

RADIO  
CONTINUITY

LUCKY STRIKE  
NIGHT-DUTY

0798599-007

NOV  
1963

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

{ ( ) }  
6:25 - 6:45 PM

NOVEMBER 2, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother....

(THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...tonight we feature on records  
Your Happy Go Lucky Hits of the Week...the top five songs  
(SNEAK  
THEME  
OUT) played last Saturday night on Your Hit Parade...as  
determined by Your Hit Parade Survey...And first...here is  
the lovely "sound of the sea"...the song that was Number  
Three on the Survey...Ebb Tide..

(MUSIC: EBB TIDE (CHACKSFIELD))

COY: Ebb Tide. (PAUSE) ...Alright, let's go UP one step now...  
to Survey Song Number Two...The Ames Brothers' recording  
of You, You, You...

(MUSIC: YOU YOU YOU (AMES BROS.))

COY: That was Song Number Two...Familiar music by the Ames  
Brothers called You, You, You...

(LIVE INTRO...)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM)..)

(LIVE TAG)

(SIDE 5 - BAND 5)

ATX01 0055564

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055565

COY: And now...here's the song that was Number Five on the Survey... Eddie Fisher's recording of ....Many Times.

(MUSIC: -- MANY TIMES (FISHER) --

COY: Yes, that was the lovely song that was Number Five... Many Times...and it was sung by Eddie Fisher...(PAUSE)... Now, light up a Lucky and let's go on with Your Happy Go Lucky Hits of the Week.. the top five songs played on Your Hit Parade last Saturday night,..and here's the song that was Number Four on the Survey....June Valli sings... Crying in the Chapel.

(MUSIC: -- CRYING IN THE CHAPEL (VALLI) --

COY: That was Song Number Four...June Valli and Crying in the Chapel..

(COMMERCIAL...BETTER TASTE #5 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE

REVISED  
9/22/53

#5

ANNCR: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way. Smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to always draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste, every single time. Next time you buy cigarettes, ask for Lucky Strike, because smoking enjoyment ~~is~~ all a matter of taste. And the fact of the matter is Luckies ~~taste~~ better. You'll know that's true the minute you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike!

ATX01 0055567

COY: Now...here it is!!!! (HARP GLISS) ... Survey Song Number One!!! The song that was in the TOP SPOT!! Number One on Your Hit Parade last Saturday Night...The beautiful Vaya Con Dios...with Les Paul and Mary Ford...

(MUSIC: VAYA CON DIOS (PAUL-FORD))

COY: And there they are...Five BIG songs...Your Happy Go Lucky Hits of the Week...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY: You have just heard the Monday night edition of "Light Up Time"...Your Happy Go Lucky Hits of the Week as recorded by outstanding artists of the day...featuring the top five songs played last Saturday night on Your Hit Parade...

(PAUSE) ...Be sure to listen to Radcliffe Hall and the news tonight at 10:30..presented by Lucky Strike...and

tomorrow night we'll be back again at 6:25 with Your Happy

(SNEAK  
THEME  
OUT)

Go Lucky Night on Broadway...popular tunes from musical shows and motion pictures, both past and present...(PAUSE)

Now...this is Jim Coy thanking you for being with us and reminding you that....

TRANS: (CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of TASTE...and the fact of the matter is...Luckies taste BETTER...cleaner, fresher, smoother. So, BE happy... GO

(SNEAK  
THEME  
IN)

Lucky...Make YOUR next carton Lucky Strike. (PAUSE)

"Light Up Time" is brought to you Monday through Friday by Lucky Strike.. product of the American Tobacco Company ...America's LEADING manufacturer of cigarettes.

(THEME: UP TO TIME)

JK

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-2/53

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #5 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#5

ANNOUNCER: Luckies win again! Yes, for the second year in a row Luckies come out on top in a college smoking survey. Last year a survey was made in leading colleges throughout the country which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made - a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey was based on thousands of actual student interviews and showed that Luckies were preferred to any other brand, regular or king-size - and by a wide margin. The Number One reason given - Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Taste better because Lucky Strike means fine tobacco and Luckies are actually made better. Fine tobacco in a better made cigarette - that means better taste - better tasting Lucky Strike. You Be Happy - Go Lucky. Get a carton first chance you have.

ATX01 0055570



(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ATA 10/20/53

ATX01 0055571

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 11-2-53

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #5 (LIVE))

ATX01 0055572

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#5

ANNOUNCER: Luckies win again! Yes, for the second year in a row Luckies come out on top in a college smoking survey. Last year a survey was made in leading colleges throughout the country which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made - a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey was based on thousands of actual student interviews and showed that Luckies were preferred to any other brand, regular or king-size - and by a wide margin. The Number One reason given - Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Taste better because Lucky Strike means fine tobacco and Luckies are actually made better. Fine tobacco in a better made cigarette - that means better taste - better tasting Lucky Strike. You Be Happy - Go Lucky. Get a carton first chance you have.

ATX01 0055573

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night on Broadway

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

\*THURSDAY - Your Happy Go Lucky Hits of Yesterday

\*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

ATX01 0055574

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 2, 1953

MONDAY

(THEME: - LIGHT UP TIME...AFTER FIRST VOCAL (20 sec.)FADE TO:)

D.J.: Yes, it's Light Up Time...presented Monday through Friday by Lucky Strike...the cigarette that tastes BETTER ...cleaner, fresher, smoother...

(THEME: - UP...AFTER VOCAL TAG FADE TO:)

D.J.: This is your host (DISC JOCKEY) ...and tonight we feature on records Your Happy Go Lucky Hits of the Week...SIX of the top SEVEN songs played last Saturday night on Your Hit Parade... as determined by Your Hit Parade Survey... And first...here is the lovely "sound of the sea"...the song that was Number Three on the Survey...Ebb Tide.

(MUSIC: - EBB TIDE (CHACKSFIELD))

D.J.: Ebb Tide. (PAUSE)...Alright, let's go UP one step now... to Survey Song Number Two...The Ames Brothers' recording of You, You, You...

(MUSIC: - YOU YOU YOU (AMES BROTHERS))

D.J.: That was Song Number Two...Familiar music by the Ames Brothers called You, You, You...(PAUSE) ...And here's a little song that SHOULD be familiar because it's been around since 1919...Last Saturday night it was Survey Song Number Six on Your Hit Parade...Here is Pee Wee Hunt to play..."Oh"...

(MUSIC: - OH (HUNT))

D.J.: That was Pee Wee Hunt's arrangement of "Oh"...the song that occupied Number Six Spot on Your Hit Parade last Saturday night...

D.J.: (LIVE INTRO)  
(COMMERCIAL...TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM)  
(LIVE TAG) (SIDE 5 - BAND 5)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055577

D.J.: And now...here's the song that was Number Five on the Survey...Eddie Fisher sings...Many Times...

(MUSIC: MANY TIMES (FISHER))

D.J.: Yes, that was the lovely song that was Number Five on the Survey...Many Times...and it was sung by Eddie Fisher... (PAUSE) ...Now, light up a Lucky and let's go on with Your Happy Go Lucky Hits of the Week...SIX of the top SEVEN songs played on Your Hit Parade last Saturday night... and here's the song that was Number Four on the Survey... June Valli's recording of Crying in the Chapel.

(MUSIC: CRYING IN THE CHAPEL (VALLI))

D.J.: That was Song Number Four...June Valli and Crying in the Chapel...

(COMMERCIAL...BETTER TASTE #5 (LIVE))



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE

REVISED  
9/22/53

#5

ANNCR: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way. Smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to always draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste, every single time. Next time you buy cigarettes, ask for Lucky Strike, because smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies ~~taste~~ better. You'll know that's true the minute you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike!

ATX01 0055579

D.J.: Now...here it is!!!! Survey Song Number One!!!! The song that was in the TOP SPOT...Number One on Your Hit Parade last Saturday night...The beautiful Vaya Con Dios with Les Paul and Mary Ford...

(MUSIC: VAYA CON DIOS (PAUL-FORD))

D.J.: And there they are...SIX BIG songs...Your Happy Go Lucky Hits of the Week...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL FADE TO:)

D.J.: Yes, you have just heard the Monday night edition of Light Up Time...featuring the latest news and your Happy Go Lucky Hits of the Week, as recorded by outstanding artists of the day, and presenting SIX of the top SEVEN songs played last Saturday night on Your Hit Parade...

(PAUSE)...Be sure to listen tomorrow night at 10:30 when there'll be more news and Your Happy Go Lucky Night on Broadway...popular tunes from musical shows and motion pictures, both past and present. This is (DISC JOCKEY) thanking you for being with us and reminding you that...

(SNEAK  
THEME  
OUT)

TRANS: (CONGA JINGLE)

D.J.: Remember, friends...smoking enjoyment is all a matter of TASTE...and the fact of the matter is...Luckies taste BETTER...cleaner, fresher, smoother. So, BE happy... GO

(SNEAK  
THEME  
IN)

Lucky...Make YOUR Next carton Lucky Strike. (PAUSE) .. Light Up Time is brought to you Monday through Friday by Lucky Strike, product of the American Tobacco Company... America's LEADING manufacturer of cigarettes.

(THEME: UP TO TIME...)

(NOTE... If you are over...cut Oh...Sneak in under you and bring up to normal finish..)

JK

15  
THE AMERICAN TOBACCO COMPANY (REVISED)  
CLEVELAND - WTAM  
CHICAGO - WMAQ "LIGHT UP TIME"  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC NOVEMBER 3, 1953 TUESDAY

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time...presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...cleaner,  
fresher, smoother...

(THEME: -- UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY), and tonight we feature  
on records your Happy Go Lucky Night on Broadway, popular

(THEME  
OUT) --  
tunes from musical shows and motion pictures, past and  
present. And let's turn first to a show that theatre goers  
started applauding just last year...and they're STILL  
applauding it...One of it's best songs was the TITLE  
song...Wish You Were Here...and here's Eddie Fisher to  
sing it.

(MUSIC: -- WISH YOU WERE HERE (FISHER)

D.J.: That was Eddie Fisher <sup>with</sup> ~~singing~~ a song from one of the  
current Broadway shows...Wish You Were Here...But now,  
here's one that goes back to a show from many yesterdays  
ago...but it'll always be a song you WANT to hear...It's  
from the year 1936...the year Vernon Duke wrote the score  
for the Ziegfeld Follies...and one of the songs was I  
Can't Get Started With You. Remember it?

(MUSIC: -- I CAN'T GET STARTED WITH YOU (MORROW)

D.J.: That was Buddy Morrow playing I Can't Get Started With You... One of the songs the great Ziegfeld used in his "follies of 1936"...(PAUSE) ... Now here's a song from BOTH Broadway and the movies... It's from the score by Arthur Schwartz and Howard Dietz for The Bandwagon which was on Broadway in 1931... then it was revived for the movie version that hit the silver screens this year. Listen to Jo Stafford singing Dancing in the Dark.

(MUSIC: -- "DANCING IN THE DARK" (STAFFORD))

D.J.: That was Jo Stafford singing Dancing in The Dark from way back in 1931... but, here's something that's pretty up to date....

(LIVE INTRO.)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(LIVE TAG)

(SIDE 5 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(AMY VANDERBILT TESTIMONIAL) #51

LOCAL ANNCR:  
(LIVE)

Now ... here's America's foremost  
authority on etiquette -- Miss Amy  
Vanderbilt.

AMY  
VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new  
book on etiquette, I was a little hard on  
smoking. Actually, I was hard on smokers.  
At least, some smokers. I dislike  
thoughtless smokers. You know, the man  
next to you at the dinner table who holds  
his cigarette so that smoke drifts into  
your eyes. I like considerate smokers.  
For instance, I like to know that my  
husband is considerate enough to carry my  
brand of cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after all,  
all a matter of taste. I want a cigarette  
that tastes better than any other. That's  
Lucky Strike.

(MORE)

ATX01 0055583

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(AMY VANDERBILT TESTIMONIAL) #51 (CONT'D)

LOCAL ANNCR:  
(LIVE)

Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better ... cleaner, fresher, smoother. And for two very good reasons: One --LS/MFT, Lucky Strike means fine tobacco. Two -- Luckies are made better to taste better. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055584

(MUSIC: -- "OKLAHOMA" (ALFRED DRAKE)...TO FINISH.)

D.J.: Yes... that was the delightful "Oklahoma"... sung by Alfred Drake who was the original STAR of the show...one of the MANY successful shows that can boast the "musical trademark"...MUSIC and LYRICS by Rodgers and Hammerstein. (PAUSE) ...Light Up a Lucky, now...if you please, and listen to music from the movies...Fred Astaire and Ginger Rogers starred in "Flying Down to Rio"...it was their debut as a team, by the way...and they danced to Orchids in the Moonlight.

(MUSIC: -- "ORCHIDS IN THE MOONLIGHT" (BAXTER))

D.J.: That was Les Baxter's orchestra with a bit of "tango tempo" from the movies called...Orchids in the Moonlight.. Now, here's a friend of yours . . .

(COMMERCIAL...COLLINS TRANSCRIBED - BETTER TASTE #2

SIDE 1 - BAND 1)

15 THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS: Hi, friends. This is Dorothy Collins.  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste.  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

ATX01 0055586



13  
D.J.: Yes, Dorothy Collins - Luckies taste BETTER....  
And now...on with Your Happy Go Lucky Night on Broadway...  
and music by Cole Porter from a picture called "The  
Pirate"... You probably remember it best for having  
starred Judy Garland and Gene Kelly...and it included this  
song.... Be A Clown!!!

(MUSIC: -- "BE A CLOWN" (GARLAND-KELLY)

D.J.: And so...we leave you with memories of musicals and  
motion pictures...Broadway!!! TODAY and YESTERDAY...

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

D.J.: Yes, this Tuesday night edition of "Light Up Time" has  
featured the news and your happy go lucky night on  
Broadway. Tomorrow night at 10:30 ( \*\* ) more news  
and your happy go lucky tunes country fashion, America's  
(SNEAK  
THEME OUT) folk tunes, old and new. This is (DISC JOCKEY) thanking  
you for being with us and reminding you that....

(TRANSCRIBED: CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of  
taste. And the fact of the matter is Luckies taste better  
... cleaner, fresher, smoother. So, Be Happy Go Lucky.  
Make your next carton Lucky Strike!

(MUSIC: -- THEME: UP... FADE TO)

D.J.: "Light Up Time," on records, is brought to you on records  
Monday through Friday by Lucky Strike -- product of The  
American Tobacco Company -- America's leading manufacturer  
of cigarettes.

(MUSIC: -- THEME: UP TO TIME)

( \*\* ) (SAN FRANCISCO AT 7:00 P.M.)

'BmR'/10/26/53/

14  
WNBC - NEW YORK      THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

{        } {        }  
6:25 - 6:45 PM EST

NOVEMBER 3, 1953

TUESDAY

(THEME: -- LIGHT UP TIME ...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY:            It's Light Up Time presented Monday through Friday  
                 by Lucky Strike, the cigarette that tastes BETTER ...  
                 clearer, fresher, smoother ....

(THEME: -- UP ... AFTER VOCAL TAG FADE TO:)

COY:            Hello, this is Jim Coy ... and tonight we feature on  
                 records Your Happy Go Lucky Night on Broadway ....  
                 popular tunes from musical shows and motion pictures,  
                 both past and present...

(SNEAK THEME OUT)

                 and let's turn first to a show that theatre goers  
                 started applauding just last year ...and they're STILL  
                 applauding it... One of it's best songs was the TITLE  
                 song...Wish You Were Here...and here's Eddie Fisher to  
                 sing it.

(MUSIC: -- WISH YOU WERE HERE (FISHER))

COY:            A little late for "vacation" songs but still nice music...  
                 That was Eddie Fisher <sup>WITH</sup> ~~singing~~ the title song from Wish  
                 You Were Here. (PAUSE)..Now here's a song from BOTH  
                 Broadway and the movies...It's from the score by Arthur  
                 Schwartz and Howard Dietz for The Bandwagon which was on  
                 Broadway in 1931..then it was revived for the movie  
                 version that hit the silver screens this year. Listen to  
                 Jo Stafford singing Dancing in the Dark.

(MUSIC: -- (DANCING IN THE DARK (STAFFORD))

ATX01 0055588

COY:

That was Jo Stafford singing Dancing In The Dark from  
way back in 1931...but, here's something that's pretty  
up to date...

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(LIVE TAG)

(SIDE 5 - BAND 1)

46  
THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(AMY VANDERBILT TESTIMONIAL) #51

LOCAL ANNCR:  
(LIVE)

Now ... here's America's foremost  
authority on etiquette -- Miss Amy  
Vanderbilt.

AMY  
VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new  
book on etiquette, I was a little hard on  
smoking. Actually, I was hard on smokers.  
At least, some smokers. I dislike  
thoughtless smokers. You know, the man  
next to you at the dinner table who holds  
his cigarette so that smoke drifts into  
your eyes. I like considerate smokers.  
For instance, I like to know that my  
husband is considerate enough to carry my  
brand of cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after all,  
all a matter of taste. I want a cigarette  
that tastes better than any other. That's  
Lucky Strike.

(MORE)

ATX01 0055590

46  
THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(AMY VANDERBILT TESTIMONIAL) #51 (CONT'D)

LOCAL ANNCR:  
(LIVE)

Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better ... cleaner, fresher, smoother. And for two very good reasons: One --LS/MFT, Lucky Strike means fine tobacco. Two -- Luckies are made better to taste better. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055591

(MUSIC: -- OKLAHOMA (ALFRED\_DRAKE) ...TO FINISH...)

COY: Yes...that was the delightful "Oklahoma" ... sung by Alfred Drake who was the original star of the show... one of the MANY successful shows that can boast the "musical trademark" ...MUSIC and LYRICS by Rodgers and Hammerstein. (PAUSE)..Light Up a Lucky, now..if you please, and listen to music from the movies...Fred Astaire and Ginger Rogers starred in "Flying Down to Rio"...it was their debut as a team, by the way...and they danced to Orchids in the Moonlight.

(MUSIC: -- ORCHIDS IN THE MOONLIGHT (BAXTER))

COY: That was Les Baxter's orchestra with a bit of "tango tempo" from the movies...called "Orchids in the Moonlight"...Now, here's a friend of yours...

(COMMERCIAL...COLLINS TRANSCRIBED BETTER TASTE #2)

(SIDE 1 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS: Hi, friends. This is Dorothy Collins.  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste.  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

ATX01 0055593

COY: Yes, Dorothy Collins - Luckies taste BETTER... And now...  
on with Your Happy Go Lucky Night on Broadway..and music  
by Cole Porter from a picture called "The Pirate"...You  
probably remember it best for having starred Judy  
Garland and Gene Kelly... and it included this song...  
Be a Clown!!!!!!

(MUSIC: \_ \_ BE A CLOWN (GARLAND-KELLY)

COY: And so..we leave you with memories of musicals and  
motion pictures..Broadway!!! TODAY and YESTERDAY...

(THEME: \_ \_ LIGHT UP TIME ... AFTER FIRST VOCAL ... FADE TO:)

COY: This Tuesday night edition of "Light Up Time" has  
featured Your Happy Go Lucky Night on Broadway.  
Tomorrow night we'll be back at 6:25 with Your Happy Go  
Lucky Tunes Country Fashion, America's folk tunes, old  
and new. (PAUSE) Now, this is Jim Coy thanking you for  
being with us and reminding you that....

(MUSIC: \_ \_ THEME OUT)

TRANS: (CONGA JINGLE)

COY: Remember friends, smoking enjoyment is all a matter of  
taste. And the fact of the matter is Luckies taste  
better...cleaner, fresher, smoother. So, Be Happy Go  
Lucky. Make your next carton Lucky Strike!

(MUSIC: \_ \_ SNEAK THEME IN)

COY: "Light Up Time" on records, is brought to you Monday  
through Friday by Lucky Strike--product of The American  
Tobacco Company--America's leading manufacturer of  
cigarettes.

(MUSIC: \_ \_ UP TO TIME)

JK



THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

DATE 11-3

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL #

*College Survey #3 (60s)*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#3

Revised 9/22/53

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, just remember this. Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important -- and you'll be glad to know that every pack of Lucky Strike is extra tightly sealed to bring you Luckies' better taste in all its natural freshness. Light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. In the first place they're made with fine tobacco ... fine, naturally mild, good-tasting tobacco. Lucky Strike means fine tobacco. Secondly, Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055596

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

- \*TUESDAY - Your Happy Go Lucky Night on Broadway
- \*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion
- \*THURSDAY - Your Happy Go Lucky Hits of Yesterday
- \*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

RTX01 0055597

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 11-4

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Army 42 (Live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#2

ANNOUNCER: You know, you can count on our American college students to know a good thing when they see it. A survey made last year of smokers in leading colleges showed that Luckies were the favorite in those colleges. Well, this year another survey was made. It was nation-wide and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, the survey showed that just like last year - Luckies lead again! Lead over all other brands, regular or king-size. And by a wide margin. Luckies' better taste was the reason given most often. When you come right down to it, smoking enjoyment is all a matter of taste - and the fact of the matter is ... Luckies taste better. Cleaner, fresher, smoother. They taste better because they're made of fine tobacco. Sure, LS/MFT - Lucky Strike means fine tobacco. And then, Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. So make that next pack Lucky Strike. Yes, for a better tasting cigarette, Be Happy - Go Lucky.

ATX01 0055599

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night on Broadway

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

\*THURSDAY - Your Happy Go Lucky Hits of Yesterday

\*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

ATX01 0055600

NBC

THE AMERICAN TOBACCO COMPANY

REVISED

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC  
10:30 - 11:00 PM

"LIGHT UP TIME"

NOVEMBER 4, 1953

WEDNESDAY

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM

(MUSIC: \_ \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)...FADE TO:

D.J.: It's Light Up Time...presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(MUSIC: \_ \_ THEME: UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY). And tonight we feature  
on records your Happy Go Lucky Tunes Country Fashion  
America's folk tunes old and new ... and first ... let's  
(THEME listen to one that goes back so far nobody knows who  
OUT) wrote it ... maybe it just "happened" ... but it's pretty .  
...Gordon Jenkins plays...Skip to My Lou.

(MUSIC: \_ \_ SKIP TO MY LOU (JENKINS) \_ )

D.J.: Yes, that was one of the great traditional American songs.  
Skip to My Lou...played by Gordon Jenkins...Now...here's  
one that's not quite as traditional...but it's just as  
"American"...Peg O' My Heart...It was first sung back  
before World War One...1913...and it's been played and  
sung ever since...Here's a nice treatment of it by  
Jerry Murad's Harmonicats.

(MUSIC: \_ \_ PEG O' MY HEART (HARMONICATS) \_ )

D.J.: I hope you liked it...Peg O' My Heart...played by the  
Harmonicats...Now, let's go on with Your Happy Go Lucky  
Tunes...country fashion...and here's a little song that  
Bonnie Lou is singing around the country these days.  
Pa-Paya Mama.

ATX01 0055601

LIGHT UP TIME  
WEDNESDAY, NOVEMBER 4, 1953

-2-

REVISED

(MUSIC: -- PA-PA YA MAMA (BONNIE LOU))

D.J.: . BONNIE LOU -- with Pa-Paya Mama.

LIVE INTRO

COMMERCIAL....TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)

LIVE TAG

(SIDE 5 - BAND 2)

gz  
10/28/53 pm

ATX01 0055602



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE) Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK) Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating,  
I like good anything. Good fun, good  
smoking. Naturally, I smoke Luckies.  
To put it poetically

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike,

LOCAL ANNCR: Thanks, Ogden Nash. There's more truth to  
(LIVE) that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055603

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

ATK01 0055604

(MUSIC: I'M AN OLD COWHAND (CROSBY)...TO FINISH..)

D.J.: Yes, that was the unmistakable "sound" of the old groaner...Bing Crosby...with a "country fashion" tune called I'm An Old Cowhand...(PAUSE).. Alright, light up a Lucky and listen to a couple of boys right out of the hills...Matter of fact they only have "first" names... Homer ... and Jethro .. but listen to what they do to one of Frank Loesser's songs...The label says...they "fracture" it...Baby, It's Cold Outside.

(MUSIC: BABY, IT'S GOLD OUTSIDE (HOMER-JETHRO))

D.J.: Well, that was Homer and Jethro...and that was Baby, It's Cold Outside, and it'll probably never sound the same again...

COMMERCIAL...BETTER TASTE #2 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE  
#2

Revised 9/22/53

ANNOUNCER: You know, there are three words that pretty well sum up why so many millions of smokers prefer Lucky Strike. And those three words are, "Luckies taste better". "Taste" that's the key to real smoking enjoyment. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Luckies come by their better taste in two ways. First, from fine tobacco -- and that's right where you'd expect better taste to start. LS/MFT, Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself that they're round, firm, fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember: Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy -- Go Lucky. Get better taste. Next time ask for a carton of Lucky Strike!

ATX01 0055606

D.J.: Let's listen now to music out of the west...and you couldn't pick a finer group to sing it...The Sons of the Pioneers, who have been singing "Cowboy Classics" now for many years...This is one of them...Cowboy Camp Meetin' ....Here are the Sons of the Pioneers.

(MUSIC: COWBOY CAMP MEETIN' (SONS OF THE PIONEERS)

D.J.: There you have it ... the music of America...songs and singing...country fashion.

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC) ... FADE TO:)

D.J.: Yes, this Wednesday Night Edition of Light Up Time has featured the latest news and your Happy Go Lucky Tunes Country Fashion...America's folk tunes both old and new. (SNEAK  
THEME  
OUT) Tomorrow night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of Yesterday, songs selected from your Hit Parade programs of the past 18 years. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that...

(TRANSCRIPTION ... CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste...and the fact of the matter is Luckies taste better...cleaner, fresher, smoother, so be Mappy, go Lucky. Make your next carton Lucky Strike. "Light Up Time" on records is brought to you Monday through Friday by Lucky Strike....product of the American Tobacco Company...America's leading manufacturer of cigarettes.

(THEME: -- UP TO TIME)

m1

ATX01 0055608

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25) - (6:45)

NOVEMBER 4, 1953

WEDNESDAY

(MUSIC: -- THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

COY: Yes, it's Light Up Time ... presented Monday through Friday, by Lucky Strike, the cigarette that tastes BETTER ... cleaner, fresher, smoother....

(MUSIC: -- THEME: UP...AFTER VOCAL TAG...FADE TO:)

COY: Hello, this is Jim Coy... Tonight we feature on records... Your Happy Go Lucky Tunes ... country fashion...America's

(THEME OUT) folk tunes, old and new..and first...let's listen to one that goes back so far nobody knows who wrote it...maybe it just "happened"...but, it's pretty... Gordon Jenkins plays.. Skip to My Lou.

(MUSIC: -- SKIP TO MY LOU (JENKINS))

COY: Yes, that was one of the great traditional American songs...Skip to My Lou...played by Gordon Jenkins...Now.. here's one that's not quite as "traditional"...but it's just as "American".. Peg O' My Heart...It was first sung back before World War One...1913....and it's been played and sung ever since...Here's a nice treatment of it by Jerry Murad's Harmonicats.

(MUSIC: -- PEG O' MY HEART (HARMONICATS))

COY: I hope you like it...Peg O' My Heart...played by the Harmonicats..

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)

(LIVE TAG...)

(SIDE 5 - BAND 2)

ATX01 0055609

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE) Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK) Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking. Naturally, I smoke Luckies.  
To put it poetically,

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR: Thanks, Ogden Nash. There's more truth to  
(LIVE) that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055610



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons .... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

(MUSIC: -- I'M AN OLD COWHAND (CROSBY) ... TO FINISH...)

COY: Yes, that was the unmistakable "sound" of the old groaner..Bing Crosby..with a "country fashion" tune called I'm An Old Cowhand....(PAUSE)...Alright, light up a Lucky and listen to a couple of boys right out of the hills..Matter of fact they only have "first" names.... Homer...and Jethro...but listen to what they do to one of Frank Loesser's songs...The label says they "fracture" it...Baby, It's Cold Outside.

