip from an expert, and for your own real deep-down smoking enjoyment, smoke the cigarette that's famous for fine tobacco -- Lucky Strike. Get a carton today!

ATX01 0053900

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

FRANK: It is Highlight-Time on Light Up Time! And our way of saying "good luck" to Dorothy Kirsten on her thrilling opening night at the opera, is by singing something that's as operatic as we've ever dared to get. ~~A great song from a great show dedicated to a great gal --~~ ^{"Where Is My Bess"} ~~"Bess, You Is My Woman",~~ from George Gershwin's "Porgy and Bess"...

MUSIC: ~~("BESS YOU IS MY WOMAN"~~ FRANK SINATRA)

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening with Frank Sinatra, Dorothy Kirsten, Ziggy Elman, and the Orchestra.... and yours truly, Andre Baruch, 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 today! LUCKY STRIKE - my cigarette! And until tomorrow night, Thanksgiving, keep a lighted Lucky burnin' in the window for us ...

and I smoke, Sin and Nancy, don't stuff yourselves too much tomorrow night.
(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.

EMERGENCY EXIT - NO. 2

BARUCH: OUT --

SINATRA: Until tomorrow night - keep a lighted Lucky burnin' in the window for us -- Good night - etc.

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 November 27, 1949

AS BROADCAST

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE BEST THINGS IN LIFE ARE FREE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"KISS ME AGAIN"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"DON'T CRY JOE"
APPLAUSE FRANK SINATRA
6. INTRO
"THE MAN I LOVE"
APPLAUSE DOROTHY KIRSTEN
7. COMMERCIAL
8. INTRO
"THE HOUSE I LOVE IN"
APPLAUSE FRANK SINATRA
9. CLOSING

"LIGHT UP TIME"

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 24, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 trust that, if our Thanksgiving
show turns out to be a turkey, you won't give us
the bird. Johnny Blowers, ~~let's hear those~~ *from the*
drumsticks! (DRUM ROLL OFF INTO:)

MUSIC: ("THE BEST THINGS IN LIFE ARE FREE" ..FRANK SINATRA)
(APPLAUSE)

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
SET UP TIME
OCTOBER 21 THRU NOVEMBER 25, 1949

LONG COMMERCIAL

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

ANCH: Friends, there's never a rough puff in a Lucky.
Now, just think of that if you're looking for a
smooth smoke, a mild smoke -- one that's filled
with real, deep-down smoking enjoyment.

ANCH: Yes, you can depend on a finer, lighter cigarette
every time you light a Lucky Strike because the
makers of Lucky Strike consistently select fine,
light, naturally mild tobacco and pay millions of
dollars more than official parity prices to get it.
Remember, it takes fine tobacco to make a fine
cigarette, and LS - MFT ... Lucky Strike means fine
tobacco. You'll see how true this is with the
first Lucky you light. You'll taste the perfection
of a smooth, mellow smoke that's deeply enjoyable.
There's never a rough puff in a Lucky. So next
time you buy cigarettes, smoke the smoke that's
famous for fine tobacco -- Lucky Strike - so round,
so firm, so fully packed...so free and easy on the
draw.

ATX01 0053905

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

FRANK: Light up Timers, here's the gal who really gave the audience at the Metropolitan Opera House something to be thankful for last night -- here she is, The Pet of the Met -- Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you - thank you, and bless your heart for the wonderful flowers you sent me, Frankie. And, I must say you certainly did look cute wearing TAILS.

FRANK: That wasn't tails I was wearing, Dorothy, that *with a new easy stretch that happens to go the wrong way* was just a ~~low~~ rented tuxedo? Sometimes it's *easy* hard getting a good fit. Say, where are you having Thanksgiving Dinner?

DOROTHY: Well, I really haven't made any plans ...

FRANK: *since both of us are away from home* Good. D.K., how about having Thanksgiving Dinner with me -- at the Colony Restaurant?

DOROTHY: The Colony?

FRANK: Yes -- that's Fort Knox - with a kitchen. They're fixing us a very special dinner. First, we'll start off with oysters

DOROTHY: What's so special about that? A lot of restaurants serve oysters as a first course.

FRANK: Yes - but with a pearl in every oyster? If you're going to eat a lot of them, you'd better bring *along* a piece of string. *Keep that's good! Bring along a piece of string!*

DOROTHY: Then, I suppose we'll have turkey?

FRANK: No - as a matter of fact, tonight they're serving Roast Peacock. Up there, they've got to have their Turkey in technicolor! (SNEAK MUSIC) And, if you don't mind, Miss K., tonight I am ordering our sweet before dinner - a musical morsel, confectioned by you, M'Dear. Victor Herbert's "Kiss Me Again."

DOROTHY: Would you mind repeating that?

FRANK: "Kiss Me Again"

DOROTHY: Ohhh, girls, coming from him, doesn't it sound *very* divine?

FRANK: Oh, ~~ohshaw!~~ *see why!*

MUSIC: ("KISS ME AGAIN" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Great, Dorothy, just great! A rendition of rare beauty, believe me. And now join me if you will in giving thanks for a brace of records which are currently doing right well for us at the music marts.

DOROTHY: That would probably mean "Don't Cry Joe" in your case, correct?

FRANK: Right as rain and, with all those tears, just as wet

MUSIC: ("DON'T CRY JOE" FRANK SINATRA)
(SEGUE)

DOROTHY: Oh, Frankie Boy, My little old hankie needs runnin' thru the ringer ...

FRANK: That'll just have to wait, Dreamgirl, 'til you get thru running thru this song

MUSIC: ("THE MAN I LOVE" DOROTHY KIRSTEN)
(APPLAUSE)

CAN TOBACCO COMPANY
IKE
TIME
24, 1949

L #2

Friends, everytime you light up a Lucky Strike cigarette, you get more real deep-down smoking enjoyment.

(CONVERSATIONAL) Yes, that's exactly what you get from every Lucky you light. For to make certain that Luckies are a smoother, lighter, more deeply enjoyable smoke -- Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. Remember, in a cigarette it's the tobacco that counts, and LS - MFT....Lucky Strike means fine tobacco. Fine tobacco that guarantees a milder, truly finer cigarette for you! From first puff to last Luckies are mellow and smooth smoking. There's never a rough puff in a Lucky. So for your own real deep-down smoking enjoyment smoke the smoke that's famous for fine tobacco -- Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATX01 0053909

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

FRANK: It is Highlight Time on Light Up Time -- and the
light that's burning most brightly this
Thanksgiving night is the one that burns warmly,
hopefully for all mankind in the window of ...
"The House I Live In"

MUSIC: ("THE HOUSE I LIVE IN" . FRANK SINATRA)

(APPLAUSE)

BARUCH: Well everybody, LIGHT UP TIME is coming to a close until tomorrow evening, with Frank Sinatra, Dorothy Kirsten, Ziggy Elman, and the Orchestra... and yours truly, Andre Baruch, 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: *A new happy Thanksgiving to everybody*
~~And that's a million dollars worth of smoking~~
Happiest Thanksgiving Dorothy
~~advice neighbors to get a carton today!~~
Happiest Thanksgiving Frank. Happiest Thanksgiving
Sinatra!
~~LUCKY STRIKE - my cigarette!~~
~~everybody.~~
~~And until tomorrow night, keep a~~
~~lighted Lucky burnin' in the window for us...~~

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

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

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

~~EMERGENCY EXIT - NO. 2~~

~~BARUCH: OUT --~~

~~SINATRA: Until tomorrow night - keep a lighted Lucky burnin' in the window for us -- Good night -etc.~~

~~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 November 25, 1949

Network:

NBC Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM EST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH:
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"JALOUSIE"
APPLAUSE DOROTHY KIRSTE
5. INTRO
"SCATTERED TOYS"
FRANK SINATRA
"HUSH LITTLE DARLIN"
APPLAUSE DOROTHY KIRSTE
6. COMMERCIAL
7. ~~"YOU'RE BREAKING MY HEART"~~
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

-1-

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 24, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 howdya like that! This morning
as I walked past the skeleton of our Thanksgiving
Turkey, it looked up at me and said "Buddy, I
still look better than you do"! Huh! Zig -
shall we zag?

MUSIC: ("OLD MASTER PAINTER" FRANK SINATRA)

(APPLAUSE)

ATX01 0053913

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 21 THRU NOVEMBER 25, 1949

OPENING COMMERCIAL

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

BARUCH: Friends, there's never a rough puff in a Lucky. Now, just think of that if you're looking for a smooth smoke, a mild smoke -- one that's filled with real, deep-down smoking enjoyment.

LAING: Yes, you can depend on a finer, lighter cigarette every time you light a Lucky Strike because the makers of Lucky Strike consistently select fine, light, naturally mild tobacco and pay millions of dollars more than official parity prices to get it. Remember, it takes fine tobacco to make a fine cigarette, and LS - MFT ... Lucky Strike means fine tobacco. You'll see how true this is with the first Lucky you light! You'll taste the perfection of a smooth, mellow smoke that's deeply enjoyable. There's never a rough puff in a Lucky. So next time you buy cigarettes, smoke the smoke that's famous for fine tobacco -- Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw.

ATX01 0053914

FRANK: That was a smasher as usual, Dorothy! Or, as ~~they say in your world of music, Doo-doo!~~ And, as ~~they say in mine, it was the "Doo-doo!"~~ Now, 'tis Medley Time on Light Up Time, D. K., in which we salute those to whom the Holiday Time of the year is the most important, the youngsters. One good thing at Christmas Time though. With me, business is usually picking up.

DOROTHY: Picking up?

FRANK: Yes -- picking up -- "Scattered Toys"

MUSIC: ("SCATTERED TOYS" FRANK SINATRA)

SEGUE

DOROTHY: What a charming song that is, Frankie!

FRANK: Thanks, D. K., but I'm sure 'tis but a lull compared to the lullaby you're about to whisper in our ears ...

MUSIC: ("HUSH LITTLE DARLIN'" DOROTHY KIRSTEN)

(APPLAUSE)

MUSIC: ("LAST NUMBER ... PLAYS OFF COMMERCIAL WITHOUT ANN

INTO: ~~"YOU'RE BREAKING MY HEART"~~

"DREAMER'S HOLIDAY" - *Frank Sinatra*

~~"THE SONG TO YOU"~~

(APPLAUSE)

MUSIC: ("LAST NUMBER ... PLAYS OFF COMMERCIAL WITHOUT ANN

INTO: ~~"YOU'RE BREAKING MY HEART"~~

"DREAMER'S HOLIDAY" - *Frank Sinatra*

~~"THE SONG TO YOU"~~

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 28, 1949

Network: **AN BROADCAST** NBC Broadcast: 7:00-7:15 PM EST
Repeats: 8:00-8:15 PM EST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"YOU'D BE SO NICE TO COME HOME TO"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"EASY TO LOVE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"JUST ONE OF THOSE THINGS"
INTRO
"YOU DO SOMETHING TO ME"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"NIGHT AND DAY"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

-1-

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 28, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME"...PRESENTED BY LUCKY STRIKE
....starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 here in New York it snowed over the
week-end. So, tonight, we'll build a snow-man
for which we'll need five pieces of coal. Five
pieces of Cole Porter music that is...Ziggy!

MUSIC: ("YOU'D BE SO NICE TO COME HOME TO"...FRANK SINATRA)
(APPLAUSE)

ATX01 0053919

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28 thru DECEMBER 2, 1949

OPENING COMMERCIAL

BARUCH: Friends, 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 each and every Lucky Strike. 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.

LAING: Yes, Lucky Strike means fine tobacco. And to get fine, mild, mellow tobacco that's filled full of smoking goodness for your cigarette ... Luckies pay millions of dollars more than official parity prices. That's right - actually millions of dollars more for fine tobacco! And the result is - you benefit ... for Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a ~~gentler~~, smoother smoke every puff of the way. It's plain from the first puff, there's never a rough puff in a Lucky. So light up a Lucky, friends - for more smoking enjoyment. And the next time you buy cigarettes, get a carton of LUCKY STRIKE - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0053920

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

FRANK: Light Up Timers, radio programs may give away a lot of fabulous gifts but here's some thing that reverses the whole procedure! Here is Opera's gift to RADIO - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you. And hi there, Frankie - happy Monday to you!

FRANK: Happy washday, D.K. And I think I'd better let you know -- with the start of a new week, we're starting a new policy; every now and then we'll have a whole program saluting some famous composer! Tonight, for instance, it's Cole Porter.

DOROTHY: An auspicious beginning! After all, I ask you, what sells better on Broadway than Cole Porter?

FRANK: Orange juice. (SNEAK MUSIC) But, when it comes to selling a song, Dorothy, nobody's better than you - so start selling, m'dear, you are right now among some of your very best customers.

MUSIC: ("EASY TO LOVE".DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: ~~Tremendous~~ ^{Very lovely}, Dorothy, ^{very lovely indeed} tenderly treated indeed.
Do you know anybody wants to buy a recently melted heart? 'Cause I got one. Now, on with our salute to Cole Porter - a composer whose songs have been standard equipment in some of the the biggest hits in the history of show business. Also, standard equipment for boys and girls who use Mr. Porter's tunes to help 'em do some of their fanciest flirting...Cum sa!

MUSIC: ("JUST ONE OF THOSE THINGS". . .FRANK SINATRA)

SEGUE

DOROTHY: Oh, Frankie-boy, that sends me!

FRANKIE: Well, Dorothy, wherever it sends you, be sure to let us know, 'cause we sure do want to follow.

DOROTHY: It's a deal. And you can start right now, by following this little train of thought...

MUSIC: ("YOU DO SOMETHING TO ME". . . .DOROTHY KIRSTEN)

(APPLAUSE)

Frank: *Thank you Shores must.*

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28TH, 1949

COMMERCIAL #2

SINATRA: When you ask yourself why you smoke, neighbors, I'm sure you'll agree it's for enjoyment. Well, the makers of Luckies can promise you more enjoyment - a milder, smoother, cigarette - because every Lucky you light is plumb full of fine tobacco.

BARUCH: That's right, Frank ... and at the tobacco auctions, Luckies pay more for fine tobacco ... actually millions of dollars more than official parity prices. In Georgia, Virginia, the Carolinas - throughout the tobacco-growing areas ... (CHANT IN - UNDER) ... when the fine leaves of gentle, sun-ripened tobacco come up for sale, time and again, you'll hear the auctioneer close out the sale to Lucky Strike.

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

SINATRA: And, neighbors, that's the kind of tobacco in your Lucky Strike ... real fine tobacco that smokes smooth and even ... tobacco that you can enjoy right down to ~~your~~ ^{the last puff} ~~root-tips~~. And remember - it's waiting at your beck and call in every pack of Luckies. Better try 'em, ha?

ATX01 0053923

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

FRANK: And this is High-Light Time on Light Up Time!
Starring a song that, just seventeen years ago
tomorrow night, was first sung on Broadway
by a fancy-footed gent named Fred Astaire, in
a show titled "Gay Divorce". Although this is
a song that has certainly never been in need,
some years ago I adopted it - as my personal
musical signature - ~~which makes me doubly~~
~~grateful to Cole Porter for having written it.~~

MUSIC: ("NIGHT AND DAY".....FRANK SINATRA)

(APPLAUSE)

CLOSING

BARUCH: Well, everybody, LIGHT UP TIME, is coming to a close until tomorrow evening, when Frank Sinatra, Ziggy Elman and the Orchestra...and yours truly, Andre Baruch, 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: Good reason, neighbors, to make your next carton, LUCKY STRIKE! Until tomorrow night, keep a lighted LUCKY burnin' in the window for us...

