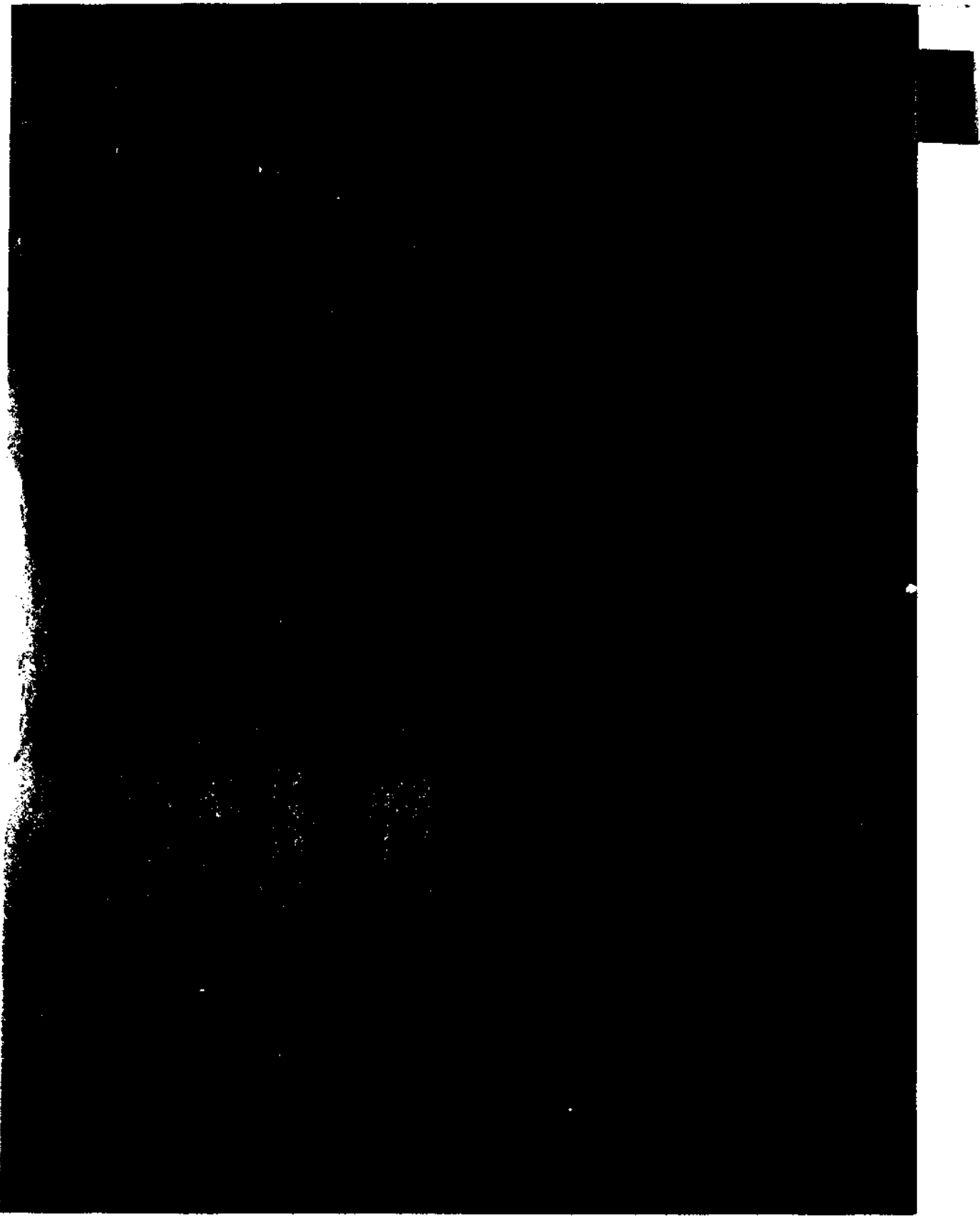


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ATX01 0054698



ATX01 0054699

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, APRIL 3, 1950 Network: NBC Broadcast 7:00-7:15 PM EST
Repeat 9:00-9:15 PM PST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"LOVE IS JUST AROUND THE CORNER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"AS TIME GOES BY"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I DON'T KNOW WHETHER TO LAUGH OR
CRY OVER YOU" FRANK SINATRA
INTRO
"CAN'T WE BE FRIENDS"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "WHY WAS I BORN"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Monday, April 3, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting
laboratory with more than fifteen years' experience in
cigarette research reports ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco ... for smoothness
and mildness ... remember -- there's never a rough
puff in a Lucky Strike!

LAING: Get a carton of Luckies today!

ATX01 0054701

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and in this morning's mail I got another fan-letter from Lassie. It reads..."I think that I shall never see - a man shaped more like a tree."! Stupid dog! Left out a comma! Skitch, let us ride to the hounds!

MUSIC: ("LOVE IS JUST AROUND THE CORNER".....FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Monday, April 3, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of
cigarettes!

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of
cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory
with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich
taste of fine tobacco ... for smoothness and mildness ... remember --
there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike
is milder than any other principal brand of cigarettes!

LAING: Get a carton of Luckies today!

ORCHESTRA: "LUCKY DAY" (PLEASANTLY BRIGHT UNDER AND OUT)

BARUCH: It's "Light Up Time" presented by Lucky Strike ... starring Frank
Sinatra, Dorothy Kirsten with Skitch Henderson and the Orchestra ...

ATX01 0054703

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

FRANK: Light Up Timers, here's a lovely young lady with whom I have a lot in common -- inasmuch as we are both with the Metropolitan. Of course she is with the Opera and, I am with the Insurance Company. Let us greet...Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and hi there, Frankie! Tell me - how is that cold of yours?

FRANK: Well, Dorothy, first it was up in my head -- then it moved down to my chest - now it's back up in my head again....

DOROTHY: Gosh, I wonder why it moved back up out of your chest.

FRANK: Guess maybe it needed a larger apartment.

DOROTHY: By the way, Frank, how was business at the Copacabana over the week-end?

FRANK: Bravo, Miss Kirsten, Bravo! Or, as the French Opera-goers shout for your kind of crooning, Bis!
Bis!

DOROTHY: Thank you, Frank. And, as I heard one of your customers up at the Copa shouting(TIPSY)
"Sing Us A Love-song Buddy".....

FRANK: Ha! Okay, D.K., what would you like to hear?

DOROTHY: Oh - maybe one of those wonderful tunes you do on the two o'clock show - The Torch Hour - when you sing by candle-light....

FRANK: Okay, stand in real close, and look out you don't get tallow on your tootsies....

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

DOROTHY: Oh, Frankie! You've got my heart playing hop-scotch!

FRANK: Well, there's two sides to every game of potsy, Dorothy, and 'tis your turn right now...

MUSIC: ("CAN'T WE BE FRIENDS"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Monday, April 3, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ... in quality controls ... and manufacturing methods. And today, tomorrow, always --

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you smoothness and mildness and never a rough puff!

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove --
Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the rich taste of fine tobacco ... for smoothness and mildness ... remember -- there's never a rough puff in a Lucky Strike!

ATX01 0054706

NO ANNCT.

MUSIC: ("WHY WAS I BORN"FRANK SINATRA)
(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

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

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, APRIL 4, 1950

Network:

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

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"WRAP YOUR TROUBLES IN DREAMS"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"LONG AGO AND FAR AWAY"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"IT ISN'T FAIR"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "DANCING IN THE DARK"
APPLAUSE FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL 4, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness ... remember - there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove --
Lucky Strike is milder than any other principal brand of cigarettes!

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

ATX01 0054709

LIGHT UP TIME
TUESDAY, APRIL 4, 1950

-2-

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ATX01 0054710

TUESDAY, APRIL 4, 1950

-2-

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and if I appear a trifle weary, you'll have to forgive me. Last night, the wires on my electric blanket got crossed up with the wires in the electric toaster. All night long, it's been popping me out of bed! Skitch, let's butter 'em up!

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

(APPLAUSE)

ATX01 0054711

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 4, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco...for smoothness
and mildness ...remember - there's never a rough
puff in a Lucky Strike!

ATX01 0054712

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

FRANK: Light up timers, it is Dealer's Choice - and on deck now comes that cute little trick - our Queen of Hearts - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody - y'know for a minute there, Frankie, I thought you were getting ready to introduce me as Dorothy Canasta! Tell me, how's your cold - how do you feel today?

FRANK: Oh, much better. Today, my Doctor got out his stethoscope to listen to my chest - and he gave me his report.

DOROTHY: No cold?

FRANK: No chest. Gosh - that reminds me - when I was a kid I wanted to be like the big fellows and have a battleship tattooed on my chestso I went to a Tattoc artist.

DOROTHY: What happened?

FRANK: All he could find room for on my chest was a pogo stick. That's why, when I laugh, my head jumps up and down. One day I got the hiccups and bounced all the way to Perth Amboy. All the way, I was singing and bouncing...bouncing and singing. Several people thought I was Jack Smith. (SNEAK MUSIC) Which wouldn't be bad. Anyway, D.K., I'm glad that you are Dorothy Kirsten - because I just love hearing Dorothy Kirsten sing
Jerry "Long Ago and Far Away"

MUSIC: ("LONG AGO AND FAR AWAY"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Wonderful, Dorothy, just great! One more song like that and you'll have our studio audience getting up a game of postoffice. At which point, I find myself face-to-face with a song that was responsible for a lot of kissing games some fifteen years ago. So, if you'll all just tumble into the rumble-seat, we'll park by the lakeside in the moonlight and listen to Skitch play his seventeen-piece ukelele, while I sing....

MUSIC: ("IT ISN'T FAIR"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
TUESDAY, APRIL 4, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco. That's why, with every Lucky, you get the rich taste of fine, light, naturally mild tobacco. Yes, smoothness and mildness with never a rough puff.

BARUCH: Just listen to the words of Mr. James Watson Davis, for 20 years an independent tobacco buyer from Wilson, North Carolina. Recently he said:

ATX01 0054716

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
TUESDAY, APRIL 4, 1950

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COMMERCIAL #2 (CONT'D)

VOICE: I know what tobacco makes a good smoke. And time after time, I've seen buyers for 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!

LAING: So smoke a Lucky. Prove to yourself what scientific tests prove - Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildnessremember -- there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

RTX01 0054717

NO ANNOUNCEMENT

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

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL 4, 1950

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to gently lower the lights on Light Up Time, till tomorrow evening when yours truly, FS and Dorothy Kirsten, will be back again, aided and abetted by Skitch Henderson and the Orchestra. Till then, remember -- for a truly milder smoke -- light up my cigarette -- Lucky Strike!

SINATRA: Good night, etc.

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

ATX01 0054719

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 6, 1950

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to ~~gently~~ lower the lights
on Light Up Time, till tomorrow evening when yours
truly, FS, and Dorothy Kirsten, will be back again,
~~aided and abetted~~ by Skitch Henderson and the
Orchestra. Till then, remember -- for a truly milder
smoke -- light up my cigarette -- Lucky Strike!

SINATRA: Goodnight, etc.

ANNCR: THIS IS NBC... THE NATIONAL BROADCASTING COMPANY.

ATX01 0054720

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, APRIL 7, 1950
(TAPED 4/9/50)

Network:

NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM EST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"RAIN OR SHINE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT NEVER ENTERED MY MIND"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"DEARIE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. ~~"THE SONG IS YOU"~~ - *ill a walking*
APPLAUSE *at all* FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 7, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember--there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

(MORE)

ATXO1 0054722

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 7, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's Light Up Time presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra....

ATX01 0054723

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and this morning when I stepped on a scale to weigh myself, the little card came out reading "Take your other foot off the ground, Buddy, this way you're only tickling me." Oh, well - that's how it goes -- the way of no flesh. Skitch, let's make it fat and sassy!

MUSIC: ("RAIN OR SHINE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 7, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

ATX01 0054725

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

FRANK: Light Up Timers, Easter is almost with us,
which gives us extra good reason for presenting
that jolly good egg - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much - and good
evening, Frank. Tell me, are you all ready for
the Easter Parade?

FRANK: You bet -- I bought myself a new suit -- It's
dark green and has six pockets.

DOROTHY: Dark green and has six pockets!

FRANK: That's right -- lying down I look like a thin
pool table. Maybe I'll rent myself out nights
at two-and-a-half cents a cue. But, enough
about me, D.K. - what are you wearing in the
Easter Parade?

DOROTHY: I think you'll like my new outfit - it's a grey Dior suit, with a straw bonnet - and a new silver mink -- stole.

FRANK: Mmm- who stole it for you? And you say Silver mink! What ever happened to plain old brown minks? I can just hear that little boy mink sitting there singing to his little girl mink "When Your Hair has Turned To Easterling Sterling Silver, I'll Be Coming Back To You". (SNEAK MUSIC) But, on with the show, Dorothy, and your voice of purest gold, in your twenty-two karat version of "It Never Entered My Mind". And, for a big finish, we'll have the Easter bunny come out and eat the twenty-two carrots...

MUSIC: ("IT NEVER ENTERED MY MIND"DOROTHY KIRSTEN;

(APPLAUSE)

FRANK: Miss Kirsten, you treated that tune with what is known to the musical experts as "gentle elegance". Two bravos and a bis! That was the prettiest thing to fill the atmosphere since the night Dad dropped the bottle of Sweetaire. But, now 'tis time to put the bite on our show at the Copacabana for a tune. And being the good neighbor that he is, I'm sure Producer Doug Coudy won't mind favoring us with the loan of a sweet cup o'music titled..."Dearie"...

MUSIC: ("DEARIE"FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
FRIDAY, APRIL 7, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved
milder! For years Lucky Strike has conducted a unique
and vast program in research...in quality controls...
and manufacturing methods. And today, tomorrow,
always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness and
mildness and never a rough puff!

(MORE)

ATX01 0054729

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
APRIL 7, 1950

COMMERCIAL #2 (CONTINUED)

BARUCH: So light up a Lucky. Prove to yourself what
scientific tests prove -- Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember -- there's never a rough puff
in a Lucky Strike!

ATX01 0054730

NO ANNOUNCEMENT

MUSIC:

~~("THE SONG IS YOU"~~FRANK SINATRA)
"All or Nothing at all"
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 7, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch, will be back again inviting you to light up a Lucky. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

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

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0054732

LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 5, 1950

-2-

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with Skitch
Henderson and the Orchestra ...

ATX01 0054733

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, APRIL 5, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the rich taste of fine tobacco...for smoothness and mildness ..., remember - there's never a rough puff in a Lucky Strike!

RTX01 0054734

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

FRANK: Light Up Timers, here's the gal whose operatic training is so complete, that when we walked into the circus last night she busted out with several arias from Pagliacci...Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and hi there, Frankie! Golly, that was fun last night! You had us worried though - we lost track of you for over half an hour and couldn't find you.

FRANK: You just couldn't see me, Dorothy, I was wearing my tuxedo and standing in front of a zebra. You must have thought I was one of the stripes. By the way, what was your favorite act?

DOROTHY: Oh, I think the iron jaw girl was best. The one who hangs by her teeth from the Big Top. Just think if she were to open her mouth, she'd fall a hundred and fifty feet!

FRANK: I'd like to get that job for a certain Hollywood radio commentator. (SNEAK MUSIC) But on with the second greatest show on earth, Dorothy, and you are in the Center Ring, starring in "The Act Beautiful"! - The Spotlight hits you - you raise your arms - the doves fly out and perch on 'em - as you sing..."My Bill". Huh! Imagine anyone being in love with a dove's Bill!

MUSIC: ("MY BILL"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Beautiful, Dorothy, just great! That's one bill we wouldn't mind having you deliver at our house around the first of every month! Now, neighbors, stand by for the Daily Double! And tonight, Dorothy and I are touting you on a pair of tunes that are as tender as a six-dollar steak.....

MUSIC: ("TRY A LITTLE TENDERNESS" . . .FRANK SINATRA)
SEGUE

DOROTHY: Mmmmmmauh! Frankie, with that kind of advice, you'd make a wonderful Walking Delegate for the Women's Union!

FRANK: Well, I am walking -- so you'd better start singing...

MUSIC: ("TAKE ME IN YOUR ARMS"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 5, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ..in quality controls...and manufacturing methods. And today, tomorrow, always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you smoothness and mildness and never a rough puff!

ATX01 0054738

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 5, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the rich taste of fine tobacco..for smoothness and mildnessremember -- there's never a rough ouff in a Lucky Strike!

ATX01 0054739

NO ANNOUNCEMENT

MUSIC: *"The Song Is 'You'"*
~~("ALL OR NOTHING AT ALL".....FRANK SINATRA)~~

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 5, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights
on Light Up Time, until tomorrow evening,
when Frank Sinatra, Skitch Henderson
.....and the Orchestra, and yours truly,
Andre Baruch will be back again, inviting you
to light up a Lucky. Until then -- remember,
scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes.
So make your next carton Lucky Strike!

FRANK: Good night, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: _____ THURSDAY, APRIL 6, 1950
(TAPED 4/4/50)

Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO "MANHATTAN" APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO "MY FOOLISH HEART" APPLAUSE FRANK SINATRA
5. INTRO "EMBRACEABLE YOU" APPLAUSE FRANK SINATRA
6. "BABY, DON'T 'CHA GO AWAY MAD" APPLAUSE FRANK SINATRA
7. COMMERCIAL
8. INTRO "COME RAIN, COME SHINE" APPLAUSE FRANK SINATRA
9. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 6, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: That fact is confirmed by an independent consulting
laboratory with more than 15 years' experience in
cigarette research.

LAING: So let your own taste and throat be the judge. For
the rich taste of fine tobacco..for smoothness and
mildness..remember--there's never a rough puff in
a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove--
Lucky Strike is milder than any other principal brand
of cigarettes!

(MORE)

RTX01 0054743

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
APRIL 6, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra, with Skitch Henderson and
the Orchestra.....

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and for two weeks now, you folks around the Nation have been patiently listening to us talk about our engagement at New York's Copacabana. And, since it's a bit difficult for some of you to drive in for the show, tonight you're our guests at a Radio Digest version of the twelve o'clock show at the Copa! You have just heard that very clever impressionist, Larry Storch - and then the lights go down...(orchestra - MUTED FANFARE ROUTINE) and the announcer says....

ANDRE: With Skitch Henderson at the piano....(PIANO BIT)
The Copacabana proudly presents....Frank Sinatra!

(APPLAUSE INTO:)

MUSIC: ("MANHATTAN"FRANK SINATRA)
(APPLAUSE)

FRANK: Of course, during the show at the Copacabana,
we have cigarette girls selling Lucky Strikes.
However, on the radio version, we use cigarette
boys....

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
THURSDAY, APRIL 6, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

ATX01 0054747

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

FRANK: Light Up Timers, tonight, while Dorothy Kirsten is busy singing "La Traviata" at the Metropolitan Opera, we are busy trying to give you a rough idea of what happens each night during our show at the Copacabana.

ANDRE: Say, Frank, don't you think it might be a good idea to give the folks a bit of the Copa atmosphere - tell 'em what the club itself is like?

FRANK: Good idea, Andre. First of all, your cab drops you at ten East sixtieth Street. You go in thru the door...check your coat - then down the stairs into what was once the old Villa Vallee - where Ruddy himself once used to "Heigh Ho, Everybody"...

ANDRE: But now, the atmosphere has changed - the room is all blue and white - with white palm trees - and little coccoanuts peeking out under the leaves.

FRANK: Those aren't coccoanuts, Andre. The Copa didn't want to pay for coccoanuts. So, between shows, Skitch and I have to hang by our knees from the top branches with our heads sticking out! We meet more interesting monkeys that way! (SNEAK MUSIC)

ANDRE;

And, if you arrive just a bit late, and you have missed Frank's opening number - why, then, you'll be just in time to hear the gals letting out that Sinatra sigh as Frankie sings his way into their hearts and the opening strains of

MUSIC:

("MY FOOLISH HEART"FRANK SINATRA)

(APPLAUSE)

NO ANNOUNCEMENT

MUSIC: ("BABY DON'T 'CHA GO WAY MAD".....FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 6, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. That's why with every Lucky, you get the rich taste of fine, light, naturally mild tobacco. Yes, smoothness and mildness with never a rough puff.

BARUCH: Just listen to the words of Mr. Linwood L. Sturdivant, for 21 years an independent tobacco warehouseman from Louisburg, North Carolina. Recently, he said:

(MORE)

ATX01 0054751

AMERICAN TOBACCO COMPANY
LIGHT UP TIME
APRIL 6, 1950

COMMERCIAL #2 (CONTINUED)

VOICE: When you talk tobacco, you're talking my language.
And year after year, I've seen the makers of Lucky
Strike buy fine, light leaf that makes extra
enjoyable smoking. I've been smoking Luckies myself
for 11 years!

LAINING: So smoke a Lucky. Prove to yourself what scientific
tests prove -- Lucky Strike is milder than any other
principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike -- so round, so firm, so fully
packed, so free and easy on the draw.

ATX01 0054752

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

FRANK: And this is Highlight Time on Light Up Time,
tonight bringing with it a high-light song
that helps us keep the ice-cubes quiet at
climax-time in our Copacabana Revue!

MUSIC: ("COME RAIN OR COME SHINE"FRANK SINATRA)

(APPLAUSE)

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and yesterday, in the Easter Parade, I noticed a lot of men wearing pin stripe suits. With me - it was a little different. My suit was being worn by a pin stripe man! Skitch, let's go get a fitting!

MUSIC: ("IT ALL DEPENDS ON YOU"FRANK SINATRA)
APPLAUSE)

RTX01 0054755

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, APRIL 10, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove....

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ..

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge!
For the rich taste of fine tobacco..for smoothness
and mildness ...remember -- there's never a rough
puff in a Lucky Strike!

ATX01 0054756

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

FRANK: Light Up Timers, I'll leave it to my good friend Frankie Laine to yodel the Cry of the Wild Goose - I'll take the pleasant job of calling for our pet canary. And here she is - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you - thank you very much - and hi there, Frankie-boy! Did you enjoy a happy Easter?

FRANK: A beautiful Easter! At noon, church and the Easter Parade. Then, I went to Carnegie Hall and heard the Mahler Eight Symphony. What a thrill! A hundred men in the orchestra - two hundred voices in the choir -

DOROTHY: *It must have sounded powerful....*
~~It must have sounded powerful....~~

FRANK: Louder than Guy Lombardo. But the biggest kick I got yesterday was having Easter Dinner with my Mother and Father over in Jersey...

DOROTHY: I'll bet it was good.

FRANK: Delicious. I'll tell you, my family really eats up a storm. You should see my Mother. When I stand on her left, together we look like the numeral ten. She's wonderful. Yesterday, I asked my Uncle how to make ravioli.....

DOROTHY: Did he tell you?

FRANK: Surehe said .."Well, Frank - you take the two little pieces of paste - and then you stick the meat inafatreen - ain't he? (SNEAK MUSIC) But, enough about the King's English as spoken in Jersey - on to the Queen's English, as sung in your first song, D.K. - and it is titled...."Be Mine"....

MUSIC: ("BE MINE"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Delightful, D.K.! The way you sang it, that song had more charms than a bobby-soxers bracelet!

DOROTHY: Thank you, Frank. Tell me, do you have any idea why Mr. Henderson looks so grumpy today?