(MUSIC: -- BABY, IT'S COLD OUTSIDE (HOMER-JETHRO)..)

COY: Well, that was Homer and Jethro...and that was Baby, It's Cold Outside, and it'll probably never sound the same again....

(COMMERCIAL...BETTER TASTE #2 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE  
#2

Revised 9/22/53

ANNOUNCER: You know, there are three words that pretty well sum up why so many millions of smokers prefer Lucky Strike. And those three words are, "Luckies taste better". "Taste" that's the key to real smoking enjoyment. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Luckies come by their better taste in two ways. First, from fine tobacco -- and that's right where you'd expect better taste to start. LS/MFT, Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself that they're round, firm, fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember: Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy -- Go Lucky. Get better taste. Next time ask for a carton of Lucky Strike!

ATX01 0055613

COY: Let's listen now to music out of the west...and you couldn't pick a finer group to sing it...The Sons of the Pioneers, who have been singing "cowboy classics" now for many years...This is one of them.....Cowboy Camp Meetin'...Here are the Sons of the Pioneers.

(MUSIC: COWBOY CAMP MEETIN' (SONS OF THE PIONEERS)

COY: There you have it...the music of America...songs and singing...country fashion.

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)... FADE TO...)

COY: Yes, you have heard the Wednesday night edition of Light Up Time...Your Happy Go Lucky Tunes, Country Fashion... America's folk tunes, old and new...(PAUSE) Be sure to listen to Radcliffe Hall and the News tonight at 10:30 presented by LUCKY STRIKE...and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Hits of Yesterday. (SNEAK THEME OUT) Songs selected from your Hit Parade programs of the past 18 years....I know you'll enjoy it. (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that....

(TRANSCRIPTION...CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better...cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(SNEAK  
THEME  
IN ) "Light Up Time" is brought to you on records, Monday through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

JR/gz  
10/26/53 pm

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-4

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Colley Survey* #2 (Live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#2

ANNOUNCER: You know, you can count on our American college students to know a good thing when they see it. A survey made last year of smokers in leading colleges showed that Luckies were the favorite in those colleges. Well, this year another survey was made. It was nation-wide and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, the survey showed that just like last year - Luckies lead again! Lead over all other brands, regular or king-size. And by a wide margin. Luckies' better taste was the reason given most often. When you come right down to it, smoking enjoyment is all a matter of taste - and the fact of the matter is ... Luckies taste better. Cleaner, fresher, smoother. They taste better because they're made of fine tobacco. Sure, LS/MFT - Lucky Strike means fine tobacco. And then, Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. So make that next pack Lucky Strike. Yes, for a better tasting cigarette, Be Happy - Go Lucky.

ATX01 0055617

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53



THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM  
CHICAGO - WMAQ "LIGHT UP TIME"  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC ( 7:00 - 7:30 PM)

10:30 - 11:00 PM

NOVEMBER 5, 1953

THURSDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: It's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother.

(THEME: UP...AFTER VOCAL TAG...FADE:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
your Happy Go Lucky Hits of yesterday...songs selected  
from Your Hit Parade programs of the past 18 years, as  
recorded by outstanding artists of the day...and our first  
song tonight was heard on Your Hit Parade, November 28,  
1936....The year mens' shirts were \$1.09.....bread was  
only five cents a loaf....a low priced car cost under  
six hundred dollars....And EVERYONE agreed this is FINE....  
It's De Lovely.....

(MUSIC: IT'S DELOVELY (DORSEY))

D.J.: That was Tommy Dorsey's arrangement of It's DeLovely....  
one of your favorite songs from 1936...a year when a  
"nickel"...was pretty close to "five cents"...but by  
1947...things had gotten more expensive...thanks in  
part to France's contribution to milady's wardrobe called  
"the new look"...Dad's pocketbook paid for it, but we all  
still enjoyed "looking"and "listening" to Linda...Yes,  
a beautiful song that was heard on Your Hit Parade of  
March 22, 1947....Here is Buddy Clark to sing it.

(MUSIC: LINDA (CLARK))

D. J.: That was the voice of Buddy Clark with Linda, a song first heard on Your Hit Parade March 22, 1947.....  
(PAUSE) Now...let's go on with Your Happy Go Lucky Hits of Yesterday....let's turn the clock back a couple of years.....to 1945....the year England got a new Prime Minister.....Clement Atlee...Mayor LaGuardia of New York got a new job...reading the funny papers on the radio....and a NEW tune on Your Hit Parade of November 24th of that year....1945....was It Might As Well Be Spring. Here's Margaret Whiting to sing it.

(MUSIC: IT MIGHT AS WELL BE SPRING) (WHITING)

D.J.: That was Margaret Whiting singing....It Might As Well Be Spring....

(LIVE INTRO)

(COMMERICAL...TRANSCRIBED TESTIMONIAL #53 (RUBE GOLDBERG)

(SIDE 5 -BAND 3)

(LIVE TAG)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG

(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATK01 0055621

(MUSIC: THE GLOW WORM ( MILLS BROS.).....TO FINISH)

D.J.: And of course, those were the Mills Brothers who "revived" The Glow Worm...and it was heard on Your Hit Parade of November 8, 1952....just four days after the United States had elected a new President....Dwight Eisenhower..(PAUSE) ....Now, light up a Lucky and listen to music from 1948.. that was ALSO a Presidential election year...but it was to be ex-President Truman's year....and on January 10 of 1948 Your Hit Parade featured a song called...Golden Earrings. Here's Peggy Lee to sing it.

(MUSIC: GOLDEN EARRINGS (LEE))

D.J.: A bit of "movie" music sung for you by Peggy Lee.... Golden Earrings...Now, here's a message from a FRIEND of yours.....

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #6

(SIDE 1 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- IS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055623

D.J.: You're right, Dorothy Collins...Luckies taste BETTER....  
(PAUSE) Alright...here's music from Your Hit Parade  
Program of June 21, 1941....You didn't know THEN that  
Joe DiMaggio was to hit safely in a record 56 consecutive  
fames....You didn't know THEN that marriage license  
bureaus all over the country would set all-time records...  
But, you DID know....you liked a song called Daddy....and  
here's Sammy Kaye to play it.

(MUSIC: DADDY (KAYE))

D.J.: And so...those are some of the songs that have made  
"musical history"...and you heard them all on Your Hit  
Parade Programs of yesterday!!!

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: Yes, this Thursday night edition of "Light Up Time" has featured the latest news and your happy-go-lucky hits of yesterday...songs selected from your Hit Parade of the past 18 years as recorded by outstanding artists of the day. Tomorrow night at 10:30 (\*\*) more news and your happy-go-lucky specialty night...music to create a mood for the night. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you.....  
(TRANSCRIPTION (CONGA JUNGLE) )

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(MUSIC: \_ \_ SNEAK THEME IN)

D.J.: Light Up Time is brought to you Monday through Friday by Lucky Strike - product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: \_ \_ UP TO TIME)

\*\*SAN FRANCISCO - 7:00 P.M.

MTF

ATX01 0055626



THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

DATE 11-5

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #4 (100))

THE AMERICAN TOBACCO  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#4

Revised 9/22/53

ANNOUNCER: Have you smoked a fresh cigarette lately?  
You have, if you've smoked a Lucky ...  
because The American Tobacco Company, the  
makers of Lucky Strike know how vitally  
important freshness is to the taste of a  
cigarette. That's why every day in the  
manufacturing plants where Luckies are made  
hundreds of packs of Luckies are carefully  
tested for the tightness of their cellophane  
seal ... so you'll get Luckies' better taste  
in all its natural freshness. Yes, smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better.  
Cleaner, fresher, smoother. There are two  
things that account for this better taste.  
First -- fine tobacco -- fine, naturally  
mild, good-tasting tobacco goes into Lucky  
Strike. Then, Luckies are made better --  
made round, firm, fully-packed to draw  
freely and smoke evenly. So for a better-  
tasting, fresher tasting cigarette, light  
up a Lucky. You'll agree smoking enjoyment  
is all a matter of taste and the fact of the  
matter is Luckies taste better. Be Happy --  
Go Lucky -- with a carton of Lucky Strike

ATX01 0055628

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

- \*TUESDAY - Your Happy Go Lucky Night on Broadway
- \*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion
- \*THURSDAY - Your Happy Go Lucky Hits of Yesterday
- \*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

ATX01 0055629

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 5, 1953

THURSDAY

(MUSIC: -- THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC) ...

FADE TO:)

COY: Yes, it's Light Up Time, presented Monday through Friday by Lucky Strike...the cigarette that tastes BETTER...cleaner, fresher, smoother...

(MUSIC: -- THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...and tonight we feature Your Happy Go Lucky Hits Of Yesterday...songs selected from Your Hit Parade Programs of the past 18 years...as recorded by outstanding artists of the day and our first song tonight was heard on Your Hit Parade November 28, 1936... The year mens' shirts were \$1.09 ... bread was only five cents a loaf...a low priced car cost under six hundred dollars...and EVERYONE...agreed this is FINE...It's De-Lovely...

(MUSIC: -- IT'S DELOVELY (DORSEY)

COY: That was Tommy Dorsey's arrangement of It's Delovely one of your favorite songs from 1936...a year when a "nickel" ...was pretty close to "five cents"...but by 1947...things had gotten more expensive...thanks in part to France's contribution to milady's wardrobe called "the new look"... Dad's pocketbook paid for it, but we all still enjoyed "looking" and "listening" to Linda...Yes, a beautiful song that was heard on Your Hit Parade of March 22, 1947 ...Here is Buddy Clark to sing it.

(MUSIC: -- LINDA (CLARK)

ATX01 0055630

COY: That was the voice of Buddy Clark with Linda, a song  
first heard on Your Hit Parade March 22, 1947.....

(LIVE INTRO.)

(COMMERCIAL.....TRANSCRIBED TESTIMONIAL #53)(RUBE GOLDBERG)

(LIVE TAG.)

(SIDE 5 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG

(SOUND TRACK) Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055632

(MUSIC: -- THE GLOW WORM (MILLS BR.)...TO FINISH...)

COY: And of course, those were the Mills Brothers who "revived" The Glow Worm...and it was heard on Your Hit Parade of November 8, 1952.....just four days after the United States had elected a new President....Dwight Eisenhower.....(PAUSE) Now, light up a Lucky and listen to music from 1948 ... that was also a Presidential election year...but it was to be ex-President Truman's year....and on January 10 of 1948 Your Hit Parade featured a song called Golden Earrings. Here's Peggy Lee to sing it.

(MUSIC: -- GOLDEN EARRINGS (LEE)..)

COY: A bit of "movie" music sung for you by Peggy Lee... Golden Earrings....Now, here's a message from a friend of yours....

(COMMERCIAL....COLLINS' TRANSCRIBED BETTER TASTE #6)

(SIDE 1 - BAND 2)

\* THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- LS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055634



COY: You're right, Dorothy Collins...Luckies taste BETTER...  
(PAUSE) Allright...,here's music from Your Hit Parade  
Program of June 21, 1941....You didn't know then that  
Joe DiMaggio was to hit safely in a record 56  
consectuive games....you didn't know then that marriage  
license bureaus all over the country would set  
all-time records....But, you DID know....you liked a  
song called Daddy....and here's Sammy Kaye to play it.

(MUSIC: \_ \_ \_ DADDY.....(KAYE)....)

COY: And so....those are some of the songs that have made  
"musical history"....and you heard them all on Your  
Hit Parade Programs of yesterday!!!!

(THEME: \_ \_ \_ LIGHT UP TIME....AFTER FIRST VOCAL (20 SEC.)..FADE TO:)

COY: Yes, you have just heard the Thursday night edition of  
"Light Up Time"....Your Happy Go Lucky Hits of  
Yesterday.....songs selected from Your Hit Parade  
Programs of the past 13 years as recorded by  
outstanding artists of the day....(PAUSE)...Be sure  
to listen to Radcliffe Hall and the News tonight at  
10:30 presented by Lucky Strike...and tomorrow night  
we'll be back at 6:25 with Your Happy Go Lucky  
Specialty Night....music to create a mood for the  
night.....

(THEME: \_ \_ \_ OUT....)

(PAUSE)....This is Jim Coy saying thanks for being with  
us and reminding you.....

(TRANSCRIPTION....CONGA JINGLE)\*

COY: Remember, friends, smoking enjoying is all a matter of  
TASTE. And the fact of the matter is....Luckies taste  
BETTER....cleaner, fresher, smoother. So, BE happy...  
GO Lucky.....Make YOUR next carton Lucky Strike.

(SNEAK  
THEME IN) "Light Up Time" is brought to you Monday through Friday  
by Lucky Strike, product of the American Tobacco  
Company....America's leading manufacturer of cigarettes.

(THEME: -- -- UP TO TIME.....)

e1  
10/26/53 pm

ATX01 0055636

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-5

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #4) (LIVE)

THE AMERICAN TOBACCO  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#4

Revised 9/22/53

ANNOUNCER: Have you smoked a fresh cigarette lately?  
You have, if you've smoked a Lucky ...  
because The American Tobacco Company, the  
makers of Lucky Strike know how vitally  
important freshness is to the taste of a  
cigarette. That's why every day in the  
manufacturing plants where Luckies are made  
hundreds of packs of Luckies are carefully  
tested for the tightness of their cellophane  
seal....so you'll get Luckies' better taste  
in all its natural freshness. Yes, smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better.  
Cleaner, fresher, smoother. There are two  
things that account for this better taste.  
First -- fine tobacco -- fine, naturally  
mild, good-tasting tobacco goes into Lucky  
Strike. Then, Luckies are made better --  
made round, firm, fully-packed to draw  
freely and smoke evenly. So for a better-  
tasting, fresher tasting cigarette, light  
up a Lucky. You'll agree smoking enjoyment  
is all a matter of taste and the fact of the  
matter is Luckies taste better. Be Happy --  
Go Lucky -- with a carton of Lucky Strike

ATX01 0055638

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53

ATX01 0055639

THE AMERICAN TOBACCO COMPANY

(REVISED)

CLEVELAND - WTAM  
CHICAGO - WMAQ "LIGHT UP TIME"  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC(7:00-7:30 PM)  
( ) ( )  
10:30 - 11:00 PM

NOVEMBER 6, 1953

FRIDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER....  
cleaner, fresher, smoother...

(THEME: UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
Your Happy Go Lucky Specialty Night...music to create  
(SNEAK a mood for the night...and tonight...we'd like to put  
THEME you in a truly "different" mood..."A Rouse Up and SING  
OUT) mood"...call it a "songfest mood" if you will...And to  
do the trick...here are some of the songs ~~to~~ Native ~~to~~  
America~~...~~...all done up in modern style...First Kay  
Starr tells the story of Noah...and the way it RAINED...  
Listen....

(MUSIC: NOAH (STARR) )

D.J.: Yes....it rained, and it rained, and it rained...That  
was Kay Starr singing ~~the song called~~ Noah...(PAUSE)  
Now, let's go on with Your Happy Go Lucky Specialty  
Night...and tonight we're calling on music to create  
a "rouse up and sing mood"...and here's one, "little  
chillun," that's bound to help...Lem Johnson sings with  
Sy Oliver's orchestra and chorus....On My Way...Got On  
My Travelin' Shoes.....

(MUSIC: ON MY WAY (OLIVER) )

ATX01 0055640

"LIGHT UP TIME"  
FRIDAY, NOVEMBER 6, 1953

-2-

(REVISED)

D.J.: That was Sy Oliver with On My Way....and we're "on our way"....we're working on a mood.....a "songfest mood".....the songs ~~of~~ native<sup>to</sup> American~~s~~....THIS song for instance has been sung down through the years...the composer is lost in history...but I think you'll like it....Frank Sinatra sings with the Charioteers...Jesus is a Rock IN the Weary Land....

(MUSIC: JESUS IS A ROCK IN THE WEARY LAND (SINATRA))

D.J.: Traditional, spiritual music called...Jesus is a Rock in the Weary Land...and those were the voices of Frank Sinatra and the Charioteers....

(LIVE INTRO)

(COMMERCIAL....TRANSCRIBED TESTIMONIAL #57 (ALICE BAUER)

(LIVE TAG)

(SIDE 5 - BAND 4)

RTX01 0055641

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE) golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK) I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be **Happy** -- Go Lucky. Get a carton!

ATX01 0055642



"LIGHT UP TIME"  
FRIDAY, NOVEMBER 6, 1953

-3-

(REVISED)

(MUSIC:    DON'CHA HEAR THEM BELLS (PAUL-FORD)....TO FINISH)

D.J.:       And I'm sure you know who that was...yes, Les Paul and  
              Mary Ford with Don'cha Hear Them Bells....(PAUSE)...  
              Now, light up a Lucky...and listen to the songs  
              Native<sup>to</sup>America. This is one that's come down through the  
              years "Joshua Fit the Battle of Jericho." You usually  
              hear it with words, but here's a modern instrumental  
              version by Ralph Flanagan that might start you hummin'.

(MUSIC:    JOSHUA (FLANAGAN))

D.J.:       And of course.,that was Joshua...Ralph Flanagan's  
              arrangement...  
              (COMMERCIAL...BETTER TASTE #4 -- LIVE)

ATX01 0055643

THE AMERICAN TOBACCO  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#4

Revised 9/22/53

ANNOUNCER: Have you smoked a fresh cigarette lately?  
You have, if you've smoked a Lucky ...  
because The American Tobacco Company, the  
makers of Lucky Strike know how vitally  
important freshness is to the taste of a  
cigarette. That's why every day in the  
manufacturing plants where Luckies are made  
hundreds of packs of Luckies are carefully  
tested for the tightness of their cellophane  
seal ... so you'll get Luckies' better taste  
in all its natural freshness. Yes, smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better.  
Cleaner, fresher, smoother. There are two  
things that account for this better taste.  
First -- fine tobacco -- fine, naturally  
mild, good-tasting tobacco goes into Lucky  
Strike. Then, Luckies are made better --  
made round, firm, fully-packed to draw  
freely and smoke evenly. So for a better-  
tasting, fresher tasting cigarette, light  
up a Lucky. You'll agree smoking enjoyment  
is all a matter of taste and the fact of the  
matter is Luckies taste better. Be Happy --  
Go Lucky -- with a carton of Lucky Strike

ATX01 0055644

LIGHT UP TIME  
FRIDAY, NOVEMBER 8, 1953

-4-

REVISED

D.J.: And now...to complete our "songfest" mood tonight...I don't think we could call on any more appropriate song or arrangement than this one by Johnny Ray...with the Buddy Cole quartet and the Four Lads...It's called... I'm Gonna Walk and Talk with My Lord.

(MUSIC: -- I'M GONNA WALK AND TALK WITH MY LORD...(RAY)...)

D.J.: And so there you are...with the aid of a song...we've set a mood...a "Rouse up and Sing" mood -- a "song fest" mood -- and I hope you sang right along with us.

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: Yes, you have just heard the Friday night edition of Light Up Time...featuring the latest news and your Happy Go Lucky Specialty Night...music to create a mood for the night. (PAUSE) Monday night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of the Week...Six of the top seven songs of the week played Saturday night on Your Hit Parade. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that... (TRANSCRIBED CONGA JINGLE)

ATX01 0055645

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy, Go Lucky. Make your next carton Lucky Strike,...(PAUSE)

(SNEAK  
THEME  
IN.)

Light Up Time on records is brought to you Monday through Friday by Lucky Strike -- product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: -- -- UP TO TIME)

(\*\* SAN FRANCISCO AT 7 PM)

?/e1  
10/26/53 pm

ATX01 0055646

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

DATE 11-6

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #4 (1106))

ATX01 0055647

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#4

ANNCR: You know, I'd say that the one thing that gives you real smoking enjoyment is the taste of your cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. I guess that our young men and women in American colleges have known that for some time now. Last year a survey was made in leading colleges throughout the country which showed that smokers in these colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made. It was a representative survey of all students in regular colleges from coast to coast. Based on thousands of students interviewed this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. Both last year and this, the Number One reason given for smoking Luckies was better taste. Yes, Luckies are made of fine tobacco, and they're made better. That's why they taste better. And, that's why we think it's a good idea for you to Be Happy - Go Lucky. To get better taste, get Lucky Strike - Try a carton next time you need cigarettes.

ATX01 0055648

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

- \*TUESDAY - Your Happy Go Lucky Night on Broadway
- \*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion
- \*THURSDAY - Your Happy Go Lucky Hits of Yesterday
- \*FRIDAY - Your Happy Go Lucky Specialty Night

82  
10/19/53 pm

ATX01 0055649

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

{ } ( )  
6:25 - 6:45 PM

"LIGHT UP TIME"

NOVEMBER 6, 1953

FRIDAY

(MUSIC: \_ \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)... \_ \_  
FADE TO:...)

COY: Yes, it's Light Up Time ... presented Monday through Friday by Lucky Strike, the cigarette that tastes BETTER, cleaner, fresher, smoother ...

(MUSIC: \_ \_ THEME: UP ... AFTER VOCAL TAG ... FADE TO:)

COY: Hello, this is Jim Coy ... tonight we feature on records ... your Happy Go Lucky Specialty Night ... Music to create a mood for the night ... and tonight ...we'd like to put you in a truly "different" mood...A "Rouse up and SING Mood" ...call it a "songfest mood" if you will.... And to do the trick...here are some ~~of the~~ songs ~~of~~ Native<sup>to</sup> America~~s~~....all done up in modern style...First... Kay Starr tells the story of Noah...and the way it RAINED....Listen.

(MUSIC: \_ \_ NOAH (STARR))

COY: Yes...it rained, and it rained, and it rained...That was Kay Starr singing ~~the song called~~ Noah...Now, let's go on with our "Rouse up and Sing" mood...our "song fest" mood...and here's a touch of the spiritual...Frank Sinatra, along with the Charioteers, and a beautiful song called...Jesus is a Rock In the Weary Land...

(MUSIC: \_ \_ JESUS IS A ROCK IN THE WEARY LAND (SINATRA)...)

ATX01 0055650



COY: Traditional, spiritual music called...Jesus is a Rock  
in the Weary Land...and those were the voices of  
Frank Sinatra and the Charioteers.....

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBES TESTIMONIAL #57 (ALICE BAUER)

(LIVE TAG)

(SIDE 5 - BAND 4)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE)

golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK)

I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR:  
(LIVE)

Thanks, Alice Bauer. Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky: Get a carton!

ATX01 0055652

LIGHT UP TIME  
FRIDAY, NOVEMBER 6, 1953

-3-

REVISED

(MUSIC: -- DON'CHA HEAR THEM BELLS (PAUL-FORD)...TO FINISH...)

COY: And I'm sure you know who that was...yes, Les Paul and Mary Ford with Don'cha Hear Them Bells...(PAUSE)...  
Now, light up a Lucky and listen to the songs ~~Native~~ <sup>to</sup> American\*. This is one that's come down through the years...Joshua Fit the Battle of Jericho. You usually hear it with words, but here's a modern instrumental version by Ralph Flanagan that might start you to hummin'.....

(MUSIC: -- JOSHUA (FLANAGAN))

COY: And of course..that was Joshua...Ralph Flanagan's arrangement....

(COMMERCIAL...BETTER TASTE #4 (LIVE)

ATX01 0055653

THE AMERICAN TOBACCO  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#4

Revised 9/22/53

ANNOUNCER: Have you smoked a fresh cigarette lately?  
You have, if you've smoked a Lucky ...  
because The American Tobacco Company, the  
makers of Lucky Strike know how vitally  
important freshness is to the taste of a  
cigarette. That's why every day in the  
manufacturing plants where Luckies are made  
hundreds of packs of Luckies are carefully  
tested for the tightness of their cellophane  
seal ... so you'll get Luckies' better taste  
in all its natural freshness. Yes, smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better.  
Cleaner, fresher, smoother. Ther are two  
things that account for this better taste.  
First -- fine tobacco -- fine, naturally  
mild, good-tasting tobacco goes into Lucky  
Strike. Then, Luckies are made better --  
made round, firm, fully-packed to draw  
freely and smoke evenly. So for a better-  
tasting, fresher tasting cigarette, light  
up a Lucky. You'll agree smoking enjoyment  
is all a matter of taste and the fact of the  
matter is Luckies taste better. Be Happy --  
Go Lucky -- with a carton of Lucky Strike

ATX01 0055654

LIGHT UP TIME  
FRIDAY, NOVEMBER 6, 1953

24.

REVISED

COY: And now...to complete our "song fest" mood tonight...I don't think we could call on any more appropriate song or arrangement than this one by Johnny Ray...with the Buddy Cole quartet and the Four Lads...It's called... I'm Gonna Walk and Talk with My Lord....

(MUSIC: I'M GONNA WALK AND TALK WITH MY LORD (RAY))

COY: And so there you are...with the aid of a song...we've set a mood...a "Rouse up and sing mood" - a "song fest" mood - and I hope you sang right along with us.

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)  
FADE TO: ...)

COY: Yes, you have just heard the Friday night edition of Light Up Time ... featuring your Happy Go Lucky Specialty Night. Be sure to listen to Radcliffe Hall and the news both tonight and tomorrow night at 10:30 presented by Lucky Strike...And Monday night we'll be back at 6:25 with your Happy Go Lucky Hits of the week...

(THEME  
OUT) The top five songs of the week played Saturday night on Your Hit Parade...(PAUSE) This is Jim Coy saying thanks for being with us and reminding you that....

(TRANSCRIPTION...CONGA JINGLE)

gz  
10/28/53 pm

ATX01 0055655

COY:

Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better ... cleaner, fresher, smoother. So, be happy, go Lucky. Make your next carton Lucky Strike. "Light Up Time" is brought to you on records Monday through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(SNEAK  
THEME  
IN)

rk

ATX01 0055656

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-6

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #4/1105)

ATX01 0055657

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

#4

ANNCR: You know, I'd say that the one thing that gives you real smoking enjoyment is the taste of your cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. I guess that our young men and women in American colleges have known that for some time now. Last year a survey was made in leading colleges throughout the country which showed that smokers in these colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made. It was a representative survey of all students in regular colleges from coast to coast. Based on thousands of students interviewed this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. Both last year and this, the Number One reason given for smoking Luckies was better taste. Yes, Luckies are made of fine tobacco, and they're made better. That's why they taste better. And, that's why we think it's a good idea for you to Be Happy - Go Lucky. To get better taste, get Lucky Strike - Try a carton next time you need cigarettes.

ATX01 0055658



(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)

TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)

THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)

FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MCA 10/20/53

ATX01 0055659

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-7-53

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #3 (Lil))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS)  
#3

Revised 9/22/53

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, just remember this. Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important -- and you'll be glad to know that every pack of Lucky Strike is extra tightly sealed to bring you Luckies' better taste in all its natural freshness. Light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. In the first place they're made with fine tobacco ... fine, naturally mild, good-tasting tobacco. Lucky Strike means fine tobacco. Secondly, Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055661

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53

ATX01 0055662

CLEVELAND -WTAM  
CHICAGO -WMAQ  
WASHINGTON -WRC  
SAN FRANCISCO-KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

( ) ( )

NOVEMBER 9, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC. FADE TO...))

D.J.: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother....

(THEME: UP...AFTER VOCAL TAG FADE TO...)

D.J.: This is your host (DISC JOCKEY)...and tonight we feature  
on records your Happy Go Lucky Hits of the Week...SIX of

(SNEAK the top SEVEN songs played last Saturday night on Your  
THEME Hit Parade...as determined by Your Hit Parade Survey...  
OUT) and let's start off with Survey Song Number Four...  
beautiful words and music sung by Eddie Fisher...Many  
Times.

(MUSIC: MANY TIMES (FISHER))

D.J.: Many Times...and of course that was Eddie Fisher's  
recording. (PAUSE) ... Alright, let's go from words...to  
just music...to Survey Song Number Two last Saturday  
night....Noro Morales plays You, You, You.....