MUSIC: "PUT YOUR DREAMS AWAY"

*Frank: Goodnight Dorothy
Baruch: Goodnight Frank*

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: "YOU'RE TUNED FOR THE STARS (2 BEATPAUSE) ON NBC

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE November 29, 1949

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING

FRANK SINATRA

WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME".....
FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. "MY STREET"
FRANK SINATRA
APPLAUSE
5. INTRO
"DON'T WORRY ABOUT ME"
FRANK SINATRA
"DAY IN, DAY OUT"
APPLAUSE
6. COMMERCIAL
7. INTRO
"IF I EVER LOVE AGAIN"
FRANK SINATRA
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME" #61-65

7:00-7:15 PM EST

NOVEMBER 29, 1949

TUESDAY

(TIME SIGNAL)

ORCHESTRA: "LUCKY DAY" (Pleasantly Bright Under and Out)

BARUCH: It's "LIGHT UP TIME" presented by Lucky Strike ...
with Ziggy Elman and the Orchestra and starring
Frank Sinatra ... 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 nothing could make Light Up Time
burn more brightly than this torchy old favorite!

MUSIC: ("I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME".....
FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28 thru DECEMBER 2, 1949

OPENING COMMERCIAL

BARUCH: Friends, 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 each and every Lucky Strike. 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.

LAING: Yes, Lucky Strike means fine tobacco. And to get fine, mild, mellow tobacco ~~that's filled with~~ ~~smoking goodness~~ for your cigarette ... Luckies pay millions of dollars more than official parity prices. ~~This is right - actually millions of~~ ~~dollars more~~ for fine tobacco! And the result is - you benefit ... for Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a gentler, smoother smoke ~~every puff of~~ the way. ~~It is plain from the first puff,~~ never a rough puff in a Lucky. So light up a Lucky, friends - for more smoking enjoyment. And the next time you buy cigarettes, get a carton of LUCKY STRIKE - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0053928

NOTE: NO ANNCT. INTO:

MUSIC: ("MY STREET" FRANK SINATRA)
(APPLAUSE)

FRANK: Gee, Andre, it sure is lonesome around here without Dorothy Kirsten

ANDRE: Right - and where is our missing ladybird, Frank?

FRANK: She's down in Philadelphia with the Metropolitan Opera. They're playing a sort of long-hair "one-nighter." It makes me recall my old days with the Dorsey band. ^{we} I used to travel everyplace by Greyhound. Then, one night the greyhound up and died. Dog gone. ^{Aw no} (MUSIC SNEAK) And now, neighbors Light Up Time sparkles along with a pair of fine songs by a pair of fine songwriters - the Messrs. Rube Bloom and Johnny Mercer ... viz to wit:

MUSIC: ("DONT'T WORRY ABOUT ME"

"DAY IN, DAY OUT"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 29, 1949

COMMERCIAL #2

LAING: Friends, when you want a smoke you can enjoy - really enjoy ... when you want the mellow taste of mild, gentle tobacco, you know what to ask for -- Lucky Strike. There's never a rough puff in a Lucky because in a cigarette it's the tobacco that counts -- and Luckies pay more for fine tobacco ... millions of dollars more than official parity prices. Yes

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco. Now you and I - we haven't the opportunity ... but the tobacco experts can see the makers of Lucky Strike consistently select and buy light, mellow leaf ... the kind that gives you more smoking enjoyment. Just take a man like Mr. Thomas Allen Jones of Mount Airy, North Carolina... a veteran auctioneer who really knows tobacco. He recently said

EXPERT: In my years of auctioneering, 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!

(MORE)

ATXQ1 0053931

THE AMERICAN TOBACCO COMPANY -2-
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 29, 1949

COMMERCIAL #2 (Cont'd)

LAING: There's a tip for you, friends -- from an expert.
So light up a Lucky yourself ... and enjoy the
finer smoking of fine quality tobacco. Next
time you buy cigarettes, remember the password
to greater smoking enjoyment -- LUCKY STRIKE!
Get a carton of Luckies today!

ATX01 0053932

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

FRANK: It is Highlight Time on Light Up Time - using for illumination this evening the vari-colored lights of that porr man's Symphony Hall - the juke-box. So, ~~Ziggy~~^{Sam} Elman, if you will kindly drop a nickel in my ^{small} ear, I shall make believe that I am a record which I recently made for Columbia. Ah! There's the nickel! And OUCH .. there's the needle!

MUSIC: ("IF I EVER LOVE AGAIN" FRANK SINATRA)
(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening with Frank Sinatra, Dorothy Kirsten, Ziggy Elman, and the Orchestra and yours truly, Andre Baruch, 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 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)

Goodnight, neighbors, we'll see you tomorrow night.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: November 30, 1949

Network: NEC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM EST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING

2. INTRO

"IT WAS ONLY A PAPER MOON"....

FRANK SINATRA

APPLAUSE

3. COMMERCIAL

4. INTRO

"WHY WAS I BORN"

DOROTHY KIRSTEN

APPLAUSE

5. INTRO

"MAD ABOUT YOU"

FRANK SINATRA

APPLAUSE

6. COMMERCIAL

7. INTRO

"A FINE ROMANCE"

FRANK SINATRA
DOROTHY KIRSTEN

APPLAUSE

8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

NOVEMBER 30, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 - just back from skating in Central Park -
and I must say it was a very interesting experience.
No ice! Ziggy, send up a twenty-five cent piece!

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28 thru DECEMBER 2, 1949

OPENING COMMERCIAL

BARUCH: Friends, 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 each and every Lucky Strike. 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.

LAING: Yes, Lucky Strike means fine tobacco. And to get fine, mild, mellow tobacco that's filled full of smoking goodness for your cigarette ... Luckies pay millions of dollars more than official parity prices. That's right - actually millions of dollars more for fine tobacco! And the result is - you benefit ... for Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a ~~gentler~~, smoother smoke every puff of the way. It's plain from the first puff, there's never a rough puff in a Lucky. So light up a Lucky, friends - for more smoking enjoyment. And the next time you buy cigarettes, get a carton of LUCKY STRIKE - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0053937

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

FRANK: Light Up Timers, last night in Philadelphia,
Dorothy Kirsten sang with the Met. Tonight, she's
back here to sing with the mutt. (RRRRUFFF) And
how are you c'est soir, D.K.?

DOROTHY: Tres bien, F.S. Et vous?
I'm solid tonight.

FRANK: I feel just great. And how did the opera go last
night?

DOROTHY: Wonderful, Frank. Only one thing...

FRANK: What was that?

DOROTHY: I couldn't understand a word I sang!

FRANK: *You must be cartooning.*
~~You're~~-joking, Dorothy. I happen to know you speak
beautiful Italian. By the way, in Philadelphia,
where does the Opera perform?

DOROTHY: At the Academy of Music.

FRANK: Oh yes - the Academy of Music -- that's sort of a
longhair BOP CITY! (SNEAK) Well, it's song-time
now, M'lovely - and the song is "Why Was I Born"

MUSIC: ("WHY WAS I BORN"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK:

Beautiful.
A fine hunk of chirping, Ladybird. Dorothy, the way you carried that great, big torch you'll probably be getting a fan letter from the Statue of Liberty. Neighbors, rather than interrupt the romantic reverie so well established by Miss Kirsten, I shall just carry on in much the same mood. Gals, how'd you like to get a love-letter that read like this?

MUSIC:

("MAD ABOUT YOU" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 30, 1949

COMMERCIAL #2

BARUCH: Friends, every time you light up a Lucky Strike cigarette, you get more real deep-down smoking enjoyment.

LAING: (CONVERSATIONAL) Yes, that's exactly what you get from every Lucky you light. For to make certain that Luckies are a smoother, lighter, more deeply enjoyable smoke -- Luckies pay more for fine tobacco -- millions of dollars more than official parity prices. Remember, in a cigarette it's the tobacco that counts, and LS - MFT Lucky Strike means fine tobacco. Fine tobacco that guarantees a milder, truly finer cigarette for you! From first puff to last Luckies are mellow and smooth smoking. There's never a rough puff in a Lucky. So for your own real deep-down smoking enjoyment smoke the smoke that's famous for fine tobacco -- Lucky Strike ... so round, so firm, so fully packed, so free and easy on the draw. Make your next carton Lucky Strike!

ATXQ1 0053940

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

FRANK: And this would be High Light Time on Light Up Time! How about it, Dorothy? Care to join me in a ride once around the park?

DOROTHY: In a horse and carriage I hope?

FRANK: Not with the price of oats the way it is! We're riding on a bicycle built for one!

DOROTHY: For one!

FRANK: Yep! I'll jump up on the handle-bars and you peddle!

DOROTHY: Okay! Don't fall off! Here we go!

MUSIC: ("A FINE ROMANCE" FRANK SINATRA AND DOROTHY KIRSTEN)

FRANK: Wait a minute. Wait a minute. You ain't heard nothin' yet. You like that kind of stuff do you? How about it, Dorothy? Would you like to go 'round once again?

DOROTHY: I've still got the beat.

FRANK: Then leave us not waste it.

MUSIC: ("A FINE ROMANCE" continued FRANK AND DOROTHY)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elmen and the orchestra...and yours truly, Andre Baruch 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!

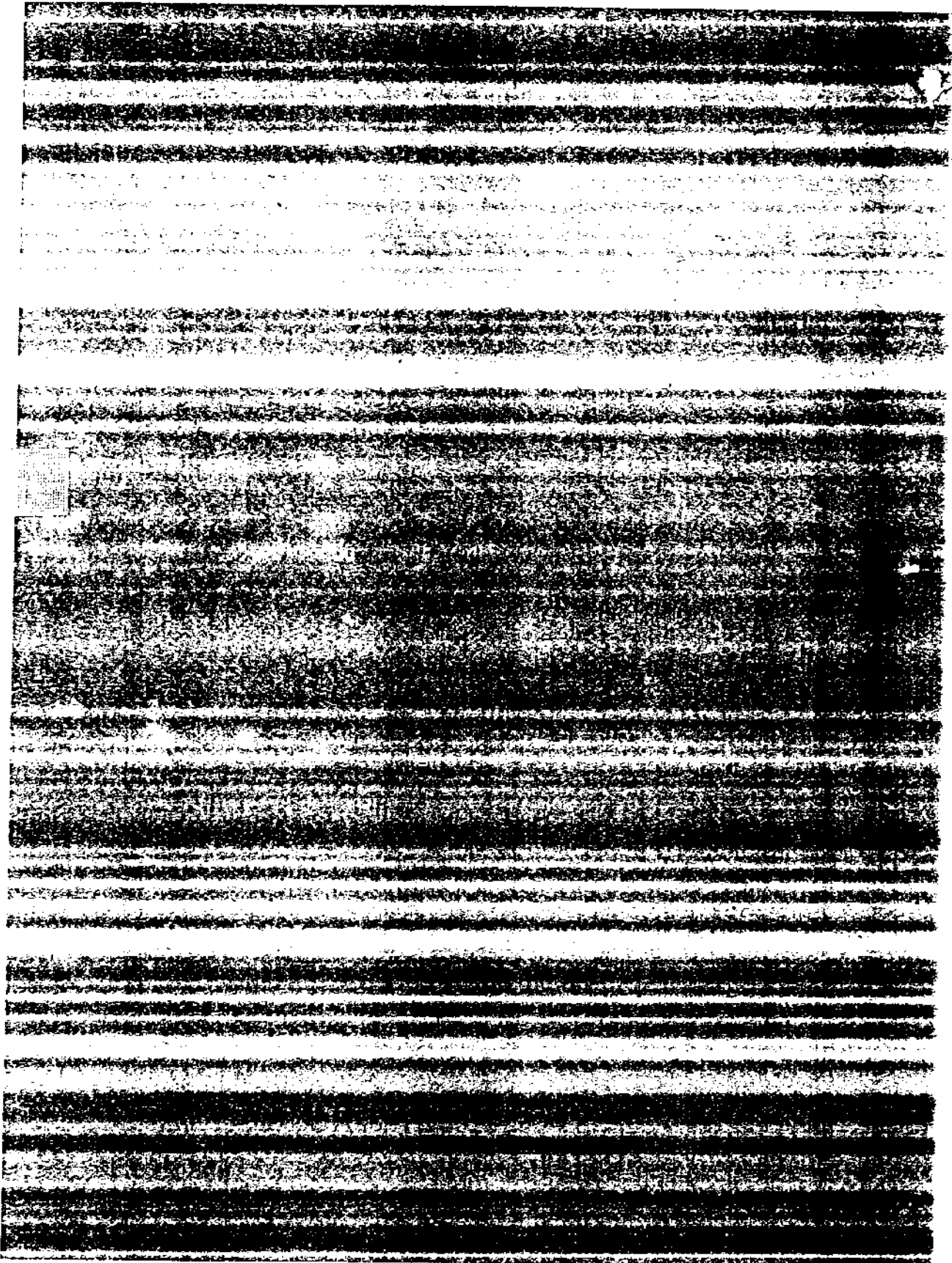
FRANK: So neighbors, make today your lucky day...just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.

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

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

Frank: Goodnight, Dorothy.
Dorothy: Goodnight, Frank.

DEC. 1



LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Dec. 1, 1949

AS

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM EST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"MY BLUE HEAVEN"..... FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"I CAN DREAM CAN'T I?" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"BODY & SOUL" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. INTRO
"ONLY MAKE BELIEVE" FRANK SINATRA &
DOROTHY KIRSTEN
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 1, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 hello to December - the month
that people spend money like it's going out of
style! Mr. Elman, shall we spend a little energy ^{instead?}

MUSIC: ("MY BLUE HEAVEN" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28 thru DECEMBER 2, 1949

OPENING COMMERCIAL

BARUCH: Friends, 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 each and every Lucky Strike. 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.

LAING: Yes, Lucky Strike means fine tobacco. And to get fine, mild, mellow tobacco that's filled full of smoking goodness for your cigarette ... Luckies pay millions of dollars more than official parity prices. That's right - actually millions of dollars more for fine tobacco! And the result is - you benefit ... for Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a ~~gentler~~, smoother smoke every puff of the way. It's plain from the first puff, there's never a rough puff in a Lucky. So light up a Lucky, friends - for more smoking enjoyment. And the next time you buy cigarettes, get a carton of LUCKY STRIKE - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0053946

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, chances are that many of the more daring among you masculine members will head your letter to Santa Claus, telling him what you want for Christmas, with the name of our delightful Diva, Miss Dorothy Kirsten. Hi there, gifted one!

DOROTHY: Hello, you charming boy, you! (LITTLE GROWL)

FRANK: ~~Steady.~~ ^{Steady. Hoo. Hoo.} Dorothy, tonight, I say let's face a fact. Christmas is coming. Naturally, I'll be giving you a gift of some kind - so let's be practical. I want you to tell me exactly what you'd like to have me give you...

DOROTHY: Well, you know those beautiful ~~new Cadillacs~~ ^{new white mink coats}....

FRANK: (COUGHS WITH A TAKE) Ladies and gentlemen - here is Dorothy Kirsten singing "I CAN DREAM CAN'T I". (MUSIC SNEAK) And, while you're dreaming, Baby, try dreaming up a little gift more like a box of chocolates or somethin'. (FADE) Gee whiz, a ~~Cadillac~~ ^{white mink coat. What are you, crazy or something?}.....

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

FRANK: ~~Wonderful, Dorothy!~~ I tell ya - I really love the way you get "inside" a song - then sing your way out! Friends, the new big boss of the music department out at M.G.M. Studios in Hollywood is none other than an old friend of yours, Mr. Johnny Green. However, seeing him in this tremendously important position is no great surprise to anybody who appreciates good music or good musicians. After all, Johnny is the fellow who long ago laid the cornerstone for a successful career by writing the music for this great popular classic....