FRANK: Oh, ^{like} ~~Skitch~~ spent Easter Sunday in the country and before he woke up, his young nephew slipped several eggs under his pillow.

DOROTHY: What was the matter with that?

FRANK: The kid used scrambled eggs. And now 'tis time for us to scramble ourselves a little two-tune omelette, Dorothy, so here I go - out of the fire, into the frying-pan...

MUSIC: ^{...and a Frank Sinatra} ~~("DON'T DO SOMETHING"~~FRANK SINATRA)

SEGUE

DOROTHY: Mister Sinatra, that's what I call "^{a little good} ~~sliding the~~ the golden rule"....

FRANK: Well, thank you, Miss Kirsten. And now, 'tis your turn to set a little gem....

MUSIC: ("WITH MY EYES WIDE OPEN".....DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
MONDAY, APRIL 13, 1950
COMMERCIAL #2 (CONTINUED)

LAING: Let your own taste and throat be the judge. For
the rich taste of fine tobacco ... for smoothness
and mildness ... remember -- there's never a
rough puff in a Lucky Strike!

ATX01 0054760

NO ANNOUNCEMENT

MUSIC: ("WHERE OR WHEN"FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, APRIL 11, 1950 Network: NBC Broadcast 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"CHATTANOOGIE SHOE SHINE BOY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"OUT OF MY DREAMS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"NIGHT AND DAY"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "MY HEART STOOD STILL"
APPLAUSE FRANK SINATRA &
DOROTHY KIRSTEN
8. CLOSING

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

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness ... remember - there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

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

ATX01 0054763

LIGHT UP TIME
TUESDAY, APRIL 11, 1950

-2-

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ATX01 0054764

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I guess I must look as thin as ever. Today, that wonderful German restaurant, Luchow's, offered me fifty dollars a week to tell people I do not eat there! Skitch, let's have the first course!

MUSIC: ("CHATTANOOGIE SHOE SHINE BOY" ...FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 11, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco...for smoothness
and mildnessremember - there's never a rough
puff in a Lucky Strike!

ATX01 0054766

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

FRANK: Light Up Timers, nobody would ever mind "facing the music" - if the music were coming out of the beautiful face of ...Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody - and bon soir, Francois! And I've got a question!

FRANK: I've got a lady in the balcony, Doctor! Wowie! Okay, Dorothy, what did you want to know?

DOROTHY: A few minutes ago, you mentioned a wonderful German restaurant - Luchow's -

FRANK: Indeed I did.

DOROTHY: Well, I love that kind of food. Where is it?

FRANK: On fourteenth Street. Oh, such pigs knuckles! Such pancakes! Such May wine!

DOROTHY: May wine! But this is April! Why do they call it May wine?

FRANK: Three drinks and you may be able to stand up. They used to have a thing called March wine. One drink and they marched you off to the police station. (SNEAK MUSIC) One more joke like that and we'll all be arrested! On with the show now, Miss K., and scheduled for the next few lucky minutes is that knockout of a nocturne "Out Of My Dreams". This'll be interesting -- a gal from New Jersey, singing a song from "Oklahoma".....

MUSIC: ("OUT OF MY DREAMS"DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Wonderful, Dorothy, just great! When it comes to a musical beauty contest, you're Miss America every time you sing! Maybe you should do tomorrow's program in a bathing suit! We could build a high fence around the orchestra. Oh now, to a song for which we're getting a lot of calls at the Copacabana. And what a dangerous job that Copa job has turned out to be! Last night, I got bitten on the hip. I stood too close to a table where a fellow was eating barbecued spareribs. Good neighbors, I hope you enjoy my singing good-luck charm...."Night And Day".....

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

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 11, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. That's why with
every Lucky, you get the rich taste of fine,
light, naturally mild tobacco. Yes, smoothness
and mildness with never a rough puff.

ATX01 0054770

LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 11, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: Just listen to the words of Mr. Tom Allen Jones,
an independent tobacco auctioneer from Mount
Airy, North Carolina. Recently he said:

VOICE: 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 for 15 years.

LAING: So smoke a Lucky. Prove to yourself what -
scientific tests prove - Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For
the rich taste of fine tobacco...for smoothness
and mildness ...remember -- there's never a
rough puff in a Lucky Strike -- so round, so firm,
so fully packed, so free and easy on the draw.

ATX01 0054771

NO ANNOUNCEMENT

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

(APPLAUSE)

TUESDAY, APRIL 11, 1950

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to gently lower the lights on Light Up Time, till tomorrow evening when yours truly, FS and Dorothy Kirsten, will be back again, with Skitch Henderson and the Orchestra. Till then, remember -- for a truly milder smoke - light up my cigarette -- Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY!"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, APRIL 12, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"A FOGGY DAY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"APRIL IN PARIS"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"SUNSHINE CAKE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. "WHY REMIND ME"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 12, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildnessremember -- there's never a rough ouff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

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

ATX01 0054775

LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 12, 1950

-2-

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by ~~Lucky Strike~~...
starring Frank Sinatra, Dorothy Kirsten with Skitch
Henderson and the Orchestra ...

ATX01 0054776

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and it's wonderful doing a radio show in New York with the baseball season coming on. All you have to do to get a cheer out of your audience is mention the New York Giants. (AUDIENCE) Or, for that matter, the Brooklyn Dodgers! (AUDIENCE) I wonder why it is, when I mention the Sinatra Swooners - nothing happens?

MUSIC: ("A FOGGY DAY"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, APRIL 12, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the
rich taste of fine tobacco...for smoothness and
mildness remember - there's never a rough puff
in a Lucky Strike!

ATX01 005477B

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

FRANK: Light Up Timers, Paris has to wait for April for the lilacs to bloom, but every night at this time the flower of our hearts blossoms forth - and here she is - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, Thank you everybody - and bon soir, Francois!

FRANK: Bon soir, Dorothois! Y'like my French! Y'know, in case I go to Europe this Summer, I've been studying French very hard.

DOROTHY: How's it coming?

FRANK: Very hard. Last night I went into a place to get something to eat - and no matter what I ordered in French they kept giving me the same thing!

DOROTHY: My goodness - what sort of a place was that?

FRANK:Nedick's. I ate seventeen hot-dogs trying to get one hamburger! On the midnight show at the Copa I was afraid to reach for the high notes. They'd have come out covered with mustard! (SNEAK MUSIC) But enough about French mustard in April, Miss Kirsten, let's have some of that "April in Paris" Ah, I can just see myself now - sitting at a sidewalk cafe - ordering the correct vintage - I'll say (FRENCH) Waiter, price is no object - chill me a bottle of Pepsi-Cola - 1950!

MUSIC: ("APRIL IN PARIS" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Mmmm-oo-la-la! Oui, oui! Tres jolie, Mam'selle!

DOROTHY: Thank you, Frank - and, by the way, just where are you studying all this French?

FRANK: I bought three copies of Johnny Desmond's record of "C'est Si Bon". It's coming a little slowly, because the record is at 78 and I've got a long-playing machine. But, on with the show, D.K. - how about joining me in a small chanson about "Le gateaux de la sol"?

DOROTHY: You mean "Sunshine Cake"?

FRANK: Gee, Dorothy, you understood me!

DOROTHY: Sure, but I was only guessing!

FRANK: (DISAPPOINTED) Oh. Who knows, maybe it would help if I'd start eating French bread and French fries and French Toast and....

DOROTHY: If you ask me, I think you'd better take the first bite out of that "Sunshine Cake".....

FRANK: Mes oui....

MUSIC: ("SUNSHINE CAKE" FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 12, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ..in quality controls...and manufacturing methods. And today, tomorrow, always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you smoothness and mildness and never a rough puff!

ATX01 0054782

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 12, 1950

COMMERCIAL #2 (CONT'D)

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the rich taste of fine tobacco..for smoothness and mildnessremember -- there's never a rough puff in a Lucky Strike!

ATX01 0054783

NO ANNOUNCEMENT

MUSIC: ("WHY REMIND ME" FRANK SINATRA)

(APPLAUSE)

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, APRIL 13, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCHE HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"THAT OLD BLACK MAGIC"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"DREAMS AGO"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"KISSES AND TEARS"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "PENTHOUSE SERENADE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 13, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: That fact is confirmed by an independent consulting
laboratory with more than 15 years' experience in
cigarette research.

LAING: So let your own taste and throat be the judge. For
the rich taste of fine tobacco..for smoothness and
mildness..remember--there's never a rough puff in
a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove--
Lucky Strike is milder than any other principal brand
of cigarettes!

(MORE)

ATX01 0054787

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
APRIL 13, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with Skitch
Henderson and the Orchestra.

ATX01 0054788

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I have just discovered a way to make a lot of money! I'm going to start recording old Italian folk songs on pizzas! Then, if you don't like the way they sound you can eat them! Okay, Skitch, let's sink our teeth in it!

MUSIC: ("THAT OLD BLACK MAGIC" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
THURSDAY, APRIL 13, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

RTX01 0054790

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

FRANK: Light Up Timers, of her ruby lips it has been truly said "thru these portals pass the most beautiful notes in the world" - let us greet Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you very much and good evening, Frank! How's the old singing spare-rib?

FRANK: Singing spare-rib! Dorothy! I'm shocked! What ever made a great lady like you use an expression like that?

DOROTHY: (A BEAT) Bing Crosby told me to say it.

FRANK: That's right - the World's Singing Champion is in town. I understand he's sailing for Europe on the Queen Elizabeth.

DOROTHY: Did you send a bon voyage basket down to the boat?

FRANK: No - I sent my Mother down - to steal his sea-sick pills. John Gunther should go along and write a book..."Inside Crosby". By the way, D.K., you made a picture with Bing -- were you ever out to his house?

DOROTHY: I certainly was -- it's beautiful - low and rambling set at the back of that lovely two-acres of rolling green lawn!

FRANK: Honey -- that's not a lawn -- that's money. I know -- I was the fellow standing near the edge with the lawn-mower! (SNEAK MUSIC) But enough about the Groaner's wealth, M'Dear, on to our kind of riches -- the gold of your voice in the tender and touching ballad "Dreams Ago" -- rockabye, Dorothy, in the treetops....

MUSIC: ("DREAMS AGO"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Tremendous! Splendid, Dorothy, that voice of yours paints the prettiest pictures since Renoir, and that's no oil! Neighbors, some months ago, mine was the happy task of making a picture with Jane Russell and Groucho Marx. The picture will soon be invading your local film-houses - and the top tune in it is a bright-eyed little beauty I recently recorded with the aforementioned Miss Russell. And you'd better grab your hankies -- to help straighten out your lipstick and dab at your baby blues - 'cause here comes a mess

of "Kisses And Tears"! *okay, folks, with the right music and a damn good!*

MUSIC: ("KISSES AND TEARS"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 13, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. That's why with every Lucky, you get the rich taste of fine, light, naturally mild tobacco. Yes, smoothness and mildness with never a rough puff.

BARUCH: Just listen to the words of Mr. Charlie Randolph, an independent tobacco buyer from Kinston, North Carolina. Recently he said:

(MORE)

ATX01 0054794

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 13, 1950

COMMERCIAL #2 (CONT'D)

VOICE: For the past 31 years, I've seen the makers of
Lucky Strike buy fine quality tobacco, ripe, fragrant
leaf -- the kind of tobacco that's bound to make a real
good smoke. I've smoked Luckies for 23 years.

LAING: So smoke a Lucky. Prove to yourself what scientific
tests prove - Lucky Strike is milder than any other
principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the
rich taste of fine tobacco...for smoothness and
mildness ...remember -- there's never a rough puff
in a Lucky Strike -- so round, so firm, so fully
packed, so free and easy on the draw.

ATX01 0054795

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: FRIDAY, APRIL 14, 1950 Network: NBC Broadcast: 00-7:15 PM EST
(Taped 4/12/50) Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
~~"WHEN YOU'RE SMILING"~~ *"Love Me Tender"* FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"A THOUSAND AND ONE NIGHTS" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
~~"DADDY'S LITTLE GIRL"~~ *"Love Me Tender"* FRANK SINATRA
INTRO DOROTHY KIRSTEN
"IT ISN'T FAIR"
APPLAUSE
6. COMMERCIAL
7. "MY FOOLISH HEART" FRANK SINATRA
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 14, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember--there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

(MORE)

ATX01 0054797

AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"LIGHT UP TIME"

FRIDAY, APRIL 14, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's Light Up Time presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra....

ATX01 0054798

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I understand that, with television doing so well, a lot of radio shows are cutting way down. If they cut down far enough, I'll probably wind up playing "The Fat Man"! Skitch, let's take off a few pounds!

MUSIC: ~~Let's take off a few pounds~~
(~~"WHEN YOU'RE SMILING"~~FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 14, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

ATX01 0054800

NO ANNOUNCEMENT

MUSIC: ("PENTHOUSE SERENADE"FRANK & DOROTHY)

(APPLAUSE)

THURSDAY, APRIL 13, 1950

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to lower the lights on Light Up Time, till tomorrow evening when yours truly, FS and Dorothy Kirsten, will be back again, with Skitch Henderson and the Orchestra. Till then, remember -- for a truly milder smoke - light up my cigarette -- Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY!"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

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

FRANK: Light Up Timers, here's the custodian of the highest collection of notes this side of the United States air-mail - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you - and good evening everybody. Hi there, Frankie-boy! And how's the Lord High Governor of the Copacabana tonight?

FRANK: To tell the truth I feel a trifle old right at the moment, Dorothy. Y'see, last night, the Copa was jam-packed with youngsters who had come direct from their Easter vacation formal dances. Gee, they looked cute - sitting at their little tables-for-two - touching noses.....

DOROTHY: Touching noses - in public!

FRANK: How else can you use two straws in one glass!
What a racket they made when they got to the bottom!
Once it happened while I was singing "Old Man River" and several waiters ran for the hills - they thought the dam had burst

DOROTHY: Frank, tell me, just how young were these boys and girls?

FRANK: Let me put it this way - six boys had their voices change while they were asking for the check. Then, you should have seen their faces change when they got it. (SNEAK MUSIC) Now, Light Up Time loops along with a slight change of pace -

*coming from one night at the Cafe
to a thousand and one nights at
Studio 67, Casino City.*

MUSIC: ("A THOUSAND AND ONE NIGHTS"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
FRIDAY, APRIL 14, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than
any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved
milder! For years Lucky Strike has conducted a unique
and vast program in research...in quality controls...
and manufacturing methods. And today, tomorrow,
always --

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness and
mildness and never a rough puff!

(MORE)

ATX01 0054805

FRANK: Great! Dandy and wonderful, Dorothy, I tell you, if you sang any sweeter you'd have the sugar refiners really worried! But, believe me, if they said anything against you, we'd really give 'em their lumps. Now, on to a twosome of tunes for a twosome of tunesters - the first song up being in my key, so I'll unlock the medley by singing.... ^{When You're} ~~Daddy's~~ ^{Smiling} ~~Little Girl~~

MUSIC: (^{When You're Smiling} ~~"DADDY'S LITTLE GIRL"~~FRANK SINATRA)

SEGUE

DOROTHY: Mmmmm, mighty pretty, Mr. S. - and now that you have Daddy's little girl all tucked in, what next?

FRANK: You next, Miss K. With a lullaby for grownups - and your song is that dreamy-eyed darlin' of the early thirties - "It Isn't Fair". Believe me, it is better than fair....

MUSIC: ("IT ISN'T FAIR"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
APRIL 14, 1950

COMMERCIAL #2 (CONTINUED)

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember -- there's never a rough puff in a Lucky Strike!

RTX01 0054807

NO ANNOUNCEMENT

MUSIC: ("MY FOOLISH HEART"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 14, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch, will be back again inviting you to light up a Lucky.. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

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

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, April 17, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"DON'TCHA GO AWAY MAD"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"BLUE MOON"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A DREAM IS A WISH"
INTRO
"SOON" FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "PIONCIANNA"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MONDAY, APRIL 17, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco ... for smoothness and mildness ... remember - there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

"LIGHT UP TIME"
MONDAY, APRIL 17, 1950

OPENING COMMERCIAL (CONT'D)

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

BARUCH: It's "Light Up Time" presented by Lucky Strike ...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra :....

ATX01 0054812

FRANK:

This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I just got a letter from Italy telling me about a wonderful new Italian cowboy who is a big star on television over there. His name is Hopalong Quicci Dicci! Skitch, fa presto!

MUSIC:

("DON'TCHA GO AWAY MAD" . . . : .FRANK SINATRA)

(APPLAUSE)

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER)

FRANK: Light Up Timers, here comes our lovely Lady-Bird -
so let us ring out a round of applause for La Belle
-- Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much and hi, there,
Frankie!

FRANK: Hi, there, m'little unprim-prima donna, how went
the weekend?

DOROTHY: Oh, I had a wonderful time! Saturday night, I sang
"Manon Lescaut" in Cleveland in front of 10,000
people. What did you do?

FRANK: I sang "Mule Train" at the Copa, in front of
10,000 ice cubes. I had a rattling good time.
Once I opened my mouth too wide and got a frost-
bitten tonsil. From now on, they'll be calling me
the Birds-Eye baritone. If Spring ever comes,
I'll probably thaw and help solve the water
shortage.

DOROTHY: You mean you'll turn into a big drip.

FRANK: You've been talking to Milton Berle. For shame!
Incidentally, it was a beautiful Spring day around
here yesterday ... I went walking in Central Park.

DOROTHY: Did you have fun?

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, APRIL 17, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove....

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove....

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge!
For the rich taste of fine tobacco...for smoothness
and mildness...remember-- there's never a rough
puff in a Lucky Strike!

ATX01 0054815

FRANK: As a matter of fact I got very angry at a little squirrel - he just sat there looking at me.

DOROTHY: Frank! How could you get mad at a poor little squirrel for just sitting there looking at you?

FRANK: He was sitting there looking at me - and DROOLING!
Gee whiz, I don't look that nutty! (SNEAK MUSIC)
But on with Light Up Time, which will glow all the brighter with your rendition of "BLUE MOON."

MUSIC: ("BLUE MOON" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK: Beautiful, Dorothy, just gorgeous! The Man in the Moon must be smilin' tonight! Incidentally, a new moon is starting to bloom ce soir, and, since moon-time is dream-time, we have reason, indeed, for singing "A Dream is a Wish".

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

SEGUE

DOROTHY: Mmmmmm, that was dreamy indeed, Mr. Sinatra!

FRANK: Well, keep them dreaming, Miss Kirsten, 'tis time for you to start singing -- and "Soon".

MUSIC: ("SOON"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
MONDAY, APRIL 17, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been
proved milder! For years Lucky Strike has
conducted a unique and vast program in research ...
in quality controls ... and manufacturing methods.
And today, tomorrow, always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light,
naturally mild tobacco that gives you smoothness
and mildness and never a rough puff!

BARUCH: So light up a Lucky. Prove to yourself what
scientific tests prove -- Lucky Strike is milder than
any other principal brand of cigarettes!

(MORE)

RTX01 0054818

THE AMERICAN TOBACCO COMPANY
MONDAY, APRIL 17, 1950
LIGHT UP TIME

COMMERCIAL #2 (cont'd)

LAING: . Let your own taste and throat be the judge. For
the rich taste of fine tobacco ... for smoothness
and mildness ... remember -- there's never a rough
puff in a Lucky Strike!

ATX01 0054819

(NO ANNOUNCEMENT)

MUSIC:

("POINCIANA" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MONDAY, APRIL 17, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Good night, etc.

MUSIC: "PUT YOUR DREAMS AWAY"!

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, April 18, 1950

Network: NBC

Broadcast 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. CLOSING
2. INTRO
"AN AMERICAN BEAUTY ROSE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"YOU'RE MY THRILL"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"I DON'T KNOW WHETHER TO LAUGH OR CRY OVER YOU"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "SOME ENCHANTED EVENING"
APPLAUSE FRANK AND DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL, 18, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Yes, scientific tests prove....

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

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

(MORE)

ATX01 0054823

"LIGHT UP TIME"
TUESDAY, APRIL 18, 1950

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by Lucky Strike
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra

ATX01 0054824

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike - and "Here's a song that I have just recorded, called "An American Beauty Rose" - and I dedicate it to Jimmy Durante - "The American Beauty NOSE"! Skitch, I'll meet you at the bottom of the garden!

MUSIC: ("AN AMERICAN BEAUTY ROSE" FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 18, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco...for smoothness
and mildnessremember - there's never a rough
puff in a Lucky Strike!

ATX01 0054826

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers, in our picture "On The Town" we were searching for Miss Subways - the beauty of the I.R.T. or the B.M.T. - but tonight we bring you Miss LS/MFT ^(and you should see where she is wearing her corsage.) -- Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody. And hi there, Frank - how's the old Singing Salami?

FRANK: Singing Salami! Gosh, the other day you called me "The Singing Sparerib" - now, it's the Singing Salami! Who's writing your script - Vic Damone?

DOROTHY: You look very happy tonight, Frank

FRANK: I had a very happy day - I went up to the Polo Grounds to see the New York Giants play.

DOROTHY: How'd they make out?

FRANK: _____

DOROTHY: I suppose, since you know Leo Durocher, you get to sit down on the bench with the players?

FRANK: No - I tried that once but it didn't work out.

DOROTHY: How come?

FRANK: A near-sighted bat-boy kept picking me up and standing me in the bat rack! Now, I suppose you'll be calling me the Singing Louisville Slugger!
(SNEAK MUSIC) But, I'm out and there's one on -- and you're the one who's "on", Dorothy, singing "You're My Thrill" ... and, on your way around, don't forget to touch second.....

MUSIC: ("YOU'RE MY THRILL" DOROTHY KIRSTEN)
(APPLAUSE)

FRANK:

Tremendous, Dorothy, just great! Your Spring
 song is sure to set the birds to singing! There!
 You see? I just heard several chirps from my
 Blue Jay Corn Plaster! ~~You notice that Mr.~~
~~Henderson never laughs at my little jokes? He's the~~
~~English Vincent Lopez. He's pretty smart though~~
~~last week I took him to see a great new picture~~
~~named "Tommy Holiday" and right away he wanted~~
~~two weeks off with pay. Oh, huh! also one joke~~
~~with no payoff. Send me some music men, they're~~
~~closing in on me!~~ *I should man like to do a song*
that has confused Jack Smith
no end!

MUSIC:

("I DON'T KNOW WHETHER TO LAUGH"...FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
TUESDAY, APRIL 18, 1950

COMMERCIAL #2 (cont'd)

VOICE: I keep my eyes peeled as to what's going on --
and year after year, I've seen the makers of Lucky
Strike buy fine, light, ripe tobacco that makes a
smooth, mild smoke. I've smoked Luckies for 22
years.

LAING: So smoke a Lucky. Prove to yourself what
scientific tests prove -- Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For
the rich taste of fine tobacco ... for smoothness
and mildness ... remember - there's never a rough
puff in a Lucky Strike -- so round, so firm, so
fully packed, so free and easy on the draw.

ATX01 0054830

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL 18, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is
milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports?

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. That's why with
every Lucky, you get the rich taste of fine, light,
naturally mild tobacco. Yes, smoothness and
mildness with never a rough puff.