(MUSIC: YOU, YOU, YOU... (MORALES))

D.J.: Yes, that was Song Number Two...An arrangement of You You  
You by Noro Morales...(PAUSE)....Now, here's a NEWCOMER to  
Your Hit Parade...This is the song that was Number Seven  
on the Survey...Cole Porter's delightful I Love Paris....  
with the Les Baxter chorus and orchestra.....

(MUSIC: I LOVE PARIS (BAXTER))

ATK01 0055663

D.J.:

That was the Les Baxter recording of I Love Paris....  
the song that was Number Seven on Your Hit Parade last  
Saturday Night.....

(COMMERCIAL....COLLEGE SURVEY #6 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(AMY VANDERBILT TESTIMONIAL) #51

LOCAL ANNCR:  
(LIVE)

Now ... here's America's foremost  
authority on etiquette -- Miss Amy  
Vanderbilt.

AMY  
VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new  
book on etiquette, I was a little hard on  
smoking. Actually, I was hard on smokers.  
At least, some smokers. I dislike  
thoughtless smokers. You know, the man  
next to you at the dinner table who holds  
his cigarette so that smoke drifts into  
your eyes. I like considerate smokers.  
For instance, I like to know that my  
husband is considerate enough to carry my  
brand of cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after all,  
all a matter of taste. I want a cigarette  
that tastes better than any other. That's  
Lucky Strike.

(MORE)

ATX01 0055665

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(AMY VANDERBILT TESTIMONIAL) #51 (CONT'D)

LOCAL ANNCR:  
(LIVE)

Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better ... cleaner, fresher, smoother. And for two very good reasons: One --LS/MFT, Lucky Strike means fine tobacco. Two -- Luckies are made better to taste better. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055666



D.J.: Now, let's go on with Your Happy Go Lucky Hits of the Week  
...and here's a cute little ditty that found itself in  
Survey Spot Number Six...The Commanders play it..."Oh".

(MUSIC: -- OH (COMMANDERS))

D.J.: Now, light up a Lucky...and let's move UP from Number Six..  
to the song that was Number Five last Saturday night....a  
beautifully appealing song...Crying in the Chapel....

(MUSIC: -- CRYING IN THE CHAPEL (FITZGERALD))

D.J.: Yes, that was Song Number Five....Ella Fitzgerald singing  
Crying in the Chapel....

(LIVE INTRO)

(COMMERCIAL....TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(SIDE 5 - BAND 1)

(LIVE TAG)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost authority on etiquette -- Miss Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

D.J.: Now...here it is!!! Survey Song Number One!!! The lovely melody that was the top tune on Your Hit Parade last Saturday night...song number one!!! The music of the sea...Ebb Tide....

(MUSIC: \_ \_ EBB TIDE (CHACKSFIELD))

D.J.: And so there they are...SIX BIG songs....Your Happy Go Lucky Hits of the Week....

(THEME: \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL FADE TO...)

D.J.: Yes, you have just heard the Monday night edition of Light Up Time...featuring the latest news and Your Happy Go Lucky Hits of the Week, as recorded by outstanding artists of the day...and presenting SIX of the top SEVEN songs played last Saturday night on Your Hit Parade...(PAUSE).... Be sure to listen tomorrow night at 10:30 when there'll be more news and Your Happy Go Lucky Night on Broadway... popular tunes from musical shows and motion pictures both past and present. This is (DISC JOCKEY) thanking you for being with us and reminding you that....

(SNEAK  
THEME  
OUT)

(TRANSCRIPTION...CONGA JINGLE)

-5-

D.J.:

Remember, friends, ... smoking enjoyment is all a matter of TASTE ... and the fact of the matter is ... Luckies taste BETTER ... cleaner, fresher, smoother. So BE happy....GO Lucky...Make YOUR next carton Lucky Strike... (PAUSE)....Light Up Time is brought to you Monday through Friday by Lucky Strike, product of the American Tobacco Company...America's LEADING manufacturer of cigarettes.

(SNEAK  
THEME  
IN)

(THEME; \_ \_ UP TO TIME)

gz  
11/4/53 pm

ATX01 0055670

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 11-9

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #6 (100%))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #6

FOR NEWSCASTERS ONLY

ANNOUNCER: Why do you smoke cigarettes? Think it over a minute and you'll agree that you smoke simply to enjoy the taste of a cigarette. Sure - smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Luckies do taste better, and for two important reasons. One, Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Second -- Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette will give you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy - Go Lucky ... because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.

ATX01 0055672

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night on Broadway

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

\*THURSDAY - Your Happy Go Lucky Hits of Yesterday

\*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

ATX01 0055673

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

{ 6:25 } ( 6:45 )  
P.M.

NOVEMBER 9, 1953

MONDAY

(THEME: \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(THEME: \_ UP...AFTER VOCAL TAG FADE TO...)

COY: Hello, this is Jim Coy...tonight we feature on records  
Your Happy Go Lucky Hits of the Week...the top five

(SNEAK songs played last Saturday night on Your Hit Parade...as  
THEME determined by Your Hit Parade Survey...and let's start off  
OUT) with Survey Song Number Four...beautiful words and music  
sung by Eddie Fisher....Many Times...

(MUSIC: \_ MANY TIMES (FISHER) )

COY: Many Times...and of course that was Eddie Fisher's recording.  
(PAUSE)...Alright...here's a lovely song that's been on  
Your Hit Parade for quite sometime...Last Saturday night  
it was Number Three...Vaya Con Dios...with Les Paul and  
Mary Ford...

(MUSIC: \_ VAYA CON DIOS (PAUL-FORD) )

COY: Yes that was Song Number Three...Vaya Con Dios...and I'm  
sure you recognized Les Paul and Mary Ford...  
(COMMERCIAL...COLLGE SURVEY #6 (LIVE) )

ATX01 0055674



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #6

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. Last year a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, this year another survey was made. It was nation-wide, and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, it shows that Luckies lead again! Lead over all other brands -- regular or king-size. And by a wide margin. The Number One reason for smoking Luckies was exactly the same as last year -- Luckies' better taste. Now, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Taste better because Luckies are made of fine tobacco. And, they're actually made better to taste better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike.

ATX01 0055675

COY: Now, let's go on with Your Happy Go Lucky Hits of the Week and here's the beautifully appealing melody that was Number Two...You, You, You...Norro Morales plays it....

(MUSIC: \_ \_ YOU, YOU, YOU (MORALES) )

COY: Alright...light up a Lucky and let's listen to the lovely lyrics of the melody that was Number Five on the Survey last Saturday night...Ella Fitzgerald's recording of... Crying in the Chapel.

(MUSIC: \_ \_ CRYING IN THE CHAPEL (FITZGERALD) )

COY: Yes, that was Song Number Five...The voice of Ella Fitzgerald and Crying in the Chapel...

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(LIVE TAG)

(SIDE 5 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost  
authority on etiquette -- Miss  
Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in  
my new book on etiquette, I was a  
little hard on smoking. Actually,  
I was hard on smokers. At least,  
some smokers. I dislike thoughtless  
smokers. You know, the man next to  
you at the dinner table who holds  
his cigarette so that smoke drifts  
into your eyes. I like considerate  
smokers. For instance, I like to  
know that my husband is considerate  
enough to carry my brand of  
cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after  
all, all a matter of taste. I want  
a cigarette that tastes better than  
any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends --  
smoking enjoyment is all a matter of  
taste. And the fact of the matter is  
-- Luckies taste better ... cleaner,  
fresher, smoother. So ... Be Happy -  
Go Lucky ... next time you buy  
cigarettes, ask for Lucky Strike.

ATX01 0055677

COY: Now...here it is!!!!

(HARP GLISS)

Survey Song Number One!!!! The beautiful melody that  
was the top tune on Your Hit Parade last Saturday night...  
Song Number One!!!! The music of the sea...Ebb Tide...

(MUSIC: EBB TIDE (CHACKSFIELD))

COY: And so there they are...FIVE BIG songs...Your Happy Go  
Lucky Hits of the Week...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL FADE TO...)

COY: You have just heard the Monday night edition of Light  
Up Time...Your Happy Go Lucky Hits of the Week as  
recorded by outstanding artists of the day...featuring  
the top five songs played last Saturday night on Your  
Hit Parade...(PAUSE)...Be sure to listen to Radcliffe  
Hall and the news tonight at 10:30...presented by Lucky  
Strike...and tomorrow night we'll be back again at 6:25  
(SNEAK with Your Happy Go Lucky Night on Broadway...popular tunes  
THEME from musical shows and motion pictures, both past and  
OUT) present...(PAUSE) Now..this is Jim Coy thanking you for  
being with us and reminding you that...  
(TRANSCRIPTION...CONGA JINGLE)

COY: Remember, friends...smoking enjoying is all a matter of  
TASTE...and the fact of the matter is...Luckies taste  
BETTER...cleaner, fresher, smoother. So, BE happy...GO  
Lucky...Make YOUR next carton Lucky Strike...(PAUSE)...  
(SNEAK Light Up Time is brought to you Monday through Friday by  
THEME Lucky Strike...product of the American Tobacco Company...  
IN) America's LEADING manufacturer of cigarettes.  
(THEME: UP TO TIME)

mtf  
11/4/53pm.

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-9

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #6 (1105))

ATX01 0055680

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #6

FOR NEWSCASTERS ONLY

ANNOUNCER: Why do you smoke cigarettes? Think it over a minute and you'll agree that you smoke simply to enjoy the taste of a cigarette. Sure - smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Luckies do taste better, and for two important reasons. One, Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Second -- Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette will give you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy - Go Lucky ... because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.

RTX01 0055681

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53

RTX01 0055682



WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

( ) ( )  
6:25 - 6:45 PM EST

NOVEMBER 10, 1953

TUESDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY: It's Light Up Time presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER..cleaner,  
fresher, smoother.....

(THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy ... and tonight we feature on  
records Your Happy Go Lucky Night on Broadway....  
popular tunes from musical shows and motion pictures,  
both past and present.....

(SNEAK  
THEME  
OUT )

and we begin tonight with music by a man who has left his  
"musical mark" all the way from Broadway to Hollywood and  
back...Irving Berlin...From his score for the motion  
picture Easter Parade...here is Steppin' Out With My Baby.

(MUSIC: STEPPIN' OUT WITH MY BABY (McRAE))

COY: Now, let's take a look at Broadway ... and what's going  
on on the Great White Way RIGHT NOW ... Well, one BIG  
thing going on right now is Wonderful Town, and one  
of the wonderful songs from that show is OHIO ... Here is  
LOVELY LIRA KIRK TO SING IT FOR YOU NOW  
~~... from the show, Wonderful Town, Broadway, New York, New York, New York,~~  
~~... it ... OHIO.~~

(MUSIC: OHIO (KIRK) )

LIZA KIRK -2-

COY: ~~respected General and Miss Adams~~ with one of the songs  
they're singing these days in Wonderful Town...Ohio...  
Now, here's a friend of yours...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #32 (SIDE 1 - BAND 5)

ATK01 0055684

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
WNEC-WMAQ & "LIGHT UP TIME"  
ONE-MINUTE ANNOUNCEMENTS  
CONGA JINGLE (BETTER TASTE) #32

September 22, 1953

COLLINS: Hello, I'm Dorothy Collins. If you've ever given any thought to just why you smoke cigarettes, I'll bet you came up with the same reason most everybody else gives. You smoke for enjoyment -- sure you do. And smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Luckies taste better because -- well, "LS/MPT" says it pretty well. Lucky Strike means fine tobacco. And then you have the fact that Luckies are made better -- that means a lot to the taste of a cigarette, too. Really, it's all very simple. Fine tobacco in a better made cigarette adds up to a better tasting smoke for you. Yes --

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!


GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0055685

(MUSIC: MARRIAGE TYPE LOVE (SHORE)...TO FINISH...)

COY: Another one of Broadway's current successes...Me  
and Juliet...started that little tune on its way...Marriage  
Type Love...and I know you recognized Dinah Shore.  
(PAUSE)...Now, Light up a Lucky and let's listen to music FROM  
 the picture "On  
The Avenue"...Remember...I've Got My Love To Keep Me Warm  
...Here's Les Brown's version of it.

(MUSIC: I'VE GOT MY LOVE TO KEEP ME WARM. (BROWN))

COY: I've Got My Love to Keep Me Warm...movie music...played  
by Les Brown....

LIVE INTRO

COMMERCIAL...TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)

LIVE TAG (SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE) Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK) Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking, Naturally, I smoke Luckies.  
To put it poetically,

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR:  
(LIVE) Thanks, Ogden Nash. There's more truth to  
that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055687

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

ATX01 0055688

COY:  
(CONT'D) Now...back to our music, and I think you'll enjoy hearing Johnny Mercer and Martha Tilton singing a song that made its debut back in 1936...in the picture Swing Time... Fred Astaire and Ginger Rogers were a "team" and they danced to THIS music...A Fine Romance.

(MUSIC: \_ \_ A FINE ROMANCE (MERCER-TILTON) \_ \_

COY: There you have them...songs from yesterday and today... all heard FIRST...along the Great White Way...

(MUSIC: \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL...FADE TO:) \_ \_

This Tuesday night edition of "Light Up Time" has featured Your Happy Go Lucky Night on Broadway. Tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes Country Fashion, America's folk tunes, old and new. (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that...

(MUSIC: \_ \_ THEME OUT) \_ \_

TRANS: (CONGA JINGLE)

COY: Remember friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy Go Lucky. Make your next carton Lucky Strike!

(MUSIC: \_ \_ SNEAK THEME IN) \_ \_

COY: "Light Up Time" on records, is brought to you Monday through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(MUSIC: \_ \_ UP TO TIME) \_ \_

AL

ATX01 0055689

THE AMERICAN TOBACCO COMPANY

(REVISED)

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC

"LIGHT UP TIME"

NOVEMBER 10, 1953

TUESDAY

(THEME: LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.) ... FADE TO:)

D.J.: It's Light Up Time ... presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER .. cleaner,  
fresher, smoother ...

(THEME: UP ... AFTER VOCAL TAG ... FADE TO:)

D.J.: This is your host (DISC JOCKEY), and tonight we feature  
on records your Happy Go Lucky Night on Broadway, popular

(THEME  
OUT) tunes from musical shows and motion pictures, past and  
present ... and we begin tonight with music by a man who  
has left his "musical mark" all the way from Broadway to  
Hollywood and back ... Irving Berlin ... From his score  
for the motion picture Easter Parade ... here is "Steppin'  
Out With My Baby."

(MUSIC: STEPPIN' OUT WITH MY BABY (MacRAE))

D.J.: Now, let's take a look at Broadway .. and what's going on  
on the Great White Way RIGHT now ... Well, one BIG thing  
going on right now is Wonderful Town .. and one of the

wonderful songs from that show is Ohio ... Here is <sup>LOVELY</sup> ~~the star~~  
~~LIZA KIRK To SING IT FOR YOU NOW~~  
~~how to sing it ...~~

~~sing it~~ ... OHIO.

(MUSIC: OHIO (KIRK))



D.J.:

~~Elizabeth Arden~~ <sup>Liza Kirk</sup> ~~introduces~~ with one of the songs they're singing these days in Wonderful Town .. (PAUSE) ... This is Your Happy Go Lucky Night on Broadway .. Let's pick up now and head for a movie that's playing right now.. It's called "The Little Fugitive" ... a touching story and in it is a bit of music called "Joey's Theme" ...

(MUSIC: JOEY'S THEME (HAYMAN))

D.J.: Interesting music from the movies titled "Joey's Theme" ... that harmonica playing, by the way, was by Richard Hayman ... And now ... here's a friend of yours ...  
COMMERCIAL ... COLLINS' TRANSCRIBED BETTER TASTE #32  
(SIDE 1 - BAND 5)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
WNEC-WMAQ & "LIGHT UP TIME"  
ONE-MINUTE ANNOUNCEMENTS  
CONGA JINGLE (BETTER TASTE) #32

September 22, 1953

COLLINS: Hello, I'm Dorothy Collins. If you've ever given any thought to just why you smoke cigarettes, I'll bet you came up with the same reason most everybody else gives. You smoke for enjoyment -- sure you do. And smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Luckies taste better because -- well, "LS/MFT" says it pretty well. Lucky Strike means fine tobacco. And then you have the fact that Luckies are made better -- that means a lot to the taste of a cigarette, too. Really, it's all very simple. Fine tobacco in a better made cigarette adds up to a better tasting smoke for you. Yes --

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0055692

(MUSIC: MARRIAGE TYPE LOVE (SHORE))

D.J.: Another one of Broadway's current musical successes ...  
Me and Juliet ... started that little tune on its way ...  
Marriage Type Love ... and I know you recognized Dinah  
Shore ... (PAUSE) ... Now, light up a Lucky and let's  
listen to music [REDACTED] FROM  
[REDACTED] the picture "On The Avenue" ... Remember ... I've Got  
My Love To Keep Me Warm ... Here's Les Brown's version  
of it.

(MUSIC: I'VE GOT MY LOVE TO KEEP ME WARM (BROWN))

D.J.: I've Got My Love To Keep Me Warm ... Movie music ... played  
by Les Brown ...  
Live Intro.  
COMMERCIAL ... TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)  
Live Tag (SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE) Introducing America's comic poet-laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK) Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking, Naturally, I smoke Luckies.  
To put it poetically,

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR: Thanks, Ogden Nash. There's more truth to  
(LIVE) that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055694

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

ATX01 0055695

D.J.: Now ... back to our music, and I think you'll enjoy hearing Johnny Mercer and Martha Tilton singing a song that made its debut back in 1936 ... in the picture Swing Time ... Fred Astaire and Ginger Rogers were a "team" and they danced to THIS music ... A Fine Romance.

(MUSIC: \_ \_ A FINE ROMANCE (MERCER-TILTON) \_)

D.J.: There you have them ... songs from yesterday and today ... all heard FIRST ... along the Great White Way ...

(THEME: \_ \_ LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.) (FADE TO: ) )

D.J.: Yes, this Tuesday night edition of "Light Up Time" has featured the news and your happy go lucky night on Broadway. Tomorrow night at 10:30 ( \*\* ) more news and your happy go lucky tunes country fashion, America's folk tunes, old and new. This is (DISC JOCKEY) thanking you for being with us and reminding you that ...

(SNEAK  
THEME OUT)

(TRANSCRIBED: CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So, Be Happy Go Lucky. Make your next carton Lucky Strike.

(MUSIC: \_ \_ THEME: \_ UP ... FADE TO)

D.J.: "Light Up Time," on records is brought to you on records Monday through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(MUSIC: \_ \_ THEME UP TO TIME)

( \*\* ) (SAN FRANCISCO AT 7:00 P.M.)

JMC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 11-10-53

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #7 (Love))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #7

FOR NEWSCASTERS ONLY

ANNOUNCER      There are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to complete smoking enjoyment. For, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Here's why. First, LS/MFT, Lucky Strike means fine tobacco, naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself they're round, firm, and fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy - Go Lucky. Get better taste. Next time ask for Lucky Strike.



-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

- \*TUESDAY - Your Happy Go Lucky Night on Broadway
- \*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion
- \*THURSDAY - Your Happy Go Lucky Hits of Yesterday
- \*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

RTX01 0055699

7 NBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC

10:30 - 11:00 P.M.

NOVEMBER 11, 1953

WEDNESDAY

SAN FRANCISCO - KNBC  
7:00 - 7:30 P.M.

(MUSIC: \_ \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)... \_ \_  
FADE TO:) \_ \_

D.J.: It's Light Up Time ... presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother....

(MUSIC: \_ \_ THEME: UP...AFTER VOCAL TAG...FADE TO:) \_ \_

D.J.: This is your host (DISC JOCKEY). And tonight we feature  
on records your Happy Go Lucky Tunes Country Fashion  
America's folk tunes old and new...

(THEME: \_ \_ OUT) \_ \_

...and here we go first with one that was NEW just a  
couple of years ago...but it made such an "impression"  
on everyone...it'll probably be around for a long time  
to come...Here's Pee Wee King and his Golden West Cowboys  
...with Slow Poke.

(MUSIC: \_ \_ SLOW POKE (KING) \_ \_

D.J.: Pee Wee King...with Slow Poke...Well, there's nothing SLOW  
about this next number...It's by a guy who spends most of  
his time down in the "headquarters" for country music...  
Nashville, Tennessee...and he WRITES a lot of that music...  
then PLAYS on a hot gee-tar...His name is Chet Atkins...  
and he's going to play now one he calls Gallopin' Guitar.

(MUSIC: \_ \_ GALLOPIN' GUITAR (ATKINS) \_ \_ \_ \_

RTX01 0055700

D.J.:

Pretty hot guitar, wouldn't you say...That's probably why it's called Gallopin' Guitar...and that was Chet Atkins...and here's ANOTHER name you'll find popping into the conversation whenever there's talk of tunes country fashion...Because he's sung a lot of them...We're talking about Slim Whitman...And he has a song for you this evening...I'm Casting My Lasso Towards the Sky. Here it is.

(MUSIC: I'M CASTING MY LASSO TOWARDS THE SKY (WHITMAN))

D.J.: I'm Casting My Lasso Towards the Sky...so claims...Slim Whitman...

COMMERCIAL....COLLEGE SURVEY #8 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #8

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: Last year a survey was made of smokers in leading colleges throughout the country. This survey showed that Luckies were the favorite cigarette in those colleges. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is ..... Luckies taste better. They taste better because they're made of fine tobacco ... and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0055702

(MUSIC: LITTLE LIZA LOU (COOLEY)...TO FINISH)

D.J.: You could probably tell...that was the King of Western Swing...Spade Cooley...with Little Liza Lou...(PAUSE)  
Now, light up a Lucky and listen to a little song that was POPULAR just a few months ago...probably because of its "country fashion" appeal...and we ALL have a little "country" in us ... Several records were made of it ... Undoubtedly the biggest one was made by Joni James ... Yes, you're right ... it's her version of Your Cheatin' Heart.

(MUSIC: YOUR CHEATIN' HEART (JAMES) )

D.J.: Joni James ... a little gal whose making quite a name for herself these days and that's one of the songs that started her on her way ... Your Cheatin' Heart ...  
Live Intro.

COMMERCIAL ... TRANSCRIBED TESTIMONIAL #53 (RUBE GOLDBERG)

Live Tag (SIDE 5 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG  
(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055704

D.J.: Now ... on with Your Happy Go Lucky Tunes, country fashion ... and here's the story of a little girl that goes around with a gun on her hip ... but don't let that fool you ... she's a "pretty little girl"... yes, with Beauty she is Blessed"... She's the Girl of the Golden West ... and Larry Ragen tells you all about her.

(MUSIC: THE GIRL OF THE GOLDEN WEST (MARTERIE) )

D.J.: And so ... if you find your toes a-tappin'... it's because you've been listening to our tunes ... COUNTRY FASHION...

(MUSIC: THEME: LIGHT UP TIME .. AFTER FIRST VOCAL (20 SEC.) .. FADE TO:)

D.J.: Yes, this Wednesday Night Edition of Light Up Time has featured the latest news and your Happy Go Lucky Tunes Country Fashion ... America's folk tunes both old and new.

(SNEAK  
THEME  
OUT)

Tomorrow night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of Yesterday, songs selected from your Hit Parade programs of the past 18 years. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that ...

(TRANSCRIPTION ... CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste ... and the fact of the matter is Luckies taste better ... cleaner, fresher, smoother, so be Happy, go

(SNEAK  
THEME  
OUT)

Lucky. Make your next carton Lucky Strike. "Light Up Time" on records is brought to you Monday through Friday by Lucky Strike ... product of the American Tobacco Company...America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 11-11-63

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #8 (Lum))



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #8

FOR NEWSCASTERS ONLY

ANNOUNCER: Isn't enjoyment the main thing you want from your cigarette. Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra-tightly sealed. Just light up a Lucky and see how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy - Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055707

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night on Broadway

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

\*THURSDAY - Your Happy Go Lucky Hits of Yesterday

\*FRIDAY - Your Happy Go Lucky Specialty Night

EZ  
10/19/53 pm

ATX01 0055708

THE AMERICAN TOBACCO COMPANY

WNBC - NEW YORK

"LIGHT UP TIME"

6:25 - 2:45 P.M.

NOVEMBER 11, 1953

WEDNESDAY

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) . . .  
FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday,  
by Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother.....

(MUSIC: THEME: UP...AFTER VOCAL TAG...FADE TO:)

COY: Hello, this is Jim Coy... Tonight we feature on records...  
Your Happy Go Lucky Tunes...country fashion... America's  
(THEME folk tunes, old and new...and here we go first with one  
OUT) that was NEW just a couple of years ago....but it made  
such an "impression" on everyone...it'll probably be  
around for a long time to come...Here's Pee Wee King and  
his Golden West Cowboys...with Slow Poke.

(MUSIC: SLOW POKE (KING))

COY: Pee Wee King...with Slow Poke... Well, there's nothing  
SLOW about this next number....It's by a guy who spends  
most of his time down in the "headquarters" for country  
music....Nashville, Tennessee....and he writes a lot of  
that music, then plays it on a hot gee-tar..... His name  
is Chet Atkins...and he's going to play now one he calls  
Gallopin' Guitar.

(MUSIC: GALLOPIN' GUITAR (ATKINS))

COY: Pretty hot guitar, wouldn't you say... That's probably why  
it's called Gallopin' Guitar...and that was Chet Atkins..  
(COMMERCIAL...COLLEGE SURVEY #8 (LIVE))

ATX01 0055709

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #8

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

Last year a survey was made of smokers in leading colleges throughout the country. This survey showed that Luckies were the favorite cigarette in those colleges. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is .... Luckies taste better. They taste better because they're made of fine tobacco ... and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0055710

(MUSIC: LITTLE LIZA LOU (COOLEY)...TO FINISH)

COY: You could probably tell...that was the King of Western Swing.. Spade Cooley...with Little Liza Lou..(PAUSE)...Now, light up a Lucky and listen to a little song that was POPULAR just a few months ago...probably because of its "country fashion" appeal...and we ALL have a little "country" in us... Several records were made of it... undoubtedly the biggest one was made by Joni James...Yes, you're right...it's her version of Your Cheatin' Heart...

(MUSIC: YOUR CHEATIN' HEART (JAMES))

COY: Joni James... a little gal whose making quite a name for herself these days and that's one of the songs that started her on her way... Your Cheatin' Heart.

(LIVE INTRO. COMMERCIAL..TRANSCRIBED TESTIMONIAL #53)

(RUBE GOLDBERG)

(LIVE TAG -- SIDE 5 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG

(SOUND TRACK) Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055712

COY: Now...on with Your Happy Go Lucky Tunes, country fashion..  
and here's the story of a little girl that goes around  
with a gun on her hip...but, don't let that fool you..  
she's a "pretty little girl", yes, with beauty she is  
blessed". She's the Girl of the Golden West ...and Larry  
Ragen tells you all about her.

(MUSIC: THE GIRL OF THE GOLDEN WEST (MARTERIE))

COY: And so..if you find your toes a-tappin'...it's because  
you've been listening to our tunes..COUNTRY FASHION...

(MUSIC: THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 SEC)..FADE TO..)

COY: Yes, you have heard the Wednesday night edition of Light Up Time.. Your Happy Go Lucky Tunes, Country Fashion.. America's folk tunes, old and new...(PAUSE) Be sure to listen to Radcliffe Hall and the News tonight at 10:30 presented by LUCKY STRIKE...and tomorrow night we'll be (SNEAK back at 6:25 with Your Happy Go Lucky Hits of Yesterday. THEME) Songs selected from your Hit Parade programs of the past 18 years... I know you'll enjoy it. (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that....

(TRANSCRIPTION...CONGA JINGLE)



COY: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better, cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton lucky Strike.