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 1st, 1949

COMMERCIAL #2

BARUCH: LS - MFT
LS - MFT

LAING: Yes, Lucky Strike means fine tobacco. A vital fact to you and me, friends, because we smoke for enjoyment -- and enjoyment comes from fine tobacco... tobacco that's mild and mature, full of smoking goodness. For fine tobacco like that, Luckies pay millions of dollars more than official parity prices. So no wonder you get more enjoyment when you light up a Lucky -- a milder, smoother smoke, puff by puff - with never a rough puff. And a recent survey shows that more independent tobacco experts - auctioneers, buyers and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined!

SINATRA: So, neighbors, when the experts choose a cigarette for their own personal smoking enjoyment - well, you know it's a great smoke. Myself, I've smoked Luckies for a long time. And I like 'em better, pack after pack. Now how about you? Suppose you do a favor - not for F. S., but for yourself ... and get a carton of Lucky Strike! *to-day!*

ATX01 0053949

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

FRANK: 'Tis High-Light Time on Light Up Time! Miss Kirsten, would you care to don your black silk tights and act as my magician's assistant while I, ^{Chicken} ~~Frank~~ the Great, make a little musical magic?

DOROTHY: What do you mean "musical magic?"

FRANK: Well, the way I sing, I've been known not only to make a song disappear, but quite often, it is never heard from again!

DOROTHY: Honey-Boy! The only thing you make disappear when you sing is a gal's troubles!

Frank:
MUSIC: *Gee, you say the nicest things.*
("ONLY MAKE BELIEVE" FRANK & DOROTHY)

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the orchestra ...and yours truly, Andre Baruch 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: *Goodnight Dorothy. Goodnight everybody.*
~~So neighbors, make today your lucky day. ~~Just say,~~
a carton of Luckies, please! 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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: December 2, 1949

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"THIS CAN'T BE LOVE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THE MOON IS YELLOW"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I'VE GOT MY LOVE TO KEEP ME WARM"
INTRO FRANK SINATRA
"BUTTON UP YOUR OVERCOAT"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"THAT OLD MASTER PAINTER" FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 2, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 hello for your little after-dark
ray of sunshine - Light Up Time! Brightly, Mr. Elman!

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

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
NOVEMBER 28 thru DECEMBER 2, 1949

OPENING COMMERCIAL

BARUCH: Friends, 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 each and every Lucky Strike. 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.

LAING: Yes, Lucky Strike means fine tobacco. And to get fine, mild, mellow tobacco that's filled full of smoking goodness for your cigarette ... Luckies pay millions of dollars more than official parity prices. That's right - actually millions of dollars more for fine tobacco! And the result is - you benefit ... for Luckies' fine tobacco makes your smoking more deeply enjoyable ... it gives you a ~~gentler~~, smoother smoke every puff of the way. It's plain from the first puff, there's never a rough puff in a Lucky. So light up a Lucky, friends - for more smoking enjoyment. And the next time you buy cigarettes, get 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, tomorrow night at the Metropolitan Opera, Dorothy Kirsten will be singing "Madame Butterfly". But, tonight, we have her right here in our net -- so, hi there, D.K.

DOROTHY: Good evening, Frank. And tomorrow while I'm at the Met reaching for those high notes, what will you be doing?

FRANK: I'll be at the State Theatre in Hartford reaching for the low ones. I'll never forget the last time I played there. Somebody threw me roses over the footlights....

DOROTHY: That was nice.

FRANK: Yeah, but it was Four Roses. *(Laugh) (Sneaking - that's a screamer)* (SNEAK MUSIC)
Incidentally, you'd better be ready to field a few real American beauties the audience at the Met is likely to be tossing your way. I only wish I could be there to do the tossing. Guess I'll just have to settle for being here to listen to you sing
"The Moon is Yellow"

MUSIC: ("THE MOON IS YELLOW" *Dorothy Kirsten* FRANK SINATRA)

(APPLAUSE)

FRANK: Superbly sung, Dorothy! And now, by way of combating this nippy weather we've been having, I'm going to call on landlord Ziggy Elman to send up some steam, while you and I build ourselves a little fire by rubbing two tunes together. I'll take the first one and it's as toasty as a Raccoon Coat!

MUSIC: ("I'VE GOT MY LOVE TO KEEP ME WARM"FRANK SINATRA)
SEGUE

DOROTHY: Owie! You really had the heat turned on, Mr. Sinatra!

FRANK: Thank you, Miss Kirsten, and now 'tis time for you to let off a little steam!

DOROTHY: Well, stand back!

Frank: Well, I'm going to take to the hills.
MUSIC: ("BUTTON UP YOUR OVERCOAT"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Oh, Dorothy - tunes like that can really make a party, can't they?

DOROTHY: Frank, they're almost as much fun as playing post-office.

FRANK: Say! I've got an idea! How about the two of us getting together one one of these songs that are just right for after the party (SNEAK PIANO) when all the rest of the folks have gone home ... and there's just one girl - and just one boy - and darn it, just one piano player. So, instead - they sing ...

MUSIC: "MY ROMANCE"

FRANK SINATRA & DOROTHY KIRSTEN

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE
DECEMBER 2nd, 1949

COMMERCIAL #2

- BARUCH: It's clear from the first puff ... there's never a rough-puff in a Lucky!
- SINATRA: Not a rough puff in a Lucky, neighbors. I know from the moment I light up, there's that great taste of fine tobacco. Every puff is smooth and gentle. Yessir, Lucky Strike's what I call a real smoke!
- BARUCH: 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 the makers of Luckies make very sure to get fine tobacco. They pay millions of dollars more than official parity prices for light, ripe tobacco that smokes mild and mellow every puff of the way. Yes, it takes fine tobacco to make a cigarette as fine as a Lucky. So remember - LS - MFT ... Lucky Strike means fine tobacco!
- SINATRA: And take it from me, neighbors, that great-tasting Lucky Strike tobacco means plenty of good smoking for you ... smoking you can really enjoy. So how about joining Andre and me? Just up and ask for a carton of Lucky Strike!

ATX01 0053958

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

FRANK: This is High-Light Time on Light Up Time! And sitting for its portrait tonight is a song that paints a colorful portrait of "Mother Nature at Home." Incidentally, you can find yourself a copy of this picture (in a round frame), at your nearest Columbia record store

MUSIC: ("THAT OLD MASTER PAINTER" FRANK SINATRA)
(APPLAUSE)

CLOSING

BARUCH: Well, everybody, LIGHT UP TIME, is coming to a close until Monday evening, when Frank Sinatra, Dorothy Kirsten and Ziggy Elman and the Orchestra ... and yours truly, Andre Baruch, 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, keep a lighted LUCKY burnin' in the window for us ... *Goodnight*

Sarathy. Goodnight everybody.
MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 5, 1949

Network: NBC

Broadcast 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

FRANK SINATRA
DOROTHY KIRSTEN

WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"A FOGGY DAY"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IF I EVER LOVE AGAIN"
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"DON'T CRY JOE"
APPLAUSE
FRANK SINATRA
6. COMMERCIAL
7. INTRO
"FULL MOON & EMPTY ARMS"
APPLAUSE
DOROTHY KIRSTEN &
FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

-1-

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 5th, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME"...PRESENTED BY LUCKY STRIKE
...starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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: (COCKNEY) 'ere now - mind your manners! This
is F.S. for L.S. - Frank Sinatra for Lucky Strike!
(I tell you - I'm just going to 'ave to stop
eating those blarsted English Muffins!) Mr. Elman,
Guv'n'r - let's 'ear a saucy tempo!

Hells ma - It's me ma.

MUSIC: ("A FOGGY DAY"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 - DECEMBER 5th & 9th, 1949

BARUCH: Light up a Lucky, friends. Draw deep...and taste the smooth, gentle smoke of fine, friendly tobacco. Note the real, deep-down enjoyment in every puff. There's never a rough puff in a Lucky, friends, and here's why. At the tobacco auctions, Luckies go out and buy truly fine tobacco...and pay millions of dollars more than *having* official parity prices to get it. [Yes, the makers of Lucky Strike get fine, ripe leaf 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!]

SINATRA:

Neighbors, that makes a *great deal* ~~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 truly great cigarette, be sure you make your next carton Lucky Strike. Better get some this evening.

ATX01 0053963

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

FRANK: Light Up Timers, the New York opera critics went all out in their praise of Dorothy Kirsten's Saturday-night Performance of ^{Puccini's} "Madame Butterfly", at the Met! All of which stirs deeply our sense of family pride - so, come out and take what's coming to you, Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, everybody. Thank you, Frank.

FRANK: Girl, we're really proud of you. I understand the ovation you got Saturday night was the greatest of the season. They tell me you took the audience, wrapped it up and "sent" it - special delivery...

DOROTHY: Oh, they were very kind to me...

FRANK: Kind^{to her, she wasp.}, Dorothy, if you'd been working at the Paramount, they'd have been dancing in the aisles.

DOROTHY: Well, there was one fellow kept leaping ^{upon} ~~to~~ his feet...

FRANK: Oh? Who was that?

DOROTHY: The man who got the broken seat!

FRANK: Oh, yes, the one with the springs sticking out. Gee, imagine what would happen if I ~~walked in~~^{sat} and sat on it -- I'd see the whole opera from the chandelier. (SNEAK MUSIC) But 'tis time for that crystal voice of yours to bless us with its brilliance a song more commonly associated with me. Gosh, I hope that being seen with a real, live opera star doesn't make this tune go Park Avenue on us....

MUSIC: ("IF I EVER LOVE AGAIN"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Oh - tote that torch! Tremendous, D.K!
You make me feel like a bicycle act going on to
follow Sophie Tucker - but 'tis my turn to
sing and here's a tune I recently recorded *for Columbia*
~~The title is "Don't Cry Joe" - but fortunately~~
~~it's selling pretty well so we are not doing much~~
~~weeping about the way the whole thing turned~~
~~out...~~

MUSIC: ("DON'T CRY JOE"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #2 - DECEMBER 5, 1949

SINATRA: And now, neighbors, here's the man who knows how to add real smoking enjoyment to your life -- Andre Baruch!

BARUCH: 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...

BOONE: (SHORT CHANT -- SOLD AMERICAN)

BARUCH: Yes, at the auctions, the makers of Lucky Strike pay millions of dollars more than official parity prices for fine tobacco.

SINATRA: You bet they do, Andre -- and neighbors, Lucky Strike pays all this money for you -- for your added smokin' enjoyment -- for the wonderful tobacco that goes into your Lucky Strike. No wonder, there's never a rough-puff in a Lucky. They're so smooth, and mild -- so well liked by millions of smokers. Lucky Strike is my cigarette -- so make it yours, neighbors. The very first time you light up a Lucky you'll say it's the finest cigarette you ever put a match to!

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

FRANK: *Wait till I find the page here.*
And this would be High-Light Time on Light Up
Time! And what are you doing with that travel
folder, D.K.?

DOROTHY: Oh, just looking and dreaming.... About faroff
places. They're so thrilling - so romantic -
places like the Sahara...

FRANK: The Sahara?

DOROTHY: Yes --- Frank, tell me, what comes to your mind
when you think of endless stretches of sand -
the sun beating down - and wild and yelling
hordes of barbarian natives...

FRANK: Palm Springs on a week-end. But, have heart, *my dear,*
my pet Dorothy, I believe this song is heading your way.

MUSIC: ("FULL MOON AND EMPTY ARMS"FRANK & DOROTHY)

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the orchestraand yours truly, Andre Baruch 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 neighbors, make today your lucky day...just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.

MUSIC: "PUT YOUR DREAMS AWAY"

Frank: Goodnight Dorothy, Goodnight everybody.
(APPLAUSE) OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY" UP AND FADE ON CUE

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 6, 1949

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

STARRING

FRANK SINATRA

AS BROADCAST
DOROTHY KIRSTEN
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"BYE BYE BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IF I SHOULD LOSE YOU"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A MAN WROTE A SONG"
INTRO
"THEY SAY IT'S WONDERFUL"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"BEGIN THE BEGUINE"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 6, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 Thursday night a new show will open
to help Light Up Broadway! It's a name - "Gentleman
Prefer Blondes". Curtain going up -- on one of its
big songs -- ^{our Columbia Record of} "Bye Bye Baby"!

MUSIC: ("BYE BYE BABY" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 -- DECEMBER 6, 1949

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

LAING: At the tobacco auctions, friends, Luckies pay millions of dollars more than official parity prices for light, mild leaf. Not a few cents more - but millions of dollars more for fine tobacco. No doubt about it, LS - MFT... Lucky Strike means fine tobacco, and everybody knows it takes fine tobacco to make a fine cigarette. That's why there's never a rough puff in a Lucky...only the smoothness and mildness, the deep-down pleasure that comes from mature, mellow 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 shows more independent experts - auctioneers, buyers and warehousemen -- smoke Lucky Strike regularly than the next two leading brands combined! So take a tip from the experts, friends, and the next time you buy cigarettes, remember the password to greater smoking pleasure - LUCKY STRIKE, so round, so firm, so fully packed, so free and easy on the draw.

ATXQ1 0053972

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, it is time to go to press with our special edition of "The American Girl" - Miss Dorothy Kirsten! Hi there, D. K.

DOROTHY: Hi there, F. S.! And I see there's still a ^{spark} ~~touch~~ of the old newspaperman left in you

FRANK: Rekindled by a very special reason, Dorothy! Remember when we went down to Richmond, Virginia, for the first annual Tobacco Festival a few months ago?

DOROTHY: I certainly do! I'll never forget it!

FRANK: Well, two days ago, the Sunday edition of the Richmond Times Dispatch ran our pictures all over the Rotogravure Section.

DOROTHY: How did they turn out?

FRANK: Well, as you know, rotogravure is printed in brown ink. So, I look like a chocolate popsicle. But, you, Dorothy, you look ^{sumptuous} ~~beautiful~~. So regal, standing there in your Queen's costume. Gee, come to think of it, that's the first Sunday paper I've read in a long time. I don't usually take them, you know ...

DOROTHY: You don't! Why not?

FRANK: I can't lift them. (SNEAK) Ah, well. Here's something that lifts me -- every time I hear you sing it, Miss K. So, I'll just keep one ear on you -- and one eye on my altimeter

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

(APPLAUSE)

FRANK: Beautifully sung, Dorothy! Wonderful! Yes sir,
those are the charms they keep telling us music
hath! ~~And, stand by, D. K. for the Daily Double~~
we are scheduled to bite into a brace of tunes -
and, according to the schedule, I am first to bust
out of the starting gate

MUSIC: ("A MAN WROTE A SONG" FRANK SINATRA)

SEGUE

DOROTHY: You certainly treated that tune with a loving touch,
Frankie Boy!

FRANK: I'm sure it will seem downright heavy-handed compared
to your tender caress, M'Dear!

DOROTHY: Well, pass me the hand-lotion and call me a smoothie!

MUSIC: ("THEY SAY IT'S WONDERFU:" DOROTHY KIRSTEN)

~~(APPLAUSE)~~

*Of course, when it comes to charm, some
of the old songs are really loaded. Like
this one, for instance -
"Thank You"
Frank Sinatra*

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #2 - DECEMBER 6th, 1949

SINATRA: Andre, come on over and give the folks the
pass word to greater smoking pleasure.

BARUCH: OK, Frank, but it's no secret for everybody knows
-- it's Lucky Strike. You see Luckies pay more
for fine tobacco...millions of dollars more than
official parity prices...

SINATRA: That's right Andre. And neighbors -- do you know
why Luckies pay all this money for light, mild
leaf? Well, it's for YOU! Yes, that's the reason
-- for you -- for your added smokin' enjoyment.
You know, fellas like me who really love a good
cigarette do all they can to be sure of getting
a smoke that's light and mellow. That's why
Lucky Strike is my cigarette! There's never a
rough puff in a Lucky -- so smooth, and mild --
so well-liked by millions of smokers. Yes, light
up a Lucky, neighbors. You'll agree that Lucky
Strike is the finest cigarette you ever put a
match to! So the next time you buy cigarettes
remember the password to greater smoking pleasure
-- LUCKY STRIKE!