BARUCH: Just listen to the words of Mr. B.V. Bowen, for
forty years an independent tobacco buyer from
Timmons ville, South Carolina. Recently he said:

(MORE)

ATX01 0054831

(NO ANNOUNCEMENT)

MUSIC: ("SOME ENCHANTED EVENING" FRANK AND DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, APRIL 18, 1950

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to gently lower the lights on Light Up Time, till tomorrow evening when yours truly, FS and Dorothy Kirsten, will be back again, with Skitch Henderson and the Orchestra. Till then, remember -- for a truly milder smoke- light up my cigarette -- Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"!

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0054833

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, APRIL 19, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"YOU DO SOMETHING TO ME" FRANK SINATRA
APPLAUSE
3. COMMERCIAL
4. INTRO
"I'VE TOLD EVERY LITTLE STAR" DOROTHY KIRSTEN
APPLAUSE
5. INTRO
~~"DEWITTOMED"~~ "The Lady in Paper Moon" FRANK SINATRA
INTRO
~~"ON THE OUTGOING TIDE"~~ "Always" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. "GOD'S COUNTRY" FRANK SINATRA
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 19, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting
laboratory with more than 15 years' experience in
cigarette research.

LAING: So let your own taste and throat be the judge.
For the rich taste of fine tobacco ... for smoothness
and mildness ... remember -- there's never a rough
puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove
-- Lucky Strike is milder than any other principal
brand of cigarettes!

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

(MORE)

ATX01 0054835

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
WEDNESDAY, APRIL, 19, 1950

OPENING COMMERCIAL (CONT'D)

BARUCH: It's "Light Up Time" presented by Lucky Strike...
 starring Frank Sinatra, Dorothy Kirsten with
 Skitch Henderson and the Orchestra...

ATX01 0054836

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and again this morning I stepped onto that fresh weighing machine in my hotel lobby. I put my penny in the slot and the little card came out reading "Roses are red, violets are blue, your suit weighs five pounds, what happened to you"? Skitch, let's light into it!

MUSIC: ("YOU DO SOMETHING TO ME"FRANK SINATRA)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, APRIL 19, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco ... for smoothness
and mildness remember - there's never a
rough puff in a Lucky Strike!

ATX01 0054838

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

FRANK: Light Up Timers, here's the gal who last night made baseball history on the opening day of the season by referring to my pal Lippy as LOUIE Durocher - and, even in making an error, she was a big hit - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you everybody - and, Frank, I think maybe we'd just better forget all about baseball.

FRANK: I think that's what the Giants did in ^{today's} ~~the~~ game yesterday. Okay, Dorothy, I'll let you up. My, that's a beautiful scent you're wearing tonight - what is it?

DOROTHY: Why, that's "Sortilege" - I picked it up at the Stork Club last night. And you're wearing an interesting scent yourself - what's that?

FRANK: That's Eau De Giraffe - I Picked it up at the circus this afternoon. Say, you notice Skitch Henderson never laughs at our little jokes? He's the English Vincent Lopez. Last night, I invited him to join me at a new picture called "Johnny Holiday"...

DOROTHY: Yes?

FRANK: ...he showed up at the theatre with a tennis racquet and a bathing suit. (SNEAK MUSIC) But, 'tis time for me to take three minutes off with pay, M'Dear, inasmuch as 'tis time for you to sing ... "I've Told Every Little Star".... *(Don't tell Emma though, will you!)*

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

(APPLAUSE)

FRANK: Wonderful, Dorothy, that was a smasher! Time for us now to hitch along the next few minutes of the show on a medley. The first half consists of a bright and bouncy item that is making the torch hour burn a bit more brightly during our two o'clock show at the Copacabana each night. Between scotches and sodas, the cash customers also call for this.

MUSIC: ("IT'S ONLY A PAPER MOON" FRANK SINATRA)

SCENE

DOROTHY: You really brought that one off, Mr. S!

FRANK: And you're really on, Miss K. So sing away l.. with "Always".

MUSIC: ("ALWAYS" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 19, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent consulting laboratory with more than 15 years' experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been proved milder! For years Lucky Strike has conducted a unique and vast program in research ... in quality controls ... and manufacturing methods. And today, tomorrow, always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco fine, light, naturally mild tobacco that gives you smoothness and mildness and never a rough puff!

(MORE)

RTX01 0054842

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 19, 1950

COMMERCIAL #2 (cont'd)

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Let your own taste and throat be the judge. For the rich taste of fine tobacco ... for smoothness and mildness ... remember -- there's never a rough puff in a Lucky Strike!

ATX01 0054843

NO ANNOUNCEMENT

MUSIC: ("GOD'S COUNTRY"FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, APRIL 20, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

AND

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"LOVER"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"IT ISN'T FAIR"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "DEARIE"
APPLAUSE FRANK AND DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 20, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Yes, scientific tests prove ...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: That fact is confirmed by an independent consulting
laboratory with more than 15 years' experience in
cigarette research.

LAING: So let your own taste and throat be the judge. For
the rich taste of fine tobacco ... for smoothness and
mildness ... remember -- there's never a rough puff in
a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove --
Lucky Strike is milder than any other principal brand
of cigarettes!

(MORE)

ATX01 0054846

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
APRIL 20, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's "Light Up Time" presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra.

ATX01 0054847

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike - and it's really terrible being as thin as I am here in New York City. Today, I forgot to watch my step and walked over one of those iron grills in the sidewalk. Two small boys had to fish me out with some gum on the end of a piece of string! It made my hair all sticky! Okay, Skitch, haul away!

MUSIC: ("LOVER"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
THURSDAY, APRIL 20, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand
of cigarettes!

BARUCH: Let your own taste and throat be the judge! For the
rich taste of fine tobacco...for smoothness and
mildness...remember - there's never a rough puff
in a Lucky Strike!

ATX01 0054849

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

FRANK: Light Up Timers, flitting on stage is someone who causes more slapping of hands than a swarm of mosquitoes at a picnic - here she is - the Peggy Lee of the Opera World - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. (CONFIDENTIALLY)
And, say, Frank - I think I'd better tell you - you are being followed!

FRANK: That's what I was going to tell you the other day - the day you wore the dress with the bustle.

DOROTHY: No, Frank, I'm serious. When you walked up the street today I saw four policemen following you!

FRANK: Oh, I know what that is. Next Wednesday night I'm appearing at the Eighteenth Precinct Sergeant's Ball and they're just making sure nothing happens to me in the meantime! Last night, they made me an honorary Sergeant. They pinned a badge on me - but it was a pretty heavy badge. I fell on my face.

DOROTHY: Tell me, does being an honorary Sergeant mean you can arrest people?

FRANK: No - and it's a good thing. Otherwise, next Sunday night on the radio, you'd be hearing a lot of organ music instead of a lot of talk. (SNEAK MUSIC) Which reminds me, any music is prettier than any talk, our own included, so on with the show, Miss Kirsten, and your first song.....

MUSIC: ("IT'S SO NICE TO HAVE A MAN AROUND"
DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Delightful, D.K., as always! That's the kind of rendition that songwriters dream about! Now, neighbors, coming right up is the kind of song that singers dream about. A tune that is slightly on the vintage side - which adds the sweet flavor of nostalgia to its wealth of tender thrills. -- And, if you notice a bit of tallow on the sheet-music, that's because I usually sing this song by candle-light at the Copa each morning during the torch-hour at two.....

MUSIC: ("IT ISN'T FAIR"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 20, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is
milder than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco. That's why with
every Lucky, you get the rich taste of fine, light,
naturally mild tobacco. Yes, smoothness and
mildness with never a rough puff.

BARUCH: Just listen to the words of Mr. J. Coy Smith, for
37 years an independent tobacco warehouseman from
Greenville, North Carolina. Recently, he said:

(MORE)

ATX01 0054853

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, APRIL 20, 1950

COMMERCIAL #2 (CONTINUED)

VOICE: Right down through the years I've seen the makers of Lucky Strike buy fine, light, ripe tobacco that makes mild, smooth smoking. I've smoked Luckies for 31 years.

LAING: So smoke a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember - there's never a rough puff in a Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054854

NO ANNOUNCEMENT

MUSIC: ("DEARIE"FRANK AND DOROTHY)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, APRIL 21, 1950
(Taped 4/19/50)

Network: NBC

Broadcast: 1:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"RAIN OR SHINE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MY FOOLISH HEART"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"LOVE IS HERE TO STAY"
INTRO
"LOVE WALKED IN"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "I CONCENTRATE ON YOU"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
THURSDAY, APRIL 21, 1950

-7-

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to lower the lights
on Light Up Time, till tomorrow evening when yours
truly, FS and Dorothy Kirsten, will be back again,
.....with Skitch Henderson and the
Orchestra. Till then, remember -- for a truly
milder smoke - light up my cigarette --
Lucky Strike !

MUSIC: "PUT YOUR DREAMS AWAY"!

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0054857

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 21, 1950

OPENING COMMERCIAL

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: That fact is confirmed by an independent consulting laboratory with more than 15 years' experience in cigarette research.

LAING: So let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember -- there's never a rough puff in a Lucky Strike!

BARUCH: Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

(MORE)

ATX01 0054858

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 21, 1950

OPENING COMMERCIAL (CONTINUED)

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

BARUCH: It's Light Up Time presented by Lucky Strike...
starring Frank Sinatra, Dorothy Kirsten with
Skitch Henderson and the Orchestra....

ATX01 0054859

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I see where Vaughn Munroe just made a picture called "Singing Guns". They're going to make one with me - only mine will be called the "Singing Pea Shooter"! Skitch, let's have our first target for tonight! . . . *And I'll hit it right on the nose!*

MUSIC: ("RAIN OR SHINE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 21, 1950

COMMERCIAL #1

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

BARUCH: Scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Yes, scientific tests prove...

LAING: Lucky Strike is milder than any other principal
brand of cigarettes!

BARUCH: Let your own taste and throat be the judge! For
the rich taste of fine tobacco ... for smoothness
and mildness...remember - there's never a rough
puff in a Lucky Strike!

ATX01 0054861

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

FRANK: Light Up Timers, time to welcome again our house lady-bird - the gal who sings so pretty she gets fan letters from canaries - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much. And happy Friday to you, Frankie-boy! Say, you look shorter than usual tonight, how come?

FRANK: I've been riding around all afternoon in a step down Hudson. We drove all over Brooklyn! (AUDIENCE)
I hope you folks brought your passports. Yes, Dorothy, we were out that way looking for Sheepshead Bay, to go fishing.

DOROTHY: How'd you make out?

FRANK: I didn't catch a single Sheepshead. I kept pulling in old whiskey bottles.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

THURSDAY, APRIL 27
DATE ~~MONDAY, APR 24, 1950~~
(Taped 4/24/50)

Network NBC

Broadcast 7:00-7:15 PM EST
Repeat 8:00-9:15 PM PST

STARRING

FRANK SINATRA
DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"IT ISN'T FAIR"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"EASY TO REMEMBER"
INTRO FRANK SINATRA
"SOON"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "OVER THE RAINBOW"
APPLAUSE FRANK SINATRA
8. CLOSING

DOROTHY: what were you using for bait?

FRANK: A piece of Phil Harris's necktie. (SNEAK MUSIC)
We'll throw that laugh back - it's below the
legal limit. And on with the show and your
first song of the evening, Miss Kirsten, which
is temptingly titled..."My Foolish Heart".....

MUSIC: ("MY FOOLISH HEART"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Beautiful, Dorothy, that's the most gorgeous thing to come along since Gussie Moran. You had me panting, with no lace around the edges either. And, to carry on with this tennis terminology, perhaps a bit too far, it is my serve and love game. And, if I keep talking, they'll probably drop a net on me - so, up the music, Skitch M'boy, and on with...

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

SEGUE

DOROTHY: That was real pretty, Frank, real pretty.....

FRANK: And so are you and so is the song you are about to sing. Ladies and gentlemen..."Love Walked In".. (on the arm of Dorothy Kirsten.) And, if you will take a good look at the arm, you will observe that she is wearing her heart - on her sleeve!

MUSIC: ("LOVE WALKED IN" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
FRIDAY, APRIL 21, 1950

COMMERCIAL #2

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

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

BARUCH: Confirming these scientific tests, an independent
consulting laboratory with more than 15 years'
experience in cigarette research reports:

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder Lucky Strike cigarettes have been
proved milder! For years Lucky Strike has
conducted a unique and vast program in research...
in quality controls...and manufacturing methods.
And today, tomorrow, always --

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you smoothness and
mildness and never a rough puff!

(MORE)

RTX01 0054866

THE AMERICAN TOBACCO COMPANY
"LIGHT UP TIME"
APRIL 21, 1950

COMMERCIAL #2 (CONTINUED)

BARUCH: So light up a Lucky. Prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

LAIN: Let your own taste and throat be the judge. For the rich taste of fine tobacco...for smoothness and mildness...remember -- there's never a rough puff in a Lucky Strike!

ATX01 0054867

NO ANNOUNCEMENT

MUSIC: ("I CONCENTRATE ON YOU" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, APRIL 21, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time, until Monday evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch, will be back again inviting you to light up a Lucky. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

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

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, APRIL 24, 1950 Network: NEC Broadcast 9:00-9:15 PM EST
Repeat: 9:00-9:15 PM PST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"THIS CAN'T BE LOVE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I WANNA BE LOVED"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A HUNDRED YEARS FROM TODAY"
INTRO
"DON'T EVER LEAVE ME"
APPLAUSE FRANK SINATRA
DOROTHY KIRSTEN
6. COMMERCIAL
7. "ALL OR NOTHING AT ALL"
APPLAUSE FRANK SINATRA
8. CLOSING

MONDAY, APRIL 24, 1950
THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE

OPENING BILLBOARD

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

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

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ORCH: (MUSIC OUT)

BARUCH: (Continued) Yes, Light Up Time, time to relax
and light up a Lucky -- a truly smoother smoking,
milder tasting cigarette. Remember - scientific
tests prove Lucky is milder than any other
principal brand of cigarettes!

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike - and I almost didn't make it to the broadcast today. This morning, when the maid was straightening up my hotel room, I stood too close to the vacuum cleaner! All I heard was "WHOOSH"! -- then everything went black! Skitch, it's Light Up Time!

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

MUSIC: (PLAYOFF INTROFADE OUT FAST UNDER:)

FRANK: Light Up Timers, here is the golden-haired young lady who has taken so many bows in opera that the footlights at the "Met" think they are wearing a blonde toupee - that dazzling damsel - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much! And, good evening, Frank! May I offer my congratulations!

FRANK: What happened - was I elected the singer most likely to slip down a rain-pipe?

DOROTHY: No, but I read in Ed Sullivan's Column that you are Margaret Truman's favorite singer!

FRANK: That makes me very proud, Dorothy! And that brings up a point - just because her Father is President is no reason Margaret shouldn't be a singer.

DOROTHY: I agree.

FRANK: And by the same token, just because I'm a singer
is no reason my Father shouldn't be President.
C'mon, will ya Pop! Whatta y'waitin' for?
Gee, I can just see it now - Lasagna for dinner
at the White House.

DOROTHY: Frank, do you really think the Sinatra family
can get into the White House?

FRANK: Honey, we'll be lucky if we get into the White
Tower! (SNEAK MUSIC) We'll also be lucky if
you'll get into your first song - which according
to the schedule, is "I Want To Be Loved"
come, come, Ladybird, chirp away!

MUSIC: ("I WANT TO BE LOVED"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Magnificent, D.K., just beautiful! The movies may have technicolor - but we've got the musical version - KIRSTEN-color! And, here we go on a double-feature, M'dear, a medley of two tunes equally divided between "vous" and "mois". That's French for you and me - and this is English for "A Hundred Years From Today".....

MUSIC: ("A HUNDRED YEARS FROM TODAY" ...FRANK SINATRA)

SEGUE

DOROTHY: That was as tender as an angel cake, Angel Boy!

FRANK: Well, top it with that whipped cream voice of yours, Angel Girl! Your song is just waiting-to get its just desserts.....

MUSIC: ("DON'T EVER LEAVE ME"DOROTHY KIRSTEN)

(APPLAUSE)

NO ANNOUNCEMENT

MUSIC: ("ALL OR NOTHING AT ALL" . . .FRANK SINATRA)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, APRIL 25, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EST

Repeat: 9:00-9:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN

AND
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"AN AMERICAN BEAUTY ROSE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"KISS ME AGAIN"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"KISSES AND TEARS"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "THE WAY YOU LOOK TONIGHT"
APPLAUSE FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE..

OPENING BILLBOARD

(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: (cont'd.) Yes, Light Up Time, time to relax and
light up a Lucky -- a truly smoother smoking,
milder tasting cigarette. Remember - scientific
tests prove Lucky Strike is milder than any other
principal brand of cigarettes!

FRANK: This is F. S. for L. S. & Frank Sinatra for Lucky Strike - and just for a change this morning I weighed myself on a post-office scale - and you know what I found out? For eighteen cents I can airmail myself to Chicago! It's possible -- I'm the only guy in town who can get thru the slot in the letter-box! Skitch - let's see if I can get thru my first song!

MUSIC: ("AN AMERICAN BEAUTY ROSE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL 25, 1950

COMMERCIAL #2

BARUCH: In a cigarette -- mildness means enjoyment. And scientific tests prove --

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: These scientific tests are confirmed by independent consulting laboratories, and they prove

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

BARUCH: So, for a milder tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ...Lucky Strike is milder than any other principal brand of cigarettes! Make your next carton Lucky Strike!

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

FRANK: Light Up Timers, here again is the delight of our Light Up Time lives - the gal who keeps the Opera critics tying lover's knots in their typewriter ribbons - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you - thank you very much - and good evening, Frankie! How did your appearance at the New York City Detectives Ball go last night?

FRANK: It was fun, Dorothy - all the detectives kept requesting "Me And My Shadow", But I was disappointed in a way - Sam Spade didn't show up and Dick Tracy was home rubbing butter on his head.

DOROTHY: Dick Tracy - rubbing butter on his head - you mean he's cracked up and thinks he's an English muffin?

FRANK: No, Dorothy! Dick Tracy had all his hair burned off in a fire last week. He looks like a non-singing Bing Crosby. That's what my career has needed for years -- a non-singing Bing Crosby. And, speaking of singing, 'tis time, Dorothy. What's it to be, tonight?

DOROTHY: Tonight, something special, Frank. Because tonight, over in Montclair, New Jersey, my Mother and Father are celebrating their Golden Wedding Anniversary.

FRANK: Then, what could be better than sending them your golden voice, singing a golden song....

DOROTHY: With love, Mother and Dad, with lots of love....

(MUSIC: ("KISS ME AGAIN"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and again this morning I stepped onto that fresh weighing machine in my hotel lobby. First, my penny came back - then the little card came out reading "Take your penny, put it in the gum machine and stick the gum on the bottom of your shoe. Then, if a slight breeze comes along, you won't blow away"! Hmm - a light laugh! Skitch, let's give it 'em hot and heavy!

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

(APPLAUSE)

Thursday, April 27
████████████████████ 1950
THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE

OPENING BILLBOARD

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

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

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ORCH: (MUSIC OUT)

BARUCH: (Continued) Yes, Light Up Time, time to relax
and light up a Lucky -- a truly smoother smoking,
milder tasting cigarette. Remember - scientific
tests prove Lucky is milder than any other
principal brand of cigarettes!

ATX01 0054884

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Thursday, April 27, 1950
Commercial #2

BARUCH: In a cigarette -- mildness means enjoyment. And scientific tests
prove --

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: These scientific tests are confirmed by independent consulting
laboratories, and they prove ...

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder! It takes fine tobacco to make a fine cigarette --
and ...

BARUCH: LS -- MFT
LS -- MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild
tobacco.

BARUCH: So, for a milder tasting cigarette with never a rough puff, smoke
a Lucky. You'll enjoy the smooth rich taste of Luckies' fine tobacco
You'll prove to yourself what scientific tests prove ... Lucky
is milder than any other principal brand of cigarettes!
next carton Lucky Strike!

ATX01 0054885

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

FRANK: Light Up Timers at the Metropolitan Opera, she is considered the brightest thing in the Diamond Horseshoe -- so let us pitch a ringer of applause 'round the ear of - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, Frank - thank you very much. ~~And how went the week-end?~~

FRANK: ~~The way of all week-ends, Dorothy. Lots of rest and a soupçon (SOUP-SON) of exercise.~~ I got into a pretty good badminton game yesterday....

DOROTHY: Did you win?

FRANK: No, they stuck a feather-duster in my hand and I was the bird! You know, that little thing they bat back and forth! I met several very nice pigeons while I was up there flying around. They invited me to drop in for a bite of bird-seed some afternoon.

DOROTHY: Frank, you're mad! It's ridiculous comparing yourself to a bird!

FRANK: Tremendous Dorothy! Just the greatest, that's all!
 And now, 'tis post time for our Daily Double - and
 the first mount is mine. ~~See just think I'm one
 of the few people in the world who's too light to
 be a jockey! Anyway, on with the melody, and as
 the tunes come out of the gate "Easy to Remember" is
 leading by a nose, my nose, and I'll do my best
 not to sing thru it ...~~

MUSIC: ("EASY TO REMEMBER" FRANK SINATRA)

SEGUE

DOROTHY: Mmm, you have us in a mellow mood, Mr. Sinatra!

FRANK: Make that a MARSH-mellow mood, Miss Kirsten, and we
 shall toast a few over the warmth of your lovely
 voice

DOROTHY: Why, you sweet-talkin' man!

Frank. Well, shut your mouth!
 MUSIC: ("SOON" DOROTHY KIRSTEN)

(APPLAUSE)

(COMMERCIAL)

NO ANNOUNCEMENT

MUSIC: ("OVER THE RAINBOW" FRANK SINATRA)

(APPLAUSE)

FRANK: Wonderful! A beautiful song, Dorothy, beautifully sung! And for a beautiful reason! Happy Anniversary, folks! On now, to a tune of a more frivolous nature - borrowed from the score of a forthcoming picture in which I appear called "It's Only Money". By the time it gets in the theatres, they'll have to call it..."It's Only Four Years Old". Anyway, the brass section is all puckered-up to play..."Kisses and Tears".

MUSIC: ("KISSES AND TEARS"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, APRIL 25, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder...and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove

VOICE: Lucky Strike mildest of six major brands tested.

LAING: Yes, with every Lucky Strike you light, you get a truly smoother-smoking, milder-tasting cigarette. There's never a rough puff in a Lucky!

BARUCH: And here's one big reason why Lucky Strike is milder --

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

LAING: So for the rich taste of fine tobacco...for smoothness and mildness... light up a Lucky. Yes prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand! Make your next carton Lucky Strike!

ATX01 0054890

NO ANNOUNCEMENT

MUSIC: ("THE WAY YOU LOOK TONIGHT"...FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to lower the lights
on Light Up Time, till tomorrow evening when yours
truly, FS and Dorothy Kirsten, will be back again,
with Skitch Henderson and the Orchestra.
Till then, remember -- for a truly milder smoke -
light up my cigarette -- Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBCTHE NATIONAL BROADCASTING CO.