(SNEAK "Light Up Time" is brought to you on records, Monday THEME IN) through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

c.g. 11/2/53

ATX01 0055715

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-11-53

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #8) (Live)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #8

FOR NEWSCASTERS ONLY

ANNOUNCER: Isn't enjoyment the main thing you want from your cigarette. Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra-tightly sealed. Just light up a Lucky and see how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy - Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055717

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MEA 10/20/53

ATX01 0055718

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC  
(7:00-7:30 PM)

"LIGHT UP TIME"

NOVEMBER 12, 1953

THURSDAY

10:30-11:00 PM

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: It's Light Up Time....presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER....cleaner,  
fresher, smoother.

(THEME: UP....AFTER VOCAL TAG.....FADE:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature your  
Happy Go Lucky Hits of yesterday....songs selected from Your  
Hit Parade programs of the past 18 years, as recorded by  
outstanding artists of the day....and let's turn first to the  
year 1944....and Your Hit Parade of March 11th...that was the  
year, you remember, when tires and gasoline coupons were hard  
to get (who can forget)...but REAL easy to TAKE was It's Love,  
Love, Love...Here's Guy Lombardo to play it.

(MUSIC: IT'S LOVE, LOVE, LOVE (LOMBARDO))

D.J.: The Royal Canadians with It's Love, Love, Love...(PAUSE)...  
Let's go from 1944 now to 1950...That was the year BELLS rang  
in England heralding the birth of Princess Anne to the woman  
who is now Queen...THAT was the year a BIG bell rang in  
Berlin's City Hall...the "Freedom Bell"...presented to the  
German people by the United States...and "ringing out" across  
THIS country was Bewitched, Bothered and Bewildered...

(MUSIC: BEWITCHED (ARCARAZ))

D.J.: Yes, that was first heard on Your Hit Parade on May 13, 1950  
...and here's ANOTHER one from the "13th"...September 13th,  
1952...that was the year the "perennial" Porgy and Bess took  
a "tour" through Europe...the Metropolitan Opera took a 7  
week "tour" through the U.S. and Canada...and YOU enjoyed  
THIS "musical tour" with Jo Stafford...

(MUSIC: YOU BELONG TO ME (STAFFORD)  
WITH THE

D.J.: Jo Stafford [REDACTED] song that made it's first appearance  
on Your Hit Parade of September 13, 1952...a LUCKY day...for  
a fine song...(PAUSE)...and speaking of "Lucky"...that  
reminds me...here's a friend of yours...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #33 (SIDE 1 - BAND 6)

September 22, 1953

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
WNBC-WMAQ & "LIGHT UP TIME"  
ONE-MINUTE ANNOUNCEMENTS  
CONGA JINGLE (BETTER TASTE) #33

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

COLLINS: This is Dorothy Collins, friends. What is it that you enjoy about a cigarette. It's the taste, isn't it? Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Why? Well, LS/MFT - Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco.

And then too, Luckies are made better to taste better -- made round and firm and fully packed to draw freely -- smoke evenly. What does it all add up to? Better taste, naturally. That's what you want in a cigarette -- so why not get it. Be Happy -- Go Lucky --.

ATX01 0055721

(MUSIC: ROSALIE (SHAW) . . . . TO FINISH)

D.J.: A "serenade" to Rosalie...by Artie Shaw...and THAT'S from  
Your Hit Parade of December 18, 1937...(PAUSE)...Now to the  
year 1946...luxuries were "coming back"...three-inch steaks  
were with us, Sunday driving...they even installed telephone  
service on Railroad trains...and Eddy Howard was singing...  
To Each His Own.

(MUSIC: TO EACH HIS OWN (HOWARD))

D.J.: You first heard that song on Your Hit Parade of August 3,  
1946...That was the voice of Eddy Howard...  
Live Intro.

COMMERCIAL...TRANSCRIBED TESTIMONIAL #57 (ALICE BAUER)

Live Tag

(SIDE 5 - BAND 4)



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE) golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK) I've played golf for so many years. I've  
played amateur golf at first and now I'm  
playing professional golf. And I do like  
professional **golf** much better it, I don't  
know, has more competition in it and you  
really have to play a much better game of  
golf. I guess that's all a matter of taste  
though, and after a hard day out on the golf  
course and really hard competition, I like to  
come in and sit down and relax and light up a  
Lucky. I guess that's a matter of taste too,  
but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the  
fact of the matter is -- Luckies taste better  
... cleaner, fresher, smoother. First, because  
Lucky Strike means fine tobacco. And second,  
because Luckies are made to taste better.  
So, Be **Happy** -- Go Lucky. Get a carton!

ATX01 0055723

THURSDAY, NOVEMBER 12, 1953

-4-

REVISED

D.J.: Well...here's ANOTHER song...one from Your Hit Parade of April 29, 1939...the year San Francisco held its Golden Gate International Exposition...and ACROSS the continent... they were holding the New York World's Fair...and WHEREVER you were IN this great continent you were probably listening to this song played by Benny Goodman with vocal by Martha Tilton ..... And the Angels Sing...

(MUSIC: \_ \_ AND THE ANGELS SING (GOODMAN) \_ \_

D.J.: That was Benny Goodman's great record....And the Angels Sing..one of the MANY fine songs heard on Your Hit Parade program down through the years...

(THEME: \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: Yes, this Thursday night edition of "Light Up Time" has featured the latest news and your happy-go-lucky hits of yesterday...songs selected from your Hit Parade of the past 18 years as recorded by outstanding artists of the day. Tomorrow night at 10:30 (\*\*) more news and your happy-go-lucky specialty night...music to create a mood for the night. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you...

(SNEAK  
THEME  
OUT)

(TRANSCRIPTION - CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ...cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(MUSIC: \_ \_ SNEAK THEME IN)

ATK01 0055724

THURSDAY, NOVEMBER 12, 1953  
(CONT'D)

-4A-

REVISED

D.J.:

Light Up Time is brought to you Monday through Friday by  
Lucky Strike - product of the American Tobacco Company --  
America's leading manufacturer of cigarettes.

(THEME: -- UP TO TIME)

\*\* SAN FRANCISCO - 7:00 P.M.

ATX01 0055725

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

DATE 11-12-53

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #9 (Live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #9

FOR NEWSCASTERS ONLY

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day at the plants where Luckies are made hundreds of packs are carefully tested for the tightness of their cellophane seal ... so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First - fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher tasting cigarette, next time ask for a carton of Lucky Strike.

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

- \*TUESDAY - Your Happy Go Lucky Night on Broadway
- \*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion
- \*THURSDAY - Your Happy Go Lucky Hits of Yesterday
- \*FRIDAY - Your Happy Go Lucky Specialty Night

82  
10/19/53 pm

ATX01 0055728

WNEC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 12, 1953

THURSDAY

(MUSIC: \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...)

FADE TO:)

COY: Yes, it's Light Up Time, presented Monday through Friday by  
Lucky Strika...the cigarette that tastes BETTER...cleaner,  
fresher, smoother...

(MUSIC: \_ THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...and tonight we feature Your Happy  
Go Lucky Hits Of Yesterday...songs selected from Your Hit  
Parade Programs of the past 18 years...as recorded by  
outstanding artists of the day...and let's turn first to  
(SNEAK the year 1944...and Your Hit Parade of March 11th...that was  
THEME OUT) the year, you remember, when tires and gasoline coupons were  
hard to get....(who can forget)...but REAL easy to TAKE was  
It's Love, Love, Love...Here's Guy Lombardo to play it.

(MUSIC: \_ IT'S LOVE, LOVE, LOVE (LOMBARDO)

COY: The Royal Canadians with It's Love, Love, Love...(PAUSE)...  
Let's go from 1944 now to 1950...That was the year bells rang  
in England, heralding the birth of Princess Anne to the  
woman who is now Queen...THAT was the year a BIG bell rang  
in Berlin's City Hall...the "Freedom Bell"...presented to the  
German people by the United States...and "ringing out" across  
this country was Bewitched, Bothered and Bewildered.

(MUSIC: \_ BEWITCHED (ARCARAZ)

COY: Yes, that was first heard on Your Hit Parade on May 13, 1950  
a LUCKY day...for a fine song...(PAUSE)...and speaking of  
"Lucky"...that reminds me...here's a friend of yours...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #33 (SIDE 1 - BAND 6)

ATX01 0055729

September 22, 1953

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
WNBC-WMAQ & "LIGHT UP TIME"  
ONE-MINUTE ANNOUNCEMENTS  
CONGA JINGLE (BETTER TASTE) #33

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

COLLINS: This is Dorothy Collins, friends. What is it that you enjoy about a cigarette. It's the taste, isn't it? Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Why? Well, LS/MFT - Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco.

And then too, Luckies are made better to taste better -- made round and firm and fully packed to draw freely -- smoke evenly. What does it all add up to? Better taste, naturally. That's what you want in a cigarette -- so why not get it. Be Happy -- Go Lucky --.

ATX01 0055730



(MUSIC: - ROSALIE (SHAW...TO FINISH)

COY: A "serenade" to Rosalie...by Artie Shaw...and THAT'S from Your Hit Parade of December 18, 1937...(PAUSE)...Alright, light up a Lucky and listen to music from just last year... 1952..the "perennial" Porgy and Bess took a "tour" through Europe...The Metropolitan Opera took a 7 week "tour" through the U.S. and Canada...and YOU enjoyed THIS "musical Tour" with Jo Stafford...

(MUSIC: - YOU BELONG TO ME (STAFFORD)

COY: Yes, that was Jo Stafford <sup>WITH THE</sup> [REDACTED] song that made it's first appearance on Your Hit Parade of September 13, 1952...You Belong To Me...

Live Intro...

COMMERCIAL..TRANSCRIBED TESTIMONIAL #57 (ALICE BAUER)

Live Tag

(SIDE 5 - BAND 4)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE)

golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK)

I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR:  
(LIVE)

Thanks, Alice Bauer. Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky: Get a carton!

ATX01 0055732

LIGHT UP TIME, 11/12/53

-3-

(REVISED)

D.J.: Well ... here's ANOTHER song ... one from Your Hit Parade of April 29, 1939 ... the year San Francisco held its Golden Gate International Exposition ... and ACROSS the continent ... they were holding the New York World's Fair . and WHEREVER you were in this great continent you were probably listening to this song played by Benny Goodman... with vocal by Martha Tilton.....  
And the Angels Sing.....

(MUSIC: -- AND THE ANGELS SING (GOODMAN) --

COY: That was Benny Goodman's great record...And The Angels Sing ... one of the MANY fine songs heard on Your Hit Parade programs ... down through the years ...

(THEME: -- LIGHT UP TIME .. AFTER FIRST VOCAL (20 SEC.) .. FADE TO:)

COY: Yes, you have just heard the Thursday night edition of "Light Up Time" ... Your Happy Go Lucky Hits of Yesterday... songs selected from Your Hit Parade Programs of the past 18 years as recorded by outstanding artists of the day. ... (PAUSE) ... Be sure to listen to Radcliffe Hall and the News tonight at 10:30 presented by Lucky Strike ... and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Specialty Night ... music to create a mood for the night ...

(THEME: -- OUT.....)

(PAUSE) .. This is Jim Coy saying thanks for being with us and reminding you that ...

(TRANSCRIPTION ... CONGA JINGLE)

COY: Remember, friends, smoking enjoying is all a matter of TASTE. And the fact of the matter is ... Luckies taste BETTER ... cleaner, fresher, smoother. So BE happy .. GO Lucky ... Make YOUR next carton Lucky Strike.

(MORE)

ATX01 0055733

-4-

(SNEAK  
THEME  
IN) "Light Up Time" is brought to you Monday through Friday  
by Lucky Strike, product of the American Tobacco Company...  
America's leading manufacturer of cigarettes.

(THEME: UP TO TIME.....)

Peggy

ATX01 0055734

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-12-53

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste # 19 (Live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #9

FOR NEWSCASTERS ONLY

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day at the plants where Luckies are made hundreds of packs are carefully tested for the tightness of their cellophane seal ... so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First - fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher tasting cigarette, next time ask for a carton of Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ETA 10/20/53

ATX01 0055737

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON, DC. - WRC (MONDAY THROUGH FRIDAY) SAN FRANCISCO - KNBC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 10-13-53

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday by  
Lucky Strike ... featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #10 (Live))



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #10

FOR NEWSCASTERS ONLY

ANNOUNCER: After all is said and done, the reason anybody smokes is for enjoyment -- the enjoyment that comes from the taste of a cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. First, because they're made of fine tobacco. Lucky Strike means fine tobacco. Second, Luckies are made better - made round, firm, fully-packed - to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. Next time ask for Lucky Strike, because smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. You'll know that's true the minute you light up a Lucky.

ATX01 0055739

-2- (MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night on Broadway

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

\*THURSDAY - Your Happy Go Lucky Hits of Yesterday

\*FRIDAY - Your Happy Go Lucky Specialty Night

gz  
10/19/53 pm

ATX01 0055740

THE AMERICAN TOBACCO COMPANY

CLEVELAND -WTAM  
CHICAGO -WMAQ "LIGHT UP TIME"  
WASHINGTON -WRC  
SAN FRANCISCO -KNBC(7:00 - 7:30 PM)

( ) ( )  
10:30 - 11:00 PM

NOVEMBER 13, 1953

FRIDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time....presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER.....  
cleaner, fresher, smoother....

(THEME: UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
Your Happy Go Lucky Specialty Night....music to create  
(SNEAK a mood for the night...and tonight...we're in a "moon"  
THEME mood...not a "June" mood...or a "spoon" mood....THIS is a  
OUT) MOON MOOD ...and I think you'll like it...Here's a song  
that'll give you an idea of what we mean...Margaret  
Whiting <sup>AND</sup> a "song of the season" ...Moonlight in  
Vermont.

(MUSIC: MOONLIGHT IN VERMONT (WHITING))

D.J.: Pretty, hmmm? Margaret Whiting singing Moonlight in  
Vermont...Now...believe it or not...here's a symphony  
that found its way into our "moon mood" tonight....Mainly  
because somebody "adapted" Tchaikovsky's Symphony No. 5...  
and then they called it Moon Love....and then Tommy  
Dorsey recorded it...and it came out sounding like this...

(MUSIC: MOON LOVE (DORSEY))

"LIGHT UP TIME"

-2-

D.J.: Those were the voices of the Town Criers....with Tommy Dorsey's Sentimentalists....and Moon Love...Now....on we go with Your Happy Go Lucky Specialty Night...and tonight as you may have guessed we're setting a "moon" mood...and we'll settle for any kind of a moon...even a PAPER moon....like this one of Nat King Cole's.....

(MUSIC: IT'S ONLY A PAPER MOON (COLE))

D.J.: And of course that was the Nat King Cole Trio with It's Only A Paper Moon...Now, before we go on...

(COMMERCIAL: COLLEGE SURVEY #10 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #10

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: Luckies win again! For the second year in a row Luckies come out on top in a college smoking survey. Last year a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey, based on actual student interviews, showed that Luckies were preferred to any other brand, regular or king-size -- and by a wide margin. The Number One reason given -- Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Taste better because Lucky Strike means fine tobacco and Luckies are made better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike!

ATX01 0055743

"LIGHT UP TIME"

(MUSIC: I SEE THE MOON... (SCHUMANN) ... TO FINISH...)

D.J.: That was "I See The Moon"...a song that Meredith Wilson wrote once upon a time..and it was sung by the "Voices of Walter Schumann"...Now, if you'll light up a Lucky... we'll go on with our "moon mood" tonight...and music that just HAS to be heard in that kind of a mood is this next one...The great Glen Miller's theme song.....  
Moonlight Serenade.....

(MUSIC: MOONLIGHT SERENADE (MILLER))

D.J.: That was beautiful music by Glen Miller....Moonlight Serenade....(PAUSE) ...and now...even though this is FRIDAY, the 13th....there's nothing UNLUCKY about it..... No, TODAY.....just like EVERY day...is a LUCKY day....

(LIVE INTRO)

(COMMERCIAL: TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM))

(SIDE 5 - BAND 5)

(LIVE TAG)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055745

FRIDAY, NOVEMBER 13, 1953

-4-

(REVISED)

D.J.: And now...to complete our "moon" mood tonight...let's listen to one of the many songs turned out by the great song-writing team of Rodgers and Hart...one of the best remembered of the "moon" songs....Ray McKinley plays Blue Moon...

(MUSIC: BLUE MOON...McKINLEY)

D.J.: So, there you are..and when you look at the moon tonight...think of us...cause tonight...we've been in a "moon mood".....

(MUSIC: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: Yes, you have just heard the Friday night edition of Light Up Time...featuring the latest news and your Happy Go Lucky Specialty Night...music to create a mood for the night. (PAUSE) Monday night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of the Week...Six of the top seven songs of the week played Saturday night on Your Hit Parade. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that...

(THEME  
OUT)

(TRANSCRIBED CONGA JINGLE)

mtf  
11/4/53pm.

ATX01 0055746



D.J.:

Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy, Go Lucky. Make your next carton Lucky Strike....

(SNEAK  
THEME  
IN. ]

(PAUSE) Light Up Time on records is brought to you Monday through Friday by Lucky Strike -- product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: ----- UP TO TIME)

?/el  
11/2/53 pm

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-13-59

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Bette Jante #10) *(Live)*

ATX01 0055748

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #10

FOR NEWSCASTERS ONLY

ANNOUNCER: After all is said and done, the reason anybody smokes is for enjoyment -- the enjoyment that comes from the taste of a cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. First, because they're made of fine tobacco. Lucky Strike means fine tobacco. Second, Luckies are made better - made round, firm, fully-packed - to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. Next time ask for Lucky Strike, because smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. You'll know that's true the minute you light up a Lucky.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MFA 10/20/53

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

( 6:25 - 6:45 ) PM

NOVEMBER 13, 1953

FRIDAY

(MUSIC: THEME...LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC) ...  
FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(MUSIC: THEME: UP...AFTER VOCAL TAG...FADE TO:)

COY: Hello, this is Jim Coy ... tonight we feature on records  
... Your Happy Go Lucky Specialty Night ... Music to  
create a mood for the night...and tonight...we're in a  
(SNEAK "moon" mood..not a "June" mood...or a "Spoon" mood...THIS  
THEME is a MOON MOOD ... and I think you'll like it...Here's a  
OUT) song that'll give you an idea of what we mean...Margaret  
Whiting <sup>AND</sup> a "song of the season"...Moonlight in  
Vermont.

(MUSIC: MOONLIGHT IN VERMONT (WHITING)

COY: Pretty, hmmm? Margaret Whiting singing Moonlight in  
Vermont... Now...believe it or not...here's a symphony  
that found it's way into our "moon mood" tonight...  
Mainly because somebody "adapted" Tchaikovsky's Symphony  
No. 5 ... and then they called it Moon Love...and then  
Tommy Dorsey recorded it ... and it came out sounding  
like this...

(MUSIC: MOON LOVE (DORSEY)

COY: Those were the voices of the Town Criers...with Tommy  
Dorsey's Sentimentalists...and Moon Love... Now, before  
we go on....

COMMERCIAL ... COLLEGE SURVEY #10 (LIVE).

ATX01 0055751

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #10

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: Luckies win again! For the second year in a row Luckies come out on top in a college smoking survey. Last year a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey, based on actual student interviews, showed that Luckies were preferred to any other brand, regular or king-size -- and by a wide margin. The Number One reason given -- Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Taste better because Lucky Strike means fine tobacco and Luckies are made better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike!

ATX01 0055752

(MUSIC: I SEE THE MOON (SCHUMANN) ... TO FINISH)

COY: That was "I See The Moon"...a song that Meredith Wilson wrote once upon a time...and it was sung by the "Voice of Walter Schumann"... Now, if you'll Light Up A Lucky... we'll go on with our "moon mood" tonight...and music that just HAS to be heard in that kind of a mood...is this next one.. The great Glen Miller's theme song... Moonlight Serenade...

(MUSIC: MOONLIGHT SERENADE (MILLER))

COY: That was beautiful music by Glen Miller...Moonlight Serenade...(PAUSE) And now...even though this is FRIDAY, the 13th...there's nothing UNLUCKY about it... No, TODAY...just like EVERY day is a LUCKY day....

(Live Intro.)

COMMERCIAL...TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM)

(Live Tag)

(SIDE 5 - BAND 5)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055754



COY: And now ... to complete our "moon" mood tonight...let's listen to one of the many songs turned out by the great song-writing team of Rodgers and Hart...one of the best remembered of the "moon" songs....Ray McKinley plays Blue Moon.

(MUSIC: -- BLUE MOON ( MC KINLEY )

COY: So, there you are ... and when you look at the moon tonight...think of us...cause tonight...we've been in a "moon mood".....

(MUSIC: -- THEME: LIGHT UP TIME...AFATER FIRST VOCAL (20 SEC)...  
FADE TO:)

COY: Yes, you have just heard the Friday night edition of Light Up Time ... featuring your Happy Go Lucky Specialty Night. Be sure to listen to Radcliffe Hall and the news both tonight and tomorrow night at 10:30 presented by Lucky Strike...And Monday night we'll be back at 6:25 with your Happy Go Lucky Hits of the week.... The top five songs of the week played Saturday Night on Your Hit Parade..

(THEME  
OUT ) (PAUSE) This is Jim Coy saying thanks for being with us and reminding you that....

(TRANSCRIPTION ... CONGA JINGLE)

e1  
11/4/53 pm

COY:

Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better... cleaner, fresher, smoother. So, be happy, go Lucky. Make your next carton Lucky Strike. "Light Up Time" is brought to you on records Monday through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(SNEAK  
THEME  
IN)

m1

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-14-53

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #7 (Live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #7

FOR NEWSCASTERS ONLY

ANNOUNCER      There are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to complete smoking enjoyment. For, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Here's why. First, LS/MFT, Lucky Strike means fine tobacco, naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself they're round, firm, and fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy - Go Lucky. Get better taste. Next time ask for Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ATX 10/20/53

ATX01 0055759

CLEVELAND - WTAM      THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -      "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-16

7:00-7:30 PM EST

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste (Freshness) #8 (1106))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #8

FOR NEWSCASTERS ONLY

ANNOUNCER: Isn't enjoyment the main thing you want from your cigarette. Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra-tightly sealed. Just light up a Lucky and see how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy - Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055761

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.



CLEVELAND - - WTAM  
CHICAGO - - WMAQ  
WASHINGTON - - WRC  
SAN FRANCISCO - - KNBC  
( ) ( )

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 16, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother....

(THEME: UP...AFTER VOCAL TAG FADE TO:)

D.J.: This is your host (DISC JOCKEY) ....and tonight we feature  
on records...Your Happy Go Lucky Hits of the Week....SIX of  
the top SEVEN songs played last Saturday night on Your Hit  
Parade...as determined by Your Hit Parade Survey...and let's  
(SNEAK  
THEME  
OUT ) begin tonight with Survey Song Number Six...a tender melody  
sung for you now by June Valli....Here is Crying in the  
Chapel.....

(MUSIC: CRYING IN THE CHAPEL (VALLI) )

D.J.: Yes, that was June Valli's recording of Crying in the  
Chapel.... (PAUSE) Now, here's the song that was Number  
Seven last Saturday night...a NEWCOMER to Your Hit Parade...  
Here's Gordon MacRae with C'est Magnifique.

(MUSIC: C'EST MAGNIFIQUE (MacRAE) )

D.J.: One of the Cole Porter songs from Can Can. C'est  
Magnifique...and that was Gordon Mac Rae's arrangement....  
(PAUSE) ....Now, from a NEWCOMER to an "old timer"....one  
that's been on Your Hit Parade for several weeks...and last  
Saturday night it was Number Four...Vaya Con Dios!!!

(MUSIC: VAYA CON DIOS (PAUL-FORD) )

ATX01 0055763

D.J. A happy combination of guitar and vocal....Les Paul and  
Mary Ford....with Vaya Con Dios.....

(LIVE INTRO)

COMMERCIAL....TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)

(LIVE TAG)

(SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE)

Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK)

Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking, Naturally, I smoke Luckies.

To put it poetically,

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR:  
(LIVE)

Thanks, Ogden Nash. There's more truth to  
that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055765

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

ATX01 0055766

D.J.: Alright, let's listen to MORE of Your Happy Go Lucky Hits of the Week....and here is the lovely music that was Number Three....Eddie Fisher sings....Many Times....

(MUSIC: -- MANY TIMES (FISHER))

D.J.: Now....light up a Lucky and listen to ANOTHER newcomer... a song that made its FIRST appearance on Your Hit Parade last Saturday night...and MADE it by being Survey Song Number Two....Here is Tony Bennett with his recording of Rags to Riches.....

(MUSIC: -- RAGS TO RICHES (BENNETT))

D.J.: That was the voice of Tony Bennett and Rags to Riches.... Song Number Two!!! Now here's a FRIEND of yours....

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #9)

(SIDE 1 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE-STRAIGHT COLLINS  
#9

9/23/53

COLLINS: Hi friends. This is Dorothy Collins. I'd like to take a minute of your time to talk about taste. Isn't it true that you enjoy a good, say, steak dinner because of the way it tastes? Well, I think the same goes for a cigarette. You like it because of the way it tastes. Really friends, smoking enjoyment is all a matter of taste. And, the fact of the matter is Luckies taste better!

Here's why this is true. First -- LS/MFT -- Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully packed. Made to draw freely and smoke evenly when you light one up. Think of it, fine tobacco in a truly better-made cigarette. Don't you think a cigarette like that will bring you all the smoking enjoyment you could possible want? Try a carton of Luckies ... soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy -- Go Lucky!

ATX01 0055768

D.J.: You're right, Dorothy Collins...Luckies taste BETTER....  
Now, here it is!!! Survey Song Number One!!! The song  
that was right at the top of Your Hit Parade last  
Saturday night...and here's a delightful LYRICAL version  
of it....Vic Damone with the "song of the sea"...Ebb  
Tide....

(MUSIC: \_ \_ EBB TIDE (DAMONE))

D.J.: So, there you have Your Happy Go Lucky Hits of the Week....  
SIX BIG songs...ALL heard on Your Hit Parade....

(THEME: \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: You have just heard the Monday night edition of Light Up  
Time...Your Happy Go Lucky Hits of the Week...as  
recorded by outstanding artists of the day...featuring  
SIX of the top SEVEN songs played last Saturday night  
on Your Hit Parade...(PAUSE) Be sure to listen tomorrow  
night at 10:30 when there'll be more news and Your Happy  
Go Lucky Night on Broadway....popular tunes from musical  
shows and motion pictures both past and present...This is  
(DISC JOCKEY) thanking you for being with us and remind  
you that....

(SNEAK  
THEME  
OUT)

(TRANSCRIPTION...CONGA JINGLE)

D.J.: Remember, friends...smoking enjoyment is all a matter of  
TASTE....and the fact of the matter is...Luckies taste  
BETTER...cleaner, fresher, smoother. So BE Happy...GO  
Lucky....Make YOUR next carton Lucky Strike....Light Up

(SNEAK Time is brought to you Monday through Friday by Lucky  
THEME Strike, product of the American Tobacco Company...  
IN) America's LEADING manufacturer of cigarettes.

(THEME: \_ \_ UP TO TIME)

e1/gz  
11/11/53 pm

ATX01 0055770



THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-16

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Bettie Taste Freshers #8 (live))

ATX01 0055771

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #8

FOR NEWSCASTERS ONLY

ANNOUNCER: Isn't enjoyment the main thing you want from your cigarette. Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra-tightly sealed. Just light up a Lucky and see how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy - Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055772

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53

ATX01 0055773

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25-6:45 P.M.)

NOVEMBER 16, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes better...  
cleaner, fresher, smoother....

(THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...tonight we feature on records  
Your Happy Go Lucky Hits of the week...the top FIVE  
(SNEAK songs played last Saturday night on Your Hit Parade...as  
THEME determined by Your Hit Parade Survey....and let's start  
OUT) off with Survey Song Number Five....the Ames Brothers  
with You, You, You....

(MUSIC: YOU, YOU, YOU, (AMES BROS.))