ATX01 0053976

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

FRANK: ~~And this is High-Light Time on Light up Time!
With this kind of a song and this kind of
an arrangement by George Stray - a singer just
has to wind up in third place! But, who cares,
when you're stepping in such fancy company!~~

MUSIC: ("BEGIN THE BEGUINE".FRANK SINATRA)

(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra ...and yours truly, Andre Baruch 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:

Thanks for listening everybody. Goodnight Society.
~~So neighbors, make today your lucky day. Just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.~~

Society.
MUSIC:

Goodnight Frank.
"PUT YOUR DREAMS AWAY"

(APPLAUSE) OVER "LUCKY DAY" THEME

ORCH:

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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 7, 1949 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 6:00-6:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"SWEET LORRAINE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THESE FOOLISH THINGS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"THAT LUCKY OLD SUN"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"FALLING IN LOVE WITH LOVE"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 7, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 - broadcasting from New York City. Ah yes --
Broadway -- "The Malted Milky Way"! Ziggy, shall we
shake it up *a little bit. Now we go.*

MUSIC: ("SWEET LORRAINE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 7, 1949
COMMERCIAL # 1

LAING: Friends, there's never a rough puff in a Lucky. Puff after puff, pack after pack, there's just 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, light, ripe tobacco 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. Mac Hassell, an independent tobacco warehouseman from Washington, North Carolina, recently said:

EXPERT: After 30 years in the tobacco business, I know leaf tobacco like the back of my hand. And year after year I've seen Lucky Strike buy fine leaf tobacco - the kind of real quality tobacco that makes a mighty enjoyable smoke. I've smoked Luckies for 25 years.

LAING: 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!

ATX01 0053981

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, enter now our singing shipmate -- my first mate here on the S. S. Light Up Time - ahoy there, Dorothy Kirsten!

DOROTHY: Ahoy there, yourself, Sailor! I assume that's what you want me to say - inasmuch as your new picture "On The Town" opens tomorrow ... and, in it, you play a sailor ...

FRANK: Bright girl. You're right - "On The Town" opens at the Radio City Music Hall - and, in it, I play the part of a sailor.

DOROTHY: Did you have fun making the picture - acting like a sailor?

~~FRANK: Yeh, but it was very frustrating. Gene Kelly and I got so much in the spirit of things we decided we'd each get ourselves a tattoo...~~

~~DOROTHY: What happened?~~

~~FRANK: My arm wasn't wide enough to tattoo the word "Nancy" across it! Gee, it's a fine time for a Navy picture to be landing in New York ...~~

DOROTHY: Why's that?

FRANK: What good's a Navy - without water. (SNEAK MUSIC)
I'll wait. Come, come. (Laughs)
Also, may I add, what good's a musical radio
program, without music - so I guess you'd better
sing, Dorothy. And, maybe if you sing romantically
enough, it'll bring out the sailor in me again --
and after the show, we can go rowing in Central
Park

MUSIC: ("THESE FOOLISH THINGS" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Mighty purty, Miss K. That was enough to make a nostalgic type of fellow get all puddley 'round the eyes. Now, thru the heavy dew you just formed on my lashes, I see that dawning on the Light Up Time Horizon is ~~the song that copped the Number Two Spot on last Saturday night's Hit Parade!~~ *a lovely tune that brings with it many wonderful memories.* ~~up comes~~

MUSIC: ~~"What Lucky Old Sun"~~ *"The Very Thought of You"* *Frank Sinatra*
~~"WHAT LUCKY OLD SUN FRANK SINATRA"~~

~~(APPLAUSE)~~

SEGUE -

DOROTHY: Tres torchy, Mr. S.

SINATRA: Tres, tres Miss K. and do you happen to have a memory - song handy?

DOROTHY: "Falling In Love With Love" ...

SINATRA: Don't sing it too well, M'Dear, or you're liable to get your lipstick smeared ...

MUSIC: "FALLING IN LOVE WITH LOVE" DOROTHY KIRSTEN

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 7th, 1949

COMMERCIAL # 2

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

BARUCH: 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.

SINATRA: 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, try a carton of Luckies. When you do, you'll say it really was a Lucky day -- the day you started smokin' Lucky Strikes!

ATX01 0053985

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

FRANK: It is High Light Time on Light Up Time! Are you ready for our singing date, Dorothy?

DOROTHY: I will be - just as soon as I powder my nose and straighten my lipstick!

FRANK: Glamour Girl, the kind of song we're about to sing is the kind that gets a fellow in the mood to un-straighten a gal's lipstick!

DOROTHY: Then, what are we waiting for?

FRANK: Mr. Elman, the soft lights and sweet music

MUSIC: ~~("FALLING IN LOVE WITH LOVE" . . . FRANK & DOROTHY)~~

~~(APPLAUSE)~~

Music: "That Lucky Old Sun"

Frank Sinatra

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra ... and yours truly, Andre Baruch 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 neighbors, make today your lucky day ... just say, a carton of Luckies, please! ^{Goodnight,} ~~My cigarette!~~ ^{Baruch!} ~~And until tomorrow night, keep a lighted LUCKY burner in the window for us.~~

^{Goodnight, Frank.}
MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE) OVER "LUCKY DAY" THEME

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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 8, 1949 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 8:00-8:15 PM PST

AS BROADCAST

FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"YOU MUST HAVE BEEN A BEAUTIFUL BABY" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"UN BELLE DI" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"A MAN WROTE A SONG" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. "WITHOUT A SONG" FRANK SINATRA
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 8TH, 1949

COMMERCIAL #1

LAING: Friends, just look at a Lucky Strike cigarette. See how round it is, how firm, how fully packed. Now light up your Lucky. Ummm ... really free and easy on the draw, isn't it? And that smoking enjoyment - it's really deep-down and smooth. No, there's never a rough-puff in a Lucky because Lucky Strike is the cigarette of fine tobacco! And to get this fine tobacco, Luckies pay more -- millions of dollars more than official parity prices

BOONE: SHORT CHANT. 62 -- SOLD AMERICAN!

LAING: No doubt about it, LS -- MPT Lucky Strike means fine tobacco... tobacco that's mild, light, ripe... tobacco that makes a great smoke. No wonder men who really know tobacco -- independent tobacco experts - smoke Luckies for their own enjoyment. In fact, a recent survey reveals that more tobacco experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined. So take a tip from the experts and for your own real deep-down smoking enjoyment, light up a truly finer, milder, more enjoyable cigarette - Lucky Strike! Get a carton today!

ATX01 0053989

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

FRANK: Light Up Timers, next Tuesday night, the audience at the Metropolitan Opera House will again thrill to the voice of our own Dorothy Kirsten, singing the title role in Puccini's "Madame Butterfly". What we'd really like to do is send each of you a free ticket. However, that not being possible we do the next best thing. Right now, stepping up on the podium, is Miss Kirsten's conductor from the Met, Maestro Anton^e Nelli -- and here -- is Dorothy Kirsten singing the most beloved aria from "Madame Butterfly" -- "Un Belle Di" -- "One Fine Day"

MUSIC: ("UN BELLE DI"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Bravo! Bravo! By George, Dorothy, that opera critic on the Herald Tribune was right all right!

DOROTHY: Why, Frank? What did he say?

FRANK: After hearing you in "Madame Butterfly", he said "Every facet of your captivating performance was conveyed with dramatic cogency and your singing was of the utmost loveliness and expressivity!"

DOROTHY: Yes

FRANK: Is that good? Seriously, D. K., it makes us proud -- being on the same show with a great artist like you. And, just think, tonight I shall be seen escorting you - to the Broadway opening of "Gentlemen Prefer Blondes" -- *See it that nice.*

DOROTHY: Well, I'll have as much fun as you will. By the way -- what are you wearing?

FRANK: Soup and fish

DOROTHY: Oh, a tuxedo.

FRANK: No - soup and fish - on my necktie. ~~I was a bit untidy at dinner last night.~~ But on with the show! And, believe me, trying to follow singing like you just did, takes more than a ^{*small something*} ~~scoupoon~~ of courage

MUSIC: ("A MAN WROTE A SONG" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 8th, 1949

COMMERCIAL #2

SINATRA: Neighbors, I'm sure you'll agree that we all smoke for enjoyment. And to give us more of that real ole smokin' pleasure, Luckies pay out plenty for fine tobacco.

BARUCH: That's right, friends - at the tobacco auctions Luckies pay - ~~not hundreds, not thousands~~, but millions of dollars more than official parity prices for tobacco that smokes even and cool. And it's this kind of tobacco that gives you a milder, smoother, more deeply enjoyable cigarette. Frankly, there's just no substitute for fine tobacco. Not when it comes to your enjoyment of smoking. That's why Luckies spend so much to make very sure that first, last, and always Lucky Strike means fine tobacco. There's ^{more} ~~not~~ 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.

ATX01 0053992

NO ANNOUNCEMENT

MUSIC: ("WITHOUT A SONG" FRANK SINATRA)
(APPLAUSE)

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra ... and yours truly, Andre Baruch 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: ~~Goodnight, everybody. Goodnight, Dorothy. So neighbors, make today your Lucky day. Just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.~~

~~Dorothy: Goodnight, Frank.~~
MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE) OVER "LUCKY DAY" THEME

ORCH: "LUCKY DAY" UP AND FADE ON CUE

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 9, 1949

AS BROADCAST

Broadcast: 7:00-7:15 PM EST
Repeats: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"I FOUND A NEW BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MY BILL"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"MAD ABOUT YOU"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"IF I LOVED YOU"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 9, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" . . . PRESENTED BY LUCKY STRIKE
. . . starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 to combat this nippy
weather I took a four-way cold tablet. But, in me,
it could only find two ways., Straight up and Down.
Zig - shall we zag?

MUSIC: ("I FOUND A NEW BABY"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 - DECEMBER 5th & 9th, 1949

BARUCH: Light up a Lucky, friends. Draw deep...and taste the smooth, gentle smoke of fine, friendly tobacco. ~~Note the real, deep-down enjoyment in every puff.~~ There's never a rough puff in a Lucky, friends, and here's why. At the tobacco auctions, Luckies go out and buy truly fine tobacco...and pay millions of dollars more than official parity prices to get it. Yes, the makers of Lucky Strike get fine, ripe leaf 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!

SINATRA:

Neighbors, that makes a ^{great deal} 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 truly great cigarette, be sure you make your next carton Lucky Strike. ^{Today's} ~~Better~~ get some this evening.

ATX01 0053997

MUSIC: (PLAYOFF INTRO . . . FADES OUT FAST UNDER;) ³

FRANK: Light Up Timers, as advertised on the shingle outside our little place of business, I have a partner in this small enterprise - and here she is - the vice-president in charge of beauty - Miss Doroth Kirsten. Come out from behind the cash register, D. K., and how are you this evening?

DOROTHY: I feel just dandy, Frankie. I've felt good all day! ^{in fact.} It was so nice of you to take me to that Broadway opening last night.

FRANK: Oh, it was nothing, Dorothy. ^{really.} I must say that I enjoyed it immensely myself. ^{A great show and} ~~See~~, what excitement! Big crowds, lights, photographers! Gosh, that one flash bulb really scared me when it went off!

DOROTHY: Yes - but don't you think it was a little undignified - jumping up into my arms that way?

FRANK: Oh, shucks, I was just looking for an excuse. ^{It was so hot.} But ^{it was the} ~~cool.~~ you must admit, I am to the manner born. You can't say I forgot anything. Didn't I send you flowers?

DOROTHY: (TO AUDIENCE) Uh-huh. Girls, do you know where he got those flowers he sent me? He's been saving up those carnations you throw him over the footlights every night!

FRANK: I have not! Gee whiz! (SNEAK MUSIC) What a thing to say. Now, you're going to have to do something nice for me, before I'll make up, like singing or somethin'...

("MY BILL" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK:

A gorgeous hunk of warbling, Dorothy! Now, I have
a note from my sales manager, ^{Mr. Jack} saying "Get crackin',
Son - sell a few records." Well, here's a song I
recorded - and the tune itself is so tender they had
to mix some cement into the wax to keep the needle
from punching holes in the platter.....

MUSIC:

("MAD ABOUT YOU" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 9th, 1949

COMMERCIAL #2

SINATRA: Time's awastin', F.E., so let's show the folks how it goes in the leaf markets.

BOONE: Okay, Frank, now let's imagine this is a big tobacco auction. I get all set and the buyers crowd around. And ~~yesiree~~ - the ^{new} first basket is chock full of mighty fine, light, smooth smokin' leaf. A bid is made and I swing into my chant(CHANTS - A LITTLE LOW, THEN PICK UP TO 62 -- SOLD AMERICAN)

BOONE: And that means another basket of fine, top grade tobacco is sold to the makers of Lucky Strike!

BARUCH: Yes, friends, that's the way it goes. At auction after auction, Lucky Strike consistently selects and buys ripe, mellow leaf for your cigarette. And to get this fine tobacco Luckies pay more, millions of dollars more than official parity prices. Everybody knows, in a cigarette it's the tobacco that counts, and LS - MFT, Lucky Strike means fine tobacco. That's why there's never a rough puff in a Lucky. Just real, deep-down smoking enjoyment for you - puff after puff, pack after pack. So, friends, get a carton of Luckies today - and for more real, deep-down smoking enjoyment smoke that smoke of fine tobacco, LUCKY STRIKE!

ATX01 0054001

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

FRANK: It is High-Light Time on Light Up Time! Starring a song that kept the encore Spotlight mighty busy during its long run as part of the score of the tremendously successful play-with-music - "Carousel". I tell ya - when it comes to words and music - people just don't get together any better than Rodgers and Hammerstein!

DOROTHY: Unless, of course, it happens to be Sinatra and Kirsten!

FRANK: An intriguing notion - shall we put it to the test?

MUSIC: ("IF I LOVED YOU" FRANK AND DOROTHY)

(APPLAUSE)

CLOSING

BARUCH: Well, everybody, LIGHT UP TIME, is coming to a close until Monday evening, when Frank Sinatra, Dorothy Kirsten and Ziggy Elman and the Orchestra ... and yours truly, Andre Baruch, 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^{all} be back Monday as usual, ^{so} keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
Frank: Goodnight, Dorothy
(APPLAUSE OVER "LUCKY DAY" THEME)
Dorothy: Goodnight, Frank
ORCH: "LUCKY DAY" ... UP AND FADE ON CUE

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 12, 1944

AS BROADCAST

NBC Broadcast 7:00-7:15 PM EST

Repeat 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"THAT OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THEY DIDN'T BELIEVE ME"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"WHY REMIND ME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"WHITE CHRISTMAS"
FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 12, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ...PRESENTED BY LUCKY STRIKE
....starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 - ready to start painting the town! Ziggy
- shall we give 'em the brush - with "That Old
Master Painter!"

MUSIC: ("HAPPY BIRTHDAY"....BAND & AUDIENCE)

(APPLAUSE)

FRANK: Oh no! What are you doing to me! Oh look!
A birthday cake! Dorothy Kirsten is bringing
it out on the stage! It's beautiful! You
can't fool me - I know who that's from! The
American Tobacco Company! Instead of candles -
it's covered with lighted Lucky Strikes!
Guess they figured I couldn't blow out that
many candles and still have enough breath
left to sing! Hey! Which reminds me!
Ziggy - on with the birthday party!

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

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 12th, 1949

COMMERCIAL #2

BARUCH: For you - for your real deep-down smoking enjoyment -- Luckies pay more for fine tobacco --millions of dollars more than official parity prices... *(Name) Frank, would you like to say a few words here?*

SINATRA: *Oh yes, Andy. I'm so excited here tonight.*
You bet they do, Andre! 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 Mr. F. E. Boone?