ATX01 0054892

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

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

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, APRIL 26, 1950 Network: NBC Broadcast: 7:00-7:15 PM EST
Repeat: 9:00-9:15 PM EST

STARRING

FRANK SINATRA

DOROTHY KIRSTEN

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"SOMEBODY LOVES ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"MORE THAN YOU KNOW"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"~~RAIN~~" *Someone to Watch Over Me* FRANK SINATRA
INTRO
"YOU'D BE SO NICE TO COME HOME TO"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "POINCIANA"
APPLAUSE FRANK SINATRA
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE

OPENING BILLBOARD

(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra

ORCH: MUSIC OUT

BARUCH: (cont'd.) Yes, Light Up Time, time to relax and
light up a Lucky -- a truly smoother smoking,
milder tasting cigarette. Remember - scientific
tests prove Lucky Strike is milder than any other
principal brand. of cigarettes!

FRANK: This is F.S. for L.S - Frank Sinatra for Lucky Strike - and this week we've had Newspaper Editors and Publishers from all over the country visiting with us here in New York. When I was a kid, I wanted to be a paper boy -- but my folks went right on using me for a paper weight. Skitch, let's go to press!

MUSIC: ("SOMEBODY LOVES ME" FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 26, 1950

COMMERCIAL #2

BARUCH: In a cigarette -- mildness means enjoyment. And
scientific tests prove --

LAING: Lucky Strike is milder than any other principal
brand of cigarettes.

BARUCH: These scientific tests are confirmed by
independent consulting laboratories and they
prove...

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder! It takes fine tobacco to make
a fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

BARUCH: So, for a milder tasting cigarette with never a
rough puff, smoke a Lucky. You'll enjoy the
smooth, rich taste of Luckies' fine tobacco.
You'll prove to yourself what scientific tests
prove...Lucky Strike is milder than any other
principal brand of cigarettes! Make your next
carton Lucky Strike!

ATX01 0054896

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

FRANK: Light Up Timers, sugar and spice and everything nice, that's what some little girls are made of - but songs with a style and a beautiful smile - that's what this little girl is made of --
Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you very much and good evening, Frank! How's the old Singing String-bean?

FRANK: Singing String-bean! Where are you getting all those names? Gosh - you've called me the Singing Sparerib - the Singing Salami - the Singing Soupbone and now it's the Singing Stringbean -- what am I, a man or a menu! But say, speaking of food, reminds me - something wonderful has happened!

DOROTHY: Dick Haymes retire?

FRANK: No, Dorothy. I just got the inside tip that Childs Restaurants are putting the flap-jack flippers back in the window! You know - the fellows who flip 'em way up in the air!

DOROTHY: That is exciting!

FRANK: It also solves a big scientific question...

DOROTHY: What's that?

FRANK: Those weren't flying saucers people have been seeing -- those were the Child's flap-jack flippers in Spring Training! (SNEAK MUSIC)
But, now that we've got the customers all flap-jacked, Dorothy, maybe you'd better butter 'em up with a song

MUSIC: ("MORE THAN YOU KNOW"DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: By golly, Dorothy, whenever you sing - it is always fair and warmer. And now, the scene changes - and, not that this is going to solve the New York Water shortage or anything, ~~but it's time for me to put the bite on Jupe Fluvius and borrow a cup of ... "Rain"~~

MUSIC: *"Somehow to watch over me"*
 ("RAIN"FRANK SINATRA)

SEGUE

DOROTHY: You had me reaching for my bumbershoot, Frankie-boy!

FRANK: Bless you - and since the April showers bring May blowers, may we hear the flower of our heart sing...."You'd Be So Nice To Come Home To"?

DOROTHY: You may indeed...

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, APRIL 26, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder...and science
provides the proof!

BARUCH: Test after test produced conclusive evidence of
Lucky Strike's greater mildness. But that's not
all. These scientific tests are confirmed by
independent consulting laboratories and they
prove...

VOICE: Lucky Strike mildest of six major brands-tested.

LAING: Yes, with every Lucky Strike you light, you get
a truly smoother-smoking, milder-tasting
cigarette. There's never a rough puff in a
Lucky!

BARUCH: And here's one big reason why Lucky Strike is
milder --

LAING: LS - MFT

LS - MFT

(MORE)

ATX01 0054900

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
WEDNESDAY, APRIL 26, 1950

COMMERCIAL #3

BARUCH: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco that gives you more
real, deep-down smoking enjoyment!

LAING: So for the rich taste of fine tobacco...for
smoothness and mildness...light up a Lucky!
Yes, prove to yourself what scientific tests
prove - Lucky Strike is milder than any
other principal brand! Make your next carton
Lucky Strike!

ATX01 0054901

NO ANNOUNCEMENT

MUSIC: ("POINCIANA"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, APRIL 26, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

FRANK: Good night, etc.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Thursday, April 27, 1950
Commercial #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder ... and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

VOICE: Lucky Strike mildest of six major brands tested.

LAING: Yes, with every Lucky Strike you light, you get a truly smoother-smoking, milder-tasting cigarette. There's never a rough puff in a Lucky!

BARUCH: And here's one big reason why Lucky Strike is milder --

LAING: LS -- MFT

LS -- MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness ... light up a Lucky. Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand! Make your next carton Lucky Strike!

ATX01 0054904

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~FRIDAY, APRIL 14, 1950~~ 1950
(Taped 4/26/50)

Network: NBC

Broadcast: 7:15 PM EST
Repeats: 9:15 PM PST

ROUTINE

1. OPENING
2. INTRO
"I FOUND A NEW BABY"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"THE MAN I LOVE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"DEARIE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. ~~"IF YOU ARE BUT A DREAM"~~ FRANK SINATRA
8. CLOSING *"One for the road"*

FRANK: This is FS for LS - Frank Sinatra for Lucky Strike
and - believe me, that Skitch Henderson is what I
call a fastidious fellow. At breakfast, instead
of Grapenuts - he eats Sen-Sen and cream! Okay,
Skitch, dish it out!

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

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, April 28, 1950
COMMERCIAL #2

BARUCH: In a cigarette -- mildness means enjoyment. And scientific tests
prove --

LAING: Lucky Strike is milder than any other principal brand of cigarettes.

BARUCH: These scientific tests are confirmed by independent consulting
laboratories, and they prove ...

VOICE: Lucky Strike mildest of six major brands tested!

LAING: And no wonder! It takes fine tobacco to make a fine cigarette --
and ...

BARUCH: LS -- MFT

LS -- MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild
tobacco.

BARUCH: So, for a milder tasting cigarette with never a rough puff, smoke
a Lucky. You'll enjoy the smooth rich taste of Luckies' fine
tobacco. You'll prove to yourself what scientific tests prove ...
Lucky Strike is milder than any other principal brand of cigarettes!
Make your next carton Lucky Strike!

ATX01 0054907

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

FRANK: Light Up Timers, you have all heard of that great advertising agency, Batten, Barton, Durstine and Osborn -- well, tonight, we have set up our own little agency - Baruch, Boone, Henderson and Sinatra - advertising the fact that we have with us one of the world's greatest singers - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you so very much - and hi there, Frankie! What is that thoughtful look in your eye?

FRANK: Oh that's the June look, Dorothy - next month is the month - all the graduations -

DOROTHY: Did you go to college, Frank?

FRANK: For one week I went to medical college. That was the week somebody stole their skeleton and I went in as a pinch-hitter.

DOROTHY: My brother went through college and graduated Summa Cum Laude!

(MORE)

FRANK: The college I went through, I graduated Summa Cum Lasagna! For a diploma they gave me a square pizza. (SNEAK MUSIC). My old college chums were delightful! They wouldn't let you into the senior class without a cauliflower ear. But, 'tis time for us to improve our musical education, Miss Kirsten, with you teaching us just how well "The Man I Love" can be sung....

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

(APPLAUSE)

FRANK: Tremendous, Dorothy, just wonderful! Now we are scheduled to hook our voices arm-in-arm, and swing into that old soft-shoe tempo doin' a duet! This is the sweetest way for two people to get together this side of a taffy pull!

MUSIC: ("DEARIE" FRANK & DOROTHY)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, April 28, 1950
COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder ... and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

VOICK: Lucky Strike mildest of six major brands tested.

LAING: Yes, with every Lucky Strike you light, you get a truly smoother-smoking, milder-tasting cigarette. There's never a rough puff in a Lucky!

BARUCH: And here's one big reason why Lucky Strike is milder --

LAING: LS -- MFT

LS -- MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness ... light up a Lucky. Yes, prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand! Make your next carton Lucky Strike!

ATX01 0054911

NO ANNC'T.

MUSIC: ^{"The Continental"}
~~("IF YOU ARE BUT A DREAM"~~ FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, April 28, 1950
CLOSING BILLBOARD

BARUCH: Well, everybody, time to lower the lights on Light Up Time,
until Monday evening, when Frank Sinatra, Dorothy Kirsten,
Sketch Henderson and the Orchestra, and yours truly, Andre
Baruch, will be back again inviting you to light up a
Lucky. Until then, remember, scientific tests prove Lucky
Strike is milder than any other principal brand of cigarettes.

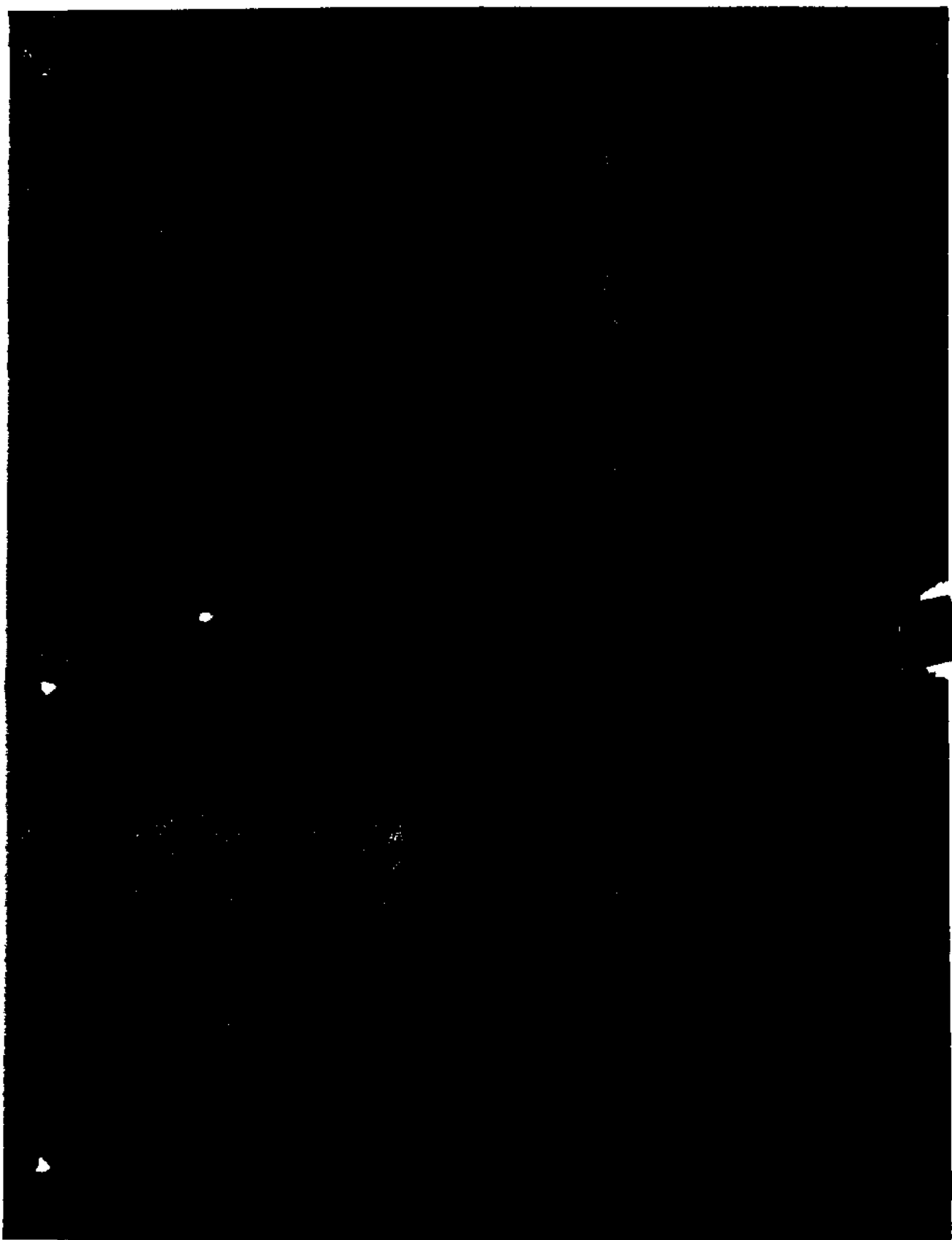
FRANK: Don't forget to listen to Your Hit Parade tomorrow night.
We'll be back Monday as usual, so keep a lighted LUCKY burnin'
in the window for us ...

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

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

ANNCR: THIS IS NBC . . . THE NATIONAL BROADCASTING COMPANY

ATX01 0054913



ATX01 0054914

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, MAY 1
1950
(Taped 4/25/50)

Network: NBC

8:15 PM EST
9:00-9:15 PM EST
Repeat:

ROUTINE

1. OPENING
2. INTRO
"AN AMERICAN BEAUTY ROSE"
APPLAUSE
FRANK SINATRA
3. COMMERCIAL
4. INTRODUCTION
"YOU KISSED ME"
APPLAUSE
DOROTHY KIRSTEN
5. INTRODUCTION
"MY FOOLISH HEART"
APPLAUSE
FRANK SINATRA
6. COMMERCIAL
7. ~~"ALL THE THINGS YOU ARE"~~
APPLAUSE
FRANK & DOROTHY
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE

OPENING BILLBOARD

(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Frank Sinatra and Dorothy Kirsten with
Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: (cont'd.) Yes, Light Up Time, time to relax and
light up a Lucky -- a truly smoother smoking,
milder tasting cigarette. Remember - scientific
tests prove Lucky Strike is milder than any other
principal brand of cigarettes!

FRANK: This is FS for LS - Frank Sinatra for Lucky
Strike - and with Skitch Henderson and me on the
same program, this show should be called "Light
Up Time - through thick and thin"! Skitcho!
Let's go!

MUSIC: ("AN AMERICAN BEAUTY ROSE"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Thursday, May 1, 1950

COMMERCIAL #2

LAING: In a cigarette — mildness means enjoyment. And scientific tests prove —

BARUCH: Lucky Strike is milder than any other principal brand of cigarettes!

LAING: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine cigarette — and ...

BARUCH: LS — MFT

LS — MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

BARUCH: So for a milder-testing cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ...
Lucky Strike is milder than any other principal brand of cigarettes!
Make your next carton Lucky Strike.

ATX01 0054918

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

FRANK: Light Up Timers, for years they have been carving faces on mountains-but this gal is so sweet they'd have to carve her face on Sugar-Loaf Mountain - and here she is - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody and good evening, Frank.

FRANK: Good evening, m'dear...and I have a question I'd like to ask you...

DOROTHY: Well, ask away....

FRANK: Is it true that, in the Opera racket-after every performance the cast opens several bottles of Champagne?

DOROTHY: Yes-champagne is the traditional refreshment after a performance. And while we're on the subject, tell me, after a performance what do you have?

*

FRANK: On really big nights I open a bottle of Doctor Brown's Celery Tonic. Of course, that's now that I'm in the money. I used to settle for a two cents plain. One day I lost my head and drank three of 'em -- then a breeze came along and they finally shot me down over the Bronx. I frightened a lot of families - I was flapping my arms and they thought I was the stork.
(SNEAK MUSIC) But on with the show, Dorothy - the time is ripe for a song, old fruit, and as far as we are concerned, it is "dealer's choice"...

MUSIC: ("YOU KISSED ME" DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Great, Dorothy - the way you sang "You Kissed Me" makes me feel like I'd just yelled "Uncle" in a rough game of post-office! Now, although the fruit on the trees is still a trifle green down in Georgia, it's never too early to pick a peach of a song like this next one. And maybe you'd better stand back, it may turn out to be a bit on the juicy side....

MUSIC: ("MY FOOLISH HEART"FRANK SINATRA)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Thursday, May 1, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder ... and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And ... you enjoy the rich taste of fine tobacco because ...

LAING: LS -- MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness .. light up a Lucky. Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054922

NO ANNCT.

MUSIC: *"Let's Fall In Love"*
~~("ALL THE THINGS YOU ARE"~~FRANK & DOROTHY)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"

CLOSING BILLBOARD

SINATRA: Time's here, neighbors, to lower the lights
on Light Up Time, till tomorrow evening when yours
truly, FS and Dorothy Kirsten, will be back again,
with Skitch Henderson and the Orchestra.
Till then, remember -- for a truly milder smoke -
light up my cigarette -- Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

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

~~ANNCR: THIS IS NBC THE NATIONAL BROADCASTING CO.~~

NBC ANNCR: One of the greatest and noblest battles of mankind is being waged
today by a group of serious men and women who have chosen as their
enemy the scourge of cancer. Equipment and laboratories cost money,
treatment and prevention cost money, hospitals and nurses cost money --
help to defeat Cancer!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: TUESDAY, MAY 2, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EDT
Repeat: 9:00-9:15 PM PDST

ROUTINE

1. OPENING
2. INTRO "*2 Fragrant Leaf*"
~~"WHAT IS THIS THING CALLED LOVE"~~ DOROTHY KIRSTEN
APPLAUSE
3. COMMERCIAL
4. INTRO
"IT ISN'T FAIR" JEFF CLARK
APPLAUSE
5. INTRO
"IT'S SO NICE TO HAVE A MAN
AROUND THE HOUSE" DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. INTRO
"MAY I" DOROTHY AND JEFF
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LIGHT UP TIME
LUCKY STRIKE
MONDAY, MAY 2, 1950

OPENING BILLBOARD

(TIME SIGNAL)

BOONE:

(CHANT)

ORCH:

"LUCKY DAY" (PLEASANTLY BRIGHT AND UNDER)

BARUCH:

It's Light Up Time presented by Lucky Strike...
starring Dorothy Kirsten and Jeff Clark with
Skitch Henderson and the Orchestra...

ORCH:

MUSIC OUT

BARUCH:

Yes, Light Up Time, time to relax and light up
a Lucky -- a truly smoother smoking, milder
tasting cigarette. Remember - scientific
tests prove Lucky Strike is milder than any
other principal brand of cigarettes!

LIGHT UP TIME
LUCKY STRIKE
TUESDAY, MAY 2, 1950

COMMERCIAL #2

LAING: In a cigarette -- mildness means enjoyment. And scientific tests prove --

BARUCH: Lucky Strike is milder than any other principal brand of cigarettes!

LAING: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth rich taste of Luckies' fine tobacco. You prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand of cigarettes! Make your next carton Lucky Strike.

ATX01 0054927

DOROTHY: This is Dorothy Kirsten for Lucky Strike --
and here I am -- taking over for Frank
Sinatra, who's nursing a bad cold this
evening. Get well soon, Frank, ^{we miss you.} "Are
you ready, Mr. Henderson, to ^{help me} sell the folks
a song?

MUSIC:

"A Foggy Day"
~~"WHAT IS THIS THING CALLED LOVE?"~~ . .

DOROTHY KIRSTEN)

(APPLAUSE)

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER)

DOROTHY: Light Up Timers, may we present a young man who sings the country's top songs on Your Hit Parade every Saturday night ^{ladies and gentlemen,} - Jeff Clark!

(APPLAUSE)

JEFF: Thank you, thank you everybody - and good evening, Dorothy!

DOROTHY: Welcome to Light Up Time, Jeff! ^{And let me tell you it's} It's a real pleasure to have you with us.

JEFF: Well, I guess this is really my treat, as I've always gotten such a kick out of the fun you and Frank have on Light Up Time.

DOROTHY: It is fun, Jeff - Frank and I do enjoy every minute of it. So suppose you introduce yourself to Light Up Timers with the song that's Number Three on Your Hit Parade...

MUSIC: ("IT ISN'T FAIR".JEFF CLARK)
(APPLAUSE)

LIGHT UP TIME
TUESDAY, MAY 2, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder...and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove..

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And.. you enjoy the rich taste of fine tobacco because...

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco...fine, light naturally mild tobacco that gives you more real deep-down smoking enjoyment.

ATX01 0054930

DOROTHY: Very nice, Jeff - and don't go away. We've got another song coming up! Right here I'm anxious to tell you all why it's so nice to have a man around the house...

MUSIC: ("IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"
...DOROTHY KIRSTEN)

(APPLAUSE)

OPTIONAL ANNOUNCEMENT

DOROTHY: Looks like we have time for another song from you,
Jeff Clark. Stand over there by Skitch Henderson
at his piano and let's hear

LIGHT UP TIME
TUESDAY, MAY 2, 1950

COMMERCIAL #3
(CONTINUED)

LAING: So for the rich taste of fine tobacco...for
smoothness and mildness...light up a Lucky. Yes,
prove to yourself what scientific tests prove --
Lucky Strike is milder than any other principal
brand of cigarettes. Make your next carton
Lucky Strike -- so round, so firm, so fully packed,
so free and easy on the draw.

ATX01 0054933

MUSIC: (INTRO TO "MAY I"FADE OUT FAST AND UNDER)

DOROTHY: All right, Jeff Clark, won't you ^{join me in one} ~~share with me a~~
~~of the prettiest love songs I know. Let's go, Skitchel!~~
~~sentimental ballad of not so long ago. If you~~
~~please, Mr. Henderson!~~

MUSIC: ("MAY I"DOROTHY AND JEFF)

(APPLAUSE)

✓ LIGHT UP TIME
LUCKY STRIKE
WEDNESDAY MAY 3, 1950

COMMERCIAL #2

LAING: In a cigarette -- mildness means enjoyment. And scientific tests prove --

BARUCH: Lucky Strike is milder than any other principal brand of cigarettes!

LAING: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand of cigarettes! Make your next carton Lucky Strike.

ATX01 0054935

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MAY 2, 1950

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening, when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to Light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DEBSTONE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, May 3, 1950

Network: NBC

Broadcast 8:00-9:15 PM EDT

Repeat 9:00-9:15 PM PTST

"LIGHT UP TIME"

STARRING

DOROTHY KIRSTEN

JEFF CLARK

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"I CONCENTRATE ON YOU"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"DADDY'S LITTLE GIRL"
APPLAUSE JEFF CLARK
5. INTRO
"THESE FOOLISH THINGS"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"THERE'S A SMALL HOTEL"
APPLAUSE DOROTHY & JEFF
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MAY 3, 1950

REVISED

OPENING BILLBOARD
(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike...
starring Dorothy Kirsten and Jeff Clark with
Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up
a Lucky -- a truly smoother smoking, milder
tasting cigarette. Remember - scientific tests
prove Lucky Strike is milder than any other
principal brand of cigarettes!

ATX01 0054938

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and in *the* absence of our host, Frank Sinatra, who's *missing me* ~~following~~ *the sunshine for awhile* ~~doctors' orders and taking a brief vacation,~~ I'd like to get our nightly ~~get together~~ *renewed* underway. Mr. Henderson, shall we carry on?