COY: You, You, You, recorded by the Ames Brothers...(PAUSE)...  
Now, a song that's been on Your Hit Parade for several  
weeks...and last Saturday night it was Number Four....  
Vaya Con Dios!!!!

(MUSIC: VAYA CON DIOS (PAUL-FORD))

COY: A happy combination of guitar and voice...Les Paul and  
Mary Ford....with Vaya Con Dios....

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH))

(LIVE TAG...)

(SIDE 5 - BAND 2)

ATX01 0055774

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE)

Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK)

Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking, Naturally, I smoke Luckies.

To put it poetically,

I hope I'm not a crank, but I've got  
one foible,

I don't enjoy anything unless it's  
enjoyable.

I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR:  
(LIVE)

Thanks, Ogden Nash. There's more truth to  
that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055775

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

ATX01 0055776

COY: Alright, let's listen to MORE of Your Happy Go Lucky Hits of the Week.....and here is the lovely music that was Number Three....Eddie Fisher sings....Many Times...

(MUSIC: \_MANY TIMES (FISHER)

COY: Now....light up a Lucky and listen to ANOTHER newcomer... a song that made its FIRST appearance on Your Hit Parade last Saturday night...and MADE it by being Survey Song Number Two....Here is Tony Bennett with his recording of Rags to Riches....

(MUSIC: \_RAGS TO RICHES (BENNETT)

COY: That was the voice of Tony Bennett and Rags to Riches.... Song Number Two!!! Now here's a FRIEND of yours....  
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #9)  
(SIDE 1 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE-STRAIGHT COLLINS  
#9

9/23/53

COLLINS: Hi friends. This is Dorothy Collins. I'd like to take a minute of your time to talk about taste. Isn't it true that you enjoy a good, say, steak dinner because of the way it tastes? Well, I think the same goes for a cigarette. You like it because of the way it tastes. Really friends, smoking enjoyment is all a matter of taste. And, the fact of the matter is Luckies taste better!

Here's why this is true. First -- LS/MFT -- Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully packed. Made to draw freely and smoke evenly when you light one up. Think of it, fine tobacco in a truly better-made cigarette. Don't you think a cigarette like that will bring you all the smoking enjoyment you could possibly want? Try a carton of Luckies ... soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy -- Go Lucky!

ATX01 0055778



COY: You're right, Dorothy Collins....Luckies taste BETTER....  
Now, here it is!!! (HARP GLISS)....Survey Song Number  
One!!! The song that was right at the top on Your Hit  
Parade last Saturday night....and here's a delightful  
LYRICAL version of it....Vic Damone with the "song of  
the sea"....Ebb Tide.....

(MUSIC: \_ EBB TIDE (DAMONE))

COY: So, there you have Your Happy Go Lucky Hits of the week...  
FIVE BIG songs...ALL heard on Your Hit Parade...

(THEME: \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) ... FADE TO:)

COY: You have just heard the Monday night edition of Light  
Up Time....Your Happy Go Lucky Hits of the Week as  
recorded by outstanding artists of the day....featuring  
the top five songs played last Saturday night on Your  
Hit Parade....(PAUSE)....Be sure to listen to Radcliffe  
Hall and the news tonight at 10:30...presented by Lucky  
Strike....and tomorrow night we'll be back again at 6:25  
(SNEAK  
THEME  
OUT)  
with Your Happy Go Lucky Night on Broadway ... popular  
tunes from musical shows and motion pictures, both past  
and present ... (PAUSE) ... Now, this is Jim Coy thanking  
you for being with us and reminding you that ...  
(TRANSCRIPTION ... CONGA JINGLE)

COY: Remember, friends...smoking enjoyment is all a matter of  
TASTE....and the fact of the matter is....Luckies taste  
(SNEAK  
THEME  
IN) BETTER...cleaner, fresher, smoother. So, BE happy...GO  
Lucky....Make YOUR next carton Lucky Strike...(PAUSE).....  
Light Up Time is brought to you Monday through Friday  
by Lucky Strike....product of the American Tobacco  
Company....America's LEADING manufacturer of cigarettes.  
(THEME: -- UP TO TIME)

gz  
11/11/53 pm

ATK01 0055780

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM EST

NOVEMBER 17, 1953

TUESDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY: It's Light Up Time presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...cleaner,  
fresher, smoother...

(THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...and tonight we feature on records  
Your Happy Go Lucky Night on Broadway...popular tunes from  
musical shows and motion pictures, both past and present...  
and let's begin with movie music...from the past...Music  
(SNEAK  
THEME  
OUT) that was first heard in the picture Top Hat...Remember when  
Fred Astaire and Ginger Rogers danced to...The Piccolino...

(MUSIC: THE PICCOLINO (STORDAHL))

COY: Axel Stordahl playing The Piccolino...movie music from  
1935...Now, let's STAY in that same vintage year...but  
let's take our next music from the stage....From the show  
"Stags at Bay"...Here's the whole Tommy Dorsey band  
(complete with Frank Sinatra)...and East of the Sun.

(MUSIC: EAST OF THE SUN (DORSEY))

COY: Music marked with a memory....East of the Sun...West of  
the Moon...Live Intro.

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #53 (RUBE GOLDBERG)

Live tag

(SIDE 5 - BAND 3)

ATX01 0055781

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG

(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055782

(MUSIC: -- SINGING IN THE RAIN (COLLINS-SCOTT)...TO FINISH...)

COY: And I'm sure you recognized two of the stars of Your Hit Parade...Dorothy Collins and Raymond Scott...and the title song from one of last year's motion pictures... Singing in the Rain...(PAUSE) ...Now, light up a Lucky and let's listen to music from a "show of the FUTURE"...Yes, here's one of the beautiful songs from Kismet which is due to open on Broadway in December...Tony Martin sings Stranger in Paradise...

(MUSIC: -- STRANGER IN PARADISE (MARTIN))

COY: Stranger in Paradise...beautiful music from the upcoming production of Kismet...which, by the way, will star Alfred Drake...

(COMMERCIAL...BETTER TASTE (Freshness) #13 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra tightly sealed. Just light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco .., naturally mild, good-tasting tobacco. Second, Luckies are made better - made round and firm and fully-packed, All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055784

COY: On with Your Happy Go Lucky Night on Broadway...and here's the third song we've played tonight from the year 1935... which was a GOOD year for musicals...And the Cole Porter score for Jubilee was one of the reasons...Here's Miss Peggy Lee to sing....Just One of Those Things...

(MUSIC: \_ JUST ONE OF THOSE THINGS (LEE) \_)

COY: So there you are...Music!!! memories!!! movies!!! musicals!!! "Songs from the shows"....of BROADWAY!!!

(MUSIC: \_ LIGHT UP TIME...AFTER FIRST VOCAL...FADE TO: \_)

COY: This Tuesday night edition of "Light Up Time" has featured Your Happy Go Lucky Night on Broadway. Tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes Country Fashion, America's folk tunes, old and new. (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that...

(MUSIC: \_ THEME OUT \_)

TRANS: (CONGA JINGLE)

COY: Remember friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy Go Lucky. Make your next carton Lucky Strike!

(MUSIC: \_ \_ SNEAK THEME IN)\_

COY: "Light Up Time" on records, is brought to you Monday through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes..

(MUSIC: \_ \_ UP TO TIME)\_

ek



CLEVELAND - WTAM            THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -    "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-17

7:00-7:30 PM GST

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *College Survey #8(110E)*)

27  
THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #8

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

Last year a survey was made of smokers in leading colleges throughout the country. This survey showed that Luckies were the favorite cigarette in those colleges. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is .... Luckies taste better. They taste better because they're made of fine tobacco ... and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0055788

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

CLEVELAND  
CHICAGO  
WASHINGTON  
SAN FRANCISCO

WTAM  
WMAQ  
WRC  
KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 17, 1953

TUESDAY

(THEME: LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.) ... FADE TO:)

D.J.: It's Light Up Time ... presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER ... cleaner,  
fresher, smoother ...

(THEME: UP ... AFTER VOCAL TAG ... FADE TO:)

D.J.: This is your host (DISC JOCKEY), and tonight we feature  
on records your Happy Go Lucky Night on Broadway, popular

(THEME  
OUT)  
tunes from musical shows and motion pictures, past and  
present... and let's begin with movie music...from the  
past ... Music that was first heard in the picture Top  
Hat... Remember when Fred Astaire and Ginger Rogers danced  
to.... The Piccolino...

(MUSIC: THE PICCOLINO ... STORDAHL)

D.J.: Axel Stordahl playing The Piccolino..movie music from 1935  
... Now, let's STAY in that same vintage year..but let's  
take our next music from the stage... From the show "Stags  
at Bay?...Here's the whole Tommy Dorsey band (complete with  
Frank Sinatra)...and East of the Sun...

(MUSIC: EAST OF THE SUN ... DORSEY)

D.J.: Music marked with a memory...East of the Sun...West of the  
Moon...here's another song from the early thirties and an  
obscure little show called Casino De Paree...but out of  
it came melody that lives on and on...Ray McKinley plays...  
I Wanna Be Loved...

(MUSIC: I WANNA BE LOVED ... MCKINLEY)

ATX01 0055790

D.J.: That was Ray McKinley's arrangement of I Wanna Be Loved...  
(LIVE INTRO)  
(COMMERCIAL...TRANSCRIBED TESTIMONIAL #53 'RUBE GOLDBERG')  
(SIDE 5 - BAND 3 )  
(LIVE TAG)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG  
(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055792

(MUSIC: -- SINGING IN THE RAIN (COLLINS-SCOTT)...TO FINISH...)

D.J.: And I'm sure you recognized two of the stars of Your Hit Parade...Dorothy Collins and Raymond Scott...and the title song from one of last year's motion pictures...Singing in the Rain...(PAUSE) ...Now, light up a Lucky and let's listen to music from a "show of the FUTURE"...Yes, here's one of the beautiful songs from Kismet which is due to open on Broadway in December....Tony Martin sings Stranger In Paradise...

(MUSIC: -- STRANGER IN PARADISE...MARTIN)

D.J.: Stranger in Paradise...beautiful music from the upcoming production of Kismet...which, by the way, will star Alfred Drake...

(COMMERCIAL...BETTER TASTE (FRESHNESS) #13 ...LIVE)

28  
THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra tightly sealed. Just light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco ... naturally mild, good-tasting tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055794



D.J.: On with Your Happy Go Lucky Night on Broadway...and here's the third song we've played tonight from the year 1935... which was a GOOD year for musicals...And the Cole Porter score for Jubilee was one of the reasons...Here's Miss Peggy Lee to sing Just One of Those Things...

(MUSIC: -- JUST ONE OF THOSE THINGS... LEE)

D.J.: So there you are...Music!!! Memories!!! Movies!!!  
Musicals!!! "Songs from the shows".... of BROADWAY!!!

(THEME: -- LIGHT UP TIME... AFTER FIRST VOCAL (20 SEC.) (FADE TO:)

D.J.: Yes, this Tuesday night edition of "Light Up Time" has featured the news and your happy go lucky night on Broadway. Tomorrow night at 10:30 ( \*\* ) more news and your happy go lucky tunes country fashion, America's folks tunes, old and new. This is (DISC JOCKEY) thanking you for being with us and reminding you that ...

(SNEAK  
THEME OUT)

(TRANSCRIBED: CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So, Be Happy Go Lucky.  
Make your next carton Lucky Strike.

(MUSIC: -- THEME: UP ... FADE TO:)

D.J.: "Light Up Time," on records is brought to you on records Monday through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(MUSIC: -- THEME UP TO TIME)

( \*\* ) (SAN FRANCISCO AT 7:00 P.M.)

'BmR' / 11/9/53/

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-18

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #10 (five))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #10

FOR NEWSCASTERS ONLY

ANNOUNCER: After all is said and done, the reason anybody smokes is for enjoyment -- the enjoyment that comes from the taste of a cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. First, because they're made of fine tobacco. Lucky Strike means fine tobacco. Second, Luckies are made better - made round, firm, fully-packed - to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. Next time ask for Lucky Strike, because smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. You'll know that's true the minute you light up a Lucky.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ATA 10/20/53

ATX01 0055799

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

( ) ( )  
6:25 - 6:45 P.M.

"LIGHT UP TIME"  
NOVEMBER 18, 1953

WEDNESDAY

(MUSIC: -- THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday,  
by Lucky Strike, the cigarette that tastes BETTER.....  
cleaner, fresher, smoother.....

(MUSIC: -- THEME: UP...AFTER VOCAL TAG...FADE TO:)

COY: Hello, this is Jim Coy ... Tonight we feature on records...  
Your Happy Go Lucky Tunes...country fashion...America's  
folk tunes, old and new...and first, tonight...let's  
(THEME OUT ) consider a point of view....you've all heard that the  
yodel started over there in Switzerland???? Well, here's  
a fellow who claims the yodel was "born" right out there  
on our western plains.....Listen to Elton Britt and  
That's How The Yodel Was Born.....

(MUSIC: -- THAT'S HOW THE YODEL WAS BORN (BRITT))

COY: Yes, sir....THAT'S how the yodel was born....Now, here's  
a NEW voice...and a pleasant one too; Joyce Taylor is her  
name ... and she has a song for you ... one that bears all  
the "marks" of country fashion .. It's called ... If I Cry.

(MUSIC: -- IF I CRY (TAYLOR) )

COY: Joyce Taylor ... one of the new voices in music these  
days...with If I Cry....

(LIVE INTRO)

(COMMERCIAL....TRANSCRIBED TESTIMONIAL...#57 (ALICE BAUER)

(LIVE TAG)

(SIDE 5 - BAND 4)

el  
11/11/53 pm

ATX01 0055800

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE)

golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK)

I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky: Get a carton!

ATX01 0055801

(MUSIC: SAN FERNANDO VALLEY (ROGERS)...TO FINISH...)

COY: That was San Fernando Valley...sung by Roy Rogers, the KING of the COWBOYS...and if you don't THINK so...just ask any youngster around your house...and here's another group that holds their own with the cowboy singers around these parts...Light Up a Lucky and listen to the Sons of the Pioneers...with Mexicali Rose....

(MUSIC: MEXICALI ROSE (SONS OF THE PIONEERS)\_)

COY: Yes, those were the Sons of the Pioneers with Mexicali Rose...and now...here's a FRIEND of yours....

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2

(SIDE 1 - BAND 1)



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS: Hi, friends. This is Dorothy Collins.  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste.  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

ATX01 0055803

COY: Yes, Dorothy Collins...Luckies taste BETTER...(PAUSE)  
You know, "country fashion" music has its origin in many  
places...some from the hills, some from the plains....  
some has come down through the years and you don't know  
where they began... But HERE'S a song that had its  
beginning in Hollywood...and there's no mistaking the mark  
of "country fashion"....Tex Ritter sings...High Noon....  
"Do Not Forsake Me".....

(MUSIC: HIGH NOON (RITTER) )

COY: So.....there you are....songs and singing. [REDACTED]  
[REDACTED]..country fashion!!!

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC) FADE TO)

COY: Yes, you have heard the Wednesday night edition of Light  
Up Time... Your Happy Go Lucky Tunes, Country Fashion....  
America's folk tunes, old and new....(PAUSE) Be sure to  
listen to Radcliffe Hall and the News tonight at 10:30  
presented by LUCKY STRIKE...and tomorrow night we'll be  
(SNEAK back at 6:25 with Your Happy Go Lucky Hits of Yesterday.  
THEME Songs selected from your Hit Parade programs of the past  
16 years... I know you'll enjoy it. (PAUSE) Now, this is  
Jim Coy thanking you for being with us and reminding you  
that.....

(TRANSCRIPTION....CONGA JUNGLE)

COY: Remember, friends, smoking enjoyment is all a matter of  
taste. And the fact of the matter is - Luckies taste  
better...cleaner, fresher, smoother. So, be happy, go  
lucky. Make your next carton Lucky Strike.

(MORE)

COY: "Light Up Time" is brought to you on records, Monday  
(CONT'D)  
(SNEAK through Friday by Lucky Strike, product of the American  
THEME Tobacco Company -- America's leading manufacturer of  
IN cigarettes.  
(THEME: UP TO TIME)

MTA

ATK01 0055805

CLEVELAND - WTAM

THE AMERICAN TOBACCO COMPANY

CHICAGO - WMAQ

WASHINGTON, DC. - WRC -

"LIGHT UP TIME"

(MONDAY THRU FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

11-18

7:00-7:30 PM EST

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday

by Lucky Strike...featuring a five minute round-up of the latest news, and 25 minutes of music you like to hear.

I'm (NEWSCASTER), and now the news, brought to you by

Lucky Strike, the cigarette that tastes better --

cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #10 (live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #10

FOR NEWSCASTERS ONLY

ANNOUNCER: After all is said and done, the reason anybody smokes is for enjoyment -- the enjoyment that comes from the taste of a cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. First, because they're made of fine tobacco. Lucky Strike means fine tobacco. Second, Luckies are made better - made round, firm, fully-packed - to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. Next time ask for Lucky Strike, because smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. You'll know that's true the minute you light up a Lucky.

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

NBC

THE AMERICAN TOBACCO COMPANY

(REVISED)

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON - WRC

( ) ( )

10:30 - 11:00 P.M.

NOVEMBER 18, 1953

WEDNESDAY

SAN FRANCISCO - KNBC

7:00 - 7:30 P.M.

(MUSIC: \_THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)...FADE TO:

D.J.: It's Light Up Time...presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER.....  
cleaner, fresher, smoother....

(MUSIC: \_THEME: UP... AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY). And tonight we feature  
on records your Happy Go Lucky Tunes Country Fashion ...  
America's folk tunes old and new...

(THEME: \_OUT)

And first, tonight...let's consider a point of view...  
you've all heard that the yodel started over there in  
Switzerland??...Well, here's a fellow who claims that  
the yodel was "born" right out on the western plains...  
Listen to Elton Britt with That's How The Yodel Was Born..

(MUSIC: \_THAT'S HOW THE YODEL WAS BORN (BRITT)\_)

D.J.: Yes, sir...THAT'S how the yodel was born...Now...HERE'S a  
NEW voice...and a pleasant one too...Joyce Taylor is her  
name...and she has a song for you...one that bears  
all the "marks" of country fashion...It's called...If I Cry.

(MUSIC: \_IF I CRY (TAYLOR)\_)

ATX01 0055809

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE)

golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK)

I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky. Get a carton!

ATX01 0055810



D.J.: Joyce Taylor...one of the new voices in music these days... with If I Cry...(PAUSE)...On we go now with Your Happy Go Lucky Tunes...country fashion... and here is truly one of the great names in folk music...You've probably heard him many times with such as "Blue Tail Fly"...."Wayfaring Stranger"...now listen to this song from out of the west... Cowboy's Lament...

(MUSIC: COWBOY'S LAMENT (IVES))

D.J.: Real pretty, hmmm? Burl Ives with Cowboy's Lament...

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #57 (ALICE BAUER)

(LIVE TAG)

(SIDE 5 - BAND 4)

MUSIC: SAN FERNANDO VALLEY (ROGERS)...TO FINISH...

D.J.: That was San Fernando Valley...sung by Roy Rogers, the KING of the COWBOYS...and if YOU don't THINK so...just ask any YOUNGSTER around your house...and here's another group that holds their own with the cowboy singers around these parts...Light Up and Lucky and listen to the Sons of the Pioneers...with Mexicali Rose...

(MUSIC: MEXICALI ROSE (SONS OF THE PIONEERS))

D.J.: Yes, those were the Sons of the Pioneers with Mexicali Rose. and now...here's a FRIEND of yours...:

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2

(SIDE 1 -BAND 1)

D.J.: Yes, Dorothy Collins...Luckies taste BETTER...(PAUSE) You know, "country fashion" music has its origin in many places. Some from the hills, some from the plains...some has come down through the years and you don't know where they began..

(MORE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS: Hi, friends.. This is Dorothy Collins..  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste..  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true.. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

ATX01 0055812

D.J.: But HERE'S a song that had its beginning in Hollywood...and  
(CONT'D)

there's no mistaking the mark of "country fashion:..."  
Tex Ritter sings...High Noon..."Do Not Forsake Me"...

MUSIC: HIGH NOON (RITTER)

D.J.: So...there you are...songs and singing...

...COUNTRY FASHION!!!

(MUSIC: THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...  
FADE TO:)

D.J.: Yes, this Wednesday Night Edition of Light Up Time has  
featured the latest news and your Happy Go Lucky Tunes

(SNEAK  
THEME  
OUT) Country Fashion ... America's folk tunes both old and new.  
Tomorrow night at 10:30 (\*\*) more news and your Happy Go  
Lucky Hits of Yesterday, songs selected from your Hit  
Parade programs of the past 18 years. (PAUSE) This is  
(DISC JOCKEY) saying thanks for being with us and reminding  
you that ...

(TRANSCRIPTION ... CONGA JINGLE)

D.J. Remember, friends, smoking enjoyment is all a matter of  
taste... and the fact of the matter is Luckies taste  
better ... cleaner, fresher, smoother, so be Happy, go  
(SNEAK  
THEME  
OUT) Lucky. Make your next carton Lucky Strike. "Light Up  
Time" on records is brought to you Monday through Friday  
by Lucky Strike ... product of the American Tobacco Company.  
America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

\*\* SAN FRANCISCO - 7 P.M.

bw  
11/9/53

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-19

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Colleg. Survey #10 (me))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #10

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: Luckies win again! For the second year in a row Luckies come out on top in a college smoking survey. Last year a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey, based on actual student interviews, showed that Luckies were preferred to any other brand, regular or king-size -- and by a wide margin. The Number One reason given -- Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Taste better because Lucky Strike means fine tobacco and Luckies are made better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike!

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MDA 10/20/53

ATX01 0055816

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 19, 1953

THURSDAY

(MUSIC: \_ \_ THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 SEC.)..FADE TO)

COY: Yes, it's Light Up Time, presented Monday through Friday by  
Lucky Strike...the cigarette that tastes BETTER...cleaner,  
fresher, smoother..

(MUSIC: \_ \_ THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...and tonight we feature Your Happy  
Go Lucky Hits of Yesterday..songs selected from Your Hit  
Parade Programs of the past 18 years..as recorded by  
outstanding artists of the day..and let's "look" first at

(SNEAK  
THEME OUT)

the year 1946...and Your Hit Parade of October 19th...  
The world was "watching" an island in the Pacific where an  
atom bomb test was held...for the first time the Signal  
Corps sent a radar beam to the moon...and "looking" down  
on it ALL was that "Ole Buttermilk Sky"...

(MUSIC: \_ \_ OLE BUTTERMILK SKY (CARMICHAEL)

COY: And, of course, that was the composer himself..Hoagy  
Carmichael with that Ole Buttermilk Sky..(PAUSE)...Now,  
we move from 1946 to 1949..and the month of December..  
New Yorkers experienced a "water shortage"...and there  
were bathless and shaveless days...a new card game became  
the rage..Canasta ....and on December 10th Your Hit  
Parade program featured a song that Dinah Shore sings now  
..Dear Hearts and Gentle People..

(MUSIC: \_ \_ DEAR HEARTS AND GENTLE PEOPLE (SHORE)

ATX01 0055817

COY:

Dear Hearts and Gentle People and I know you recognized  
the voice of Dinah Shore...

(LIVE INTRO.)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM)

(LIVE TAG -- SIDE 5 - BAND 5)



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a canton of Lucky Strike.

ATX01 0055819

(MUSIC: A-TISKET A-TASKET (FITZGERALD)..TO FINISH..)

COY: That was Ella Fitzgerald with A-Tisket A-Tasket, "I found my yellow basket"..and that little song "found" its way to Your Hit Parade on August 6th..way back in 1938..(PAUSE) ....Now, light up a Lucky and let's turn to a more recent year... 1951..the year a "sleeper" won the Academy Award.. nobody gave it a chance but it took the Oscar ..."American In Paris" but THIS beautiful music was no "sleeper"..it was a HIT..and it "hit" Your Hit Parade Program first on May 19th..Nat King Cole sings..Too Young.

(MUSIC: TOO YOUNG (COLE))

COY: Yes, that song was first heard on Your Hit Parade of May 19, 1951...Too Young..beautiful music, hmmm?  
(COMMERCIAL...BETTER TASTE #15 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #15

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way, smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco... fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. You'll know that's true every time you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike.

ATX01 0055821

COY: Now, on we go with Your Happy Go Lucky Hits of Yesterday... and let's spotlight the year 1937..Broadway contributed High Tor..Golden Boy..Hollywood contributed Captains Courageous..Winterset...and music contributed a song you might tap your toes to even NOW..BOO-HOO....heard first on Your Hit Parade on March 20, 1937..

(MUSIC: BOO-HOO (LOMBARDO))

COY: Guy Lombardo playing Boo-Hoo..one of the many songs "marked with a memory"..songs out of musical history... and all heard at one time or another on..Your Hit Parade!!

(THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 SEC..FADE TO:))

COY: Yes, you have just heard the Thursday night edition of "Light Up Time"...Your Happy Go Lucky Hits of Yesterday.. songs selected from Your Hit Parade Programs of the past 18 years as recorded by outstanding artists of the day... (PAUSE)..Be sure to listen to Radcliffe Hall and the News tonight at 10:30 presented by Lucky Strike..and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Specialty Night..music to create a mood for the night..

(THEME: OUT..)

(PAUSE) ..This is Jim Coy saying thanks for being with us and reminding you that...

(TRANSCRIPTION,.CONGA JINGLE)

COY: Remember, friends, smoking enjoying is all a matter of  
TASTE. And the fact of the matter is...Luckies taste  
BETTER...cleaner, fresher, smoother. So BE happy.. GO  
Lucky.. Make YOUR next carton Lucky Strike.

(SNEAK "Light Up Time" is brought to you Monday through Friday by  
THEME\_ Lucky Strike, product of the American Tobacco Company...  
IN) America's leading manufacturer of cigarettes.

(THEME: \_ UP TO TIME...)\_

c.g. 11/9/53

ATX01 0055823

CLEVELAND - WTAM      THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -      "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-19

7:00-7:30 PM EST

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #10/line)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #10

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: Luckies win again! For the second year in a row Luckies come out on top in a college smoking survey. Last year a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast, and again Luckies came in first. This survey, based on actual student interviews, showed that Luckies were preferred to any other brand, regular or king-size -- and by a wide margin. The Number One reason given -- Luckies' better taste. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Taste better because Lucky Strike means fine tobacco and Luckies are made better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike!

ATX01 0055825

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

m1

ATX01 0055826



WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

CLEVELAND -WTAM

"LIGHT UP TIME"

CHICAGO - WMAQ

WASHINGTON - WRC

NOVEMBER 19, 1953

THURSDAY

SAN FRANCISCO - KNBC

(7:00 - 7:30 PM)

10:30 - 11:00 PM

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) ...FADE TO)

D.J.: It's Light Up Time....presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER.....  
cleaner, fresher, smoother.

(THEME: UP...AFTER VOCAL TAG...FADE:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
your Happy Go Lucky Hits of yesterday.....songs selected  
from Your Hit Parade programs of the past 18 years, as  
recorded by outstanding artists of the day....and let's  
(SNEAK "look" first at the year 1946...and Your Hit Parade of  
THEME October 19th....The world was "watching" an island in the  
OUT) Pacific where an atom bomb test was held....for the first  
time the Signal Corps sent a radar beam to the moon....  
and "looking" down on it ALL was that "Ole Buttermilk  
Sky"....

(MUSIC: OLE BUTTERMILK SKY (CARMICHAEL) )

D.J.: And, of course, that was the composer himself....Hoagy  
Carmichael with that Ole Buttermilk Sky...(PAUSE) .....  
Now, we move from 1946 to 1949...and the month of  
December.... New York experienced a "water shortage"....  
and there were many bathless and shaveless days....a new  
card game became the rage....Canasta...and on December  
10th Your Hit Parade Program featured a song that Dinah  
Shore sings now.... Dear Hearts and Gentle People....