BOONE: 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... (CHANTS UP FAST TO 62 -- SOLD AMERICAN!) And that, Frank, meant the makers of Lucky Strike bought another basket of really fine leaf!

SINATRA: 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! Light up a Lucky, won't you? You'll agree it's the finest cigarette you ever put a match to!

ATX01 0054007

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

FRANK: Light Up Timers, the best birthday present I could possibly have is having this young lady present every night on our radio show - Miss Dorothy Kirsten. Hi there, D.K.

DOROTHY: Hi there, F.S. - and I must say you don't look a year older.

FRANK: Honey - that welcome you all gave me tonight made me feel ten years younger.

DOROTHY: Gosh, that must take you back to the place where you first started - the Rustic Cabin in New Jersey...

FRANK: That's right. It was a beautiful job. Between shows I had to run out to the kitchen and make the salads.

DOROTHY: Well, this being your birthday, Frank, I brought your horoscope. You're a Sagittarian.

FRANK: Dorothy, on the radio, we never discuss ^{politics} religion.

DOROTHY: ...you were born under the sign of Sagittarius - the Archer - and your keynote is generosity - your watchwords law and liberty. Your mental manifestation is integrity. Your element is fire - your lucky color blue ---

FRANK: Well, I think that horoscope is a big fake! It doesn't say a word about my loving to hear you sing - which I do.

(MORE)

DOROTHY: Well, this being your birthday, I guess the least I
can do is sing....

FRANK: Well, happy birthday to me....

MUSIC: ("THEY DIDN'T BELIEVE ME".DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Tremendous, Dorothy! Just beautiful!
Neighbors, as the candles on my Birthday cake glow
on, may I send you a small torch-song that's also
burning up some wax - on my latest Columbia record...
It's title... "Why Remind Me."

MUSIC: ("WHY REMIND ME" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
DECEMBER 12th, 1949
COMMERCIAL #1

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

LAING: 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 - MFTLucky Strike means fine tobacco.

BARUCH: 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 smoothness and mildness, the deep-down pleasure that comes from mature, mellow 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 that more of these experts smoke Lucky Strike regularly than the next two leading brands combined!

LAING: 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.

ATX01 0054011

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

FRANK: And this is Highlight Time on Light Up Time! And, just as New York City this past week lighted up the Christmas Trees at Rockefeller Plaza and all the way up Park Avenue - so do we light up this seasonal heart-tugger of a song....

MUSIC: ("WHITE CHRISTMAS"FRANK & DOROTHY)

BARUCH: Well, everybody LIGHT UP TIME is coming to a close until tomorrow evening, when ^{Frank Blair Finch - sitting for} Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra...and yours truly, Andre Baruch 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"
Frank: Goodnight, cigarette, see you Wednesday
(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 December 13, 1949 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 8:00-8:15 PM PST

AS BROADCAST
STARRING
FRANK SINATRA
JANET BLAIR

WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"SANTA CLAUS IS COMING TO TOWN"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"WHY WAS I BORN"
APPLAUSE JANET BLAIR
5. INTRO
"ENVY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"SOME ENCHANTED EVENING"
APPLAUSE FRANK SINATRA
JANET BLAIR
8. CLOSING

"LIGHT UP TIME"

STARRING
FRANK SINATRA
JANET BLAIR
WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 13, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME"...PRESENTED BY LUCKY STRIKE
....starring FRANK SINATRA, JANET BLAIR pinch-
hitting for DOROTHY KIRSTEN AND ZIGGY ELMAN 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 got back from Christmas Shopping!
In one store I walked thru the umbrella department
and three people tried to buy me! Ziggy - let's
give 'em something we've been saving for a ^{rainy} ~~rainy~~
day!

MUSIC: ("SANTA CLAUS IS COMING TO TOWN".....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
DECEMBER 13th, 1949

COMMERCIAL #1

LAING: Friends, just look at a Lucky Strike cigarette. See how round it is, how firm, how fully packed. Now light up your Lucky. Ummmm...really free and easy on the draw, isn't it? And that smoking enjoyment - it's really deep-down and smooth. There's never a rough-puff in a Lucky because Lucky Strike is the cigarette of fine tobacco! (BEGIN CHANT) And to get this fine tobacco, at the tobacco auctions Luckies pay more - millions of dollars more than official parity prices.

BOONE: (CHANT UP FAST TO - 62 - SOLD AMERICAN)

BARUCH: No doubt about it, LS - MFT...Lucky Strike means fine tobacco.... fine tobacco that gives you a milder, smoother smoke. There's never a rough-puff in a Lucky! No wonder men who really know tobacco - independent tobacco experts - smoke Luckies for their own enjoyment. In fact, a recent survey reveals that more tobacco experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined. So take a tip from the experts and for your own real deep-down smoking enjoyment, light up a truly finer, milder, cigarette - Lucky Strike! Get a carton today.

ATX01 0054016

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

FRANK: Light Up Timers, tonight Dorothy Kirsten is singing "Madame Butterfly" at the Metropolitan Opera (and we can hardly ask her to warm up for the job by singing "The Hucklebuck" over here) - so, here in her staid, is a real star of a stand-in...the beautiful and talented ^{and sweet} Janet Blair!
(APPLAUSE)

JANET: Thank you - thank you. What a wonderful, wonderful audience! But, tell me, Frank (LOOK DOWN AROUND AUDIENCE) Where are the boys?

FRANK: Oh, they're out there, ...the girls just beat 'em to the front seats, that's all. Well, Janet, after successfully breaking things up out in Hollywood - and, even more recently along the ^{night} ~~supper~~ club circuit, I understand that you are now about to add the musical comedy stage to the worlds you have conquered.

JANET: And, what a wonderful opportunity Rodgers and Hammerstein have given me! The leading role in ~~a~~ ^{the} brand new company of "South Pacific". It's the most exciting ^{thing that ever happened to me.} ~~assignment I have ever had...~~

FRANK: What a show! You make me slightly jealous, Janet.
I, too, would like to be in "South Pacific".
How do you think I'd look in a grass skirt?

JANET: ~~Oh, you'd look beautiful, Frank.~~
Pretty skinny.

FRANK: Who's that guy Pinza anyway! (SINGS "SOME ENCHANTED
EVENING")

JANET: Oh, no, Frank! Later! We'll sing it together -
later! *O.K.?*

FRANK: All right with me, Miss Blair...if you'll sing
alone right now....

JANET: ~~Delighted.....~~ *O.K.*

MUSIC: ~~"WHY WAS I BORN"~~JANET BLAIR)
OR "I CAN DREAM CAN'T I"

(APPLAUSE)

FRANK: Tremendous, Janet, just great - no wonder they keep referring to us as "Lucky Old Light Up Time"! Dig you later - at Duet Time! Neighbors, I brought a newcomer song along to the party with me tonight - as a matter of fact, this is the first time this tune and I have been seen out in public together. And, just for a change, I hope "people will talk".....

MUSIC: ("ENVY"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
DECEMBER 13th, 1949

COMMERCIAL # 2

BARUCH: 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, and here's why. 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} ~~and~~ 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!

SINATRA: 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.
^{why not}
~~Better~~ get some this evening.

ATK01 0054020

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

FRANK: And this would be High-light Time on Light Up Time! And tonight the Preview spotlights are sweeping the sky - as we give you an inside listen to the voice of the new star of the new company of "South Pacific", Miss Janet Blair, in one of the great songs from that great show.

JANET: That's quite a sendoff, Mr. Sinatra!

FRANK: You're quite a gal, Miss Blair! ^{Are you} Ready? I shall sing the part marked "He" and you sing the part marked "She"..... *we'd get a little mixed up if we didn't - wouldn't we?*

MUSIC: ("SOME ENCHANTED EVENING".....FRANK & JANET)

(APPLAUSE)

CLOSING

TUESDAY

SINATRA: 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 my singing side kick Dorothy Kirsten, aided and abetted by Ziggy Elman 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. (INTO PUT YOUR DREAMS AWAY ETC.)

SINATRA: Goodnight, etc.

ANNCR: THIS IS N.B.C ... THE NATIONAL BROADCASTING COMPANY

ATX01 0054022

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRAIGHT CIGARETTES

DATE: December 14, 1949

Net

NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHAT CAN I SAY DEAR"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRO *"You Go To My Head"*
~~"ALL THE THINGS YOU ARE"~~
APPLAUSE
DOROTHY KIRSTEN
5. INTRO
"SORRY"
APPLAUSE
FRANK SINATRA
6. COMMERCIAL
7. INTRO
"PENTHOUSE SERENADE"
APPLAUSE
FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

"LIGHT UP TIME"

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 14, 1949

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME"...PRESENTED BY LUCKY STRIKE
.....starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 last night I appeared on a radio program
with Joe DiMaggio. It was great - until they asked
us to pose for pictures: that's when Joe absent-
mindedly picked me up and swung me across the plate
several times. Ziggy - batter up! *Singing out in
the field.*

MUSIC: ("WHAT CAN I SAY DEAR"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
DECEMBER 14th, 1949

COMMERCIAL #1

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

LAING: Friends, it's clear from the first puff there's never a rough puff in a Lucky ...there's just real deep-down smoking enjoyment for you because LS - MFTLucky Strike means fine tobacco. Everybody knows, in a cigarette it's the tobacco that counts...and to get fine, ripe, light tobacco 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. Elliot Lee Dudley, a tobacco auctioneer from Clinton, North Carolina, recently said:

EXPERT: I can tell the milder, better-tasting types of tobacco as easy as falling off a log. And I've seen American buy mild, mellow tobacco, the kind of tobacco that smells and looks so good. My own personal smoking preference is Lucky Strike! I've smoked 'em for 10 years.

BARUCH: 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!

ATX01 0054025

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

FRANK: Light Up Timers, here she is - The House Canary -
our own dazzling Ladybird - the Pet of the
Met - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, Frank, thank you very much. You
always say the nicest things...

FRANK: Only to the nicest people. Dorothy, I was at
the Met last night to hear you sing Madame
Butterfly. ^{And} In all seriousness, may I say that
never have I been so deeply touched by any
performance on any stage. You were magnificent.

DOROTHY: Thank you, kind Sir.

FRANK: And what stage presence ^{too. It was wonderful.} During your last big
scene, when your gown got accidentally caught on
that nail! The way you ripped it away from that
nail and kept right on singing! ^{like nothing happened.}

DOROTHY: Well, to quote one of your favorite expressions,
Frank - if I hadn't ripped that gown away from
the nail, and kept on walking - The
Metropolitan Opera House might be a bowling
alley today!

FRANK: Well, with you around -- they'd have a dandy set
of pins. ^{Oh - what you said!} But on with our little opera, D.K. -
your turn to sing. ~~and~~ ^{what's} what's it to be...

(MORE)

DOROTHY: *"You Go To My Head"*
~~"All The Things You Are"~~

FRANK: If music be the Food of Love - then, this would be
"The Breakfast of Champions"

MUSIC: *"You Go To My Head"*
~~"ALL THE THINGS YOU ARE" . . . DOROTHY KIRSTEN)~~

(APPLAUSE)

FRANK: Great, delightful and downright lovely, Dorothy!
How well you express the musical Poetry of
Emotion..... Ah me. ^{Hello!} "Neighbors, here's a song
written some years ago and it is just now coming
to light on Light Up Time. Written by the great
Richard Whiting and recently recorded by yours
truly, here is the tender and touching tune
called"Sorry"...

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

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY

LIGHT UP TIME
DECEMBER 14th, 1949

COMMERCIAL #2

SINATRA: 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 its finest - smooth and mild.

BARUCH: That's right, Frank - there's never a rough puff in a Lucky because L.S./M.F.T. Lucky Strike means fine tobacco - and to get this fine tobacco for your cigarette Luckies pay more - actually millions of dollars more than official parity prices - for ripe, mild leaf that smokes smooth and mellow every puff of the way.

SINATRA: 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.

CLOSING

-7-

BARUCH: Well everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra will be back again. Meanwhile here's a Christmas gift suggestion --- give your friends a carton of Lucky Strike Cigarettes in their gay holiday wrapping. Yes, say "Merry Christmas" with a carton of Lucky Strike.

SINATRA: So remember, keep your life a little brighter with a lighted Lucky -- the finest smoke you ever put a match to.

MUSIC: (PUT YOUR DREAMS AWAY)

Frank: Good night, everybody. Goodnight, Dorothy.
Dorothy: Goodnight Frank!

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ATX01 0054030

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 15, 1949 Network: NBC Broadcast: 7:00-7:15 PM EST
(Tapod) Repeat: 8:00-8:15 PM EST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING" (APPLAUSE) **AS BROADCAST** FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MAD ABOUT YOU" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"MEADOWS OF HEAVEN" FRANK SINATRA
INTRO
"HUSH LITTLE DARLIN'" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"DON'T CRY JOE" FRANK SINATRA
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH
ZIGGY ELMAN AND THE ORCHESTRA

DECEMBER 15, 1949

(TAPED)

7:00-7:15 PM EST

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

BARUCH: It's "LIGHT UP TIME" ... PRESENTED BY LUCKY STRIKE
... starring FRANK SINATRA, DOROTHY KIRSTEN AND
ZIGGY ELMAN 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 "If you've got a spare smile you
aren't using - give it to the next fellow --
chances are he'll pass it along". Ziggy, break
out the happy beat . . .

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 15, 1949

COMMERCIAL #1

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

LAING: At the tobacco auctions, friends, Luckies pay millions of dollars more than official parity prices for light, mild leaf, Not a few cents more - but millions of dollars more for fine tobacco. No doubt about it, LS - MFT
Lucky Strike means fine tobacco, and everybody knows it takes fine tobacco to make a fine cigarette. That's why there's never a rough puff in a Lucky ...only the smoothness and mildness, the deep-down pleasure that comes from mature, mellow leaf.

BARUCH: 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 shows more independent experts - auctioneers, buyers and warehousemen - smoke Lucky Strike regularly than the next two leading brands combined! 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.

ATX01 0054033

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, if it be truly the case that a man is known by the company he keeps - then, I am blonde and beautiful and have a gorgeous soprano voice -- because here is the company I keep, (right here on the radio every night at this^{same} time), Miss Dorothy Kirsten. Hello, there Dream Girl!

DOROTHY: Hello there, "Company". And how is The Ladies Aid Society tonight?

FRANK: *well,* If you are referring to me, M'Dear, I am in fine fettle. ^{I am} I know that's true because today I had a complete physical check-up!

DOROTHY: Everything okay?

FRANK: Yep - the only thing that gave them trouble was when they X-rayed my chest!

DOROTHY: What happened?

FRANK: The machine lit up and said "Tilt"! (SNEAK MUSIC) D. K., it's just a good thing I'm not getting X-rayed tonight - or they'd see I'm about to have a sudden attack of enlargement of the heart - which is exactly what happens each time I hear you sing ...

~~DOROTHY: Well, thanks~~

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

FRANK: Beautiful, Dorothy. I'm certainly glad you didn't record that tune. Otherwise, they'd be using my record of it to put under hot plates or somethin'. But don't go 'way now. You and I are scheduled to take a stroll thru two songs that really go hand-in-hand. Shall we do likewise?

MUSIC: ("MEADOWS OF HEAVEN" FRANK SINATRA)
SEGUE

DOROTHY: Ohhh... lovely is the word for that song.

FRANK: T-R-U. And "Enchanting" is the word for the way you sing "Hush Little Darlin'" ... and we are just waiting to be enchanted

MUSIC: ("HUSH LITTLE DARLIN'" DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 15, 1949

COMMERCIAL #2

SINATRA: . And now, neighbors, here's the man who knows how to add real smoking enjoyment to your life -- Andre Baruch!