MUSIC: ("I CONCENTRATE ON YOU" DOROTHY KIRSTEN)

(APPLAUSE)

MUSIC: PLAYOFF

DOROTHY: I'd like you to meet a young man ^{whose a member} ~~who visited with us~~
~~last night. We enjoyed his company so much we've~~
~~asked him back. He's the young man who's~~ The singing
star of YOUR HIT PARADE - Jeff Clark.
(APPLAUSE)

JEFF: Thank you and good evening, Dorothy.

DOROTHY: Welcome again to Light Up Time, Jeff. ^{I enjoyed} ~~I'm so glad~~
~~you accepted our invitation.~~
^{singing with you last night.}

JEFF: You're very gracious, Dorothy. And it's really a
pleasure to be asked to carry on for Frank Sinatra.
Incidentally as I left the studio last night about a
hundred girls crowded around me and yanked off my
tie, tore my shirt and ripped the sleeve off my
jacket.

DOROTHY: Oh, some fans of yours?

JEFF: No Sinatra's, darn it!

DOROTHY I'm sorry, Jeff. I should have told you that this
job calls for a man with an extensive wardrobe.
However, I'm sure ^{you'll make a hit} ~~you can effect a~~ brace with these
Light Up Timers by singing your way into their hearts.

MUSIC: ("DADDY'S LITTLE GIRL"JEFF CLARK)

(APPLAUSE)

DOROTHY: Well done, Jeff, and while you were mike-side I received a wire from Frank. It says - "Dear Gang: Sorry I ran out on you but I lost so much weight last week that when I walked by the birdcage in my apartment my canary yanked me in and tried to eat me. Am keeping away from Florida flamingos! Will write you tomorrow. Regards. Frank."

Thanks for the wire, Frank. ^{And, golly, be careful!} I'll be watching for the mail tomorrow. And for remembering us, I'm singing one of your favorite tunes - "These Foolish Things."

MUSIC: ("THESE FOOLISH THINGS" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, MAY 5, 1950

REVISED

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until Monday evening, when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

Country *Don't forget to listen to Jeff Clark on "Space and Time" tomorrow night*

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: T^o M^oBC...THE NATIONAL BROADCASTING COMPANY.

RTX01 0054942

LIGHT UP TIME
WEDNESDAY, MAY 3, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder...and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove....

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And.. you enjoy the rich taste of fine tobacco because...

LAING: LS - MFT
LS - MFT

BARUCH: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco...for smoothness and mildness...light up a Lucky. Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054943

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, MAY 3, 1950

REVISED

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC ...THE NATIONAL BROADCASTING COMPANY

RTX01 0054944

MUSIC: (INTRO TO "THERE'S A SMALL HOTEL". . .FADE OUT FAST)

DOROTHY: Time now for Jeff Clark and myself to sing about a small hotel. It's a very romantic place and if Skitch Henderson will give us the down-beat, we'll take the scenic route.

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

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MAY 4, 1950 Network: NBC Broadcast: 7:00-7:15 PM EDST
Repeat: 9:00-9:15 PM PDST

STARRING
DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"FOR YOU"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"THAT OLD BLACK MAGIC"
APPLAUSE JEFF CLARK
5. INTRO
"COME RAIN, COME SHINE"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"WHILE WE'RE YOUNG"
APPLAUSE DOROTHY & JEFF
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, MAY 4, 1950

REVISED

OPENING BILLBOARD
(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Dorothy Kirsten and Jeff Clark with
Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up
a Lucky -- a truly smoother smoking, milder
tasting cigarette. Remember - scientific tests
prove Lucky Strike is milder than any other
principal brand of cigarettes!

ATX01 0054947

DOROTHY: This is Dorothy Kirsten for Lucky Strike -- and while Frank Sinatra's convalescing, I'll be playing the part of hostess for ^{you} ~~our Light Up Time friends~~. Okay, Mr. Henderson, now is the time for all good men to come to the aid of this party!

MUSIC: ("FOR YOU"DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
LUCKY STRIKE
THURSDAY, MAY 4, 1950

COMMERCIAL #2

LAING: In a cigarette -- mildness means enjoyment. And scientific tests prove --

BARUCH: Lucky Strike is milder than any other principal brand of cigarettes!

LAING: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

BARUCH: LS - MFT

LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand of cigarettes! Make your next carton Lucky Strike.

ATX01 0054949

DOROTHY: That was lovely, Jeff, it is one of my favorites.
Now is there ^{something special you would like me to sing?} ~~anything else of yours I can sing?~~

JEFF: I'll say, but before you do, you can enlighten me. Tell me, is Frank on the level when he kids your operatic career?

DOROTHY: Of course not - but have you heard his latest definition of opera?

JEFF: No, what is it?

DOROTHY: Long hair and short dough! And now, Jeff, here's the prettiest thing to come out of St. Louis since their World Fair in 1903.

MUSIC: ("COME RAIN, COME SHINE" DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
THURSDAY, MAY 4, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder...and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And... you enjoy the rich taste of fine tobacco because...

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco...for smoothness and mildness...light up a Lucky. Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054951

MUSIC: (INTO TO "WHILE WE'RE YOUNG" . . .FADE OUT
FAST AND UNDER)

DOROTHY: Along about this time every evening Frank Sinatra
and I blend our voices in song. This particular
tune was tailored for Frank, but I think it will
fit you fine, Jeff, you seem to catch on quickly!

MUSIC: ("WHILE WE'RE YOUNG"DOROTHY AND JEFF)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
THURSDAY, MAY 4, 1950

REVISED

CLOSING BILLBOARD

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0054953

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

~~AS BROADCAST~~

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, May 5, 1950

Network: NBC

Broadcast:

~~7:00-7:15 PM EDT~~

Repeat: 9:00-9:15 PM PDST

(By transcription)

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
~~"SHOULD I"~~ "Somebody Love Me"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"BEWITCHED, BOTHERED AND BEWILDERED"
APPLAUSE JEFF CLARK
5. INTRO
"THEY SAY IT'S WONDERFUL"
DOROTHY KIRSTEN
INTRO
"THE VERY THOUGHT OF YOU"
APPLAUSE JEFF CLARK
6. COMMERCIAL
7. "I WANT TO BE LOVED"
APPLAUSE DOROTHY KIRSTEN
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, MAY 5, 1950

REVISED

OPENING BILLBOARD
(TIME SIGNAL)

BOONE: (CHANT)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Dorothy Kirsten and Jeff Clark with
Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up
a Lucky -- a truly smoother smoking, milder
tasting cigarette. Remember - scientific tests
prove Lucky Strike is milder than any other
principal brand of cigarettes!

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and while Frank Sinatra is on vacation, I'm keeping open-house on Light Up Time - and so, Skitchel, if you will turn the page you will find you have a music cue.

MUSIC: (~~"SHOULD I"~~ *"Somebody Loves Me"* DOROTHY KIRSTEN)
(APPLAUSE)

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER)

DOROTHY: Light Up Timers, Longfellow once said music is the universal language of mankind and here's a young man who really speaks the language -- Jeff Clark of Your Hit Parade!

(APPLAUSE)

JEFF: Thank you, thank you, everyone - and good evening, Dorothy! You know, I've had a grand time singing with you this week in Frank's absence.

DOROTHY: How nice to say so, Jeff. Frankly, it's good to be singing with a nice, honest fellow like you. In the opera, I'm always getting stabbed, strangled, betrayed and generally misused, but I have a feeling I can trust you.

JEFF: (LAUGHS) That you can, Dorothy, even on a high note (sometimes).

DOROTHY: Prove it then, young man, with a ^{song that he made up} ~~melody you're hearing~~ ^{often these days.}

MUSIC: ("BEWITCHED, BOTHERED AND BEWILDERED". . .JEFF CLARK)

(APPLAUSE)

LIGHT UP TIME
LUCKY STRIKE
FRIDAY, MAY 5, 1950
COMMERCIAL #2

LAING: In a cigarette -- mildness means enjoyment. And scientific tests prove --

BARUCH: Lucky Strike is milder than any other principal brand of cigarettes!

LAING: These scientific tests are confirmed by independent consulting laboratories, and they prove ...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove ... Lucky Strike is milder than any other principal brand of cigarettes! Make your next carton Lucky Strike.

ATK01 0054958

DOROTHY: You win, Jeff Clark, that's romantic enough for me!
Do you perchance have an encore ready?

JEFF: You mean right now?

DOROTHY: I mean right now ...

JEFF: Here's a better idea, Dorothy, let's have Skitch
Henderson throw a medley in reverse. You sing first,
Dorothy, while I listen with all ears.

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

(SEGUE)

JEFF: Just gorgeious, Dorothy ~~downright beautiful~~
*why don't you sing one of the songs Skitch would be playing at
such a height as yours. Home at Lawrence University.*

DOROTHY: No time for compliments now, Jeff! - you're on!

MUSIC: ("THE VERY THOUGHT OF YOU" JEFF CLARK)

(APPLAUSE)

LIGHT UP TIME
FRIDAY, MAY 5, 1950

COMMERCIAL #3

BARUCH: Scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

LAING: Yes, Lucky Strike is milder....and science provides the proof!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And... you enjoy the rich taste of fine tobacco because...

LAING: LS - MFT
LS - MFT

BARUCH: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco...for smoothness and mildness...light up a Lucky. Yes, prove to yourself what scientific tests prove... Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054960

NO INTRODUCTION

MUSIC: ("I WANT TO BE LOVED" DOROTHY KIRSTEN)
(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE TUESDAY, MAY 9, 1950 Network: NBC Broadcast: 7:00-7:15 PM EDST
Repeat: 9:00-9:15 PM PDST

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"A WONDERFUL GUY"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"A DREAM IS A WISH"
APPLAUSE JEFF CLARK
5. INTRO
"FLAMINGO"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "ONLY MAKE BELIEVE"
APPLAUSE DOROTHY & JEFF
8. CLOSING

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE, & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, May 8, 1950

Network: NBC

Broadcast: 7:00-7:15 PM EDT

Repeat: 9:00-9:15 PM PDT

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"MY BLUE HEAVEN"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"DON'T WORRY ABOUT ME"
APPLAUSE JEFF CLARK
5. INTRO
"TAKE ME IN YOUR ARMS"
INTRO DOROTHY KIRSTEN
~~"IF I HAD YOU"~~ JEFF CLARK
APPLAUSE
6. COMMERCIAL
7. ~~"IF I LOVE AGAIN"~~ DOROTHY KIRSTEN
APPLAUSE
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1 OPENING BILLBOARD

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

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

BARUCH: It's Light Up Time presented by Lucky Strike ...
 starring Dorothy Kirsten and Jeff Clark with
 Skitch Henderson and the Orchestra...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up a
 Lucky -- a truly smoother smoking, milder tasting
 cigarette. Remember - scientific tests prove Lucky
 Strike is milder than any other principal brand of
 cigarettes!

ATX01 0054964

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and this is one songbird who is headed straight for "a little nest that nestles where the roses bloom". Just Skitchie and me ... in "My Blue Heaven".

MUSIC: ("MY BLUE HEAVEN" DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
MONDAY, MAY 8, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054966

MUSIC: (PLAYOFF INTRO FADES OUT FAST FOR:)

DOROTHY: Light Up Timers, according to Emily Post, a gentleman must always be presented to the ladies - but in the case of Jeff Clark the ladies just can't seem to wait - they reach right out and grab him! Good evening, Jeff

JEFF: Good evening, Dorothy. And I've got something to say!

DOROTHY: Yes?

JEFF: I want everybody to know how wonderful you folks on Light Up Time have been to me. First, Frank Sinatra recommends me to pinch-hit for him - and you, Dorothy, have made this the pleasantest work I have ever known.

DOROTHY: Ohh, Jeff, it's nothing ... really.

JEFF: Well, to me it's plenty. And I'd like to give you a little token of appreciation. Of course, I don't know anything about shopping so you'll have to pick it out yourself. Anything - a little necklace ... some lace hankies ... ear-bobs!

DOROTHY: Oh! That's an idea. Something for my ears!

JEFF: Then, it's the ear-rings?

DOROTHY: Uh - uh - for my ears, something much prettier.
Your voice - Mr. Clark - singing "Don't Worry 'Bout
Me"

JEFF: Now how do you like that? Mmmm....

MUSIC: ("DON'T WORRY 'BOUT ME" JEFF CLARK)

(APPLAUSE)

LIGHT UP TIME
LUCKY STRIKE
MONDAY, MAY 8, 1950

COMMERCIAL #3

LAING: In a cigarette mildness and enjoyment go together.
So light up a Lucky because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal brand
of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a
fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0054969

DOROTHY: That was mighty fetching, Jeff Clark! No wonder every song in town is trying to get a date with you on the Saturday night Hit Parade!

JEFF: And, no wonder, Miss Kirsten, every singer in town is trying to get a date with you, singing in a medley. At least, I know that I am ...

DOROTHY: Then, what are we waiting for?

JEFF: Maybe for me to say ... "Ladies First"!

MUSIC: ("TAKE ME IN YOUR ARMS" DOROTHY KIRSTEN)

SEGUE

~~JEFF: Free lady, Dorothy, and now, pick up your skirts, we are going to jump the phutem-a-bit!~~

DOROTHY: ~~Whoooo!~~ *Jeff Clark, Cool Singer, you wrap that soft voice round of yours around "I'll get by."*

MUSIC: (~~"I'VE HAD YOU"~~ JEFF CLARK)

(APPLAUSE)

NO ANNOUNCEMENT

MUSIC: (^{"No. 1000"}~~"IF I LOVE AGAIN"~~ DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
MONDAY MAY 8, 1950

CLOSING BILLBOARD

COMMERCIAL #4

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATX01 0054972

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
TUESDAY, MAY 9, 1950

COMMERCIAL #1 OPENING BILLBOARD

(TIME SIGNAL)

BOONE: (CHANT - 60 - 62 SOLD AMERICAN)

ORCH: "LUCKY DAY" (Pleasantly Bright and Under)

BARUCH: It's Light Up Time presented by Lucky Strike...
 starring Dorothy Kirsten and Jeff Clark with
 Skitch Henderson and the Orchestra ...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up
 a Lucky -- a truly smoother smoking, milder
 tasting cigarette. Remember - scientific
 tests prove Lucky Strike is milder than any
 other principal brand of cigarettes!

ATX01 0054973

DOROTHY: This is Dorothy Kirsten for Lucky Strike - calling
at your house with our little stay-at-home floor-
show. Skitch, send out a line of your highest-
kicking notes!

MUSIC: ("A WONDERFUL GUY"DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
TUESDAY, MAY 9, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT
LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATK01 0054975

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER:)

DOROTHY: Light Up Timers, this week you don't have to wait until Saturday night to hear the singing star of your Hit Parade. Because, right here on Tuesday night we present...Mr. Jeff Clark. Good evening, Jeff.

JEFF: Good evening, Dorothy.

DOROTHY: Got a good song for us?

JEFF: A beauty. From Walt Disney's "Cinderella". Y'know, until I took my six-year old kid cousin to see that picture I didn't realize that little girls are such copycats.

DOROTHY: What do you mean?

JEFF: Well, the day after she saw "Cinderella", and all that glass slipper routine -- we found little Sis with her foot stuck in a milk bottle!

DOROTHY: I think, before you turn into a pumpkin, Jeff you had better sing....

MUSIC: ("A DREAM IS A WISH YOUR HEART MAKES" ...JEFF CLARK)

(APPLAUSE)

DOROTHY: Beautifully sung, Jeff Clark! And far be it from me to waste the wonderfully romantic mood you have established. It'll make the perfect setting for what a lot of people consider to be a perfect song. This is L.S. for L.S. -- Love stuff, for Lucky Strike

MUSIC: ("FLAMINGO" DOROTHY KIRSTEN)

(APPLAUSE)

(COMMERCIAL)

LIGHT UP TIME
LUCKY STRIKE
TUESDAY, MAY 9, 1950

COMMERCIAL #3

LAING: In a cigarette mildness and enjoyment go together.
So light up a Lucky because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a
fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0054978

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
TUESDAY, MAY 9, 1950

CLOSING BILLBOARD

COMMERCIAL #4

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0054979

NO ANNOUNCEMENT

MUSIC: ("ONLY MAKE BELIEVE" DOROTHY & JEFF)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

ATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

WEDNESDAY, MAY 10, 1950

Network:

NBC broadcast: 00-7:15 PM EDT

Repeat: 9:00-9:15 PM PDST

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"THE ONE I LOVE"
APPLAUSE
DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"MY FOOLISH HEART"
APPLAUSE
JEFF CLARK
5. INTRO
"SOMEONE TO WATCH OVER ME"
INTRO
"SHOULD I"
APPLAUSE
DOROTHY KIRSTEN
JEFF CLARK
6. COMMERCIAL
7. "IF YOU ARE BUT A DREAM"
APPLAUSE
DOROTHY KIRSTEN
8. CLOSING

ATX01 0054981

MUSIC: (PLAYOFF INTROFADES OUT FAST FOR:)

DOROTHY: Light Up Timers, from your Saturday night
Hit Parade comes a young man who sings sweeter
than a bobby-soxers' first batch of fudge - Mr.
Jeff Clark. Good evening, Jeff!

JEFF: Hi, Dorothy, and I'm nuts about you - so we'll
chop up the nuts and put 'em in the fudge.

DOROTHY: All right - but, even though my sweet tooth
calls for candy, my wisdom tooth calls for
music....

JEFF: Then, let us put the bite on last Saturday night's
Hit Parade for the Number One Song! "My Foolish
Heart"!

DOROTHY: A handsome choice - you handsome boy!

MUSIC: ("MY FOOLISH HEART" JEFF CLARK)

(APPLAUSE)

LIGHT UP TIME
WEDNESDAY MAY 10, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove - Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And ... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT
LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054983

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and I think, in view of the New York weather, we had better spend a little of the music we have been saving for a rainy day! Skitch, to the showers!

MUSIC: ("THE ONE I LOVE" DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
WEDNESDAY, MAY 10, 1950

COMMERCIAL #1 OPENING BILLBOARD

(TIME SIGNAL)

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

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

BARUCH: It's Light Up Time presented by Lucky Strike...
 starring Dorothy Kirsten and Jeff Clark with
 Skitch Henderson and the Orchestra...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up a
 Lucky -- a truly smoother smoking, milder tasting
 cigarette. Remember -- scientific tests prove
 Lucky Strike is milder than any other principal brand
 of cigarettes!

ATX01 0054985

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

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

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MAY 11, 1950
(Taped 5/8/50)

Network: NEC

Broadcast: 7:00-7:15 PM EDT
Repeat: 9:00-9:15 PM EDT

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"IT WAS ONLY A PAPER MOON"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"YOU'RE MY THRILL"
APPLAUSE JEFF CLARK
5. INTRO
"IT NEVER ENTERED MY MIND"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "WHY DO I LOVE YOU"
APPLAUSE DOROTHY KIRSTEN &
JEFF CLARK
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

COMMERCIAL #1

OPENING BILLBOARD

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

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

BARUCH: It's Light Up Time presented by Lucky Strike ...
starring Dorothy Kirsten and Jeff Clark with
Skitch Henderson and the Orchestra...

ORCH: MUSIC OUT

BARUCH: Yes, Light Up Time, time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

ATX01 0054987

DOROTHY: This is Dorothy Kirsten for Lucky Strike -
(I'm the young lady with L.S./M.F.T. embroidered
all over her hostess gown) - opening tonight's
show with a song that has heart-shaped notes
embroidered all over it's melodySkitch!

MUSIC: ("IT WAS ONLY A PAPER MOON" ...DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME
LUCKY STRIKE
WEDNESDAY, MAY 10, 1950

COMMERCIAL #3

LAING: In a cigarette mildness and enjoyment go together.
So, light up a Lucky because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine
cigarette -- and...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0054989

NO ANNOUNCEMENT

MUSIC: ("IF YOU ARE BUT A DREAM" ...DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
WEDNESDAY, MAY 10, 1950

CLOSING BILLBOARD

COMMERCIAL #4

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY

ATX01 0054991

DOROTHY: Wonderful, Jeff Clark, you really had that torch burning brightly on Light Up Time! And now, let us dim the lights and eaves-drop on a pair of songs that we should find sitting on the parlor sofa. Here are a couple of tunes that have started more kissing than the fellow who invented the game of postoffice

MUSIC: ("SOMEONE TO WATCH OVER ME"DOROTHY KIRSTEN)

SEGUE

DOROTHY: That was "Someone to Watch Over Me" - and now, Jeff, we need someone to watch over a song called "Should I".

JEFF: Well, I'm your boy! Listen!

MUSIC: ("SHOULD I" JEFF CLARK)

(APPLAUSE)

(COMMERCIAL)

LIGHT UP TIME
THURSDAY MAY 11, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands. tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And ... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0054993

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

DOROTHY: Light Up Timers, when Frank Sinatra was asked who he would like to have pinch-hit for him while he's on vacation he said, "Jeff Clark can sing for me any old time" → so here he isthe Voice's choice... Jeff Clark. Hi there, Jeff!

JEFF: Hi, Dorothy! My turn to sing, huh?

DOROTHY: That's right -

JEFF: Well, I hope Frankie won't mind, but tonight I'm borrowing one of his arrangements.

DOROTHY: It is better that you try to fit into one of Frankie's arrangements than into one of his suits...

JEFF: Okay then, here goes -- Jeffrey in Sinatraland...

MUSIC: ("YOU'RE MY THRILL"JEFF CLARK)

(APPLAUSE)

DOROTHY: Wonderful, Jeff! Oh, can't you just imagine
flying co-pilot on a park-bench with Jeff Clark
croonin' in your ear....! And now, 'tis Ladies
Day on Light Up Time...with a torch-tune
lighting the way. Listen, my children and you
shall see- how pretty a heartache set to music,
can really be

MUSIC: ("IT NEVER ENTERED MY MIND" DOROTHY KIRSTEN)
(APPLAUSE)

(COMMERCIAL)

LIGHT UP TIME
LUCKY STRIKE
THURSDAY, MAY 11, 1950

COMMERCIAL #3

LAING: In a cigarette mildness and enjoyment go together.
So light up a Lucky, because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a
fine cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light,
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0054996

NO ANNOUNCEMENT

MUSIC: ("WHY DO I LOVE YOU".....DOROTHY & JEFF)

(APPLAUSE)

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

CLOSING BILLBOARD

COMMERCIAL #4

BARUCH: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, and yours truly, Andre Baruch will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY

ATX01 0054998

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, MAY 12, 1950

(Taped 5-9-50)

Network:

NBC Broadcast 7:00-7:15 PM EDST

Repeat: 9:00-9:15 PM PDST

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"POINCIANA"
APPLAUSE JEFF CLARK
5. INTRO,
"MINE" DOROTHY KIRSTEN
INTRO
"SUPPOSIN'
APPLAUSE JEFF CLARK
6. COMMERCIAL
7. "THE SONG IS YOU" DOROTHY KIRSTEN
8. CLOSING

LIGHT UP TIME
FRIDAY MAY 12, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettés!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And ... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT

LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0055000

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

DOROTHY: Light Up Timers, here is the lad who marched right over from Your Hit Parade to pinch-hit for Frank Sinatra - the Voice's Choice - Jeff Clark. Hi there, Jeff!

JEFF: Hi there, yourself, Dorothy! And I might as well tell you right now - I'm afraid I have let Frankie down!