(MUSIC: DEAR HEARTS AND GENTLE PEOPLE (SHORE) )

ATX01 0055827

D.J.:

Dear Hearts and Gentle People and I know you recognized  
the voice of Dinah Shore...(PAUSE) ... Now, on with our  
songs from yesterday...and the "yesterday" we have in  
mind is 1944... a year for GREAT EVENTS..the year of  
"D-Day"...the year the United Nations was "established"..  
the year YOU <sup>TO</sup> seemed like Besame Mucho....

(MUSIC: BESAME MUCHO (RUSSELL) )

D.J.:

Yes, that was Andy Russell with Besame Mucho....FIRST  
heard on Your Hit Parade on February 5, 1944.....

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #59 (LEW WORSHAM)

(LIVE TAG)

(SIDE 5 - BAND 5)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055829

(MUSIC: A-TISKET A-TASKET (FITZGERALD)....TO FINISH)

D.J.: That was Ella Fitzgerald with A-Tisket A-Tasket, "I found my yellow basket".....and that little song "found" its way to Your Hit Parade on August 6th....way back in 1938... (PAUSE) ..... Now, light up a Lucky and let's turn to a more recent year....1951....the year a "sleeper" won the Academy Award...nobody gave it a chance but it took the Oscar..."American in Paris"....but THIS beautiful music was no "sleeper" ...it was a HIT...and it "hit" Your Hit Parade program first on May 19th...Nat King Cole sings .....Too Young.....

(MUSIC: TOO YOUNG (COLE))

D.J.: Yes, that song was first heard on Your Hit Parade of May 19, 1951...Too Young...beautiful music, hummmmmmmmmmm (COMMERCIAL...BETTER TASTE #15 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #15

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way, smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco... fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. You'll know that's true every time you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike..

ATX01 0055831

D.J.:  
(CONT'D)

Now, on we go with Your Happy Go Lucky Hits of Yesterday...  
and let's spotlight the year 1937....Broadway contributed  
High Tor....Golden Boy...Hollywood contributed Captains  
Corageous.....Winterset...and MUSIC contributed a song  
you might tap your toes to even NOW...BOO-HOO...heard  
FIRST on Your Hit Parade on March 20, 1937.....

(MUSIC: -- BOO-HOO -- (LOMBARDO) )

D.J.: Guy Lombardo playing Boo-Hoo....one of the many songs  
"marked with a memory"....songs out of musical history....  
and ALL heard at one time or another on .....Your Hit  
Parade!!!

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) ...FADE TO:)

D.J.: Yes, this Thursday night edition of "Light Up Time" has  
featured the latest news and your happy-go-lucky hits  
of yesterday....songs selected from your Hit Parade of  
the past 18 years as recorded by outstanding artists of  
the day. Tomorrow night at 10:30 (\*\*) more news and  
your happy-go-lucky specialty night....music to create  
a mood for the night. (PAUSE) This is (DISC JOCKEY)  
saying thanks for being with us and reminding you that....  
(TRANSCRIPTION - CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better....cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(MUSIC: SNEAK THEME IN)

D.J.: Light Up Time is brought to you Monday through Friday by Lucky Strike-- product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

\*\* SAN FRANCISCO - 7:00 P.M.

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-20

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #7 (love))



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #7

FOR NEWSCASTERS ONLY

ANNOUNCER        There are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to complete smoking enjoyment. For, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Here's why. First, LS/MFT, Lucky Strike means fine tobacco, naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself they're round, firm, and fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy - Go Lucky. Get better taste. Next time ask for Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MTA 10/20/53

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT ON TIME"

( ) ( )  
6:25 - 6:45 PM

NOVEMBER 20, 1953

FRIDAY

(MUSIC: \_ \_ THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 SEC.)..FADE TO)

COY: Yes, it's Light Up Time..presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...cleaner,  
fresher, smoother..

(MUSIC: \_ \_ THEME: UP...AFTER VOCAL TAG..FADE TO:)

COY: Hello, this is Jim Coy..tonight we feature on records..  
your Happy Go Lucky Specialty Night...Music to create a  
mood for the night.. and tonight ...we're in the mood for  
(SNEAK a "love song"..a pretty AMBITIOUS mood when you consider  
THEME how MANY love songs there are, both old and new...but  
OUT) we've picked five we think you'll like..and here's the  
first one..You Go To My Head...

(MUSIC: \_ \_ YOU GO TO MY HEAD (LEE)

COY: Yes, that was Peggy Lee with You Go To My Head...(PAUSE)..  
You know..a "love song" is usually a happy "wedding" of  
beautiful words..and beautiful music..and when you combine  
Tommy Dorsey's trombone with Gordon Jenkins' chorus and  
orchestra..you can't miss..it's GOT to be a "love song"..  
like This Love of Mine..

(MUSIC: \_ \_ THIS LOVE OF MINE (DORSEY-JENKINS)

COY: Tommy Dorsey's famous trombone gracing the music of This  
Love of Mine..

(LIVE INTRO)

(COMMERCIAL..TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(LIVE TAG)

(SIDE 5 - BAND 1)

ATX01 0055837

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost authority on etiquette -- Miss Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055838

(MUSIC: IT'S EASY TO REMEMBER (MANNING)..TO FINISH..)

COY: That was Bob Manning with It's easy to Remember...But So Hand To Forget..Yes..even a "love song" can sometimes be a "sad song"...(PAUSE)...Alright, light up a Lucky and "dream" along with sultry-voiced Jeri Southern who has a song that's soft and quiet..the way a "love song" SHOULD be..and it's called...Speak Softly To Me..

(MUSIC: SPEAK SOFTLY TO ME (SOUTHERN))

COY: Yes, a "love song" can say a lot..like that one called.. Speak Softly to Me...Now, here's a FRIEND of yours with something to say..

(COMMERCIAL..COLLINS' TRANSCRIBED BETTER TASTE #6)

(SIDE 1 - BAND 1)

COY: Now..on with Your Happy Go Lucky Specialty Night..and when you think of a "love song"...there's one SINGER you can't help but think of..and want to HEAR...Frank Sinatra..and here he is with a fairly new song that has all the "romantic" ingredients..My One and Only Love..

(MUSIC: MY ONE AND ONLY LOVE (SINATRA))

COY: And so tonight..we've been in the mood for a love song"... and we hope we've matched YOUR mood..with a song..

(MUSIC: THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 SEC.) FADE TO..)

COY: Yes, you have just heard the Friday night edition of Light Up Time..featuring your Happy Go Lucky Specialty Night. Be sure to listen to Radcliffe Hall and the news both tonight and tomorrow night at 10:30 presented by Lucky Strike..And Monday night we'll be back at 6:25 with your Happy Go Lucky Hits of the Week....

(MORE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- LS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055840

COY: The top five songs of the week played Saturday  
(CONTINUED) night on Your Hit Parade...(PAUSE) This is Jim Coy  
(THEME OUT) saying thanks for being with us and reminding you that..  
(TRANSCRIPTION..CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is..Luckies taste better..cleaner, fresher, smoother. So, be happy, go Lucky. Make your next carton Lucky Strike. "Light Up Time" is brought to you on records Monday through Friday by Lucky Strike, product of the American Tobacco Company--America's leading manufacturer of cigarettes.

(SNEAK  
THEME -  
IN)  
(THEME: - UP TO TIME..)

c.g.149/53

ATX01 0055842



CLEVELAND - WTAM

THE AMERICAN TOBACCO COMPANY

CHICAGO - WMAQ

WASHINGTON, DC. - WRC -  
(MONDAY THRU FRIDAY)

"LIGHT UP TIME"

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

11-20

7:00-7:30 PM EST

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #7 (100))

ATX01 0055843

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #7

FOR NEWSCASTERS ONLY

ANNOUNCER      There are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to complete smoking enjoyment. For, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better - cleaner, fresher, smoother. Here's why. First, LS/MFT, Lucky Strike means fine tobacco, naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself they're round, firm, and fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy - Go Lucky. Get better taste. Next time ask for Lucky Strike.

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

m1

ATX01 0055845

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON - WRC "LIGHT UP TIME"  
SAN FRANCISCO - KNBC (7-7:30 PM)

( ) ( )  
10:30 - 11:00 PM

NOVEMBER 20, 1953

FRIDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER.....  
cleaner, fresher, smoother...

(THEME: UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
Your Happy Go Lucky Specialty Night...music to create  
(SNEAK a mood for the night....and tonight...we're in the mood  
THEME for a "love song"...a pretty AMBITIOUS mood when you  
OUT) consider how MANY love songs there are, both old and new...  
...but we've picked six we think you'll like...and here's  
the first one...This Love of Mine...

(MUSIC: THIS LOVE OF MINE (DORSEY-JENKINS))

D.J.: Tommy Dorsey's famous trombone gracing the music of This  
Love of Mine...(PAUSE)...But perhaps your memories of a  
"love song"...go back a bit farther...say to the 1930's...  
and to music that just about everybody has sung at one time  
or another...just like Peggy Lee is going to sing it now...  
You Go To My Head...

(MUSIC: YOU GO TO MY HEAD (LEE))

D.J.: Yes, that was Peggy Lee with You Go To My Head...(PAUSE)...  
Now...on we go with Your Happy Go Lucky Specialty Night...  
and tonight we're setting a "mood" with a "love song"...and  
that doesn't always require WORDS...No, just BEAUTIFUL MUSIC  
can accomplish the same mood...like...Alone Together...

ATX01 0055846

(MUSIC: ALONE TOGETHER (GLEASON))

D.J.: Sweeping strings gracing a "love song"...That was Jackie Gleason playing Alone Together.....

LIVE INTRO..

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT))

LIVE TAG .. (SIDE 5 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost  
authority on etiquette -- Miss  
Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in  
my new book on etiquette, I was a  
little hard on smoking. Actually,  
I was hard on smokers. At least,  
some smokers. I dislike thoughtless  
smokers. You know, the man next to  
you at the dinner table who holds  
his cigarette so that smoke drifts  
into your eyes. I like considerate  
smokers. For instance, I like to  
know that my husband is considerate  
enough to carry my brand of  
cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after  
all, all a matter of taste. I want  
a cigarette that tastes better than  
any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends --  
smoking enjoyment is all a matter of  
taste. And the fact of the matter is  
-- Luckies taste better ... cleaner,  
fresher, smoother. So ... Be Happy -  
Go Lucky ... next time you buy  
cigarettes, ask for Lucky Strike.

ATX01 0055848

(MUSIC: IT'S EASY TO REMEMBER (MANNING)...TO FINISH...)

D.J.: That was Bob Manning with It's Easy to Remember...But so Hard to Forget...Yes...even a "love song" can sometimes be a "sad song"...(PAUSE)...All right, light up a Lucky and "dream" along with sultry-voiced Jeri Southern who has a song that's soft and quiet...The way a "lovesong" SHOULD be...and it's called Speak Softly to Me...

(MUSIC: SPEAK SOFTLY TO ME (SOUTHERN))

D.J.: Yes, a "love song" can say a lot...like that one called... Speak Softly to Me...Now, here's a FRIEND of yours with something to say...

COMMERCIAL..COLLINS' TRANSCRIBED BETTER TASTE #6

(SIDE 1 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- LS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055850



D.J.: Now..on with Your Happy Go Lucky Specialty Night...and when you think of a "love song"...there's one SINGER you can't help but think of...and want to HEAR...Frank Sinatra... and here he is with a fairly new song that has all the "romantic" ingredients...My One and Only Love...

(MUSIC: MY ONE AND ONLY LOVE (SINATRA))

D.J.: And so tonight...we've been in the mood for a "love song"... and we hope we've matched YOUR mood...with a song...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) ... FADE TO)

D.J.: Yes, you have just heard the Friday night edition of Light Up Time...featuring the latest news and your Happy Go Lucky Specialty Night...music to create a mood for

(THEME the night. (PAUSE) Monday night at 10:30 (\*\*) more OUT) news and your Happy Go Lucky Hits of the Week...Six of the top seven songs of the week played Saturday night on Your Hit Parade. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that...

(TRANSCRIBED CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy, Go Lucky. Make your next carton Lucky Strike....(PAUSE)

(SNEAK Light Up Time on records is brought to you Monday through THEME Friday by Lucky Strike -- product of the American Tobacco IN.) Company -- America's leading manufacturer of cigarettes.  
(THEME: UP TO TIME)

(\*\*) SAN FRANCISCO AT 7 PM

TB

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-21

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # College Survey #8 (live))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #8

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

Last year a survey was made of smokers in leading colleges throughout the country. This survey showed that Luckies were the favorite cigarette in those colleges. This year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is .... Luckies taste better. They taste better because they're made of fine tobacco ... and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0055854

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)

TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)

THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)

FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ETA 10/20/53

ATX01 0055855

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(  
6:25 - 6:45 P.M.)

NOVEMBER 23, 1953

MONDAY

(THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 sec.)..FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike..the cigarette that tastes BETTER....  
cleaner, fresher, smoother.....

(THEME: UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...tonight we feature on records  
Your Happy Go Lucky Hits of the Week...FIVE of the top  
SEVEN songs played last Saturday night on Your Hit Parade..

(SNEAK  
THEME  
OUT) as determined by Your Hit Parade Survey...and the song tha  
was Number Three was this beautiful melody sung for you  
now by Eddie Fisher..Many Times..

(MUSIC: MANY TIMES (FISHER))

COY: Yes, that was Eddie Fisher's recording of Many Times...  
(PAUSE) Let's listen now to a NEWCOMER... a cute little  
tune that was on Your Hit Parade for the first time  
Saturday night...Number Seven on the Survey....I See The  
Moon...

(MUSIC: I SEE THE MOON (SCHUMANN))

COY: I See the Moon and "the moon sees me"...those were the  
voices of Walter Schumann..

(COMMERCIAL..BETTER TASTE (FRESHNESS) #13 (LIVE) )

ATX01 0055856

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra tightly sealed. Just light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco ... naturally mild, good-tasting tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055857

COY: Let's go on with Your Happy Go Lucky Hits of the Week...  
and here's Song Number Six..Lawrence Welk's arrangement of  
"Oh"...

(MUSIC: \_ OH (WELK)

COY: Yes, that little song had been "away" for a couple of  
weeks, but Saturday it was Number Six on the Survey..."Oh"  
...and here's ANOTHER one that had been on "vacation"  
but returned to be Song Number Five...Light up a Lucky and  
listen to Gordon Jenkins' recording of the beautiful No  
Other Love..

(MUSIC: \_ NO OTHER LOVE (JENKINS)

COY: That was the MUSIC of No Other Love..and HERE'S the VOICE  
of a FRIEND of yours..

(COMMERCIAL ... COLLINS' TRANSCRIBED BETTER TASTE #2)

(SIDE 1 - BAND 1)



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS: Hi, friends. This is Dorothy Collins.  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste.  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

RTX01 0055859

COY: Yes, Dorothy Collins..Luckies taste BETTER...Now..here it is!!!! (HARP GLISS)..Survey Song Number ONE!!! The song that was right at the TOP...Yes, it was NUMBER ONE on Your Hit Parade last Saturday night..The lovely melody ....called Ebb Tide..

(MUSIC: EBB TIDE (CHACKSFIELD))

COY: So...there they are..BIG songs..TOP songs..and you heard them ALL on Your Hit Parade..

(THEME: LIGHT UP TIME..AFTER FIRST VOCAL (20 sec.) FADE TO:)

COY: You have just heard the Monday night edition of Light Up Time...Your Happy Go Lucky Hits of the Week as recorded by outstanding artists of the day...featuring FIVE of the top SEVEN songs played last Saturday night on Your Hit Parade..(Pause)..Be sure to listen to Radcliffe Hall and the news tonight at 10:30...presented by Lucky Strike..and tomorrow night we'll be back again at 6:25 with Your Happy Go Lucky Night on Broadway.. popular tunes from musical shows and motion pictures both past and present..(PAUSE).. Now, this is Jim Coy thanking you for being with us and reminding you that... (TRANSCRIPTION...CONGA JINGLE)

(SNEAK  
THEME  
OUT)

-4-

COY: Remember, friends..smoking enjoyment is all a matter of  
TASTE...and the fact of the matter is..Luckies taste  
BETTER, cleaner, fresher, smoother. So, BE happy..  
GO Lucky..Make YOUR next carton.. Lucky Strike..(PAUSE)

(SNEAK  
THEME  
IN) Light Up Time is brought to you Monday through Friday  
by Lucky Strike..product of the American Tobacco Company.  
America's LEADING manufacturer of cigarettes..

(THEME: UP TO TIME)

C.G. 11/19/53

ATX01 0055861

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-22

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Transcribed Testimonials #53 (Patsy Goldberg)*  
*live intro. - (side 5 - Band 2) - live tag.*

ATX01 0055862

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53.

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG  
(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the carton.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055863

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

WFA 10/20/53

ATX01 0055864

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC  
SAN FRANCISCO - KNBC  
6:25 - 6:45 P.M.

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 23, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 sec.) FADE TO:)

D. J. Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(THEME: UP...AFTER VOCAL TAG FADE TO:)

D. J. This is your host (DISC JOCKEY)...and tonight we feature  
on records...Your Happy Go Lucky Hits of the Week...SIX  
of the top SEVEN songs played last Saturday night on  
(SNEAK  
THEME  
OUT) Your Hit Parade...as determined by Your Hit Parade Survey..  
and the song that was Number Three was this beautiful  
melody sung for you now by Eddie Fisher...Many Times...

(MUSIC: MANY TIMES (FISHER))

D. J. Yes, that was Eddie Fisher's recording of Many Times...  
(Pause) Now, let's move UP to Song Number TWO ... and  
TWO pretty good reasons why it's popular are Les Paul and  
Mary Ford...Here is their arrangement of Vaya Con Dios...

(MUSIC: VAYA CON DIOS (PAUL-FORD))

D. J. Vaya Con Dios...Song Number Two...(Pause) Now...let's  
listen to a NEWCOMER...a cute little tune that was on  
Your Hit Parade for the FIRST time Saturday night...  
Number SEVEN on the survey...I See the Moon..

(MUSIC: I SEE THE MOON (SCHUMANN))

D. J. I See the Moon and "the moon sees me"...those were the  
voices of Walter Schumann...

(COMMERCIAL...BETTER TASTE (FRESHNESS) #13 (LIVE))

(MORE)

RTX01 0055865

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: How do you feel about it? Isn't smoking enjoyment the main thing you want from your cigarette? Well, remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Now, freshness is especially important. And to bring you Luckies' better taste in all its natural freshness, every pack is extra tightly sealed. Just light up a Lucky and see for yourself how much fresher, how much better it does taste. Luckies just have to taste better. First, they're made with fine tobacco, Lucky Strike means fine tobacco ... naturally mild, good-tasting tobacco. Second, Luckies are made better - made round and firm and fully-packed. All this means better taste. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So Be Happy -- Go Lucky. Get better taste and get it fresh with Lucky Strike.

ATX01 0055866



D. J. Let's go on with Your Happy Go Lucky Hits of the Week...  
and here's Song Number Six...Lawrence Welk's recording  
of "Oh"...

(MUSIC: -- OH (WELK))

D. J. Yes, THAT little song had been "away" for a couple of  
weeks, but Saturday it was Number Six on the Survey...  
"Oh"....and here's ANOTHER one that had been on "vacation"  
but returned to be Song Number Five...Light up a Lucky  
and listen as Gordon Jenkins plays the beautiful "No  
Other Love"...

(MUSIC: -- NO OTHER LOVE (JENKINS))

D. J. That was the MUSIC of No Other Love...and HERE'S the  
VOICE of a FRIEND of yours...

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2

(SIDE 1 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#2

9/23/53

COLLINS:

Hi, friends. This is Dorothy Collins,  
Y'know, I'll bet that if someone asked  
you why you smoked ... what it was, exactly,  
you liked about a cigarette ... I'll bet  
the important word in your answer would be  
"taste". Because, gee, isn't good "taste"  
what everybody wants in a cigarette?  
Smoking enjoyment is all a matter of taste.  
And the fact of the matter is Luckies taste  
better!

And there are two good reasons why that's  
true. In the first place, LS/MFT --  
Lucky Strike means fine tobacco ... naturally  
mild, good-tasting tobacco. And second,  
Luckies are made better to taste better.  
Made round, and firm and fully-packed to  
draw freely and to smoke evenly. And that,  
friends, is the whole story. That's exactly  
why Luckies taste better. Because Luckies  
are made with fine tobacco ... and because  
they're made better. Why don't you try a  
carton soon. Be Happy -- Go Lucky.  
How 'bout it?

ATX01 0055868

D.J. Yes, Dorothy Collins...Luckies taste BETTER... Now... here it is!!!! Survey Song Number ONE!!! The song that was right at the TOP... Yes, it was NUMBER ONE on Your Hit Parade last Saturday Night... The lovely melody....called Ebb Tide...

(MUSIC: \_ \_ EBB TIDE (CHACKSFIELD))

D. J. So...there they are... BIG songs...TOP songs...and you heard them ALL on Your Hit Parade...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 sec.)...FADE TO:)

D. J. You have just heard the Monday night edition of Light Up Time... Your Happy Go Lucky Hits of the Week...as recorded by outstanding artists of the day...featuring SIX of the top SEVEN songs played last Saturday night on Your Hit Parade...(PAUSE)...Be sure to listen tomorrow night at 10:30 when there'll be more news and Your Happy Go Lucky Night on Broadway...popular tunes from musical shows and motion pictures, both past and present...This is (DISC JOCKEY) thanking you for being with us and reminding you that...

(SNEAK  
THEME  
OUT)

(TRANSCRIPTION...CONGA JINGLE)

D.J. Remember, friends...smoking enjoyment is all a matter of  
TASTE...and the fact of the matter is...Luckies taste  
BETTER...cleaner, fresher, smoother...so BE happy... GO  
Lucky...Make YOUR next carton Lucky Strike...Light Up  
(SNEAK  
THEME  
IN) -- -- Time is brought to you Monday through Friday by Lucky  
Strike...product of the American Tobacco Company...  
America's LEADING manufacturer of cigarettes...

(THEME: -- UP TO TIME...)

RK  
11/19/53

ATX01 0055870

CLEVELAND - WTAM

THE AMERICAN TOBACCO COMPANY

CHICAGO - WMAQ

WASHINGTON, DC. - WRC - "LIGHT UP TIME"

(MONDAY THRU FRIDAY)

10:30 - 11:00 PM

SAN FRANCISCO - KNBC

7:00 - 7:30 PM EST

11-23

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # ~~FRANCISCO~~ ~~COMMERCIAL #51~~ (NEW GOLDEN))  
Live Intro. (SIDES - BAND 3) Live Tag

ATX01 0055871

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:  
(LIVE)

Here's the voice of pulitzer-prize-winning cartoonist, Rube Goldberg!

RUBE  
GOLDBERG  
(SOUND TRACK)

Hi folks. I've learned that what some people think is funny, others don't think is so hot. It's all a matter of taste. And taste applies to a lot of things including cigarettes. To me, Luckies taste better, and taste is what I'm looking for and I always find it when I smoke a Lucky. Now when I buy my Luckies, if you'd pardon this terrible pun, I buy 'em by the cartoon.

LOCAL ANNCR:  
(LIVE)

Thanks, Rube Goldberg. Smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. Luckies come by their better taste for two reasons. First, they're made of fine tobacco. The whole world knows -- LS/MFT -- Lucky Strike means fine tobacco. Then -- Luckies are actually made better to taste better. So, Be Happy -- Go Lucky -- buy a carton.

ATX01 0055872

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM EST

NOVEMBER 24, 1953

TUESDAY

(THEME: - - - - LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY: It's Light Up Time presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...cleaner  
fresher, smoother...

(THEME: - - - - UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...and tonight we feature on  
records Your Happy Go Lucky Night on Broadway...popular  
tunes from musical shows and motion pictures, both  
past and present...and let's turn first to the year  
1935 ...the same year that saw the BEGINNING of Your  
Lucky Strike Hit Parade..ALSO saw the opening of one of  
the many fine shows by Cole Porter...Yes, that year  
Broadway applauded "Jubilee"....AND the songs FROM it..  
One of those songs was...Just One Of Those Things..

(SNEAK  
THEME  
OUT)  
(MUSIC: - - - - JUST ONE OF THOSE THINGS (DORSEY)

COY: Just One Of Those Things...and that arrangement was by  
that "sentimental gentleman"..Tommy Dorsey...(PAUSE)  
From the STAGE ..to the SCREEN...and music by Irving  
Berlin...that he wrote for the pictures Easter Parade..  
Judy Garland and Fred Astaire danced their way through  
THAT one, remember..and here's a melody right from the  
sound track...A Couple Of Swells...

(MUSIC: - - - - A COUPLE OF SWELLS (GARLAND-ASTAIRE)

COY: Movie music...featuring Judy Garland and Fred Astaire...  
"just" A Couple of Swells...  
COMMERCIAL ...BETTER TASTE (FRESHNESS) #14 ..(LIVE)

ATX01 0055874



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #14 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day, at the manufacturing plant where Luckies are made, hundreds of packs are carefully tested for the tightness of their cellophane seal so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher-tasting cigarette, light up a Lucky. Yes Be Happy -- Go Lucky -- with a carton of Lucky Strike.

ATX01 0055875

LIGHT UP TIME

-2-

(MUSIC: SING YOU SINNERS (WHITING) ... TO FINISH...)

COY: Margaret Whiting with the title song from the picture "Sing You Sinners"...that included in its cast what looks like "who's who" in Hollywood...Bing Crosby, Fred MacMurray, Donald O'Connor...(PAUSE) ...All right, Light up a Lucky and listen to a song from a more recent picture...Jerry Lewis and Dean Martin starred in "The Caddy"...and Mr. Martin sang THIS song..

(MUSIC: THAT'S AMORE (MARTIN))

COY: Yes, that was Dean Martin with a song from his latest picture..That's Amore...

Live Intro.

COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

Live Tag

(SIDE 5 - BAND 1)

ATX01 0055876

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost authority on etiquette -- Miss Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

COY: Now..on with Your Happy Go Lucky Night on Broadway...and music by Rodgers and Hammerstein...And the show they put on the Great White Way after their success with Oklahoma... It was Carousel...remember? Dorette Morrow was in the cast and she sang You'll Never Walk Alone...just as she does now...

(MUSIC: YOU'LL NEVER WALK ALONE (MORROW))

COY: And there you have the..."musical memories"..the shows, the singers, the songs...all heard on Gay BROADWAY!!!!

(MUSIC: LIGHT UP TIME...AFTER FIRST VOCAL...FADE TO:)

COY: This Tuesday night edition of "Light Up Time" has featured Your Happy Go Lucky Night On Broadway.

Tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes, Country Fashion.

(PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that..

(MUSIC: THEME OUT)

(TRANS: CONGA JINGLE)

COY: Remember friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy Go Lucky.. Make your next carton Lucky Strike!

(MUSIC: SNEAK THEME IN)

COY: "Light Up Time" on records, is brought to you Monday through Friday by Lucky Strike -- product of The America's Tobacco Company -- America's leading manufacturer of cigarettes.

(MUSIC: UP TO TIME)

rp rk  
11/16/53

ATX01 0055879

CLEVELAND - WTAM      THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -      "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-24

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Transcribed Testimonial #5 (Alice Bauer)*  
*Live Intro. (Aids 5-Band 4) Live Tag.*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE)

golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK)

I've played golf for so many years. I've played amateur golf at first and now I'm playing professional golf. And I do like professional golf much better it, I don't know, has more competition in it and you really have to play a much better game of golf. I guess that's all a matter of taste though, and after a hard day out on the golf course and really hard competition, I like to come in and sit down and relax and light up a Lucky. I guess that's a matter of taste too, but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because Lucky Strike means fine tobacco. And second, because Luckies are made to taste better. So, Be Happy -- Go Lucky. Get a carton!