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

BOONE: (SHORT CHANT) *60-62.*

BARUCH: Yes, at the auctions the makers of Lucky Strike pay millions of dollars more than official parity prices for fine tobacco.

SINATRA: And neighbors, Lucky Strike pays this money for you -- for your added smokin' enjoyment -- for the wonderful tobacco that goes into your Lucky Strike. No wonder, there's never a rough-puff in a Lucky. They're so smooth, and mild -- so well liked by millions of smokers. Lucky Strike is my cigarette -- so make it yours, neighbors, *won't you?* The very first time you light up a Lucky you'll say it's the finest cigarette you ever put a match to! - Get a carton real soon.

ATX01 0054036

BARUCH: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Ziggy Elman and the Orchestra and yours truly, Andre Baruch 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 neighbors, make today your lucky day ... just say, a carton of Luckies, please! My cigarette! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us.

MUSIC: "PUT YOUR DREAMS AWAY" *Frank: Goodnight, Dorothy.*
Dorothy: Goodnight, Frank.
(APPLAUSE) OVER "LUCKY DAY" THEME

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

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE December 16, 1949

Network: NBC

Broadcast 7:00-7:15 PM EST

Repeat 8:00-8:15 PM PST

AS BROADCAST

FRANK SINATRA
DOROTHY KIRSTEN

WITH
ZIGGY ELMAN AND THE ORCHESTRA

1. OPENING
2. INTRO
"I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
~~"I'LL SEE YOU AGAIN"~~ *"Every Time I Meet You"* DOROTHY KIRSTEN
APPLAUSE
5. INTRO
"MY STREET" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
7. INTRO 1
"STRANGE MUSIC" FRANK SINATRA &
APPLAUSE DOROTHY KIRSTEN
8. CLOSING

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, on stage now comes the gal whose shining voice and ready laughter lights up our hearts night after night around here - that delightful, down-to-earth Diva ... Miss Dorothy Kirsten! Hi there, Ladybird!

DOROTHY: (SADLY) Hello, Frank. Gee, I'm going to miss you.

FRANK: Well, life won't be the same without you, D. K.
Tell me. How long is it going to be before we get you back?

DOROTHY: I'll join the Light Up Time family on the Coast about January first - that's about two weeks ...

FRANK: *Yeah,* If you had any class, you'd tell the Metropolitan Opera who needs them - and come along with us to California right now.

DOROTHY: I would - only for one thing.

FRANK: What's that?

DOROTHY: I need them.

FRANK: *They good.* Well, for our money, not as much as they need you. Anyway, I'm sore at those opera guys - here I've been in town for four weeks and they haven't made me one single offer. (SNEAK MUSIC) By the way, what are you singing for us tonight, Dorothy?

DOROTHY: *Every time I meet you*
"I'll See You Again"

FRANK: *Meaning that we are going to meet again is the only good thing about our parting.*
Well, that's the only good thing about our parting....

MUSIC: (APPLAUSE) "I'll See You Again" DOROTHY KIRSTEN)
Every time I meet you

FRANK: Tremendous, Miss K.! I tell you, things aren't going to be the same without you around. Dorothy, let's face it, there's one thing we just won't be getting without you on the show

DOROTHY: What's that?

FRANK: Free tickets to the Opera. Oh well, you'll be back in two weeks. And, by that time, this next song I'm going to sing should be a big, successful hit! Then, you can say "I knew it when"

MUSIC: ("MY STREET" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
DECEMBER 16, 1949

COMMERCIAL #2

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

BARUCH: 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 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.

SINATRA: 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!

ATX01 0054041

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

FRANK: It is High Light Time on Light Time! And this is
our swan-song duet for a while, ^{Darling} ~~Dorothy~~!

DOROTHY: Then, I'm glad I rode to the theatre on my
private swan tonight!

FRANK: Then, shall we really try to make the feathers fly--
as each of us musically really put our "heart-in
our partin"

MUSIC: ("STRANGE MUSIC" FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
DECEMBER 16, 1949

SINATRA: Time's here, neighbors, to gently lower the lights
on Light Up Time until Monday evening when yours
truly, F.S., will be back again with the lovely
Jane Powell, pinch-hitting for Dorothy Kirsten.
Jeff Alexander and the Orchestra ^{and Don Wilson} will be with us,
^{meanwhile, here's a Christmas gift suggestion}
too ... ~~so till then~~ don't forget to say Merry
Christmas to all your friends with a ^{specialty wrapped} carton of the
best cigarettes you ever put a match to - Lucky
Strike.

MUSIC: "PUT YOUR DREAMS AWAY"

SINATRA: Good night, ~~etc.~~ Dorothy.

Frank

ANNOUNCER: THIS IS NBCTHE NATIONAL BROADCASTING COMPANY

ATX01 0054043

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, 12/19/49

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 7:00-7:15 PM PST

STARRING
FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

AS BROADCAST

1. OPENING
2. INTRO
"MY BLUE HEAVEN"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
"A Wonderful Life"
4. INTRO
"FALLING IN LOVE WITH LOVE"
APPLAUSE *Frank Sinatra*
JANE POWELL
5. INTRO
"YOUNGER THAN SPRINGTIME"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"WHY DO I LOVE YOU"
APPLAUSE FRANK AND JANE
8. CLOSING

LIGHT UP TIME
12/19/49

OPENING COMMERCIAL

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

HIESTAND: It's clear from the first puff, there's never a rough puff in 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, Luckies 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. Remember that the next time you buy cigarettes, and ask for Lucky Strike - so round, so firm, so fully packed... so free and easy on the draw. Get a carton today.

ATX01 0054045

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

FRANK: Light Up Timers, for the next two weeks, our staff chanteuse, Miss Dorothy Kirsten, will be busy at the Metropolitan Opera House in New York. But far be it from us to leave you unattended by a lovely young lady - and here is a gal who really fills the bill - Miss Jane Powell!

(APPLAUSE)

JANE: Thank you, thank you very much. Frank, this is really exciting!

FRANK: For us too, M'Dear! To have such a beautiful fountain of youth bubbling around here is utterly inspiring! We are grateful indeed to Metro Goldwyn Mayer Studios producers of my picture "On the Town" for loaning you to us.

JANE: Did they demand any security for the loan?

FRANK: Oh, nothing much. Just my three kids - and my grandmother. But they'll let me see them on Christmas morning. (SNEAK MUSIC) Hmm- there's music in the air - and unless I miss my guess - and unless this script is wrong - and unless Jeff Alexander arranged the wrong song - you are about to sing "Falling in Love With Love".....

JANE: That's what I'm going to sing all right...

FRANK: Well good. Because you and this tune - were just meant for each other....

MUSIC: ("FALLING IN LOVE WITH LOVE".....JANE POWELL)

(APPLAUSE)

FRANK: A joy and a delight, Jane Powell! A bit later in the show I'd like to whack up a tune with you! But, right now, neighbors, here's one of the more delightful pages from that tuneful travel-folder known as "South Pacific". However, to see these sights, you'd have to be equipped with a stethoscope - because this song has to do with the inner workings of the human heart.....

MUSIC: ("YOUNGER THAN SPRINGTIME".....FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
12/19/49

-5-

CLOSING COMMERCIAL

HIESTAND: Friends, it's always light-up time with Lucky Strike, because every Lucky you light gives you the tops in smoothness, in taste...in more real, deep-down smoking enjoyment. Remember - there's never a rough puff in a Lucky, because LS - MFT ...Lucky Strike means fine tobacco.

WILSON: Now everybody knows that in a cigarette it's the tobacco that counts. And Lucky Strike pays more for fine tobacco - millions of dollars more than official parity prices. No doubt about it, Lucky Strike pays a lot of money for really fine, ripe tobacco that gives you a smother smoke every puff of the way. For at the tobacco auctions (BEGIN CHANT - HOLD UNDER) when the fine leaves of mild mellow tobacco are offered for sale - time and again you'll hear ...

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

HIESTAND: And there you have it -- the makers of Lucky Strike have bought another basket of fine, mellow tobacco...the kind of tobacco that smokes smooth and mild - puff after puff, with never a rough puff.

FRANK: And, neighbors, FS suggests LS as the perfect Christmas gift for your friends and family. So get some Lucky Strike cartons in their special Christmas wrapping tomorrow!
"It's wonderful!"

*Music: ("It's wonderful" . . . Frank Sinatra)
(Applause)*

-bc-

ATX01 0054048

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

FRANK: This is High-light Time on Light Up Time - and the high comes from saying "Hi" again to Jane Powell - she of the High-flying voice - who I am now inviting to duet it up a bit with me. Are you ready, Janie?

JANE: I'm not only ready, Frank - I'm eager.....

FRANK: All right, M'little Beaver - while you are trotting your voice around upstairs, I shall boom along in the basement....

MUSIC: ("WHY DO I LOVE YOU".....FRANK & JANE)

(APPLAUSE)

CLOSING

WILSON: Well everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra with Jeff Alexander and the Orchestra ^{and your lucky son Wilson} will be back again. Meanwhile here's a Christmas gift suggestion --- give your friends a carton of Lucky Strike Cigarettes in their gay holiday wrapping. Yes, say "Merry Christmas" with a carton of Lucky Strike.

FRANK: So remember, keep your life a little brighter with a lighted Lucky -- the finest smoke you ever put a match to.

MUSIC: (PUT YOUR DREAMS AWAY)

Frank: Goodnight, Yank. Goodnight, everybody!

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON GUE:

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE DECEMBER 20, 1949

Network N.B.C.

Broadcast: 4:00-4:15 PM PST

Repeat: 7:00-7:15 PM PST

AS BROADCAST

CLARENCE
FRANK SINATRA
JEFF ALEXANDER
AND THE ORCHESTRA

1. OPENING
2. INTRO
"THEM THERE EYES"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. "WHY REMIND ME"
APPLAUSE FRANK SINATRA
5. INTRO
"BODY AND SOUL"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"WHERE OR WHEN"
APPLAUSE FRANK SINATRA
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

DECEMBER 20, 1949

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 -
and I just made a deal with Don Wilson to play Santa
Claus at our house. Hey - can anybody tell me how much
it costs for a new chimney? Jeffrey!

MUSIC: ("THEM THERE EYES"FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
12/20/49

-2-

OPENING COMMERCIAL

RIGGS: (CHANT 60 to 62 - SOLD AMERICAN)

HIESTAND: LS - MFT

LS - MFT

WILSON: Yes, Lucky Strike means fine tobacco...light, ripe, tobacco that smokes mild and smooth. There's never a rough puff in a Lucky! Now fine tobacco costs more, and Luckies pay more - millions of dollars more than official parity prices to get ripe, mellow leaf for your cigarette. And it's this fine, light tobacco in every Lucky you light that gives you a milder, smoother smoke, puff after puff - with never a rough puff. No wonder a recent survey shows that 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!

HIESTAND: And, friends, that's a tip for you..for your greater enjoyment of smoking. Yes, for a smoother milder smoke -- 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 0054053

(NO ANNOUNCEMENT INTO:)

MUSIC: "WHY REMIND ME"....FRANK SINATRA

(APPLAUSE)

FRANK: Thank you...Thank you very much.

DON: Oh, Frank!

FRANK: Yes, Don!

DON: I just wanted to say congratulations...I've been reading in the trade papers about your new picture "On the Town"... they say it's doing the biggest business on Broadway... a hundred and fifty thousand dollars the first week!

FRANK: Yep...at the Radio City Music Hall...And you know the remarkable thing about it?

DON: What's that?

FRANK: At Radio City they don't even sell popcorn! Just think... bringing in all that money...without butter and salt!

DON: That's the way they serve popcorn at Mr. Benny's house... without butter and salt.

FRANK: By the way, Don, have you any idea what Jack is giving you for Christmas?

DON: Not for sure...But the other night I peeked in his window and I saw him gift wrapping quarter pounds of butter and boxes of salt.

FRANK: After Christmas, I suppose he'll have you bring your own popcorn. (SNEAK MUSIC) But enough about Lucky Strike's Jack Benny...there is work to do for Lucky Strike's Frank Sinatra...and happy work it is for me...too ... singing this kind of a song...

MUSIC: "BODY AND SOUL".....FRANK SINATRA

(APPLAUSE)

-dc-

LIGHT UP TIME
12/20/49

-4-

CLOSING COMMERCIAL:

WILSON: Friends, everytime you light up a Lucky Strike, you get more real, deep down smoking enjoyment. There's never a rough puff in a Lucky!

HIESTAND: Yes, every Lucky you light brings you smoking enjoyment at its finest. For to make certain that Luckies are a consistently finer, smoother smoke...Luckies pay more for fine tobacco...millions of dollars more than official parity prices...No doubt about it...

WILSON: LS - MFT...Lucky Strike means fine tobacco, and in a cigarette it's the tobacco that counts...Yes, fine tobacco guarantees a milder, truly finer cigarette for you! From first puff to last Luckies are mellow and smooth smoking. 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. Make your next carton Lucky Strike!

-dc-

ATX01 0054055

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

FRANK: And this is High-Light Time on Light Up Time...and, just as Mom used to heat up a sidewalk brick in the oven to serve as a foot-warmer and toast our tootsies on a cold winter night...so do we temper with the temperature with this wonderful old heart warmer to serve those of you who might be suffering an attack of the romantic chills...

MUSIC: "WHERE OR WHEN",.....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 with the lovely Jane Powell, ~~pinch-hitting for 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. (INTO "PUT YOUR DREAMS AWAY")

FRANK: Goodnight, etc.

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

T

ATX01 0054057

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE DECEMBER 21, 1949

Network: A.C. Broadcast: 4:00-4:15 PM PST
5:00-7:15 PM PST

AS BROADCAST

STARRING

FRANK SINATRA

JANE POWELL

JEFF ALEXANDER

AND THE ORCHESTRA

1. OPENING
2. INTRO
"AT SUNDOWN"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"DEEP IN MY HEART"
APPLAUSE JANE POWELL
5. INTRO
"DON'T CRY, JOE"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
"Don't Get Around the Corner" Frank Sinatra
7. INTRO
"IF YOU ARE BUT A DREAM" FRANK & JANE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

DECEMBER 21, 1949

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 JANE POWELL, 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 year the kids all over the Nation will probably
take one look at Santa Claus's reindeers - and think
they're "Mule Train" with hatracks! Jeffrey, the sunset
gun! *I'm ready to be shot!*

MUSIC: "AT SUNDOWN"FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
12/21/49

-2-

OPENING COMMERCIAL:

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

HIESTAND: It's clear from the first puff, there's never a rough puff in 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, Luckies pay millions of dollars more than official parity prices. No doubt about it...IS-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. Remember that the next time you buy cigarettes, and ask for Lucky Strike - so round, so firm, so fully packed.... so free and easy on the draw! Get a carton today!

ms

ATX01 0054060

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

FRANK: Light Up Timers, if you are really stuck wondering what to fill a pair of stockings with on Christmas morning -- here's my suggestion -- a young lady from M.G.M (pronounced in her case Mmmmm - Geeee - Mmmmm) -- Miss Jane Powell!

(APPLAUSE)

JANE: Thank you, and hello there, Frank....

FRANK: Ah, Janie - you make m'little heart go pitty-pat. Believe me - you are the original "Brother" Doll!

JANE: "Brother" Doll? What's that? I've heard of "Mamma" Dolls - the kind that say "Mamma" -- but, what's a "Brother" Doll?

FRANK: When the boys see you - they say "Oh, Brother!" (SNEAK MUSIC) But, now, m'little Sister, what are you going to sing for us tonight?

JANE: "Deep in my Heart" - by Sigmund Romberg.

FRANK: A wonderful choice - by George!