DOROTHY: What do you mean!

JEFF: Well, I was really anxious to come thru for him - to sing for him - to talk for him - to do EVERYTHING for him!

DOROTHY: What haven't you done?

JEFF: I've been trying all morning, but to save my life I can't tie a bow-tie! I guess I'm just another singer.

DOROTHY: And a mighty good one you are, Jeff. And to prove it to yourself, you just listen to the way you sing..."Poincianna"!

MUSIC: ("POINCIANA"JEFF CLARK)
(APPLAUSE)

DOROTHY: That was delightful, Jeff Clark! Just wonderful!
You really had that old moon lighting up Light
Up Time!

JEFF: Then, what are we waiting for, Dorothy, Let us
hop into the garden swing...there's a seat for you
and a seat for me...

DOROTHY: And a song for you and a song for me....

JEFF: And there's no beat better - than garden-swing
tempo....(IN TEMPO) You go back and forth - back
and forth - back and forth...(DOROTHY INTO TUNE)

MUSIC: ("MINE"DOROTHY KIRSTEN)

SEGUE

DOROTHY: That's mine, Jeff! S'posing, you sing yours....

MUSIC: ("S'POSIN" JEFF CLARK)

(APPLAUSE)

(COMMERCIAL)

LIGHT UP TIME
LUCKY STRIKE
FRIDAY, MAY 12, 1950

COMMERCIAL #3

LAING: In a cigarette, mildness and enjoyment go together.
So light up a Lucky because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine
cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0055003

NO ANNOUNCEMENT

MUSIC: ("THE SONG IS YOU"DOROTHY KIRSTEN)

(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE FRIDAY, MAY 12, 1950

(Taped 5-9-50)

Network:

NBC Broadcast 7:00-7:15 PM EDST

Repeat: 9:00-9:15 PM PDST

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"POINCIANA"
APPLAUSE JEFF CLARK
5. INTRO
"MINE" DOROTHY KIRSTEN
INTRO
"SUPPOSIN'" JEFF CLARK
APPLAUSE
6. COMMERCIAL
7. "THE SONG IS YOU" DOROTHY KIRSTEN
8. CLOSING

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and tonight I'm stepping out to our fancy-dress party, wearing one of Frank Sinatra's arrangements. Of course, it's a bit tight across the shoulders. Skitch!

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

(APPLAUSE)

LIGHT UP TIME
FRIDAY MAY 12, 1950

COMMERCIAL #2

LAING: Luckies are milder! ...

BARUCH: And science provides the proof!

LAING: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes!

BARUCH: Test after test produced conclusive evidence of Lucky Strike's greater mildness. But that's not all. These scientific tests are confirmed by independent consulting laboratories and they prove ...

LAING: Lucky Strike mildest of six major brands tested.

BARUCH: There's no doubt, when you light up a Lucky, you get a smoother-smoking, milder-tasting cigarette. And ... you enjoy the rich taste of fine tobacco because ...

LAING: LS - MFT
LS - MFT

BARUCH: Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that gives you more real deep-down smoking enjoyment.

LAING: So for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0055007

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

DOROTHY: Light Up Timers, here is the lad who marched right over from Your Hit Parade to pinch-hit for Frank Sinatra - the Voice's Choice - Jeff Clark. Hi there, Jeff!

JEFF: Hi there, yourself, Dorothy! And I might as well tell you right now - I'm afraid I have let Frankie down!

DOROTHY: What do you mean!

JEFF: Well, I was really anxious to come thru for him - to sing for him - to talk for him - to do EVERYTHING for him!

DOROTHY: What haven't you done?

JEFF: I've been trying all morning, but to save my life I can't tie a bow-tie! I guess I'm just another singer.

DOROTHY: And a mighty good one you are, Jeff. And to prove it to yourself, you just listen to the way you sing..."Poincianna"!

MUSIC: ("POINCIANA"JEFF CLARK)
(APPLAUSE)

DOROTHY: That was delightful, Jeff Clark! Just wonderful!
You really had that old moon lighting up Light
Up Time!

JEFF: Then, what are we waiting for, Dorothy, Let us
hop into the garden swing...there's a seat for you
and a seat for me...

DOROTHY: And a song for you and a song for me....

JEFF: And there's no beat better - than garden-swing
tempo....(IN TEMPO) You go back and forth - back
and forth - back and forth...(DOROTHY INTO TUNE)

MUSIC: ("MINE"DOROTHY KIRSTEN)

SEGUE

DOROTHY: That's mine, Jeff! S'posing, you sing yours....

MUSIC: ("S'POSIN" JEFF CLARK)

(APPLAUSE)

(COMMERCIAL)

LIGHT UP TIME
LUCKY STRIKE
FRIDAY, MAY 12, 1950

COMMERCIAL #3

LAING: In a cigarette, mildness and enjoyment go together.
So light up a Lucky because...

BARUCH: Lucky Strike is milder. Yes, scientific tests prove
Lucky Strike is milder than any other principal
brand of cigarettes!

LAING: These scientific tests are confirmed by independent
consulting laboratories, and they prove...

BARUCH: Lucky Strike mildest of six major brands tested.

LAING: And no wonder! It takes fine tobacco to make a fine
cigarette -- and ...

BARUCH: LS - MFT
LS - MFT

LAING: Lucky Strike means fine tobacco...fine, light
naturally mild tobacco.

BARUCH: So for a milder-tasting cigarette with never a rough
puff, smoke a Lucky. You'll enjoy the smooth, rich
taste of Luckies' fine tobacco. You'll prove to
yourself what scientific tests prove...Lucky Strike
is milder than any other principal brand of
cigarettes! Try a carton of Lucky Strike!

ATX01 0055010

NO ANNOUNCEMENT

MUSIC: ("THE SONG IS YOU"DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, MAY 12, 1950

COMMERCIAL #4

BARUCH: Well, everybody, time to lower the lights till Monday evening, when "Light Up Time" will come to you from Hollywood, California. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! ... And be sure to listen in tomorrow night when "Your Hit Parade" brings you the Lucky Seven Songs of the Week, with Jeff Clark, Eileen Wilson, the Hit Paraders and Raymond Scott and the Orchestra. Yes, tomorrow night over these same NBC stations its "Your Hit Parade" -- presented by LUCKY STRIKE!

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

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

ANNCR: THIS IS NBC...THE NATIONAL BROADCASTING COMPANY.

ATX01 0055012

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, May 12, 1950

REVISION #2

COMMERCIAL #4

BARUCH: Well, everybody, time now to lower the lights on LIGHT UP TIME until Monday evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra will come to you, this time, from Hollywood, California. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike ... and be sure to listen in tomorrow night when "Your Hit Parade" brings you the Lucky Seven Songs of the Week. Yes, tomorrow night over these same NBC stations -- it's "Your Hit Parade" presented by Lucky Strike.

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC ... THE NATIONAL BROADCASTING COMPANY.

ATX01 0055013

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, May 15, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PDST

Repeat: ~~7:00-7:15 PM PDST~~

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"THIS CAN'T BE LOVE"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"ANY PLACE I HANG MY HAT IS HOME"
APPLAUSE JEFF CLARK
5. INTRO
"I'VE GOT A CRUSH ON YOU"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "LET'S TAKE AN OLD-FASHIONED WALK" DOROTHY AND JEFF
8. CLOSING

* * * * *

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ATX01 0055014

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Monday, May 15, 1950

-1-

COMMERCIAL I:

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

ORCH: "LUCKY DAY" PLEASANTLY BRIGHT AND UNDER:

HEISTAND: It's "Light Up Time", presented by Lucky Strike
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra

ORCH: MUSIC OUT:

HEISTAND: Yes, "Light Up Time", time to relax and light up a Lucky --
a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

ATX01 0055015

DOROTHY: This is Dorothy Kirsten for Lucky Strike -- and tonight,
we are broadcasting from that star-spangled town -----
Hollywood, California!! So - twinkle, twinkle, little
band Skitch will lead you with his hand!

MUSIC: "THIS CAN'T BE LOVE" DOROTHY KIRSTEN:

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Monday, May 15, 1950

-3-

COMMERCIAL I:

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

BARTON: Luckies are milder! --- Smoother and milder -- with
never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than
any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent
consulting laboratories and they prove

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a
smoother smoking, milder tasting cigarette. And you
enjoy the rich taste of fine tobacco because ...

HIESTAND: IS - MFT!
IS - MFT!

BARTON: Lucky strike means fine tobacco fine, light, naturally
mild tobacco that gives you more real, deep-down smoking
enjoyment.

HIESTAND: So, for the rich taste of fine tobacco... for smoothness
and mildness with never a rough puff ... light up a Lucky!
Yes, prove to yourself what scientific tests prove -----
Lucky Strike is milder than any other principal brand of
cigarettes. Make your next carton Lucky Strike!

ATX01 0055017

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

DOROTHY: Light Up Timers, here, on his first visit to California,
is the young man who is scoring such a great personal hit
on "Your Hit Parade" Mr. Jeff Clark!!

(APPLAUSE)

JEFF: Thank you, everybody - thank you, Dorothy! And, golly, it's
a kick being out here in Movieland! Just think, this is my
first chance to see all those wonderful things I've been
reading about all these years.

DOROTHY: Well, we really want to show you the town, Jeff -- tell us,
of all the things out here, what would you like to see most?

JEFF: Oh, the most exciting thing, naturally -- a real big
Hollywood World Premiere!

DOROTHY: Well, there just happens to be one tonight. It's the
World Premiere of "Johnny Holliday", starring William
Bendix. The whole works! Big lights! Crowds! Stars!

JEFF: Wonderful!! Boy, this alone will be worth the trip from
New York!

DOROTHY: There's only one trouble

JEFF: What's that?

DOROTHY: The Premiere is in New York. (SNEAK MUSIC) So, tonight,
New York is meeting a little bit of Hollywood - and
Hollywood, in turn, gets to meet a bit of New York -- you,
Mr. Jeff Clark, singing "Any Place I Hang My Hat Is Home"!

MUSIC: "ANY PLACE I HANG MY HAT IS HOME".....JEFF CLARK:

(APPLAUSE)

DOROTHY: Beautifully sung, Jeff Clark! And now, it is my turn to sing a song that is beautifully written. Year after year, the popularity polls give this old favorite "THE GOOD SONG WRITING SEAL OF APPROVAL". It's that oh-so-lovable George Gershwin heartwarmer " I've Got a Crush On You."

MUSIC: ("I'VE GOT A CRUSH ON YOU".....DOROTHY KIRSTEN)
(APPLAUSE)

H.C.

ATX01 0055019

"LIGHT UP TIME"
MAY 15, 1950

-7-

COMMERCIAL NO. 3

BARTON: In a cigarette mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment--- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove...Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055020

NO INTRODUCTION

MUSIC: ("LET'S TAKE AN OLD FASHIONED WALK".....DOROTHY & JEFF)
(APPLAUSE)

H.C.

ATX01 0055021

HIESTAND: Well, everybody, time now to lower the lights on
Light Up Time, until tomorrow evening when Dorothy
Kirsten, Jeff Clark, Skitch Henderson and the Orchestra,
will be back again, inviting you to light up a Lucky.
Until then -- remember, scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes. So make your next carton Lucky Strike!

MUSIC: ("PUT YOUR DREAMS AWAY")

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS AMERICA'S NUMBER ONE ADVERTISING MEDIUM (PAUSE)
NBC!

H.C.

ATX01 0055022

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, BURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, May 16, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PDST

Repeat: 7:00-7:15 PM EDST

STARRING
DOROTHY KIRSTEN
JEFF CLARK

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"FALLING IN LOVE WITH LOVE:
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"BEWITCHED, BOTHERED, BEWILDERED"
APPLAUSE JEFF CLARK
5. INTRO
"I MARRIED AN ANGEL"
"WHERE OR WHEN"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. INTRO
"IF I LOVED YOU"
APPLAUSE DOROTHY & JEFF
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Tuesday, May 16, 1950

- 1 -

COMMERCIAL I:

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

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

HEISTAND: It's "Light Up Time," presented by Lucky Strike.....
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra

ORCH: MUSIC OUT:

HEISTAND: Yes, "Light Up Time," time to relax and light up a Lucky--
a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

ATX01 0055024

DOROTHY: This is Dorothy Kirsten for Lucky Strike -- and tonight we join all of show business in saluting the twenty-fifth anniversary of the song writing career of the great Richard Rodgers. Yes, for a quarter of a century, the whole Nation has been falling in love with the melodies of the man who wrote

MUSIC: ("FALLING IN LOVE WITH LOVE" . . . DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Tuesday, May 16, 1950

- 3 -

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And you enjoy the rich taste of fine tobacco because ...

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky strike means fine tobacco fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment.

HIESTAND: So, for the rich taste of fine tobacco ... for smoothness and mildness with never a rough puff ... light up a Lucky! Yes, prove to yourself what scientific tests prove ----- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

ATX01 0055026

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

DOROTHY: Light Up Timers, here's one of the best friends a popular song ever had - the young man who sings them so well on Your Hit Parade - Jeff Clark!
(APPLAUSE)

JEFF: Thank you, everybody - hi, there, Dorothy!

DOROTHY: Hello, Jeff - how are you enjoying your first visit to Hollywood?

JEFF: Oh, fine. I only hope this California sunshine doesn't shrink my suit!

DOROTHY: (LAUGHS) That New York rainmaker must have followed you out here. But, come on, Jeff -- we have a wonderful Richard Rodgers' song for you to sing. Dick originally wrote it for "Pal Joey" - and right now it is being revived and is on Your Hit Parade. The words and the title all start with the same letter ...

JEFF: Dorothy! You don't mean "Music, Music, Music!"

DOROTHY: No - I mean "Bewitched, Bothered, Bewildered" - and with all those "B's" in the title, no wonder it is such a honey of a song.

MUSIC: ("BEWITCHED, BOTHERED, BEWILDERED" . . . JEFF CLARK)
(APPLAUSE)

DOROTHY: Well done, Jeff Clark! I wouldn't be surprised if you got a fan letter from Richard Rodgers himself. And now, I am going to read a pair of musical love letters from the pen of Mr. Rodgers - "I Married An Angel" from ^{the show of the} ~~"The Sound of Music"~~ ^{same name} and "Where or When" from "Babes in Arms" - and these lullabies are strictly for grown ups

MUSIC: "I MARRIED AN ANGEL".....DOROTHY

(SEGUE)

MUSIC: "WHERE OR WHEN".....DOROTHY

(APPLAUSE)

T

LIGHT UP TIME
5-16-50

-6-

THIRD COMMERCIAL

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT

LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment--- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove...Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055029

MUSIC: INTRO TO "IF I LOVED YOU".....FADE OUT

DOROTHY: It's High Light Time on Light Up Time - spot lighting
Richard Rodgers' classic from "Carousel" - a song that
had all of our hearts on a merry-go-round - "If I Loved
You".

MUSIC: "IF I LOVED YOU".....DOROTHY KIRSTEN

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: THIS IS AMERICA'S NUMBER ONE ADVERTISING MEDIUM (PAUSE)
NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, May 17, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PDST

Repeat: ~~7:00-7:15 PM EDST~~

STARRING
DOROTHY KIRSTEN
JEFF CLARK

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO:
"THE BEST THINGS IN LIFE ARE FREE"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO:
"THEY SAY IT'S WONDERFUL"
APPLAUSE JEFF CLARK
5. INTRO:
"THE BOY NEXT DOOR" DOROTHY KIRSTEN
INTRO:
"IF I KNEW YOU WERE COMING"
APPLAUSE JEFF CLARK
6. COMMERCIAL
7. "LOVER, COME BACK TO ME"
APPLAUSE DOROTHY KIRSTEN
8. CLOSING

* * * * *

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ATX01 0055032

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Wednesday, May 17th, 1950

-1-

COMMERCIAL I:

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

ORCH: "LUCKY DAY" PLEASANTLY BRIGHT AND UNDER:

HIESTAND: It's "Light Up Time", presented by Lucky Strike
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a
Lucky --- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

mss

ATX01 0055033

DOROTHY: This is Dorothy Kirsten for Lucky Strike ----- and
while you are lighting up an after-dinner Lucky, we
shall light up your radio with a bright and shiny song!
Skitch, throw the switch!

MUSIC: "THE BEST THINGS IN LIFE ARE FREE" DOROTHY:

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"

-3-

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And ... you enjoy the rich taste of fine tobacco because

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco for smoothness and mildness with never a rough puff light up a Lucky! Yes, prove to yourself what scientific tests prove ----- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!!

ATX01 0055035

MUSIC: PLAYOFF INTRO...FADES OUT FAST UNDER

DOROTHY: Light Up Timers, every song in town is trying to get a date with the young man who helps sing the Top Seven on your Saturday night's Hit Parade - and here he is - Jeff Clark!

(APPLAUSE)

JEFF: Thank you - thank you very much - and good evening, Dorothy.

DOROTHY: Hi, Jeff. How goes your first week in California?

JEFF: Great! Just think - I've only been here three days and already I've figured out how I can make a fortune.

DOROTHY: How's that?

JEFF: Selling sun lamps to orange trees. Dorothy, the only sunshine I've seen out here so far is the sunshine of your smile.

DOROTHY: Well, there's one sure way to keep me smiling, Jeff boy, and that's by singing "They Say It's Wonderful."

~~JEFF: Okay -- show us your teeth!~~

MUSIC: ("THEY SAY IT'S WONDERFUL".....JEFF CLARK)

(APPLAUSE)

DOROTHY: Bravo, Jeff Clark! Well sung! And don't you go 'way. We have a wonderful pair of songs to share! And this time, Skitch Henderson is going to lead the orchestra with his piano.

JEFF: Gee, he must be strong. On Your Hit Parade, Ray Scott can barely lift the baton.

DOROTHY: No jokes. If you get me laughing I won't be able to lift my voice.

MUSIC: ("THE BOY NEXT DOOR".....DOROTHY KIRSTEN)
(SEGUE)

DOROTHY: Okay, Jeff, there's the first course in our medley time - now for dessert.

MUSIC: ("IF I KNEW YOU WERE COMING.
I'D HAVE BAKED A CAKE".....JEFF CLARK)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Wednesday, May 17, 1950

- 6 -

THIRD COMMERCIAL -

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

H.C.

ATX01 0055038

(NO ANNOUNCEMENT)

MUSIC: ("LOVER, COME BACK TO ME"DOROTHY KIRSTEN)
(APPLAUSE)

H.C.

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

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

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: THIS IS AMERICA'S NUMBER ONE ADVERTISING MEDIUM (PAUSE)
NBC!

H.C.

ATX01 0055040

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MAY 18, 1950 Network: NEC Broadcast: 4:00-4:15 PM PDST
Repeat: 7:00-7:15 PM EDST

STARRING
DOROTHY KIRSTEN
JEFF CLARK

WITH
SKITCH HENDERSON AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"LOVE IS JUST AROUND THE CORNER"
APPLAUSE DOROTHY KIRSTEN
- 3 COMMERCIAL
- 4 INTRO
"MORE THAN YOU KNOW"
APPLAUSE JEFF CLARK
- 5 INTRO
"I WANT TO BE LOVED"
APPLAUSE DOROTHY KIRSTEN
- 6 COMMERCIAL
- 7 "TEA FOR TWO"
APPLAUSE DOROTHY & JEFF
- 8 COMMERCIAL

THURSDAY:

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and we don't have to carry matches to light Light Up Time - because here is a tune that has helped make many a match!

MUSIC: "LOVE IS JUST AROUND THE CORNER".....DOROTHY KIRSTEN
(APPLAUSE)

LIGHT UP TIME
5-18-50

-3-

SECOND COMMERCIAL

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove --- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And ... you enjoy the rich taste of fine tobacco because

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco for smoothness and mildness with never a rough puff light up a Lucky! Yes, prove to yourself what scientific tests prove ----- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!!

ATX01 0055043

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER)

DOROTHY: Light Up Timers, whenever he's not on the air, he is in the air,
flying between shows in New York and here in Hollywood - Your
Hit Parader ... Jeff Clark!
(APPLAUSE)

JEFF: Thank you, everybody - and hi, there, Dorothy!

DOROTHY: Hi yourself, Jeff - well, today finally proves to tyou that
California really can come up with some sunshine.

JEFF: Finally is right! They told me all I'd see out here was Old
Man Sunshine.

DOROTHY: That's right.

JEFF: Up until today I think he sent his brother, Old Man River. Rain,
rain, stay away!

DOROTHY: Well, Jeff, Jeff, stick around! We need you - to sing that wonderful
old favorite "More Than You Know".

MUSIC: ("MORE THAN YOU KNOW" JEFF CLARK)

(APPLAUSE)

DOROTHY: Wonderful, Jeff! The way you sang that charmed the birds
right off the trees!

JEFF: I know -- three crows and a sparrow. But, what has our
house nightingale in store for us?

DOROTHY: As far as I'm concerned, a song that really makes the
feathers fly - 'round your heart especially.... "I Want
To Be Loved"....

JEFF: Good - because we want to be charmed...

MUSIC: ("I WANT TO BE LOVED". DOROTHY KIRSTEN)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Thursday, May 18, 1950

- 6 -

COMMERCIAL #3

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055046

MUSIC: ("TEA FOR TWO" DOROTHY & JEFF)

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirston, Jeff Clark, Skitch Henderson and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: THIS IS AMERICA'S NUMBER ONE ADVERTISING MEDIUM (PAUSE)

NBC!

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, BURSTEIN & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES
NBC

4:00-4:15 PM PDST

7:00-7:15 PM EDST

DATE FRIDAY, MAY 19, 1950
(taped 5/18/50)

Network:

Broadcast:

Repeat:

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"BYE, BYE, BABY"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"YOUNGER THAN SPRINGTIME"
APPLAUSE JEFF CLARK
5. INTRO
"WHY CAN'T YOU BEHAVE"
DOROTHY KIRSTEN
INTRO
"THERE'S NO BUSINESS LIKE SHOW BUSINESS"
APPLAUSE JEFF CLARK
6. COMMERCIAL
7. INTRO
"YOU KISSED ME"
APPLAUSE DOROTHY KIRSTEN
8. CLOSING

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, May 19, 1950

- 1 -

COMMERCIAL I:

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

ORCH: "LUCKY DAY" PLEASANTLY BRIGHT AND UNDER:

HIESTAND: It's "Light Up Time," presented by Lucky Strike
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time," time to relax and light up a
Lucky --- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

ATX01 0055050

DOROTHY: This is Dorothy Kirsten for Lucky Strike - saying "Hello, people!" with .. "Bye, Bye Baby!" A song from "Gentlemen Prefer Blondes," to start tonight's program of songs from the Broadway shows! Wave your hand bye-bye, Skitchell!

MUSIC: ("BYE BYE BABY" DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
Friday, May 19, 1950

- 3 -

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And ... you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco for smoothness and mildness with never a rough puff light up a Lucky! Yes, prove to yourself what scientific tests prove ----- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!!

ATX01 0055052

MUSIC: (PLAYOFF INTRO FADES OUT FAST UNDER:)

DOROTHY: Light Up Timers, here is a young man who is really on
"wings of song" - because tonight he flies East to appear
on tomorrow night's Hit Parade - Mr. Jeff Clark!
(APPLAUSE)

JEFF: Hello, everybody - hi there, Dorothy!