ATX01 0055881

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

ml

ATX01 0055862



CLEVELAND WTAM  
CHICAGO WMAQ  
WASHINGTON WRC  
SAN FRANCISCO KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 24, 1953

TUESDAY

(THEME: LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time ... presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER ... cleaner,  
fresher, smoother ...

(THEME: UP ... AFTER VOCAL TAG ...FADE TO:)

D.J.: This is your host (DISC JOCKEY), and tonight we feature on  
records your Happy Go Lucky Night on Broadway, popular tunes

(THEME  
OUT)  
from musical shows and motion pictures, past and present...  
and let's turn first to the year 1935...the SAME year that  
saw the BEGINNING of Your Lucky Strike Hit Parade... ALSO  
saw the opening of one of the many fine shows by Cole ;  
Porter...Yes, that year Broadway applauded "Jubilee"...  
AND the songs FROM it. One of those songs was...Just One  
Of Those Things...

MUSIC: JUST ONE OF THOSE THINGS (DORSEY)

D.J. Just One of Those Things...and that arrangement was by that  
"sentimental gentlemen"...Tommy Dorsey (Pause)...From the  
STAGE...to the SCREEN...and music by Irving Berlin...that  
he wrote for the picture Easter Parade...Judy Garland and  
Fred Astaire danced their way through THAT one, remember...  
and here's a melody right from the sound track...A Couple  
of Swells...

MUSIC: A COUPLE OF SWELLS (GARLAND-ASTAIRE)

D.J.: Movie music....featuring Judy Garland and Fred Astaire...  
"just" A Couple of Swells....(PAUSE)....And here's music  
from a brand NEW picture...Actually, it's showing on  
Broadway right now....It's called "Calamity Jane"....and  
one of the songs from it is a ballad titled Secret Love...  
Here's Gordon Jenkins to play it.....

(MUSIC: SECRET LOVE (JENKINS))

D.J.: That was Secret Love....Stuart Foster sang it, with  
Gordon Jenkins' orchestra and chorus....  
(COMMERCIAL....BETTER TASTE (FRESHNESS) #14...(LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #14 (FOR MUSICAL SHOW ONLY)

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day, at the manufacturing plant where Luckies are made, hundreds of packs are carefully tested for the tightness of their cellophane seal so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher-tasting cigarette, light up a Lucky. Yes Be Happy -- Go Lucky -- with a carton of Lucky Strike..

ATX01 0055885

(MUSIC: SING YOU SINNERS (WHITING)...TO FINISH...)

D.J.: Margaret Whiting with the title song from the picture "Sing You Sinners"...that included in its cast what looks like "who's who" in Hollywood....Bing Crosby, Fred MacMurray, Donald O'Connor...(PAUSE)...Alright, light up a lucky and listen to a song from a more recent picture...Jerry Lewis and Dean Martin starred in "The Caddy"...and Mr. Martin sang THIS song.....

(MUSIC: THAT'S AMORE (MARTIN))

D.J.: Yes, that was Dean Martin with a song from his latest picture...That's Amore....

(LIVE INTRO)

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)

(LIVE TAG)

(SIDE 5 - BAND 1)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER:(LIVE)      Now ... here's America's foremost  
authority on etiquette -- Miss  
Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in  
my new book on etiquette, I was a  
little hard on smoking. Actually,  
I was hard on smokers. At least,  
some smokers. I dislike thoughtless  
smokers. You know, the man next to  
you at the dinner table who holds  
his cigarette so that smoke drifts  
into your eyes. I like considerate  
smokers. For instance, I like to  
know that my husband is considerate  
enough to carry my brand of  
cigarette ... Lucky Strike. In  
smoking, as in etiquette, it is after  
all, all a matter of taste. I want  
a cigarette that tastes better than  
any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE)      Amy Vanderbilt is right, friends --  
smoking enjoyment is all a matter of  
taste. And the fact of the matter is  
-- Luckies taste better ... cleaner,  
fresher, smoother. So ... Be Happy -  
Go Lucky ... next time you buy  
cigarettes, ask for Lucky Strike.

ATX01 0055887

D.J.: Now...on with Your Happy Go Lucky Night on Broadway....  
and music by Rodgers and Hammerstein...and the show they  
put on the Great White Way after their success with  
Oklahoma...It was Carousel...remember? Doretta Morrow  
was in the cast and she sang You'll Never Walk Alone....  
just as she does now.....

(MUSIC: \_ \_ YOU'LL NEVER WALK ALONE (MORROW))

D.J.: And there you have them...."musical memories"...the  
shows, the singers, the songs...all heard on Gay BROADWAY!!

(MUSIC: \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO)

D.J.: Yes, this Tuesday night edition of "Light Up Time" has  
featured the news and your happy go lucky night on  
Broadway. Tomorrow night at 10:30 ( \*\* ) more news and

(SNEAK  
THEME  
OUT)  
your happy go lucky tunes country fashion. This is  
(DISC JOCKEY) thanking you for being with us and reminding  
you that ...

(TRANSCRIBED: CONGA JINGLE)

( \*\* ) (SAN FRANCISCO AT 7:00 P.M.)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better ... cleaner, fresher, smoother. So, Be Happy Go Lucky. Make your next carton Lucky Strike.

(MUSIC: \_ \_ THEME: UP ... FADE TO:)

D.J.: "Light Up Time," on records is brought to you on records Monday through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

(MUSIC: \_ \_ THEME UP NO (TIME):)

SA/g3  
11/16/53 pm

ATX01 0055889

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-25

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall and the News, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Trans Testimonials #59 (Lew Washam)*  
*live intro (side 5 - Band 5), live tag*)

ATX01 0055890



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055891

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ETA 10/20/53

ATX01 0055892

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

( ) ( )  
6:25 - 6:45 P.M.

NOVEMBER 25, 1953

WEDNESDAY

(MUSIC: \_ \_ \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)  
FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday, by Lucky Strike, the cigarette that tastes BETTER...cleaner, fresher, smoother....

(MUSIC: \_ \_ \_ THEME: UP...AFTER VOCAL TAG...FADE TO:)

COY: Hello, this is Jim Coy... Tonight we feature on records...Your Happy Go Lucky Tunes...country fashion... some of them OLD...some of them NEW...but ALL of them...

(THEME OUT) songs [REDACTED] that BELONG to America...and here's a lad you know as the "Singing Ranger"...Hank Snow... and his song is a SAD song...but I think you'll like it ..."Now and Then There's A Fool Such As I..."

(MUSIC: \_ \_ \_ A FOOL SUCH AS I (SNOW) )

COY: A Fool Such as I...that was the voice of Hank Snow... (PAUSE) Now, here's Jo Stafford to sing a "traditional" melody...Who wrote it?...Nobody knows...but it's been sung and played down through the years....It's folk music...and INDEED it BELONGS to America...Red Rosy Bush...

(MUSIC: \_ \_ \_ RED ROSY BUSH (STAFFORD) )

COY: Jo Stafford's "story" of a Red Rosy Bush...Interesting, hmmm? And so is THIS....

(COMMERCIAL...BETTER TASTE #15 (LIVE) )

ATX01 0055893

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #15

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way, smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco... fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. You'll know that's true every time you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike.

ATX01 0055894

"  
The Cranded Song -24 (Love)

(MUSIC: ~~MOONLIGHT AND ROSES (ARNOLD) ... TO FINISH ...~~)

COY:

*That was a new arrangement of a "Country Fashion"*  
~~A familiar voice, that's become FAMOUS when it comes-~~  
~~say by one of the most FAMOUS singers of~~  
to "country fashion" songs... Yes, that was The  
~~the music of America... You know you recognized~~  
~~Tennessee Flow Boy... Eddy Arnold... and I know you~~  
~~Burl Ives singing "The Cranded Song"~~  
recognized Moonlight and Rosee... (PAUSE).. Now,

light up a Lucky and let's go on with Your Happy Go  
Lucky Tunes... Country Fashion... and here's one that's  
becoming popular... not only in the COUNTRY... but in  
the CITY as well... Jean Shepard sings it... and it's  
called "A Dear John Letter"... ~~Sounds interesting, hmmm?~~

(MUSIC: ~~A DEAR JOHN LETTER (SHEPARD)~~)

COY:

And there it is... signed, sealed and delivered...  
A Dear John Letter... Alright... here's a FRIEND OF  
yours...

(COMMERCIAL... COLLINS' TRANSCRIBED BETTER TASTE #6)

(SIDE 1 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- LS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055896

COY: Yes, you're RIGHT, Dorothy Collins...Luckies taste BETTER...Now...here's a singer who is emerging in the "country fashion" field as a bright, new star...Rusty Draper...sure, you know him...and one big reason he's becoming so popular is because of songs like THIS one...His latest...called Lonesome Song...

(MUSIC: \_ \_ \_ LONESOME SONG (DRAPER) \_ )

COY: And so...those are the songs that have been played and sung all across the country...songs that bear the "mark" of COUNTRY FASHION...

(MUSIC: \_ \_ \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC) FADE TO)

COY: Yes, you have heard the Wednesday night edition of Light Up Time...Your Happy Go Lucky Tunes, Country Fashion... songs and singers that BELONG to AMERICA...(PAUSE) Be sure to listen to Radcliffe Hall and the News tonight at 10:30 presented by LUCKY STRIKE...and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Hits of Yesterday. Songs selected from your Hit Parade programs of the past 18 years... I know you'll enjoy it. (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that....

(SNEAK  
THEME)

(TRANSCRIPTION...CONGA JINGLE)

COY:

Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better...cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(SNEAK

THEME

IN)

"Light Up Time" is brought to you on records, Monday through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: \_ \_ \_ UP TO TIME)

mtf  
11/16/53pm.



CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-25

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Trans. Testimonial # 54 (New Washam)  
we inter. (Add 5 - Band 5) live pay.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(LEW WORSHAM TESTIMONIAL) #59

LOCAL ANNCR: Remember the winner of the \$25,000 Tam  
(LIVE) O'Shanter golf tournament, Lou Worsham? Here  
he is to get a word in wedge-wise!

LEW WORSHAM: Hello folks. The club that I have in my hand  
(SOUND TRACK) is a Double Service Wedge. You'll remember  
that I've made one of the most lucrative shots  
that I have ever made with this club. During  
the Tam O'Shanter Tournament, I used this  
club at the last hole. From a hundred and  
fifteen or twenty yards away, and made one of  
the Lucky shots of my whole life. Other  
golfers might have chosen an eight or a nine  
iron to play this shot. To me, the wedge has  
been one of my favorites. On that day, that  
was a lucky choice. And when it comes to  
cigarettes, my choice ... Luckies ... they  
taste better.

LOCAL ANNCR: Lew Worsham is right. Smoking enjoyment is  
(LIVE) all a matter of taste. And the fact of the  
matter is -- Luckies taste better. Because  
Lucky Strike means fine tobacco and Luckies  
are made better. So ... Be Happy - Go Lucky!  
Ask for a carton of Lucky Strike.

ATX01 0055900

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

NBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM  
CHICAGO - WMAQ  
WASHINGTON - WRC

10:30 - 11:00 P.M.

NOVEMBER 25, 1953

WEDNESDAY

SAN FRANCISCO - KNBC  
7:00 - 7:30 P.M.

(MUSIC: -- THEME: LIGHT UP TIME... AFTER FIRST VOCAL (20 SEC.)... --  
FADE TO:)

D.J.: It's Light Up Time... presented Monday through Friday by  
Lucky Strike, the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(MUSIC: -- THEME: UP... AFTER VOCAL TAG... FADE TO:)

D.J.: This is your host (DISC JOCKEY). And tonight we feature  
on records your Happy Go Lucky Tunes Country Fashion...

(SNEAK  
THEME  
OUT) ... some of the OLD... some of them NEW... but ALL of them  
... songs ██████████ that BELONG to America... and here's  
a lad you know as the "Singing Ranger"... Hank Snow... and  
his song is a SAD song... but I think you'll like it...  
"Now and Then There's" A Fool Such as I...

(MUSIC: -- A FOOL SUCH AS I... (SNOW)...)

D.J.: A Fool Such as I... that was the voice of Hank Snow..  
(PAUSE) Now, here's Jo Stafford to sing a "Traditional"  
melody... Who wrote it? ... Nobody knows... but it's been  
sung and played down through the years... It's folk music  
... and INDEED it BELONGS to America... Red Rosy Bush...

(MUSIC: -- RED ROSY BUSH ... (STAFFORD)...)

ATX01 0055902

D.J.: Jo Stafford's "story" of a Red Rosy Bush...Interesting,  
hmmm? (PAUSE) ...All right, let's go on...and tonight,  
"rag time" finds its place in our music...and responsible  
for same is a man you've all heard many times... Yes, it's  
Red Foley...Here he is with the Hot Dog Rag...

(MUSIC: -- HOT DOG RAG ... (FOLEY) ...)

D.J.: The unmistakable "beat" of "rag time"...and that's as it  
should be... That was the Hot Dog Rag...

(COMMERCIAL...BETTER TASTE #15 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #15

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: After all is said and done, the reason you or anybody else smokes a cigarette can be summed up in one word: enjoyment. And certainly the enjoyment you get depends entirely on the taste of a cigarette. Put it this way, smoking enjoyment is all a matter of taste. Well, the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why Luckies taste better. First, they're made of fine tobacco. Lucky Strike means fine tobacco... fine, naturally mild, good-tasting tobacco. Second, Luckies are actually made better -- made round, firm, fully-packed -- to draw freely and smoke evenly. Fine tobacco in a better-made cigarette gives you better taste, every single time. You'll know that's true every time you light up a Lucky. So next time you're shopping for cigarettes get the carton with the red bullseye -- Lucky Strike.

ATX01 0055904

*"The Crawdad Song" - (Ives)*

(MUSIC: ~~MOONLIGHT AND ROSES ... (ARNOLD) ... TO FINISH...~~)

D.J. ~~A familiar voice... that's become FAMOUS when it comes to  
song by one of the most FAMOUS singers of the  
"Country Fashion" songs... Yes, that was the Tennessee  
Music of America... Yes I know you recognized  
Flow Bow... Eddy Arnold... and I know you recognized  
Burl Ives singing "The Crawdad Song"  
Moonlight and Roses... (Pause)...~~ Now, light up a Lucky and

let's listen to more of Your Happy Go Lucky Tunes...  
Country Fashion...and here's one that's becoming popular...  
not only in the COUNTRY...but in the CITY as well...Jean  
Shepard sings it...and it's called "A Dear John Letter"...  
~~Sounds interesting, hmmm?~~

(MUSIC: ~~A DEAR JOHN LETTER ... (SHEPARD)~~)

D.J. And there it is...signed, sealed and delivered...A Dear  
John Letter...Alright...here's a FRIEND of yours...  
(COMMERICAL...COLLINS' TRANSCRIBED BETTER TASTE #6)

(SIDE 1 - BAND 2)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE - STRAIGHT COLLINS  
#6

9/23/53

COLLINS: This is Dorothy Collins. Hi everybody.  
Y'know, smoking enjoyment is all a matter  
of taste. And friends, the fact of the  
matter is Luckies taste better!

One important reason for this is -- IS/MFT.  
Lucky Strike means fine tobacco -- fine,  
naturally mild, good-tasting tobacco. And  
second, Luckies are made better. They're  
made round, and firm and fully packed to  
draw freely and smoke evenly. Golly, that's  
the whole thing in a nut shell. Truly fine  
tobacco -- in a better-made cigarette.  
That's the whole Lucky Strike story. That's  
why you can be sure ... sure every time you  
open a pack of Luckies ... that you'll  
enjoy a better-tasting smoke. For smoking  
enjoyment is all a matter of taste. And the  
fact of the matter is Luckies taste better --  
they're cleaner, fresher, smoother! Pick up  
a pack or two next time you buy cigarettes.  
Be Happy -- Go Lucky. You'll agree --  
Luckies taste better!

ATX01 0055906



D.J. Yes, you're RIGHT, Dorothy Collins...Luckies taste BETTER....Now...here's a singer who is emerging in the "country fashion" field as a bright, new star...Rusty Draper...sure, know him...and one big reason he's becoming so popular is because of songs like THIS one... His latest...called Lonesome Song...

(MUSIC: -- LONESOME SONG (DRAPER) --

D.J. And so...those are the songs that have been played and sung all across the country..songs that bear the "mark" of COUNTRY FASHION.....

(MUSIC: -- THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO: --

D.J. Yes, this Wednesday Night Edition of Light Up Time has featured the latest news and your Happy Go Lucky Tunes Country Fashion...songs and singers that BELONG to America... Tomorrow night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of Yesterday, songs selected from your Hit Parade programs of the past 18 years. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that ...

(SNEAK  
THEME  
OUT) --

(TRANSCRIPTION ... CONGA JINGLE)

\*\* SAN FRANCISCO - 7 P.M.

D.J. Remember, friends, smoking enjoyment is all a matter of  
taste... and the fact of the matter is Luckies taste  
better ... cleaner, fresher, smoother, so be Happy, go  
(SNEAK Lucky. Make your next carton Lucky Strike. "Light Up  
THEME Time" on records is brought to you Monday through Friday  
OUT) by Lucky Strike ... product of the American Tobacco  
Company. America's leading manufacturer of cigarettes.

(THEME: -- UP TO TIME)

rk - BmR  
11/16/53

ATX01 005590B

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-26

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Trans. Testimonial #51* (Amy Cardwell)  
*live intro (Slide 5 - Bend.) live tag.*)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost authority on etiquette -- Miss Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055910

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

MEA 10/20/53

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

NOVEMBER 26, 1953

THURSDAY

(MUSIC: -- -- THEME: LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.)  
FADE TO)

COY: Yes, it's Light Up Time, presented Monday through Friday  
by Lucky Strike ... the cigarette that tastes BETTER ...  
cleaner, fresher, smoother ....

(MUSIC: -- -- THEME: UP ... AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy ... and on this Thanksgiving  
night we feature your Happy Go Lucky Hits of Yesterday ..  
songs selected from Your Hit Parade Programs of the  
past 18 years ... as recorded by outstanding artists  
of the day ... (PAUSE) let's go back to the year 1948 ...  
and Your Hit Parade of May 22nd ... THAT was the year  
when the BIG book was "Crusade In Europe" written by an  
ARMY man named Eisenhower ... who was to become a  
President ... The BIG show on Broadway was about  
the NAVY ... "Mr. Roberts" ... and YOU were listening  
to a SONG by Nat "King" Cole ... Nature Boy ....

(SNEAK  
THEME OUT)

(MUSIC: -- -- NATURE BOY ... (COLE))

COY: Nat "King" Cole with Nature Boy ... a song that was  
destined to be popular for a long time ... (PAUSE)  
Now, let's turn to the year to the year 1936 ... the  
Treasury was "saluting" people and places ... a  
"special" half-dollar in honor of Cincinnati ... there  
was one dedicated to Cleveland ... and Bridgeport,  
Connecticut ... (MORE)

ATX01 0055912

COY:  
(CONT'D) And on your Hit Parade of May 30th they were singing  
the praises of "love" ... with The Glory of Love ...

(MUSIC: THE GLORY OF LOVE (WESTON))

COY: Yes, that was The Glory of Love ... featuring  
Paul Weston and the Norman Luboff Choir ....

(COMMERCIAL ... BETTER TASTE #11 ... (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #11

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: Let's take a good close look at the subject of why you smoke cigarettes. Think it over a minute and you'll agree that the main reason you smoke is simply to enjoy the taste of a cigarette. Sure -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Luckies taste better -- cleaner, fresher, smoother for two important reasons. One, LS/MFT - Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Another reason is that Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy -- Go Lucky ... because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.



(MUSIC: \_ \_ SOUTH OF THE BORDER ... (SINATRA) ... TO FINISH)

COY: Frank Sinatra ... with his new arrangement of South of the Border ... from your Hit Parade of October 21st, 1939 ... that was the year, by the way ... that Cooperstown, N.Y. announced baseball was 100 years old ... and in 1950 we celebrated ANOTHER birthday ... the national capitol was 150 years old ... and on Your Hit Parade of December 16th ... three quarter time was popular ... Light up a Lucky and Listen to The Tennessee Waltz ....

(MUSIC: \_ \_ THE TENNESSEE WALTZ ... (PAGE)

COY: And of course that was Patti Page with one of her BIG songs ... The Tennessee Waltz ....  
(COMMERCIAL ... COLLEGE SURVEY #6 ... (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #6

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. Last year a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, this year another survey was made. It was nation-wide, and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, it shows that Luckies lead again! Lead over all other brands -- regular or king-size. And by a wide margin. The Number One reason for smoking Luckies was exactly the same as last year -- Luckies' better taste. Now, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Taste better because Luckies are made of fine tobacco. And, they're actually made better to taste better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike.

ATX01 0055916

COY: Now ... on with Your Happy Go Lucky Hits of  
Yesterday ... to the year 1941 ... Your Hit Parade  
had already seen "six years of song" ... New  
England had "seen" its biggest blizzard in "six" years  
... and a LUCKY number on Your Hit Parade program of  
November 22nd that year was Chatanooga Choo Choo ...  
Here's the great Glen Miller band to play it....

(MUSIC: -- CHATANOOGA CHOO CHOO ... (MILLER)

COY: So ... there they are ... songs out of YESTERDAY ...  
bringing with them MEMORIES of yesterday .... and  
YOUR HIT PARADE!!!!

(THEME: -- LIGHT UP TIME ... AFTER FIRST VOCAL (20 SEC.) FADE TO:)

COY: Yes, you have just heard the Thursday night edition  
of "Light Up Time" ... Your Happy Go Lucky Hits of  
Yesterday ... songs selected from Your Hit Parade  
Programs of the past 18 years as recorded by outstanding  
artists of the day ... (PAUSE) Be sure to listen to  
Radcliffe Hall and the News tonight at 10:30 presented  
by Lucky Strike ... and tomorrow night we'll be back at  
6:25 with Your Happy Go Lucky Specialty Night ... music  
to create a mood for the night ...

(THEME: -- OUT)

(PAUSE) This is Jim Coy saying thanks for being with  
us, and I hope you had a happy THANKSGIVING ... Now,  
I'd like to remind you that ....

(TRANSCRIPTION .... CONGA JINGLE)

COY:

Remember, friends, smoking enjoyment is all a matter of TASTE. And the fact of the matter is ... Luckies taste BETTER ... cleaner, fresher, smoother. So BE Happy ... GO Lucky ... Make YOUR next carton Lucky Strike.

(SNEAK  
THEME  
IN)

"Light Up Time" is brought to you Monday through Friday by Lucky Strike, product of the American Tobacco Company ... America's leading manufacturer of cigarettes.

(THEME: \_ \_ \_UP TO TIME)

pmk  
11/16/53 pm

CLEVELAND - WTAM            THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -    "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-26

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Transcubed* *Keaton* #5 *(any Vandenberg)*  
*live intro (side 5 - Band 1) live tag*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"

(AMY VANDERBILT TESTIMONIAL) #51A (NEW VERSION)

LOCAL ANNOUNCER: (LIVE) Now ... here's America's foremost authority on etiquette -- Miss Amy Vanderbilt.

AMY VANDERBILT:  
(SOUND TRACK)

Some of my friends tell me that in my new book on etiquette, I was a little hard on smoking. Actually, I was hard on smokers. At least, some smokers. I dislike thoughtless smokers. You know, the man next to you at the dinner table who holds his cigarette so that smoke drifts into your eyes. I like considerate smokers. For instance, I like to know that my husband is considerate enough to carry my brand of cigarette ... Lucky Strike. In smoking, as in etiquette, it is after all, all a matter of taste. I want a cigarette that tastes better than any other. That's Lucky Strike.

LOCAL ANNOUNCER: (LIVE) Amy Vanderbilt is right, friends -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. So ... Be Happy - Go Lucky ... next time you buy cigarettes, ask for Lucky Strike.

ATX01 0055920

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

CLEVELAND -WTAM  
CHICAGO -WMAQ  
WASHINGTON -WRC  
SAN FRANCISCO-KNBC  
(7:00 - 7:30 PM)

"LIGHT UP TIME"

NOVEMBER 26, 1953

THURSDAY

10:30 - 11:00 PM

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: It's Light Up Time....presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER....  
cleaner, fresher, smoother.

(THEME: UP...AFTER VOCAL TAG...FADE:)

D.J.: This is your host (DISC JOCKEY) and on this Thanksgiving  
night we feature your Happy Go Lucky Hits of yesterday...  
songs selected from Your Hit Parade programs of the past  
18 years, as recorded by outstanding artists of the day...

(SNEAK (PAUSE)...let's go back to the year 1948...and Your Hit  
THEME Parade of May 22nd... THAT was the year when the BIG book  
OUT) was "Crusade in Europe"...written by an ARMY man named  
Eisenhower...who was to become President...The BIG show  
on Broadway was about the NAVY..."Mr. Roberts"...and YOU  
were listening to a SONG by Nat "King" Cole...Nature Boy..

MUSIC: NATURE BOY (COLE)

D.J.: Nat "King" Cole with Nature Boy...a song that was destined  
to be popular for a long time...(PAUSE)...Now, let's turn  
to the year 1936...the Treasury was "saluting" people and  
places... a "special" half-dollar in honor of Cincinnati..  
there was one dedicated to Cleveland...and Bridgeport,  
Connecticut...and on Your Hit Parade of May 30th they  
were singing the praises of "love"...with The Glory of  
Love...

ATX01 0055922



(MUSIC: \_ \_ \_ THE GLORY OF LOVE (WESTON)

D.J.: Yes, that was The Glory of Love...featuring Paul Weston and the Norman Luboff Choir...(PAUSE)...Now, light up a Lucky and let's move to the year 1938 and Your Hit Parade of New Year's Day... January 1st...That was the year jazz orchestras took to making swing arrangements of music by Bach...Movie audiences applauded Ferdinand the Bull... but you seemed to like THIS pretty song...You're a Sweetheart...

(MUSIC: \_ \_ \_ YOU'RE A SWEETHEART (KIRK)

D.J.: That was the voice of Lisa Kirk...The song?..You're a Sweetheart...

COMMERCIAL....BETTER TASTE #11 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #11

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: Let's take a good close look at the subject of why you smoke cigarettes. Think it over a minute and you'll agree that the main reason you smoke is simply to enjoy the taste of a cigarette. Sure -- smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Luckies taste better -- cleaner, fresher, smoother for two important reasons. One, LS/MFT - Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Another reason is that Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy -- Go Lucky ... because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.

ATX01 0055924

(MUSIC: \_ \_ \_ SOUTH OF THE BORDER (SINATRA) \_ \_ \_ TO FINISH \_ \_ \_)

D.J.: Frank Sinatra with his new arrangement of South of the Border...from Your Hit Parade of October 21st, 1939... that was the year, by the way...that Cooperstown, N.Y. announced baseball was 100 years old...and in 1950 we celebrated ANOTHER birthday... the national capitol was 150 years old...and on Your Hit Parade of December 16th... three quarter time was popular...Like the Tennessee Waltz.

(MUSIC: \_ \_ \_ THE TENNESSEE WALTZ (PAGE))

D.J.: And of course that was Patti Page with one of her BIG songs... The Tennessee Waltz...  
COMMERCIAL...COLLEGE SURVEY #6 (LIVE)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #6

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. Last year a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, this year another survey was made. It was nation-wide, and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, it shows that Luckies lead again! Lead over all other brands -- regular or king-size. And by a wide margin. The Number One reason for smoking Luckies was exactly the same as last year -- Luckies' better taste. Now, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Taste better because Luckies are made of fine tobacco. And, they're actually made better to taste better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike.

ATX01 0055926

D.J.: Now... on with Your Happy Go Lucky Hits of Yesterday... to the year 1941...Your Hit Parade had already seen "six years of song"...New England had "seen" its biggest blizzard in "six" years...and a LUCKY number on Your Hit Parade program of November 22nd that year was Chatanooga Choo Choo...Here's the great Glen Miller band to play it..