MUSIC: ("DEEP IN MY HEART".....JANE POWELL):

(APPLAUSE)

FRANK: Wonderful, Janie! Fellers all over the Nation are probably right now carving "U.S.A. loves J.P." on the trunks of their Christmas trees! And now, neighbors, on to a song directed to a misty-eyed guy who has apparently loved not only unwisely, but also not too well.. Either that, or this Weeping-Willie has been peeling too many onions....

MUSIC: ("DON'T CRY, JOE".....FRANK SINATRA):

(APPLAUSE)

LIGHT UP TIME
12-21-49

-5-

CLOSING COMMERCIAL

WILSON: Friends, for a more deeply enjoyable smoke...for the mellow taste of truly fine tobacco, light up a Lucky Strike. There's never a rough puff in a Lucky, because it takes fine tobacco to make a fine cigarette, and Luckies pay more for fine tobacco..millions of dollars more than official parity prices. Yes...

HIESTAND: LS - MFT
LS - MFT

WILSON: Lucky Strike means fine tobacco. Now you and I - we haven't the opportunity...but the tobacco experts can see the makers of Lucky Strike consistently select and buy light, mellow leaf...the kind that gives you more smoking enjoyment. Take a man like Mr. L. Murray Mangum, an independent tobacco buyer from Oxford, North Carolina. Recently he said:

EXPERT: Judging tobacco is second nature to me...and year after year, I've seen Americans buy real fine tobacco that smells good, tastes good and smokes good. Luckies have been my personal choice for 20 years.

WILSON: There's a tip for you, friends -- from a tobacco expert. So light up a Lucky yourself...and enjoy a finer smoke, puff after puff with never a rough puff. Yes, next time you buy cigarettes, ask for a carton of LUCKY STRIKE!

ATX01 0054063

music: "Love So Near Around the Corner" . . . Frank Sinatra) -6-
(Applause)

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

FRANK: 'Tis High-light Time on Light Up Time! Starring a song based on Rubenstein's famous composition "Romance". In the supporting cast will be heard Miss Jane Powell - yours truly - and several paid-up members of Musicians Union, Local forty-seven

MUSIC: "IF YOU ARE BUT A DREAM" FRANK & JANE

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, Jane Powell, Jeff Alexander and the Orchestra and yours truly, Don Wilson, will be back again. Meanwhile, here's a Christmas gift suggestion - give your friends a carton of Lucky Strike cigarettes in their gay holiday wrapping. Yes, say "Merry Christmas" with a carton of Lucky Strike.

FRANK: "PUT YOUR DREAMS AWAY"
Goodnight, *etc. everybody!*

MUSIC: "LUCKY DAY"

WILSON: (OVER MUSIC) Jane Powell appeared through the courtesy of Metro-Goldwyn-Mayer, producers of "Battleground" starring Van Johnson, John Hodiak, and Ricardo Montalban.

(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, 12/22/49
(taped 12/19/49)

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 7:00-7:15 PM PST

STARRING
FRANK SINATRA
WITH

Jane Powell
JEFF ALEXANDER
AND HIS ORCHESTRA

AS BROADCAST

1. OPENING
2. INTRO
"THE OLD MASTER PAINTER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"LOVER COME BACK TO ME"
APPLAUSE JANE POWELL
5. INTRO
"ENVY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. INTRO
"THE SONG IS YOU"
APPLAUSE FRANK & JANE
8. CLOSING

12/22/49

-2-

OPENING COMMERCIAL:

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 ... Luckies pay millions of dollars more than official parity prices. 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. 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!

ms

ATX01 0054067

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

FRANK: Light Up Timers, if ever a gal had the lovelight shining in her voice, here she is, the sweet and petite - Miss Jane Powell!

(APPLAUSE)

JANE: Thank you. Hello, Frank. Golly, it certainly is nice - singing on the same program with you!

FRANK: Well, I am naturally flattered, Janie - but exactly what makes this such a treat? What is it you like so much about singing on this program?

JANE: The money. (A BEAT) It comes in handy at Christmas!

FRANK: Well, far be it from me to suggest that you use some of it to buy me a present, but

JANE: But, what?

FRANK: I burned a hole in the seat-cover of my Cadillac!

JANE: Well, good! Now I know what to buy you for Christmas!

FRANK: A new Cadillac?

JANE: No --- new seat-covers!

FRANK: Thank you, Manny, Moe and Jack. (SNEAK MUSIO) On with the show, now, Janie. And, on with a song. Your kind of song - which naturally calls for one of the loveliest.

JANE: Also, one of the lovinest....

FRANK: Than - let Light Up Time shine on.....

MUSIC: ("LOVER COME BACK TO ME".....JANE POWELL):

(APPLAUSE)

FRANK: Great! Tremendous, Janie! If lover-boy doesn't
come back to you after hearing you sing that song -
he just ain't breathin' - that's all! And now, friends,
the green-eyed monster rides again - this time as the
inspiration for a ditty slightly on the dramatic
side -- curtain going up on a song called...."Envy"!

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

(APPLAUSE)

H.C.

LIGHT UP TIME
12/22/49

-5-

CLOSING COMMERCIAL:

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

WILSON: Luckies certainly can promise that, friends! For, in a cigarette, it's the tobacco that counts, and LS-MFT ... Lucky Strike means fine tobacco! To get fine, light, naturally mild tobacco 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 mild, mellow 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: And, don't forget, neighbors, fine tobacco makes a mighty fine Christmas gift. Yessiree...a carton of Luckies in their gay holiday wrapping will be welcomed and really appreciated by your family and friends..... So, put Lucky Strike Christmas cartons at the top of tomorrow's shopping-list!

ms

ATX01 0054070

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

FRANK: This would be High-light Time on Light Up Time!
And now is the time for all good duet-singers to come
to the aid of their partners. That means you, Jane
Powell!

JANE: I'm ready-if my favorite boy-type singer is ready,
and that means you, Frank Sinatra!

FRANK: Then you take the high note and I'll take the low note
and I'll be at the first note afore ya!

MUSIC: ("THE SONG IS YOU".....FRANK & JANE)

(APPLAUSE)

LIGHT UP TIME

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, 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. (INTO "PUT YOUR DREAMS AWAY") Goodnight, Jane. Goodnight, ladies and gentlemen!

DON: (OVER MUSIC) Jane Powell appeared through the courtesy of Metro-Goldwyn-Mayer, producers of "On The Town".

ANN: 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 DECEMBER 23, 1949
(Taped 12/20/49)

Network N.B.C.

Broadcast: 4:00-4:15 PM PST

Repeat: 7:00-7:15 PM PST

STARRING
FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

- AS BROADCAST**
1. OPENING
 2. INTPC
"SANTA CLAUS IS COMING TO TOWN"
(APPLAUSE) FRANK SINATRA
 3. COMMERCIAL
"Jingle Belles" *Frank Sinatra*
 4. INTRC
"JOY TO THE WORLD"
"IT CAME UPON A MIDNIGHT CLEAR"
"ADESTE FIDELIS" ~~FRANK SINATRA~~
Frank Sinatra
 5. INTRC
"WHITE CHRISTMAS"
APPLAUSE FRANK SINATRA
 6. COMMERCIAL
 7. "SILENT NIGHT" FRANK SINATRA
 8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

DECEMBER 23, 1949

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 -
and tonight will be our last chance to say "Merry
Christmas" before old Saint Nick Rides Again! On
Donder! On Blitzen! ON - Jeff Alexander!

MUSIC: ("SANTA CLAUS IS COMING TO TOWN" FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME
12/23/49

-2-

OPENING COMMERCIAL

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

HIESTAND: It's clear from the first puff, there's never a rough puff in 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, Luckies 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. Remember that the next time you buy cigarettes, and ask for Lucky Strike - so round, so firm, so fully packed...so free and easy on the draw. Get a carton today.

e

ATX01 0054075

music: (no intro)
("Gingle Bells" Frank Sinatra)
(applause)

AFTER FIRST COMMERCIAL

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

FRANK: Light Up Timers - still burning brightly, as it has thru the centuries, is the light from the Star of Bethlehem. Still shining - still glowing - as an everlasting inspiration for all men everywhere. And, each year at Christmas Time, when this Light glows brightest, we hear music - that reminds us - it is time to lift our eyes and our hearts to the Heavens in the Spirit of Peace and Goodwill....

MUSIC: ("JOY TO THE WORLD. QUARTET)

SEGUE

("IT CAME UPON A MIDNIGHT CLEAR". ORCHESTRA)

SEGUE

("ADESTE FIDELIS" FRANK SINATRA)

(NO APPLAUSE)

FRANK: Neighbors, here is something that can almost be listed among the natural resources of this great country of ours. It is a song - by Irving Berlin - and it has certainly become standard Yuletide equipment for all of us. A song that's as heart-warmin' as a painting by Grandma Moses.....

MUSIC: ("WHITE CHRISTMAS" FRANK SINATRA)

(APPLAUSE)

(SECOND COMMERCIAL INCLUDING
TAG COMMERCIAL)

LIGHT UP TIME
12/23/49

- 5 -

CLOSING COMMERCIAL:

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 the makers of Luckies make very sure to get fine tobacco. They pay millions of dollars more than official parity prices for light, ripe tobacco that smokes mild and mellow 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: Thanks, Don - and neighbors, here's a P.S. for F.S. Those grand tasting Luckies make a great Christmas gift. Every friend and every member of your family who smokes will appreciate a carton of Luckies in their gay holiday wrapping. So say Merry Christmas with Lucky Strike!

WILSON: Yes, that's right, Frank. Say "Merry Christmas" with a carton of Luckies. Now, as Light Up Time comes to a close until Monday evening when we'll all be back again, here's Frank Sinatra to bring us one of the most loved of all Christmas hymns.

ATX01 0054078

~~MUSIC: ("SILENT NIGHT"FRANK SINATRA)~~

FRANK: This is Frank Sinatra signing our Light Up Time Christmas Card to you, with the names of the makers of Lucky Strike - with the name of my regular singing partner, Dorothy Kirsten, our musical conductor, Jeff Alexander, our announcers, Don Wilson and Bud Hiestand, our auctioneer, ^{"Speed" Higgins} our Director, David White, our writer, Paul Dudley, our engineer, Art Brearley, and all the boys in the Light Up Time orchestra. May all of us - wish all of you - a very Merry Christmas

~~MUSIC: ("PUT YOUR DREAMS AWAY"FRANK SINATRA)~~

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE DECEMBER 26, 1949

(Taped 12/21/49)

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 7:00-7:15 PM PST

STARRING
FRANK SINATRA
WITH
JEFF ALEXANDER
AND THE ORCHESTRA

1. OPENING
2. INTRO
"WINTER WONDERLAND"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"BEAUTIFUL DREAMER"
"OH SUZANNAH"
"I DREAM OF JEANNIE"
APPLAUSE FRANK SINATRA
FRANK SINATRA
FRANK SINATRA
5. COMMERCIAL *1949*
"You'd sure walk home"
6. INTRO *APPLAUSE*
"BRAHMS' LULLABY"
APPLAUSE *Frank Sinatra*
FRANK SINATRA
7. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

JEFF ALEXANDER

AND THE ORCHESTRA

DECEMBER 26, 1949

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... and I have just composed a poem to our Christmas Dinner... "You should have seen our Christmas Turkey...it was really a sight to see...it used to look like Don Wilson...but after dinner it looked like me!" Jeffrey!

MUSIC: "WINTER WONDERLAND".....FRANK SINATRA

(APPLAUSE)

"LIGHT UP TIME"
12/26/49

-2-

OPENING COMMERCIAL:

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

HIESTAND: LS - MFT

LS - MFT

WILSON: Yes, Lucky Strike means fine tobacco...light, ripe tobacco that smokes mild and smooth. There's never a rough puff in a Lucky! Now fine tobacco costs more, and Luckies pay more...millions of dollars more than official parity prices to get ripe, mellow leaf for your cigarette...And it's this fine, light tobacco in every Lucky you light that gives you a milder, smoother smoke, puff after puff...with never a rough puff...No wonder a recent survey shows that 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.

HIESTAND: And, friends, that's a tip for you...for your greater enjoyment of smoking. Yes, for a smoother, milder smoke...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.

-do-

RTX01 0054082

MUSIC: "PLAYOFF INTRO".....FADES UNDER:

FRANK: Light Up Timers - to match the comfort of the Christmas
afterglow - here is a group of songs by Stephen Foster.
His are the kind of songs that can help make a family
fireside - out of a kitchen stove..... Share them with me,
if you will.....

"BEAUTIFUL DREAMER".....FRANK SINATRA

SEGUE

"OH SUZANNAH".....FRANK SINATRA

SEGUE

"I DREAM OF JEANNIE".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
12/26/49

-4-

CLOSING COMMERCIAL
CO

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 its finest - smooth and mild.

WILSON: That's right, Frank - there's never a rough puff in a Lucky because L.S./M.F.T. Lucky Strike means fine tobacco - and to get this fine tobacco for your cigarette Luckies pay more - actually millions of dollars more than official parity prices - for ripe, mild leaf that smokes smooth and mellow every puff of the way.

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.

FRANK: There's a law against sending personal messages over the radio but I don't think the Federal Communications Commission will hold it against us if we dedicate this song to all of our little listeners at the Connecticut Home of the Blind ... you see this is our way of saying thanks for the warm and inspiring Christmas message to us.

MUSIC: ("YOU'LL NEVER WALK ALONE" FRANK SINATRA)

ATX01 0054084

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

FRANK: And this would be High-light Time on Light Up Time! But, tonight, the light is turned down to its dimmest - as are our voices - for this is the hush-a-bye time when we take our little ones - tired out by their play with the new Christmas toys - tuck them gently into bed - and pray them to sleep with a song as soft and gentle as their own sweet baby skin....

MUSIC: " BRAHMS' LULLABY"FRANK SINATRA

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening, when Frank Sinatra, Jane Powell, 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~~
~~LUCKY STRIKE~~ my cigarettes! And until tomorrow night, keep a lighted LUCKY burnin' in the window for us....

MUSIC: "PUT YOUR DREAMS AWAY"
Frank: ~~Goodnight, everybody!~~
(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: DECEMBER 27, 1949

Network:

NBC

~~7:00-4:15 PM PST~~

8:00-8:15 PM PST

AS BROADCAST
STARRING
FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

1. OPENING
2. INTRO
"IT ALL DEPENDS ON YOU" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"I'M FALLING IN LOVE WITH SOMEONE" JANE POWELL
APPLAUSE
5. INTRO
"A MAN WROTE A SONG" FRANK SINATRA
APPLAUSE
6. COMMERCIAL
"You're the cream in my coffee" Frank Sinatra
7. INTRO
"MY ROMANCE", *think of you* FRANK & JANE
APPLAUSE
8. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

DECEMBER 27, 1949

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 JANE POWELL, 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 in the past when I had the time to buy, and~~
~~and this morning I had a terrible time trying on one of~~
~~for dinner tonight! Jeffrey, with an egg on it!~~
~~my Christmas presents. On the label it said B.V.D. I~~
~~wasn't getting anywhere until somebody told me they also~~
~~make sport shirts. Jeffrey!~~

MUSIC: "IT ALL DEPENDS ON YOU" FRANK SINATRA
(APPLAUSE)

W

ATX01 0054088

LIGHT UP TIME
12/27/49

-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 - 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.

W

ATX01 0054089

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

FRANK: Light Up Timers, if it be really true that youth must be served, then here's a young lady who'll have all the boys rushing out to join the Waiter's Union .. Miss Jane Powell ...

(APPLAUSE)

JANE: Thank you. Hello, Frank. Gosh, you look very tired. What happened?

FRANK: Last night after the kids went to bed I stayed up alone to play with little Frankie's toy trains...

JANE: Was it that strenuous?