DOROTHY: Hi, Jeff! My! I must say you look very amused!

JEFF: I am. I keep thinking of the fellow I saw in front of
my hotel this morning --- the most frustrated guy in
the world!

DOROTHY: How come? Who was he?

JEFF: A man wearing Elevator shoes trying to get into a
Step-down Hudson.

DOROTHY:

JEFF:

DOROTHY: Oh, no! Mr. Clark, I think you had better sing your
lines -- the ones that fit the music of that great hit
from "South Pacific" - "Younger Than Springtime".....

MUSIC: ("YOUNGER THAN SPRINGTIME" JEFF CLARK)

(APPLAUSE)

DOROTHY: Beautifully sung, Jeff Clark! And now that you have sung a number from "South Pacific," I'll do one from "Kiss Me Kate"....as follows...

MUSIC: ("WHY CAN'T YOU BEHAVE" DOROTHY KIRSTEN)

(SEGUE)

DOROTHY: Time to change theatres to hear a high-light from that big-shot Broadway movie.. "Annie Get Your Gun!"

JEFF: Okay and this is a loud one - so - Dorothy - get your ear-muffs!

MUSIC: ("THERE'S NO BUSINESS LIKE SHOW BUSINESS" . . . JEFF CLARK)

(APPLAUSE)

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME
Friday, May 19, 1950

- 6 -

COMMERCIAL 3:

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATK01 0055055

MUSIC: (PLAYOFF INTRO . . . FADE TO B.G. FOR:)
DOROTHY: Tonight, High light time on Light Up Time spotlights
a song that's being warmly embraced by Broadway
audiences who hear it in "Arms And The Girl" . . .
"You Kissed Me"

MUSIC: ("YOU KISSED ME" DOROTHY KIRSTEN)
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
FRIDAY, MAY 19, 1950

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COMMERCIAL #4:

HIESTAND: Well, everybody, time now to lower the lights on
LIGHT UP TIME until Monday evening when Dorothy Kirsten,
Jeff Clark, Skitch Henderson and the Orchestra will be
back again inviting you to light up a Lucky. Until then,
remember, scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes. So make
your next carton Lucky Strike!...

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

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS AMERICA'S NUMBER ONE ADVERTISING MEDIUM (PAUSE)
NBC.

ATX01 0055057

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, ~~DOROTHY~~ ~~JEFF~~ ~~CLARK~~ ~~OSBORN~~, Inc.
AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, MAY 22, 1950

Network: NBC

Broadcast: 00-4:15 PM PDT

Repeat: 7:00-7:15 PM PDT

STARRING
DOROTHY KIRSTEN
JEFF CLARK
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"THEN I'LL BE HAPPY"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"DADDY'S LITTLE GIRL"
APPLAUSE JEFF CLARK
5. INTRO
"I DIDN'T KNOW WHAT TIME IT WAS"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. ^{Should}
"ISN'T IT ROMANTIC"
APPLAUSE *Jeff Clark*
DOROTHY & JEFF
8. CLOSING

"LIGHT UP TIME"
Monday, May 22, 1950

-1-

COMMERCIAL I:

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

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

HIBSTAND: ..It's "Light Up Time", presented by Lucky Strike...
starring Dorothy Kirsten and Joff Clark, with Skitch
Henderson and the Orchestra....

ORCH: MUSIC OUT:

HIBSTAND: ..Yes, "Light Up Time", time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

ATX01 0055059

DOROTHY: This is Dorothy Kirsten for Lucky Strike -
starting a wonderful new week with a wonderful
old song...Skitch!

MUSIC: ("THEN I 'LL BE HAPPY.....DOROTHY KIRSTEN)
(APPLAUSE)

"LIGHT UP TIME"
Monday, May 22, 1950

-3-

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove...

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And..you enjoy the rich taste of fine tobacco because...

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco...for smoothness and mildness with never a rough puff...light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

ATX01 0055061

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

DOROTHY: Light Up Timers -- the swallows only come back to Capistrano once a year - but here's a young man who comes back to California every weekend -

Jeff Clark!

(APPLAUSE)

JEFF: Thank you, everybody -- and hi, there, Dorothy!
Y'know anybody who wants to buy a good pair of sun glasses?

DOROTHY: Jeff, we're sorry the California sunshine hasn't been shining for you.

JEFF: Say, that word "shining" reminds me - I have a little gift for you. Remember last week you admired that beautiful Sterling Silver Service for twelve.

DOROTHY: Jeff - you didn't buy it for me!

JEFF: No, but I got you a dandy bottle of silver polish.

DOROTHY: You didn't have to bother, Mr. Clark, you brighten up our lives enough with your songs.

JEFF: Then I guess I'd better sing.

MUSIC: ("DADDY'S LITTLE GIRL".....JEFF CLARK)

(APPLAUSE)

DOROTHY: Delightful, Jeff - you and that song have a wonderful way with each other. I only hope I get along as well with that affectionate old favorite - "I Didn't Know What Time It Was". We should - we're being introduced by that young man who has such a wonderful way with a Steinway -- Skitch!

MUSIC: "I DIDN'T KNOW WHAT TIME IT WAS".....DOROTHY KIRSTEN
(APPLAUSE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LIGHT UP TIME

-6-

THIRD COMMERCIAL

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because...

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories, and they prove...

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and...

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove... Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

Music: "Should I" . . . (Jeff Clark)
(Apparatus)

ATX01 0055064

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE THURSDAY, MAY 25, 1950 Network: Broadcast: 4:00-4:15 PM PDT
Repeat: 7:00-7:15 PM EDT

STARRING
DOROTHY KIRSTEN
JEFF CLARK
WITH
SKITCH HENDERSON AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"SOMEBODY LOVES ME"
APPLAUSE DOROTHY KIRSTEN
- 3 COMMERCIAL
- 4 INTRO
"IT ALL DEPENDS ON YOU"
APPLAUSE JEFF CLARK
- 5 INTRO
"MINE"
DOROTHY KIRSTEN
INTRO
"SUPPOSIN"
APPLAUSE JEFF CLARK
- 6 COMMERCIAL
- 7 *see the show to*
"I THINK OF YOU"
APPLAUSE DOROTHY KIRSTEN
- 8 CLOSING

NO INTRODUCTION

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

H.C.

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then --- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So, make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY":

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS N.B.C ... THE NATIONAL BROADCASTING COMPANY.

*Sarathy: this is High Light Time on Light -7-
of some and it's a song to share
with you, Jeff!*

MUSIC: "ISN'T IT ROMANTIC".....DOROTHY AND JEFF
(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on Light Up Time, until tomorrow evening when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra, will be back again, inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY"

(APPLAUSE OVER "LUCKY DAY" THEME)

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: THIS IS NBC, THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: TUESDAY, MAY 23, 1950

Network: NBC

Broadcast: 00-4:15 PM PDT

Repeat: 7:00-7:15 PM EDT

STARRING
DOROTHY KIRSTEN
JEFF CLARK

WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
~~APPLAUSE~~ "Sing! meet the DOROTHY KIRSTEN
APPLAUSE" *strings of my heart*
3. COMMERCIAL
4. INTRO
"I HADN'T ANYONE TILL YOU" JEFF CLARK
APPLAUSE
5. INTRO
"DANCING IN THE DARK" DOROTHY KIRSTEN
INTRO
"WE'RE DANCING" JEFF CLARK
APPLAUSE
6. COMMERCIAL
7. "YOU'LL NEVER WALK ALONE" DOROTHY KIRSTEN
APPLAUSE
8. CLOSING

H.C.

"LIGHT UP TIME"
Tuesday May 23, 1950

- 1 -

COMMERCIAL 1:

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

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

HIESTAND: It's "Light Up Time", presented by Lucky Strike.....
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

H.C.

ATX01 0055071

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and tonight we are touching off Light Up Time with a real sparkler *in a bright setting! let's light the way* ~~of a torch-burn! Skitch, call out your fire~~

MUSIC: ~~department!~~ *Wing! Went the strings of my heart!*
(~~WIND CAN I BAY, BAY~~ DOROTHY KIRSTEN)
(APPLAUSE)

H.C.

"LIGHT UP TIME"
Tuesday, May 23, 1950

- 3 -

COMMERCIAL 2:

BARTON: Inckies are milder! --- Smoother and milder -- with never
 a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder
 than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent
 consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a
 smoother smoking, milder tasting cigarette. And..you
 enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!

 LS - MFT!

BARTON: Lucky Strike means fine tobacco...fine, light,
 naturally mild tobacco that gives you more real,
 deep-down smoking enjoyment!.

HIESTAND: So, for the rich taste of fine tobacco...for smoothness
 and mildness with never a rough puff....light up a
 Lucky! Yes, prove to yourself what scientific tests
 prove -- Lucky Strike is milder than any other principal
 brand of cigarettes. Make your next carton Lucky
 Strike!

H.C.

ATX01 0055073

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

DOROTHY: Light Up Timers, here's a young man who has all the song writers singing his praises over the way he sings their songs....Jeff Clark!

(APPLAUSE)

JEFF: Thank you, everybody, thank you very much. Good evening, Dorothy.

DOROTHY: Hi, Jeff. Again today, huh? Real gloomy and cloudy.

JEFF: Yep - again today! How about this - my first trip to California - and all the time I've been here, no SUN! I'm beginning to know how Eddie Cantor feels.

DOROTHY: Okay, then you can sing your first song to his wife, Ida - and a good song it is - "I Hadn't Anyone Till You," *by Jeff Clark!*

MUSIC: ("I HADN'T ANYONE TILL YOU". JEFF CLARK)

(APPLAUSE)

H.C.

ATX01 0055074

DOROTHY: Wonderful, Jeff! Beautifully sung! And now, you handsome boy, since you would be the pride of any girl's prom-card, I might as well tell you I'm mighty happy that the next two dances are ours. I hope you won't mind if I lead during the first one, ~~which is titled~~ ^{with} "Dancing in the Dark."

MUSIC: ("DANCING IN THE DARK" DOROTHY KIRSTEN)

SEGUE

JEFF: Er, Miss Kirsten, may I cut in? 'Tis time for me to take a turn around the floor with ~~the~~ ^{when} We're Dancing."

MUSIC: (~~THE~~ ^{when} WE'RE DANCING" JEFF CLARK)

(APPLAUSE)

COMMERCIAL 3

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

H.C.

ATX01 0055076

NO INTRODUCTION

~~XXXXXXXXXXXXXXXXXXXX~~
DOROTHY: It's High Light Time on Light Up Time with one of my very own favorite
songs "You'll Never Walk Alone" from "Carousel"
MUSIC: ("YOU'LL NEVER WALK ALONE DOROTHY KIRSTEN)

(APPLAUSE)

H.C.

HIESTAND: Well, everybody, time now to lower the lights on Light
Up Time, until tomorrow evening when Dorothy Kirsten,
Jeff Clark, Skitch Henderson and the Orchestra, will
be back again, inviting you to light up a Lucky. Until
then -- remember, scientific tests prove Lucky Strike
is milder than any other principal brand of cigarettes.
So make your next carton Lucky Strike!

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

ORCH: "LUCKY DAY" UP AND FADE ON CUE

ANNCR: THIS IS NBC, THE NATIONAL BROADCASTING COMPANY.

H.C.

RTX01 005507B

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, MAY 24, 1950

Network: NBC

Broadcast: 4:00-4:15 PM PDT

Repeat: 7:00-7:15 PM EDT

STARRING
DOROTHY KIRSTEN
JEFF CLARK

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING:
2. INTRO:
"EASY TO LOVE"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL:
4. INTRO:
"JUST ONE OF THOSE THINGS"
APPLAUSE JEFF CLARK
5. INTRO:
"YOU'D BE SO NICE TO COME HOME TO"
DOROTHY KIRSTEN
INTRO:
"WHAT IS THIS THING CALLED LOVE?"
APPLAUSE JEFF CLARK
6. COMMERCIAL:
7. "SO IN LOVE"
APPLAUSE DOROTHY KIRSTEN
8. CLOSING:

DOROTHY: This is Dorothy Kirsten for Lucky Strike - opening
tonight's program of Cole Porter's songs with that real
easy to like - "Easy to Love." Skitch, easy does it!

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

"LIGHT UP TIME"
WEDNESDAY, MAY 24, 1950

-3-

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder + than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And..you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich tast of fine tobacco....for smoothness and mildness with never a rough puff....light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

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

DOROTHY: Light Up Timers, here's a young fellow who came to California hoping to get a tan - but, instead, he's just getting burned up - Jeff Clark!

(APPLAUSE)

JEFF: Thank you, everybody - thank you, Dorothy! And, gosh, can you blame me for being annoyed? For years I've been waiting for the chance to soak up some California sunshine and look! The Weather's right on edge. The sun is threatening to shine - but it also looks like it's going to rain any minute. I sure look funny around the hotel swimming pool.

DOROTHY: Why is that?

JEFF: In bathing trunks, carrying an umbrella?

DOROTHY: (LAUGHS) Well, Jeff, as your first song of the evening points out - "It's Just One of Those Things".

MUSIC: (JUST ONE OF THOSE THINGS".....JEFF CLARK)

(APPLAUSE)

"LIGHT UP TIME"
5-25-50

-1-

FIRST COMMERCIAL

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

ORCH: "LUCKY DAY" PLEASANTLY BRIGHT AND UNDER

HIESTAND: It's "Light Up Time", presented by Lucky Strike
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a Lucky
-- a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

DOROTHY: This is Dorothy Kirsten for Lucky Strike - saying, whether your radio is on AC or DC, we are now lighting it up with LSMFT. Skitch, throw the switch!

MUSIC: "SOMEBODY LOVES ME"DOROTHY KIRSTEN
(APPLAUSE)

LIGHT UP TIME
5-25-50

-3-

SECOND COMMERCIAL

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And..you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco....for smoothness and mildness with never a rough puff....light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

ATX01 0055085

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

DOROTHY: Light Up Timers, here's that singing star from Your Hit Parade - and when this young man sings a song, it's "really livin'" - Mr. Jeff Clark!

(APPLAUSE)

JEFF: Thank you very much, everybody - good evening, Dorothy. Boy, I tell you, two weeks of California is enough for me! What a scare I got today.

DOROTHY: What happened?

JEFF: When I came out of the hotel this morning, everything was covered with bright yellow stuff.

DOROTHY: Jeff, that was the SUN!

JEFF: Ohhhhh, so that's the stuff you've been telling me about! Gosh, for a while I thought an orange juice factory had exploded!

DOROTHY: Well, Jeff, you had to wait two weeks to get a look at the California sunshine, but we are not going to wait a second longer for you to sing "It All Depends on You."

MUSIC: "IT ALL DEPENDS ON YOU".....JEFF CLARK

(APPLAUSE)

DOROTHY: Good goin', Jeff Clark! And we're going to keep right on
goin' - with a pair of danceable ditties that should get
Daddy right out of his easy chair and take Mother for a
few turns around the parlor. Don't knock over the floor
lamp, folks!

MUSIC: "MINE" DOROTHY

SEGUE

JEFF: Ah, Dorothy, that was peachy.

DOROTHY: Thank you, Sugar, and now 'tis time to pour out that
~~creamy~~^{creamy} voice of yours.

MUSIC: "SUPPOSIN'" JEFF

(APPLAUSE)

LIGHT UP TIME
5-25-50

-6-

THIRD COMMERCIAL

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055088

DOROTHY:

~~XXXXXXXXXXXXXXXXXXXX~~

High Light Time on Light Up Time! Skitch Henderson at the ⁻⁷⁻
piano leads us into the inspiring theme from Rachmaninoff's
Second Piano Concerto - as we bring you that selection's
beautiful offspring . . . "I THINK OF YOU".

MUSIC:

"I THINK OF YOU".....DOROTHY KIRSTEN

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Dorothy Kirsten, Jeff Clark, Skitch Henderson and the Orchestra will be back again, inviting you to light up a Lucky. Until then --- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So make your next carton Lucky Strike!

MUSIC: PUT YOUR DREAMS AWAY

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC THE NATIONAL BROADCASTING COMPANY

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~FRIDAY, MAY 26, 1950~~
(taped 5/25/50)

Network NBC

Broadcast: 4:00-4:15 PM PDT

Repeat: 7:00-7:15 PM EDT

STARRING

DOROTHY KIRSTEN

JEFF CLARK

WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"A FOGGY DAY"
APPLAUSE DOROTHY KIRSTEN
3. COMMERCIAL
4. INTRO
"ANY PLACE I HANG MY HAT IS HOME"
APPLAUSE JEFF CLARK
5. INTRO
"I CONCENTRATE ON YOU"
APPLAUSE DOROTHY KIRSTEN
6. COMMERCIAL
7. "IF I LOVED YOU"
APPLAUSE DOROTHY AND JEFF
8. CLOSING

"LIGHT UP TIME"
FRIDAY, MAY 26, 1950

-1-

COMMERCIAL 1:

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

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

HIESTAND: It's "Light Up Time", presented by Lucky Strike...
starring Dorothy Kirsten and Jeff Clark, with Skitch
Henderson and the Orchestra....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a Lucky
-- a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

ATX01 0055092

DOROTHY: This is Dorothy Kirsten for Lucky Strike - and tonight
maybe we had better illuminate Light Up Time with our fog
light! At least, here's "A Foggy Day". Skitch!

MUSIC: "A FOGGY DAY".....DOROTHY KIRSTEN

(APPLAUSE)

"LIGHT UP TIME"
FRIDAY, MAY 26, 1950

-3-

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: Those scientific tests are confirmed by three independent consulting laboratories and they prove....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There 's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And...you enjoy the rich taste of fine tobacco because....

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco...for smoothness and mildness with never a rough puff...light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

MUSIC: PLAY OFF INTRO.....FADES OUT FAST UNDER
DOROTHY: Light Up Timers, for the past few weeks, Frank Sinatra has been under doctor's orders to rest his voice - and here's the pinch-hitter who's just what the doctor ordered - Mr. Jeff Clark!

(APPLAUSE)

JEFF: Thank you, everybody - thank you, Dorothy. And it sure has been fun filling in for Frankie, but I am glad his voice is better and on Monday night when he comes back to Light Up Time, I certainly will be out there listening.

DOROTHY: Then, on Monday night, Frank and I will sing the first show just for you. You've done a wonderful job.

JEFF: It's been easy, Dorothy. I fit right into all of Frank's musical arrangements. The only thing I didn't fit into were his suits.

DOROTHY: Not a bit of waste in Frank's waistline, huh, Jeff?

JEFF: Not a bit!

DOROTHY: Well, let's not waste any more time, Jeff. We want to get all we can out of your singing. Mr. Clark, the microphone is all yours.

JEFF: As is the pleasure, Miss Kirsten.

MUSIC: "ANY PLACE I HANG MY HAT IS HOME".....JEFF CLARK

(APPLAUSE)

DOROTHY: That was just wonderful, Jeff. I'd like to split a duet with you in just a few minutes - a few minutes in question being those in which I will sing a song marked "To Jeff from Dorothy". I want you to take this along with you as a souvenir of our working together here on Light Up Time.....

JEFF: Thanks a million, Dorothy, I shall start spinning right now to record it well on my memory.

MUSIC: "I CONCENTRATE ON YOU".....DOROTHY KIRSTEN

(APPLAUSE)

"LIGHT UP TIME"
FRIDAY, MAY 26, 1950

-6-

COMMERCIAL 3:

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove...

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove...Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055097

NO INTRODUCTION

MUSIC: ("IF I LOVED YOU" DOROTHY & JEFF)
(APPLAUSE)

> "LIGHT UP TIME"
FRIDAY, MAY 26, 1950

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CLOSING BILLBOARD
(COMMERCIAL #4)

HIESTAND: Well, everybody, time now to lower the lights until Monday evening when all of us will be welcoming Frank Sinatra back to LIGHT UP TIME....yes, on Monday night Frank Sinatra, Dorothy Kirsten, and Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then, remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes. So make your next carton Lucky Strike!

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

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

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

ANNCR: THIS IS NBC....THE NATIONAL BROADCASTING COMPANY.

ATK01 0055099

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE MONDAY, MAY 29, 1950

Network NBC

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

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"WHEN YOU'RE SMILING"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"COME RAIN, COME SHINE"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"MY ROMANCE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. "MY FOOLISH HEART"
APPLAUSE FRANK SINATRA
8. CLOSING.

"LIGHT UP TIME"
MONDAY, MAY 29, 1950

COMMERCIAL 1:

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

ORCH: "LUCKY DAY"PLEASANTLY BRIGHT AND UNDER:

HIESTAND: It's "Light Up Time", presented by Lucky Strike....
starring Frank Sinatra and Dorothy Kirsten, with Skitch
Henderson and the Orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a Lucky
-- a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

FRANK: This is FS for LS - Frank Sinatra for Lucky Strike -
and just think - Saturday I was in New York on television
with Bob Hope - last night I was in Chicago playing a
benefit and tonight here I am in Hollywood! I came all
the way by air. Hope put me in a bean-shooter and blow
me from city to city! Skitch! *Let's kick up a breeze!*

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

"LIGHT UP TIME"
MONDAY, MAY 29, 1950

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And..you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco....for smoothness and mildness with never a rough puff....light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

MUSIC: (PLAYOFF INTROFADES OUT FAST UNDER)

FRANK: Light Up Timers, at this point I would like to thank Jeff Clark, who so ably substituted for me while I was on the sick-list. And also I would like to introduce a gal who did such a magnificent job of running the show - the doll of them all - the Pet of the Met - Miss Dorothy Kirsten!
(APPLAUSE)

DOROTHY: Thank you, thank you, Frank - and golly, it's good to have you back. And I'm glad your throat's all better and I'm also glad you didn't have to go to a hospital.

FRANK: Oh, me too. I hate hospitals, they make me nervous.

DOROTHY: Were you ever in a hospital as a patient?

FRANK: Just once - but it wasn't too bad -- I passed out the minute they gave me Anastasia.

DOROTHY: Frank - you mean anesthesia.

FRANK: I know what I mean - the nurse's name was Anastasia. I took one look at her and I passed out. They used her instead of ether. After I got out of the hospital, I sent her a bottle of perfume -- Chloroform Number Five. ----
(SNEAK MUSIC) But if I keep talking I'll put the audience to sleep, so wake them up, girl, with your wonderful rendition of "Come Rain, Come Shine."

MUSIC: ("COME RAIN, COME SHINE"DOROTHY KIRSTEN)
(APPLAUSE)

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Network:	Broadcast:
TUESDAY, MAY 30, 1950	NBC	4:00-4:15 PM PST 8:00-8:15 PM PST

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"AN AMERICAN BEAUTY ROSE"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
~~"ALL THE THINGS YOU ARE"~~ *"I've Come A Long Way"*
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"A FINE ROMANCE"
APPLAUSE FRANK & DOROTHY
6. COMMERCIAL
7. ~~"IF YOU ARE EVER A DREAM"~~ *"My Buddy"*
APPLAUSE FRANK SINATRA
8. CLOSING

H.C.
RA-933

ATK01 0055105

"LIGHT UP TIME"
TUESDAY, MAY 30, 1950

COMMERCIAL 1:

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

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

HIESTAND: It's "Light Up Time", presented by Lucky Strike.....
starring Frank Sinatra and Dorothy Kirsten, with
Skitch Henderson and the Orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

H.C.