FRANK: No - but when I bent down to take a close look, my necktie got caught in the last car and the train dragged me around the track all night! (SNEAK MUSIC) And right now I hear some music pulling out on Track One, Janie Girl. So if you'll play engineer and sing, why, we'll all be headed for a happy few minutes...

MUSIC: "I'M FALLING IN LOVE WITH SOMEONE" JANE POWELL

(APPLAUSE)

FRANK: Wonderful, Janie - just great! And before I forget it - save the last dance for me. Later in the proceedings I would very much like to divvy up a duet with you. Now, neighbors, on to a tune that has made the search for good songs to sing just a bit easier -- Dave Franklin's soulful and thoughtful .. "A Man Wrote A Song" ...

MUSIC: "A MAN WROTE A SONG" FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
12/27/49

-5-

COMMERCIAL NO. 2

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

WILSON: You bet it 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 -- IS -- MFT! Lucky Strike means fine tobacco. And to get this truly light, ripe leaf, Luckies pay more - millions of dollars 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. 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!

W

ATX01 0054092

(No written intro)
Music: *("You're the Cream In my Coffee" - Frank Sinatra)*
(Applause)

-6-

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

FRANK: 'Tis High-Light Time on Light Up Time! Calling one again
on Little Miss High-notes - Jane Powell! Okay, Janie,
here I am, the last name on your Prom Card!

JANE: All right, Frank, but what are we doing going out to the
garden? Aren't we going to dance?

FRANK: Aw, no! Let's just wrap our voices around each other -
and sing this one out...

MUSIC: ~~"A ROMANCE"~~ "I Think of You" FRANK & JANE
(APPLAUSE)

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 the lovely Jane Powell, 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)

WILSON: (OVER MUSIC) Jane Powell appeared through the courtesy of Metro-Goldwyn-Mayer, producers of "On The Town," starring Gene Kelly, Frank Sinatra and Betty Garrett.

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: YOU'RE TUNED FOR THE STARS (two 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 DECEMBER 28, 1949

Network NBC

Broadcast: 8:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

- | | |
|---|---------------|
| 1. OPENING | FRANK SINATRA |
| 2. INTRO
"SHOULD I"
APPLAUSE | |
| 3. COMMERCIAL | |
| 4. INTRO
"I'VE TOLD EVERY LITTLE STAR"
APPLAUSE | JANE POWELL |
| 5. INTRO
"SORRY"
APPLAUSE | FRANK SINATRA |
| 6. COMMERCIAL | |
| 7. INTRO
"OLD MAN RIVER:"
APPLAUSE | FRANK SINATRA |
| 8. CLOSING | |

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

JANE POWELL

JEFF ALEXANDER

AND THE ORCHESTRA

DECEMBER 28, 1949

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 JANE POWELL, 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 "They named Mel Torme the Velvet Fog -- I'd like to catch the guy who called me the Burlap SMOG!" Jefferson, a little ray of sunshine please!

MUSIC: ("SHOULD I"FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
12/28/49

-2-

OPENING COMMERCIAL

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

HIESTAND: There's never a rough puff in a Lucky because LS - MFT
-- Lucky Strike means fine tobacco! Now it's a fact
that fine tobacco and smoking enjoyment go hand in hand,
and at the tobacco auctions Luckies pay millions of
dollars more than official parity prices for ripe, light,
naturally mild leaf.

WILSON: Yes, it's clear from the first puff there's never a
rough puff in a Lucky ... just the added smoking
enjoyment that 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!

HIESTAND: 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.

W

ATX01 0054097

MUSIC: PLAYOFF INTRO . . . FADES OUT FAST UNDER

FRANK: Light Up Timers, through the courtesy of Metro Goldwyn Mayer, producers of "Battleground" and, also through the courtesy of Mr. and Mrs. Paul Powell, producers of Jane Powell, here she is...come on out, Janie and take a bend!

(APPLAUSE)

JANE: Thank you, thank you very much. And, Frank, I want to talk to you...

FRANK: Why, sure, Janie. What's on your mind?

JANE: Well, I saw you out at M.G.M. today. In the commissary. With all those girls clustered around you - running their fingers through your hair - and saying nice things to you. What's up?

FRANK: Well, you know how it is -- now that Clark Gable's out of the way.... Say! How d'ya think I'd look with a mustache?! No good, huh? (SNEAK MUSIC) Oh, well - think of the money I'll save not having to buy mustache wax. But, 'tis time for you to wax sentimental, Miss Powell, and nobody, BUT NOBODY, can do that better than you...

MUSIC: "I TOLD EVERY LITTLE STAR" JANE POWELL

(APPLAUSE)

FRANK: Delightful, Jane Powell, little star! Tremendous, if you ask me - and, as a matter of fact, several people have asked me. Now, neighbors, as we hitch into the last leg of our journey through the year 1949, I'd like very much to let you in on a listen to our leadoff song for nineteen fifty. Incidentally - the "For Sale" sign is up on this one. (CONFIDENTIALLY) And, if you'll just whisper to your Columbia record dealer that I sent you - why, he'll see to it that you can buy it for the regular price. Shhh.....we don't want more than eleven million people to hear us...

MUSIC: "SORRY" FRANK SINATRA
 (APPLAUSE)

v

LIGHT UP TIME
12/28/49

-5-

CLOSING COMMERCIAL

WILSON: Light up a Lucky, friends, and just taste that smooth smoke of fine, friendly tobacco. From first puff to last there's never a rough puff in a Lucky because LS - MFT ... Lucky Strike means fine tobacco. Yes, 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. You see, the makers of Lucky Strike consistently select and buy fine, ripe tobacco they know will smoke smoother and milder. There's never a rough puff in a Lucky - only the real deep-down smoking enjoyment that comes from the light, mild leaf you find in every Lucky you light.

FRANK: No doubt about it, neighbors ... fine tobacco and smoking enjoyment go hand in hand. So for the most in enjoyment ... for the mildness and smoothness of a truly great cigarette ... be sure you make your next carton Lucky Strike. Better get some this evening.

w

RTX01 0054100

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

FRANK: And this would be High-light Time on Light Up Time!
Presenting tonight a song that has certainly been
one of the highlights of my young life. Through
the years, I have always felt proud - being associated
in some small way -- with this wonderful song.....

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

(APPLAUSE)

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until tomorrow evening when Frank Sinatra, with Jane Powell, 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, neighbors, make today your Lucky day - just say, a carton of Luckies, please! - my cigarette. And until tomorrow night, keep a lighted LUCKY burnin' in the window for us ...

MUSIC: "PUT YOUR DREAMS AWAY"
Frank: Goodnight, everybody - Goodnight, Janie!
(APPLAUSE OVER "LUCKY DAY" THEME)

~~WILSON: (OVER MUSIC) Jane Powell appeared through the courtesy of Metro-Goldwyn-Mayer, producers of "Battleground" starring Van Johnson, John Hodiak and Ricardo Montalban.~~

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

ANNCR: YOU'RE TUNED FOR THE STARS (two 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 DECEMBER 29, 1949

Broadcast: 4:00-4:15 PM PST

Budget: 8:00-8:15 PM PST

AS BROADCAST

STARRING
FRANK SINATRA
WITH
JANE POWELL
JEFF ALEXANDER
AND THE ORCHESTRA

- | | | |
|---|--|---------------|
| 1 | OPENING | |
| 2 | INTRO
"LOVER"
APPLAUSE | FRANK SINATRA |
| 3 | COMMERCIAL | |
| 4 | INTRO
"IT'S A MOST UNUSUAL DAY"
APPLAUSE | JANE POWELL |
| 5 | INTRO
"TEA FOR TWO"
APPLAUSE | FRANK & JANE |
| 6 | COMMERCIAL | |
| 7 | INTRO
"YOU'RE MY THRILL"
APPLAUSE | FRANK SINATRA |
| 8 | CLOSING | |

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

JANE POWELL

JEFF ALEXANDER

AND THE ORCHESTRA

DECEMBER 29, 1949

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 JANE POWELL, 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 must admit that I am very tired tonight. I have been
in school all day. You see, I am now taking a Refresher
Course with the Meglin Kiddies. Jeffrey, with gestures,
tonight.....

MUSIC: "LOVER".....FRANK SINATRA

(APPLAUSE)

LIGHT UP TIME
12-29-49

-2-

OPENING COMMERCIAL

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 - AMERICAN)

WILSON: Yes, Luckies pay the difference for fine tobacco that makes the difference in your cigarette. Remember -- ~~first~~, 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.

t

ATX01 0054105

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

FRANK: Light Up Timers, here's a young lady you have seen in the motion picture "A Date With Judy" - and tonight we all have a date with JANIE - let's wallop out a welcome to Miss Jane Powell.

(APPLAUSE)

JANE: Oh, thanks, such a warm welcome. Hi, there, Frank!

FRANK: Hi there, Janie-pie, and how do you feel this evening?

JANE: Wonderful! I'm so happy! I just found out we're going down to Palm Springs for the New Year's week-end!

FRANK: Oh, yes, Palm Springs. In the desert. What a shame it is, too.....

JANE: What's a shame?

FRANK: All that beautiful beach -- and no water. Y'know, in the old days, before Palm Springs, men used to walk in off the desert saying "Water, water!"

JANE: Yes?

FRANK: Now, they stagger in saying "Martinis - martinis!"
(SNEAK MUSIC) And y'know what I say! I say it's time for you to sing a tune you sang in that picture "A Date with Judy" - y'know the one I mean?

JANE: Uh-huh, I know the one you mean. "It's a Most Unusual Day"....

FRANK: That's what the orchestra's playing, and if you don't sing it, it's going to be a most unusual sound!

MUSIC: "IT'S A MOST UNUSUAL DAY?.....JANE POWELL

(APPLAUSE)

FRANK: Oh, such happy music! Miss Powell, don't you dare wander a step away! I'm inviting you to stay for a spot of tiffin. It's unstylishly late for tea, I will admit, however, Mother Alexander is serving some of his famous hot buttered trumpets. So, if you will just cuddle in close to my side and do the pouring, we shall enjoy us a splash of oolong.... Which is the hard way of saying, we are about to sing "Tea for Two"!

MUSIC: "TEA FOR TWO",.....FRANK AND JANE

(APPLAUSE)

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

FRANK: 'Tis High-light Time on Light Up Time! Bringing with it
this evening a tune that has been serving the romantic
set mighty well for many a moon. Moons that used to be
able to look down on romantic young couples, in the days
before those un-romantic old automobile manufacturers
went and stretched the top back so it covered up the
rubble seat!

MUSIC: "YOU'RE MY THRILL".....FRANK SINATRA

(APPLAUSE)

FRANK: Time's here, neighbors, to gently lower the lights on LIGHT UP TIME 'till tomorrow evening when we'll all be back again, aided and abetted by Don Wilson and Jeff Alexander and the Orchestra.

WILSON: Jane Powell appeared through the courtesy of Metro-Goldwyn-Mayer, producers of "On The Town", starring Gene Kelly, Frank Sinatra and Betty Garrett.

FRANK: So until tomorrow evening, keep your life a little brighter with a lighted Lucky -- the finest smoke you ever put a match to.

MUSIC: ("PUT YOUR DREAMS AWAY")

FRANK: Goodnight, Janie -- goodnight, everybody!

JANE: GOODNIGHT, FRANK!

M (APPLAUSE OVER "LUCKY DAY" THEME)

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

ANN: 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 DECEMBER 30, 1949
(taped 12/27/49)

Network: NBC

Broadcast: 4:00-4:15 PM PST

Repeat: 8:00-8:15 PM PST

STARRING
FRANK SINATRA
I WISH
AND THE DECEMBER
AS BROADCAST

1. OPENING
2. INTRO
"BYE, BYE, BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THE OLD MASTER PAINTER"
"DON'T CRY, JOE"
"IF I EVER LOVE AGAIN"
APPLAUSE
"The Needlefunk"
"If I Ever Love Again"
"The Old Master Painter"
"Don't Cry, Joe" FRANK SINATRA
" " "
5. COMMERCIAL
6. INTRO
"OVER THE RAINBOW"
APPLAUSE FRANK SINATRA
7. CLOSING

"LIGHT UP TIME"

STARRING

FRANK SINATRA

WITH

JEFF ALEXANDER

AND THE ORCHESTRA

DECEMBER 30, 1949

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,
and this is our last program for 1949. So, tonight,
I want to sing out the old year with some of the songs
that have been big songs for me! And here's one that
helped make those record-sales just fine in forty-nine-
Jeffrey, shall we bid the past twelve months a fond
farewell!

MUSIC: ("BYE BYE BABY" FRANK SINATRA)

(APPLAUSE)

ATX01 0054111

LIGHT UP TIME
12/30/49

COMMERCIAL NO. 1

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

HIESTAND: From first puff to last, there's never a rough puff in a Lucky because the fine, light, naturally mild tobacco in every Lucky you light gives you a smoother, milder smoke. Yes, today, tomorrow - always LS - MFT! Lucky Strike means fine tobacco, and in a cigarette it's the tobacco that counts!

WILSON: And remember, friends - fine tobacco like this costs more - and Luckies pay more. Yes, Luckies actually pay millions of dollars more than official parity prices for fine tobacco that's really smooth and deeply enjoyable, puff after puff, with never a rough puff.

HIESTAND: So, friends, if you want a more enjoyable smoke the next time you buy cigarettes, remember: There's never a rough puff in a Lucky. Yes, ask for a carton of Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw!

NM

ATX01 0054112

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

FRANK: Light Up Timers, time to meet four of my dearest musical friends and I don't mean the Mills Brothers. I'm talking about a quartet of tunes that I recorded and they really helped make 1949 a Happy Old Year for me! Chances are, back some months ago, when you first heard this one, it puzaled you slightly when you heard me kick it off with ... "Not Now Moose -- I'll Tell You When" ...

MUSIC: ("THE HUCKLEBUCK" FRANK SINATRA)

SEGUE

FRANK: "The Hucklebuck" really seemed to happy up the hearts of the hep-cats and the ball-room athletes - so we figured we'd better balance the musical budget with something specifically designed for the moonlight and roses set - something like this ...

MUSIC: ("IF I EVER LOVE AGAIN" FRANK SINATRA)

SEGUE

FRANK: Alongtoward the end of the year -- two fellows back in the Southeast wrote themselves a tune - another fellow out here in the Southwest heard it - me - and I immediately recorded ...

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

SEGUE

FRANK: Flying tail-end Charlie on the foursome of songs that did well by me in '49 - The Fat Four - is a tune that not only sold a lot of records but also probably hiked up the hankie business ...

MUSIC: ("DON'T CRY, JOE" FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME
12/30/49

-4-

COMMERCIAL NO. 2

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 its 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 IS - MFT, Lucky Strike means fine tobacco. Now, to get this fine tobacco for your cigarette Luckies pay more - actually 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 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.

NM

ATX01 0054114

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

FRANK: And this is High-light Time on Light Up Time!
 And tonight we put the bite on the sky itself
 to borrow a big hunk of hope for tomorrow.
 And when heaven hangs up a good-luck horseshoe
 it's a mighty pretty thing called a rainbow.
 During nineteen fifty, may you all find your
 Pot of Gold before you reach its end....

MUSIC: ("OVER THE RAINBOW" FRANK SINATRA)

(APPLAUSE)

NM

ATX01 0054115

WILSON: Well, everybody, LIGHT UP TIME is coming to a close until Monday evening when Frank Sinatra, with 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)
(See below for speech) *

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

*Ladies and Gentlemen ... at this time of the year, it can happen to YOU! Yes, through carelessness a fire can start in your home ... on your property. Be careful -- safeguard your life ... and your possessions. Be on guard against fire in every way. Never discard a lighted match or cigarette. Put it out! Thank you.

NMI

ATX01 0054116