ATX01 0055106

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike -
and this morning I stepped on a weighing machine and the
little card came out reading "You must be an Englishman,
Buddy, I never saw such devaluated pounds." Skitch,
let's sell a few copies of my new All-American record!

MUSIC: ("AN AMERICAN BEAUTY ROSE".....FRANK SINATRA)
(APPLAUSE)

jm

ATX01 0055107

"LIGHT UP TIME"
Tuesday, May 30, 1950

- 3 -

COMMERCIAL 2:

BARTON: Luckies are milder! ---- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And....you enjoy the rich taste of fine tobacco because.:.....

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco...for smoothness and mildness with never a rough puff.....light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

HC.

ATX01 0055108

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

FRANK: Light Up Timers, here's a young lady who started out in life working for the telephone company - but as long as she has been on this show she has never sung a wrong number - Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and good evening, Frank - a penny for your thoughts?

FRANK: If you gave me a penny for my thoughts, I'd be getting overpaid. Gee, remember all the things you could buy for a penny - all that wonderful penny candy! Green Leaves, five for a penny; Chocolate Babies and...

DOROTHY: And the little candy fried eggs in the little tin frying pans! And banana flavored candy peanuts...and jaw busters!

FRANK: Oh, yes, the jaw busters! You'd come home with one in your mouth and say to your mother (MAKE LIKE YOU ARE TALKING WITH ONE IN YOUR MOUTH) "Hey, Ma, what have we got for supper!" And my uncle would say "Hey, Frang, whatsa matta on you? All the time you eatta those jaw-bust - first she busta your jaw - then if you no careful, she busta your stomach...and you not got mucha stomach. I look on you, Frang, if you no mind - ain't he." (SNEAK MUSIC) Oh, those were the good old days, but on with the good new days, Dorothy, and one of the things that really makes them good - your version of "All the Things You Are".

MUSIC: (~~"All the Things You Are"~~.....DOROTHY KIRSTEN.)

(APPLAUSE)

FRANK: Oh, take it easy, men, the double line forms on the right.
Dorothy, that was mighty romantic! Real park bench stuff!

DOROTHY: Say, that gives me an idea, Frank! How about the two of
us sitting on a park bench and singing a duet?

FRANK: Well, the singing part is all right, but let's not sit on
a park bench. When I try sitting on a park bench, I
keep slipping through the slats. (START MUSIC HERE)

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

(APPLAUSE)

LIGHT UP TIME
Tuesday, May 30, 1950

- 6 -

COMMERCIAL 3

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

H.C.

ATX01 0055111

FRANK: Oh man yaaaaas! Dorothy - that's the kind of SONG
my mammy should have used to rock me to sleep in my
old New Jersey home. And now, since you're the Toast
of the Metropolitan Opera - how about joining the
Breadstick of the Baritones in a duet?

DOROTHY: We'd better sing something romantic. Look - out in
the audience everybody's holding hands!

FRANK: They're not being romantic, Dorothy! The ushers just
told them to beware of pickpockets!

MUSIC: "MY ROMANCE" FRANK AND DOROTHY
(APPLAUSE)

LIGHT UP TIME
MONDAY, MAY 29, 1950

COMMERCIAL 3

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

NO INTRODUCTION

MUSIC: "MY FOOLISH HEART" FRANK SINATRA

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then --- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So, make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY":

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS N.B.C. ... THE NATIONAL BROADCASTING COMPANY.

MUSIC: ("MOONLIGHT SERENADE" FADE OUT UNDER)

FRANK: This - is Memorial Day - a good day to pin a musical remembrance on the memory of a great guy who proved himself to be a great American. A man who nobly represented out^{*} entertainment industry in World War two. He and his wonderful music were right in there when and where the boys needed 'em most. And many's the time Major Glenn Miller's American Band of the A.N.F. played the upcoming piece of music, to comfort the embattled hearts of those who had suffered the sudden loss of a pal . . .

MUSIC: ("MY BUDDY" FRANK SINATRA)
(NO APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then --- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So, make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY":

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS N.B.C.....THE NATIONAL BROADCASTING COMPANY.

H.C.

ATX01 0055117

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE WEDNESDAY, MAY 31, 1950

Network: N.B.C.

Broadcast: 4:00-4:15 PM PST

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

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"SHOULD I"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"I HADN'T ANYONE TILL YOU"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"TRY A LITTLE TENDERNESS"
FRANK SINATRA
INTRO
"SOON"
DOROTHY KIRSTEN
APPLAUSE
6. COMMERCIAL
7. "I CONCENTRATE ON YOU"
APPLAUSE FRANK SINATRA
8. CLOSING

H.C.

"LIGHT UP TIME"
Wednesday, May 31, 1950

- 1 -

COMMERCIAL 1:

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

ORCH: "LUCKY DAY" PLEASANTLY BRIGHT AND UNDER:

HIESTAND: It's "Light Up Time", presented by Lucky Strike.....
starring Frank Sinatra and Dorothy Kirsten, with
Skitch Henderson and the Orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember - scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

H.C.

ATK01 0055119

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike - and I must tell our studio audience not to worry about that blue stuff on my hair. Last night we were playing billiards and the other fellows kept picking me up and chalking my head! Skitch, there's your cue - play the first tune in the corner pocket.

MUSIC: ("SHOULD I" FRANK SINATRA)

(APPLAUSE)

MUSIC: (PLAYOFF INTRO.FADES OUT FAST UNDER)

FRANK: Light Up Timers, here's a gal who's been stealing music-lovers' hearts for so long their thinking of putting her picture up in the postoffice - and she'd make a great partner in a game of postoffice ... Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you, everybody - and good evening, Frank. And congratulations!

FRANK: On what?

DOROTHY: Well, the reports are coming in that you were a smash on the Bob Hope Television Show! I also hear that "Quick Magazine" is doing a two-page spread on your television debut.

FRANK: Gee, that's wonderful! Quick Magazine! (DRUMMER DOES FAST SLIDE WHISTLE) There goes the editor.

DOROTHY: Frank, do you like television?

FRANK: Oh, it's wonderful. Of course, those lights are pretty hot. To make me stand up straight, the director had to keep starching me. Now I know how a dress shirt feels.

DOROTHY: Frankie, that's ridiculous comparing yourself to a shirt.

FRANK: So how come I've got a laundry mark on my neck. So how come people keep saying some of my buttons are missing! So how come a friend of mine lost me at Santa Anita. (SNEAK MUSIC) So I'm a shirt - so everything will iron itself out - so it's time for you to sing and I only hope your song doesn't turn out to be "The Irish Washer Woman." She's mad at me - she heard I was stepping out with a ^{speed machine} ~~Washing~~ Washing Machine.

MUSIC: ("I HADN'T ANYONE TILL YOU".DOROTHY KIRSTEN)

(APPLAUSE)

FRANK: Great, Dorothy, charming as could be! Sophie Tucker, herself, couldn't have done better! And now comes the bicycle act, neighbors, with Miss Kirsten and yours truly riding out on a tandem of tunes. I'll pedal the first song over the hill - then, Miss Kirsten can coast down the other side of the medley.

MUSIC: ("TRY A LITTLE TENDERNESS" FRANK SINATRA)

SEGUE

DOROTHY: Hmhmhm, that one really put a hop in our heartbeat, Frankie.

FRANK: Come, come, Miss Kirsten, you are the one who knows how to do tricks with our tickers! Demonstration - if you please!

MUSIC: ("SOON" DOROTHY KIRSTEN)

(APPLAUSE)

H.C.

LIGHT UP TIME
Wednesday, May 31, 1950

- 6 -

COMMERCIAL 3

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove.....

HIESTAND: Lucky Strike mildest of six major brands tested

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette -- and.....

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco.....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove.....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

H.C.

ATX01 0055123

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So, make your next carton Lucky Strike!

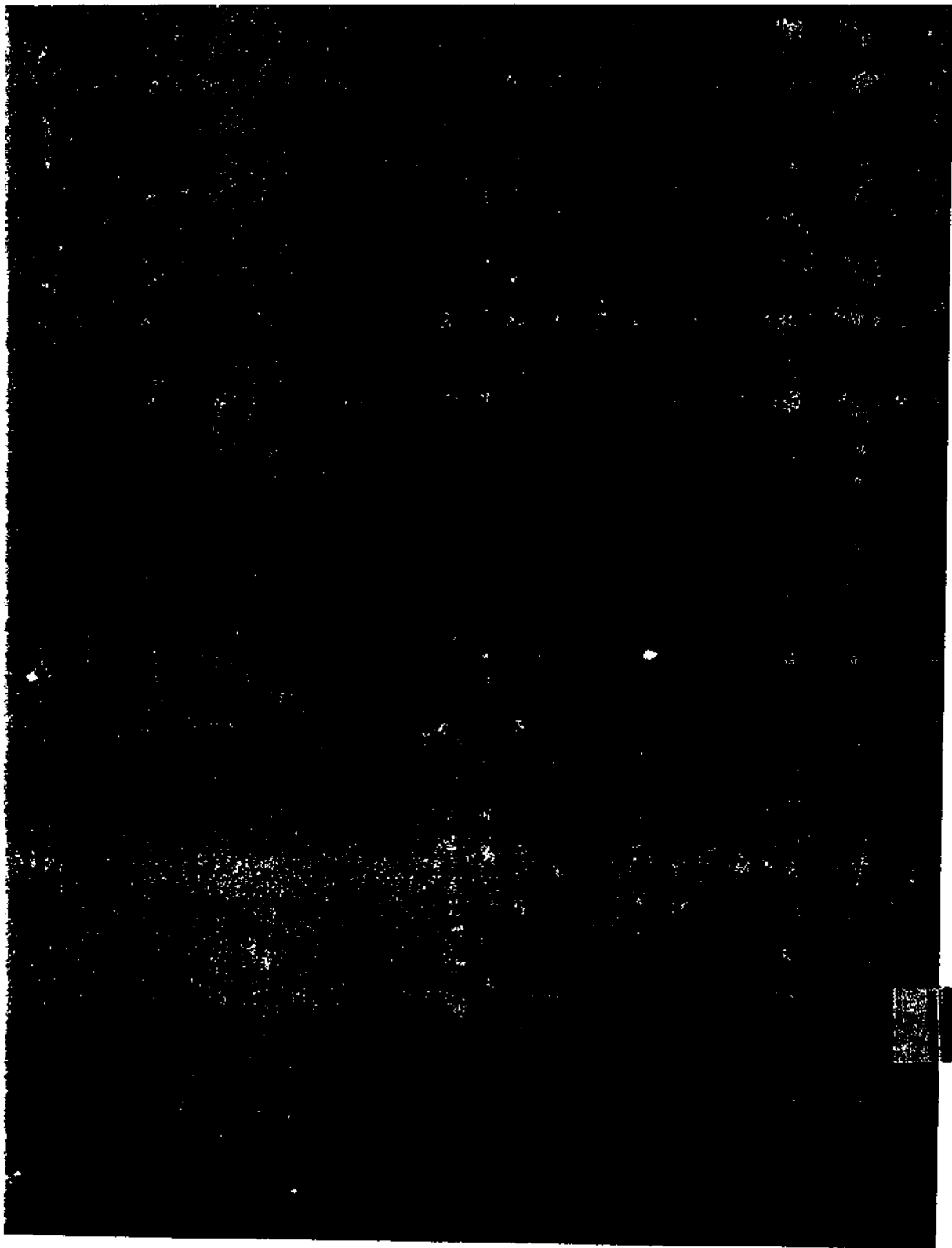
MUSIC: "PUT YOUR DREAMS AWAY":
(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS N.B.C.....THE NATIONAL BROADCASTING COMPANY.

H.C.

ATX01 0055124



ATX01 0055125

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, **AS BROADCAST** OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: THURSDAY, JUNE 1, 1950
(taped Wed., 5/31)

Network: NBC

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

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH
SKITCH HENDERSON AND THE ORCHESTRA

1. OPENING
2. INTRO
"ALL OF ME"
APPLAUSE FRANK SINATRA
3. COMMERCIAL
4. INTRO
"DID I REMEMBER"
APPLAUSE DOROTHY KIRSTEN
5. INTRO
"IT ISN'T FAIR"
APPLAUSE FRANK SINATRA
6. COMMERCIAL
7. "SUNSHINE CAKE"
APPLAUSE FRANK & DOROTHY
8. CLOSING

"LIGHT UP TIME"

-1-

COMMERCIAL 1:

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

ORCH: "LUCKY DAY".....PLEASANTLY BRIGHT AND UNDER;

HIESTAND: It's "Light Up Time", presented by Lucky Strike...
starring Frank Sinatra and Dorothy Kirsten, with
Skitch Henderson and the Orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a
Lucky -- a truly smoother smoking, milder tasting
cigarette. Remember -- scientific tests prove Lucky
Strike is milder than any other principal brand of
cigarettes!

ATX01 0055127

FRANK: This is F.S. for L.S. - Frank Sinatra for Lucky Strike --
and here's the first tune of the show on the first day
of the month. (FIGHT ANNOUNCER) Ladies and gentlemen...
in this corner, a song weighing-in at one hundred and
twenty six pounds -- "ALL OF ME".

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

"LIGHT UP TIME"
Thursday, June 1, 1950

-3-

COMMERCIAL 2:

BARTON: Luckies are milder! --- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove....

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And..you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!

LS - MFT!

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco...for smoothness and mildness with never a rough puff...light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

ATX01 0055129

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

FRANK: Light Up Timers, here comes my regular singing partner - a gal who is as sweet as a candy-dipper's outicle. -- Miss Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you everybody! And good evening, Francis! First I want to thank you for taking me to that wonderful preview last night.

FRANK: That Stanley Kramer sure is wonderful, isn't he? His new picture "The Men" certainly is great.

DOROTHY: You're so right. Somebody I know is going to be crazy about "The Men"

FRANK: Who's that?

DOROTHY: The women!

FRANK: Which brings us to the children - I went to a graduation this afternoon, and, gosh, the kids looked fine standing up there on the stage getting their rolled-up diplomas. I certainly was proud. One of my kid cousin's was selected "Boy Most Likely To Succeed."

DOROTHY: Were you elected anything at your high school graduation, Frank?

FRANK: Yes, I was elected "Boy Most Likely To Fit Inside The Diploma". I've still got part of my diploma rolled up.

DOROTHY: Part of it? What happened to the rest of it?

FRANK: Everytime I need a clean collar, I just cut a few inches off the end. It fits perfectly. Sometimes I wear the ribbon for a bow tie. I've got the only collar button with a high school education. (SNEAK MUSIC) But school's out and you're in with a soft-hearted sweetie-pie of a song called "Did I Remember".

FRANK: Bravo! Bravo! That was beautiful, Dorothy - and fancy
as an Italian wedding cake. When I was a little boy my
mother used to dress me up in a tuxedo and rent me
out to stand on top of wedding cakes. ^{Of course, I didn't have a mustache.} Once it almost
^(There's a joke that didn't just like the mustache.) proved fatal -- the frosting was soft and they had to
dig me out with a spoon. But it's song time again --
so pass the penicillin, men, this next tune is downright
infectious.

MUSIC: ("IT ISN'T FAIR".....FRANK SINATRA)
(APPLAUSE)

"LIGHT UP TIME"
Thursday, June 1, 1950

-6-

COMMERCIAL 3:

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because.....

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove....

HIESTAND: Lucky Strike mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette - and

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment - for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies' fine tobacco. You'll prove to yourself what scientific tests prove....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

ATX01 0055132

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

NO INTRODUCTION

MUSIC: ("SUNSHINE CAKE".....FRANK AND DOROTHY)

(APPLAUSE)

HIESTAND: Well, everybody, time now to lower the lights on "Light Up Time" until tomorrow evening, when Frank Sinatra, Dorothy Kirsten, Skitch Henderson and the Orchestra will be back again inviting you to light up a Lucky. Until then -- remember, scientific tests prove Lucky Strike is milder than any other principal brand of cigarettes! So, make your next carton Lucky Strike!

MUSIC: "PUT YOUR DREAMS AWAY":

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS N.B.C.....THE NATIONAL BROADCASTING COMPANY.

LIGHT UP TIME

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

4:00-4:15 PST

DATE FRIDAY, JUNE 2, 1950
(Taped Wed., 5-31)

Network:

~~Broadcast:~~

Repeat:

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

STARRING
FRANK SINATRA
DOROTHY KIRSTEN
WITH

SKITCH HENDERSON AND THE ORCHESTRA

- 1 OPENING
- 2 INTRO
"AN AMERICAN BEAUTY ROSE"
APPLAUSE FRANK SINATRA
- 3 COMMERCIAL
- 4 INTRO
"YOU'RE MY THRILL"
APPLAUSE DOROTHY KIRSTEN
- 5 INTRO
"LET'S FALL IN LOVE"
APPLAUSE FRANK & DOROTHY
- 6 COMMERCIAL
- 7 INTRO
"OLD MAN RIVER"
APPLAUSE FRANK SINATRA
- 8 CLOSING

LIGHT UP TIME
6-2-50

-1-

FIRST COMMERCIAL

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

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

HIESTAND: It's "Light Up Time", presented by Lucky Strike.....
starring Frank Sinatra and Dorothy Kirsten, with Skitch
Henderson and the orchestra.....

ORCH: MUSIC OUT:

HIESTAND: Yes, "Light Up Time", time to relax and light up a Lucky
-- a truly smoother smoking, milder tasting cigarette.
Remember - scientific tests prove Lucky Strike is milder
than any other principal brand of cigarettes!

RTX01 0055137

FRANK: This is F.S. for L.S. -- Frank Sinatra for Lucky Strike --
and tonight will be our last show of the season. As
Summer comes on, we shall go off, so to remember us by,
until we return in the Fall with a new show - how about
keeping this rose pressed between your ears?

MUSIC: "AN AMERICAN BEAUTY ROSE".....FRANK SINATRA:

(APPLAUSE)

LIGHT UP TIME
6-2-50

-3-

SECOND COMMERCIAL

BARTON: Luckies are milder! ---- Smoother and milder -- with never a rough puff!

HIESTAND: Yes, scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes.

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove

HIESTAND: Lucky Strike mildest of six major brands tested!

BARTON: There's no doubt, when you light up a Lucky, you get a smoother smoking, milder tasting cigarette. And....you enjoy the rich taste of fine tobacco because.....

HIESTAND: LS - MFT!
LS - MFT!

BARTON: Lucky Strike means fine tobacco...fine, light, naturally mild tobacco that gives you more real, deep-down smoking enjoyment!

HIESTAND: So, for the rich taste of fine tobacco...for smoothness and mildness with never a rough puff.....light up a Lucky! Yes, prove to yourself what scientific tests prove -- Lucky Strike is milder than any other principal brand of cigarettes. Make your next carton Lucky Strike!

ATX01 0055139

MUSIC: PLAYOFF "AULD LANG SYNE"... FADE OUT FAST UNDER:

FRANK: Light Up Timers, each night for the past 39 weeks, I've had the ^{pleasure} pleasure of introducing Miss Dorothy Kirsten -- and we still haven't run out of nice things to say about her -- here's mah singing-partner, the Pet of the Met -- Dorothy Kirsten!

(APPLAUSE)

DOROTHY: Thank you, thank you so much. And, thank you, Frank, for making our work together such a ^{wonderful} pleasure.

FRANK: How else could it be with a girl like you? Everybody loves you. The only fellow I know who's glad we are going off the air for a while is our writer, Paul Dudley.

DOROTHY: ^{Paul.} Why is he glad?

FRANK: He's running out of "Thin Man Jokes" ^{for one thing!} To make sure that we get laughs, he's had me on a diet for the past six weeks. By the way, Dorothy Kirsten, how about swapping requests tonight? I'll sing a tune for you, if you'll sing one for me.

DOROTHY: You just name it and ^{you've} ~~we've~~ sure got it.

FRANK: "You're My Thrill".

DOROTHY: The thrill is all mine.

MUSIC: "YOU'RE MY THRILL".....DOROTHY KIRSTEN:

(APPLAUSE)

FRANK: Wonderful, Dorothy! Just as it has been for 39 weeks --
five nights a week.

DOROTHY: Bless you -- and now, how about the song you're going to
sing for me?

FRANK: All right, you name it.

DOROTHY: "Old Man River".

FRANK: Okay, but I'd like to save it for the anchor-tune, so
I can go off the air for the Summer makin' plenty of
noise. Right now, suppose we select one we can do
together? .

DOROTHY: Wonderful. Let's pick one that's easy as falling off a
log.

FRANK: I've got a better idea! Let's pick one that's easy as
falling in love.

MUSIC: "LET'S FALL IN LOVE".....FRANK AND DOROTHY:

(APPLAUSE)

LIGHT UP TIME
6-2-50

THIRD COMMERCIAL

BARTON: In a cigarette, mildness is a true measure of smoking enjoyment. So light up a Lucky because

HIESTAND: Luckies are milder -- smoother and milder -- with never a rough puff. Yes, scientific tests prove Lucky Strike is milder than any other principal brand of cigarette!

BARTON: These scientific tests are confirmed by three independent consulting laboratories and they prove...

HIESTAND: Lucky Strike, mildest of six major brands tested.

BARTON: And no wonder! It takes fine tobacco to make a fine cigarette --- and

HIESTAND: LS - MFT
LS - MFT

BARTON: Lucky Strike means fine tobacco....fine, light, naturally mild tobacco.

HIESTAND: So for more, real deep-down smoking enjoyment -- for a milder-tasting cigarette with never a rough puff, smoke a Lucky. You'll enjoy the smooth, rich taste of Luckies fine tobacco. You'll prove to yourself what scientific tests prove....Lucky Strike is milder than any other principal brand of cigarettes! Try a carton of Lucky Strike!

NO INTRODUCTION

MUSIC: "OLD MAN RIVER".....FRANK SINATRA:

(APPLAUSE)

FRANK: This is F.S. thanking L.S.-Lucky Strike - for the past
and the boys in the audience,
39 wonderful weeks. Thanks to Skitch Henderson, and our
director, David White, our script-girl, Helen MacInerney,
and the boys at B.B.D. and O., to Paul Dudley, who wrote
the scripts, *our announcer, Bud Hiestand,* and to our engineers, Art Brearley, Ray
Ferguson and Joe Silva. We will be back in the Fall with
a new show, and the way things look, television to boot!
Bless you all for listening, folks, and let the
columnists talk -- I'm saying so long to a wonderful
young lady, Miss Dorothy Kirsten, with a GREAT, BIG KISS!
(LET 'EM HEAR IT!) So long, everybody. Have a good
vacation, Dorothy!

DOROTHY: So long, Frank -- I'll miss you. So long, everybody.

MUSIC: "PUT YOUR DREAMS AWAY" FADE FOR:

HIESTAND: Remember to listen to "Your Hit Parade" on Saturday
night - presented by Lucky Strike - the finest cigarette
you ever put a match to!

(APPLAUSE OVER "LUCKY DAY" THEME)

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

ANNCR: THIS IS NBC THE NATIONAL BROADCASTING COMPANY.

* * * * *