(MUSIC: \_ \_ \_ CHATANOOGA CHOO CHOO (MILLER) \_ \_)

D.J.: So...there they are...songs out of YESTERDAY...bring with them MEMORIES of yesterday...and YOUR HIT PARADE!!!!

(THEME: \_ \_ \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: Yes, this Thursday night edition of "Light Up Time" has featured the latest news and your happy-go-lucky hits of yesterday...songs selected from your Hit Parade of the past 18 years as recorded by outstanding artists of the day. Tomorrow night at 10:30 (\*\*) more news and your happy-go-lucky specialty night....music to create a mood for the night. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and I hope you had a happy THANKSGIVING...Now, I'd like to remind you that:  
(TRANSCRIPTION - CONGA JINGLE)

(SNEAK  
THEME  
OUT)

( \*\* SAN FRANCISCO - 7:00 P.M.)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better....cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike.

(MUSIC: \_ \_ \_ SNEAK THEME IN)

D.J.: Light Up Time is brought to you Monday through Friday by Lucky Strike - product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(THEME: \_ \_ \_ UP TO TIME)

bw  
11/16/53

ATK01 0055928

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-27

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall and the News, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Trans Testimonial # 52 (Ogden Mack)*)

*see notes (Slide 5 - Band 2) see log*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE) Introducing America's comic poet-Laureate,  
Ogden Nash!

OGDEN NASH:  
(SOUND TRACK) Somebody once went through my poems and  
made a list of the things I dislike. It's  
a pretty long list too. However, on the  
list of things I liked, they said I liked  
good eating. Of course I like good eating.  
I like good anything. Good fun, good  
smoking. Naturally, I smoke Luckies.  
To put it poetically,  
I hope I'm not a crank, but I've got  
one foible,  
I don't enjoy anything unless it's  
enjoyable.  
I'm pernickety about what I like  
And for thirty years I've smoked  
Lucky Strike.

LOCAL ANNCR: Thanks, Ogden Nash. There's more truth to  
(LIVE) that than poetry! Smoking enjoyment is  
all a matter of taste. And the fact of the  
matter is -- Luckies taste better ...  
cleaner, fresher, smoother.

(MORE)

ATX01 0055930



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week(news plug this show on Friday and Saturday.)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

WCA 10/20/53

ATX01 0055932

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

( ) ( )  
6:25 - 6:45 PM

NOVEMBER 27, 1953

FRIDAY

(MUSIC: - THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER....  
cleaner, fresher, smoother...

(MUSIC: - THEME: UP...AFTER VOCAL TAG...FADE TO)

COY: Hello, this is Jim Coy...tonight we feature on records...  
your Happy Go Lucky Specialty Night...Music to create a  
mood for the night....and tonight....we're in a mood you

(SNEAK  
THEME  
OUT)  
might call "something for the girls"...For instance, what  
*some girls want DIAMONDS...those DON'T.*  
does YOUR best girl want...what does she GET....well,

we're going to solve the whole problem...set the mood...  
with MUSIC...and if she's in the "mood" for a Velvet  
Glove....Here it is.

(MUSIC: - THE VELVET GLOVE (RENE-WINTERHALTER))

COY: Yes, for "milady"...THAT was a Velvet Glove...played by  
Henri Rene and Hugo Winterhalter...(PAUSE)...You know....  
know...some girls have fairly "expensive" ideas about what  
they want....like cadillac cars...mink coats...a YACHT....  
Take Eartha Kitt for instance...C'est Si Bon.....

(MUSIC: - C'EST SI BON (KITTY))

COY: Cute, hmmm? Eartha Kitt with C'est Si Bon...(It's So  
Good)....

(COMMERCIAL...BETTER TASTE #12 (LIVE))

ATX01 0055933

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #12

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: You know, there are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to real smoking enjoyment. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Here's why. First, fine tobacco ... that's where you'd expect better taste to start. LS/MFT, Lucky Strike means fine tobacco. Naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself that they're round, firm, fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember: Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy -- Go Lucky. Get better taste. Next time ask for Lucky Strike.

ATX01 0055934

(MUSIC: ONE DOZEN ROSES (JAMES)...TO FINISH)

COY: Well, THAT was "something for the girls"...one SPECIFIC girl probably....Yes, that was One Dozen Roses...and the music was by Harry James...(PAUSE)...Now, light up a lucky and let's go on with our mood for the night...and here's something that might surprise you,...Patti Page is EASY to PLEASE....SHE'LL be happy with that Doggie in the Window....

(MUSIC: THE DOGGIE IN THE WINDOW (PAGE))

COY: And that's the story of The Doggie in the Window...by Patti Page....and here's an interesting message by a FRIEND of yours.

(COMMERCIAL....COLLINS' TRANSCRIBED BETTER TASTE #9)

(SIDE 1 - BAND 3)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE-STRAIGHT COLLINS  
#9

9/23/53

COLLINS:           Hi friends. This is Dorothy Collins. I'd like to take a minute of your time to talk about taste. Isn't it true that you enjoy a good, say, steak dinner because of the way it tastes? Well, I think the same goes for a cigarette. You like it because of the way it tastes. Really friends, smoking enjoyment is all a matter of taste. And, the fact of the matter is Luckies taste better!

Here's why this is true. First -- LS/MFT -- Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully packed. Made to draw freely and smoke evenly when you light one up. Think of it, fine tobacco in a truly better-made cigarette. Don't you think a cigarette like that will bring you all the smoking enjoyment you could possible want? Try a carton of Luckies ... soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy -- Go Lucky!

ATX01 0055936

COY: Now...MORE of "something for the girls"...and at this point we find Eddie Fisher in somewhat of a musical dilemma.....Here's a girl who will settle for just a "word"....perhaps the "touch" of a "song"....but....How Do You Speak to an Angel....

(MUSIC: \_ HOW DO YOU SPEAK TO AN ANGEL (FISHER)

COY: So, there you have "something" for the girls"....our mood for the night....and I hope it leaves you in a PLEASANT mood....

(MUSIC: \_ THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.) FADE TO

COY: Yes, you have just heard the Friday night edition of Light Up Time...featuring your Happy Go Lucky Specialty Night... Be sure to listen to Radcliffe Hall and the news both tonight and tomorrow night at 10:30 presented by Lucky Strike....and Monday night we'll be back at 6:25 with your Happy Go Lucky Hits of the Week.....The top five songs of the week played Saturday night on Your Hit Parade...(PAUSE)...This is Jim Coy saying thanks for being with us and reminding you that....

(THEME OUT)

(TRANSCRIPTION...CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is....Luckies taste better...cleaner, fresher, smoother. So, be happy, go lucky. Make your next carton Lucky Strike. "Light Up Time" is brought to you on records Monday through Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes.

(SNEAK  
THEME  
IN)

(THEME: -- UP TO TIME...)

gz  
11/16/53 pm

ATX01 0055938



CLEVELAND - WTAM            THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC. - WRC -    "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-27

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Trans Festival #52 (Ogden Nash)*  
*live intro. (Side 5 - Band 2) live tag.*

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

LOCAL ANNCR:  
(LIVE)       Introducing America's comic poet-Laureate,  
                  Ogden Nash!

OGDEN NASH:  
(SOUND TRACK)   Somebody once went through my poems and  
                  made a list of the things I dislike. It's  
                  a pretty long list too. However, on the  
                  list of things I liked, they said I liked  
                  good eating. Of course I like good eating.  
                  I like good anything. Good fun, good  
                  smoking, Naturally, I smoke Luckies.

To put it poetically,  
                  I hope I'm not a crank, but I've got  
                                  one foible,  
                  I don't enjoy anything unless it's  
                                  enjoyable.  
                  I'm pernickety about what I like  
                  And for thirty years I've smoked  
                                  Lucky Strike.

LOCAL ANNCR:   Thanks, Ogden Nash. There's more truth to  
(LIVE)           that than poetry! Smoking enjoyment is  
                  all a matter of taste. And the fact of the  
                  matter is -- Luckies taste better ...  
                  cleaner, fresher, smoother.

(MORE)

ATX01 0055940

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

(OGDEN NASH TESTIMONIAL - #52 (CONT'D))

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, LS/MFT --  
Lucky Strike means fine tobacco and fine  
tobacco means better taste. Second,  
Luckies are made better to draw freely  
and smoke evenly ... that, too, means  
better taste for you ... So, Be Happy --  
Go Lucky.

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON - WRC "LIGHT UP TIME"  
SAN FRANCISCO - KNBC

( ) ( )  
10:30 - 11:00 PM (7-7:30 PM)

NOVEMBER 27, 1953

FRIDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: It's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER....  
cleaner, fresher, smoother...

(THEME: UP...AFTER VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature  
Your Happy Go Lucky Specialty Night...music to create a  
(SNEAK mood for the night....and tonight....we're in a mood you  
THEME might call "something for the girls"...For instance, what  
OUT) *some girls want DIAMONDS... others DON'T*  
~~does YOUR best girl want...what does she GET...~~ well,  
we're going to solve the whole problem...set the mood...  
with MUSIC...and if she's in the "mood" for a Velvet  
Glove...Here it is...

(MUSIC: THE VELVET GLOVE (RENE-WINTERHALTER)

D.J.: Yes, for "milady"...THAT was a Velvet Glove...played by  
Henri Rene and Hugo Winterhalter... (PAUSE) ..You know...  
some girls have fairly "expensive" ideas about what they  
want...like cadillac cars...mink coats...a YACHT...Take  
Eartha Kitt for instance...C'est Si Bon...

(MUSIC: C'EST SI BON (KITTY)

D.J.: Cute, hmmm? Eartha Kitt with C'est Si Bon...(It's So Good) ...But, now...perhaps YOUR best girl doesn't require so much...perhaps SHE'LL settle for silks or satin...something SIMPLE...like this musical treatment by Leroy Anderson that tells the story of the Girl In Satin.

(MUSIC: THE GIRL IN SATIN (ANDERSON))

D.J.: That's Leroy Anderson's latest musical effort...inspired by some favorite..."Girl in Satin"..

(COMMERCIAL...BETTER TASTE #12 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE #12

(FOR MUSICAL SHOW ONLY)

ANNOUNCER: You know, there are three words that pretty well sum up why millions of smokers prefer Lucky Strike. Those three words are, "Luckies taste better". "Taste" that's the key to real smoking enjoyment. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Here's why. First, fine tobacco ... that's where you'd expect better taste to start. LS/MFT, Lucky Strike means fine tobacco. Naturally mild, good-tasting tobacco. Second, Luckies are made better to taste better. You can see for yourself that they're round, firm, fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember: Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy -- Go Lucky. Get better taste. Next time ask for Lucky Strike.

ATX01 0055945

(MUSIC: ONE DOZEN ROSES (JAMES) ... TO FINISH...)

D.J.: Well, THAT was "something for the girls"... one SPECIFIC girl probably...Yes, that was One Dozen Roses...and the music was by Harry James...(PAUSE)...Now, light up a Lucky and let's go on with our mood for the night...and here's something that might surprise you...Patti Page is EASY to PLEASE...SHE'LL be happy with that Doggie in the Window...

(MUSIC: THE DOGGIE IN THE WINDOW (PAGE))

D.J.: And that's the story of The Doggie in the Window...by Patti Page...and here's an interesting message by a FRIEND of yours.

(COMMERCIAL...COLLINS' TRANSCRIEED BETTER TASTE #9)

(SIDE 1 - BAND 3)



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE-MINUTE COMMERCIAL  
BETTER TASTE-STRAIGHT COLLINS  
#9

9/23/53

COLLINS: Hi friends. This is Dorothy Collins. I'd like to take a minute of your time to talk about taste. Isn't it true that you enjoy a good, say, steak dinner because of the way it tastes? Well, I think the same goes for a cigarette. You like it because of the way it tastes. Really friends, smoking enjoyment is all a matter of taste. And, the fact of the matter is Luckies taste better!

Here's why this is true. First -- LS/MFT -- Lucky Strike means fine tobacco -- naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully packed. Made to draw freely and smoke evenly when you light one up. Think of it, fine tobacco in a truly better-made cigarette. Don't you think a cigarette like that will bring you all the smoking enjoyment you could possible want? Try a carton of Luckies ... soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy -- Go Lucky!

ATX01 0055947

D.J.: Now...MORE of "something for the girls"...and at this point we find Eddie Fisher in somewhat of a musical dilemma... Here's a girl who will settle for just a "word"...perhaps the "touch" of a "song"...but HOW do you speak to an Angel...

(MUSIC: HOW DO YOU SPEAK TO AN ANGEL (FISHER))

D.J.: So, there you have "something for the girls"...our mood for the night...and I hope it leaves you in a PLEASANT mood...

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO)

D.J.: Yes, you have just heard the Friday night edition of Light Up Time...featuring the latest news and your Happy Go Lucky Specialty Night...music to create a mood for the night. (PAUSE) Monday night at 10:30 (\*\*) more news and your Happy Go Lucky Hits of the Week...Six of the top seven songs of the week played Saturday night on Your Hit Parade. (PAUSE) This is (DISC JOCKEY) saying thanks for being with us and reminding you that...  
(TRANSCRIBED CONGA JINGLE)

D.J.: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better...cleaner, fresher, smoother. So, Be Happy, Go Lucky. Make your next carton Lucky Strike...(PAUSE)

(SNEAK  
THEME  
IN.) Light Up Time on records is brought to you Monday through Friday by Lucky Strike -- product of the American Tobacco Company -- America's leading manufacturer of cigarettes.  
(THEME: UP TO TIME)

(\*\*) SAN FRANCISCO AT 7 PM

bw  
11/16/53

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-28

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall  
and the News, brought to you by Lucky Strike, the cigarette  
that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Trans. Testimonial #57 (Alice Bauer)  
MR. Carter. (Slide 5 - Barrel 4) - live tag

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL

REVISED  
9/22/53

(ALICE BAUER TESTIMONIAL) #57

LOCAL ANNCR: Let's meet America's prettiest professional  
(LIVE) golfer. Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf.  
(SOUND TRACK) I've played golf for so many years. I've  
played amateur golf at first and now I'm  
playing professional golf. And I do like  
professional golf much better it, I don't  
know, has more competition in it and you  
really have to play a much better game of  
golf. I guess that's all a matter of taste  
though, and after a hard day out on the golf  
course and really hard competition, I like to  
come in and sit down and relax and light up a  
Lucky. I guess that's a matter of taste too,  
but to me Luckies taste better.

LOCAL ANNCR: Thanks, Alice Bauer. Friends, smoking  
(LIVE) enjoyment is all a matter of taste. And the  
fact of the matter is -- Luckies taste better  
... cleaner, fresher, smoother. First, because  
Lucky Strike means fine tobacco. And second,  
because Luckies are made to taste better.  
So, Be Happy -- Go Lucky: Get a carton!

ATX01 0055951

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky...make your next carton Lucky Strike!

\*This script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday.)

TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)

THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night)

FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night)

ETA 10/20/53

ATX01 0055952

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THURS., FRID., SAT.

DATE 11-30

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall and the News, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Bitter Taste (Freshness) #9 (live)*)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #9

FOR NEWSCASTERS ONLY

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day at the plants where Luckies are made hundreds of packs are carefully tested for the tightness of their cellophane seal ... so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First - fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher tasting cigarette, next time ask for a carton of Lucky Strike.



(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better -- cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night On Broadway\*...I'll be back with more news Wednesday\* night at 10:30. In the meantime, friends, Be Happy - Go Lucky. . . make your next carton Lucky Strike!

\*This Script will conform to the appropriate night (news not on Tuesday night) and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday and Saturday)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night).
- THURSDAY - Your Happy Go Lucky Hits of Yesterday (news plug this show on Wednesday night).
- FRIDAY - Your Happy Go Lucky Specialty Night (news plug this show on Thursday night).

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

( ) ( )  
6:25 - 6:45 P.M.

NOVEMBER 30, 1953

MONDAY

(THEME: \_ LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC)...FADE TO:)

COY: Yes, it's Light Up Time...presented Monday through Friday  
by Lucky Strike, the cigarette that tastes BETTER...cleaner  
fresher, smoother....

(THEME: \_ UP...AFTER VOCAL TAG FADE TO:)

COY: Hello, this is Jim Coy...tonight we feature on records  
Your Happy Go Lucky Hits of the Week....FIVE of the top  
SEVEN songs played last Saturday night on Your Hit Parade...

(SNEAK as determined by Your Hit Parade Survey (PAUSE)..Let's  
THEME listen first to a song that made a "comeback" last week,  
OUT) and did it by being on the Survey in Number Five position..  
Here's Tony Bennett's arrangement of Rags to Riches....

(MUSIC: \_ RAGS TO RICHES (BENNETT)

COY: Song Number Five .... Tony Bennett's recording of Rags to  
Riches....(PAUSE) Now, from one that's fairly NEW....to  
an "old-timer" and one that's been on Your Hit Parade for  
19 weeks....Last Saturday night it was Number Three....  
A nice melody...made NICER....by the music and voice of  
Les Paul and Mary Ford....Vaya Con Dios...

(MUSIC: \_ VAYA CON DIOS (PAUL-FORD) \_)

COY: Vaya Con Dios...by the imcomparable Les Paul and Mary Ford.  
(COMMERCIAL....COLLEGE SURVEY #6 (LIVE)

ATX01 0055956

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #6

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. Last year a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, this year another survey was made. It was nation-wide, and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, it shows that Luckies lead again! Lead over all other brands -- regular or king-size. And by a wide margin. The Number One reason for smoking Luckies was exactly the same as last year -- Luckies' better taste. Now, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Taste better because Luckies are made of fine tobacco. And, they're actually made better to taste better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike.

ATX01 0055957

COY: Now, back to Your Happy Go Lucky Hits of the Week...and a brand new NEWCOMER...Yes, here's the exciting song that was Number SIX on the Survey...Ricochet...and here's Teresa Brewer.....

(MUSIC: RICOCHET...(BREWER)

COY: Teresa Brewer's recording of Ricochet...on Your Hit Parade last Saturday night for the FIRST time....(PAUSE) .....Alright, light up a Lucky, if you will...and let's slow the tempo a bit....Here is Survey Song Number TWO!!! Right up there. The beautiful music of the sea.... Here is Ebb Tide...

(MUSIC: EBB TIDE (CHACKSFIELD).

COY: Beautiful music called Ebb Tide....Now, before the BIG one.....

(COMMERCIAL...CHRISTMAS CARTON #1 (LIVE) )

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #1

ANNOUNCER: Friends, when you light up a cigarette, you just naturally look forward to its taste. For it's the taste of a cigarette that gives you the enjoyment you want. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better ... cleaner, fresher, smoother. There are sound reasons why. For example, LS/MFT -- Lucky Strike means fine tobacco. Then, Luckies are made better ... made round and firm and fully packed to draw freely, smoke evenly. Yes, made better to taste better. And because Luckies do taste so much better, they make wonderful Christmas gifts for your family and your friends. Right now, Luckies are all dressed up in cheerful, bright Christmas cartons - especially created by the world-famous designer, Raymond Lowey. You'll find these gay Christmas cartons of Luckies wherever you buy cigarettes. So Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0055959

COY: Now....on with Your Happy Go Lucky Hits of the week ....  
(PAUSE) And.....here it is!!!! (HARP GLISS) Survey  
Song Number ONE!!! Yes, it's back again....Right at the  
TOP on Your Hit Parade last Saturday night....Snooky  
Lanson sings....You, You, You.....

(MUSIC: YOU, YOU, YOU (LANSON) )

COY: And so that's the BIG song among ALL the BIG songs....and  
you HEARD them all.....on Your Hit Parade!!!!

(THEME: LIGHT UP TIME....AFTER FIRST VOCAL (20 SEC) FADE TO: )

COY: You have just heard the Monday night edition of Light  
Up Time....Your Happy Go Lucky Hits of the Week as recorded  
by outstanding artists of the day....featuring FIVE of the  
top SEVEN songs played last Saturday night on Your Hit  
Parade....(PAUSE) ... Be sure to listen to Radcliffe Hall  
and the news tonight at 10:30 .. presented by Lucky Strike  
.....and tomorrow night we'll be back again at 6:25 with

(SNEAK  
THEME  
OUT)  
Your Happy Go Lucky Night on Broadway...popular tunes from  
musical shows and motion pictures both past and present...  
(PAUSE) ...Now, this is Jim Coy thanking you for being  
with us and reminding you that.....

(TRANSCRIPTION.....CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of  
TASTE.....and the fact of the matter is ...LUCKIES taste

(SNEAK  
THEME  
IN )  
BETTER....cleaner, fresher, smoother..So, BE happy.....

GO Lucky...Make YOUR next carton LUCKY STRIKE...(PAUSE)  
Light Up Time is brought to you Monday through Friday by  
Lucky Strike...product of the American Tobacco Company....  
America's LEADING manufacturer of cigarettes.

(THEME: UP TO TIME)

MTA

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
ONE MINUTE COMMERCIAL  
BETTER TASTE (FRESHNESS) #9

FOR NEWSCASTERS ONLY

ANNOUNCER: Have you smoked a fresh cigarette lately? You have if you've smoked a Lucky, because the makers of Lucky Strike know how important freshness is to the taste of a cigarette. That's why every day at the plants where Luckies are made hundreds of packs are carefully tested for the tightness of their cellophane seal ... so you'll get Luckies' better taste in all its natural freshness. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Here's why. First - fine, naturally mild, good-tasting tobacco goes into Lucky Strike. Then, Luckies are made better - made round, firm, fully packed to draw freely and smoke evenly. So for a better-tasting, fresher tasting cigarette, next time ask for a carton of Lucky Strike.

"LIGHT UP TIME"  
MONDAY THROUGH FRIDAY

(FINAL HUMAN INTEREST STORY)

NEWSCASTER: This is (NEWSCASTER). I'll be back tomorrow night at this same time with another news round-up. In just 30 seconds Your Happy Go Lucky Hits of the Week\* presented by Lucky Strike, product of the American Tobacco Company - America's leading manufacturer of cigarettes.

(LOCAL STATION IDENTIFICATION)

ANNCR: (20 SECOND CHAINBREAK - HERBERT TAREYTON - TRANSCRIBED)

\*TUESDAY - Your Happy Go Lucky Night On Broadway.

\*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion.

\*THURSDAY - Your Happy Go Lucky Hits Of Yesterday.

\*FRIDAY - Your Happy Go Lucky Specialty Night.



CLEVELAND - WTAM            THE AMERICAN TOBACCO COMPANY  
CHICAGO - WMAQ  
WASHINGTON, DC, - WRC -        "LIGHT UP TIME"  
(MONDAY THRU FRIDAY)  
10:30 - 11:00 PM

SAN FRANCISCO - KNBC  
7:00 - 7:30 PM EST

11-30

NEWSCASTER: It's "LIGHT UP TIME" presented Monday through Friday  
by Lucky Strike...featuring a five minute round-up of the  
latest news, and 25 minutes of music you like to hear.  
I'm (NEWSCASTER), and now the news, brought to you by  
Lucky Strike, the cigarette that tastes better --  
cleaner, fresher, smoother.

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Better Taste (Freshness) # 9 sup*)

CLEVELAND, WTAM  
CHICAGO, WMAQ  
WASHINGTON, WRC  
SAN FRANCISCO, KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:35 - 11 P.M.

NOVEMBER 30, 1953

MONDAY

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 SEC.)...FADE TO:)

D.J.: Yes, it's Light Up Time...presented Monday through  
Friday by Lucky Strike...the cigarette that tastes BETTER...  
cleaner, fresher, smoother...

(THEME: UP ...AFTER VOCAL TAG FADE TO:)

D.J.: This is your host (DISC JOCKEY)...and tonight we feature on  
records...Your Happy Go Lucky Hits of the Week...SIX of  
the top SEVEN songs played last Saturday night on Your Hit  
Parade...as determined by Your Hit Parade Survey...(PAUSE)  
...Let's listen first to a song that made a "comeback"  
last week, and did it by being on the Survey in Number  
Five position...Here's Tony Bennett's arrangement of  
Rags to Riches...

(MUSIC: RAGS TO RICHES (BENNETT))

D.J.: Song Number Five Tony Bennett's recording of Rags to  
Riches...(PAUSE) ...Now, from one that's fairly NEW...to an  
"old-timer" and one that's been on Your Hit Parade for 19  
weeks...Last Saturday night it was Number Three... A nice  
melody...made NICER...by the music and voice of Les Paul  
and Mary Ford...Vaya Con Dios...

(MUSIC: VAYA CON DIOS (PAUL-FORD))

D.J.: Vaya Con Dios... by the incomparable Les Paul and Mary  
Ford...and here's a song and a singer just as  
"Unmistakeable"...This is the song that was Number Four on  
the Survey...Eddie Fisher...with Many Times...

(MUSIC: MANY TIMES (FISHER))

-2-

D.J.: That was Eddie Fisher singing Many Times...

(COMMERCIAL...COLLEGE SURVEY #6 LIVE)

ATX01 0055965

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
"LIGHT UP TIME"  
COLLEGE SURVEY #6

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. Last year a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, this year another survey was made. It was nation-wide, and representative of all students in regular colleges from coast to coast. Based on thousands of actual student interviews, it shows that Luckies lead again! Lead over all other brands -- regular or king-size. And by a wide margin. The Number One reason for smoking Luckies was exactly the same as last year -- Luckies' better taste. Now, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Taste better because Luckies are made of fine tobacco. And, they're actually made better to taste better. So for a better-tasting cigarette, next time ask for a carton of Lucky Strike.

D.J.: Now... back to Your Happy Go Lucky Hits of the Week...  
and a brand new NEWCOMER...Yes, here's the exciting song  
that was Number SIX on the Survey...Ricochet....and here's  
Teresa Brewer....

(MUSIC: RICOCHET (BREWER))

D.J.: Teresa Brewer's recording of Ricochet...on Your Hit Parade  
last Saturday night for the FIRST time...(PAUSE)...  
Alright, light up a Lucky, if you will... and let's slow  
the tempo a bit... Here is Survey Song Number TWO!!!  
Right up there. The beautiful music of the sea...  
Here is Ebb Tide....

(MUSIC: EBB TIDE (CHACKSFIELD))

D.J.: Beautiful music called Ebb Tide... Now, before the BIG  
ONE....

(COMMERCIAL...CHRISTMAS CARTON #1 (LIVE))

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #1

ANNOUNCER: Friends, when you light up a cigarette, you just naturally look forward to its taste. For it's the taste of a cigarette that gives you the enjoyment you want. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better ... cleaner, fresher, smoother. There are sound reasons why. For example, LS/MFT -- Lucky Strike means fine tobacco. Then, Luckies are made better ... made round and firm and fully packed to draw freely, smoke evenly. Yes, made better to taste better. And because Luckies do taste so much better, they make wonderful Christmas gifts for your family and your friends. Right now, Luckies are all dressed up in cheerful, bright Christmas cartons - especially created by the world-famous designer, Raymond Lowey. You'll find these gay Christmas cartons of Luckies wherever you buy cigarettes. So Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0055968

D.J.: Now...on with Your Happy Go Lucky Hits of the Week...  
(PAUSE)... And .. here it is!!!! Survey Song Number ONE!!!  
Yes... back again...Right at the TOP of Your Hit Parade  
last Saturday night... Snooky Lanson sings... You, You, You

(MUSIC: YOU YOU YOU (LANSON))

D.J.: And so that's the BIG song among ALL the BIG songs... and  
you heard them all... on Your Hit Parade!!!!

(THEME: LIGHT UP TIME...AFTER FIRST VOCAL (20 sec.)...FADE TO:)

D.J.: You have just heard the Monday night edition of Light Up  
Time.. Your Happy Go Lucky Hits of the Week...as  
recorded by outstanding artists of the day...featuring  
SIX of the top SEVEN songs played last Saturday night on  
Your Hit Parade (PAUSE)... Be sure to listen tomorrow  
night at 10:30 when there'll be more news and Your Happy  
Go Lucky Night on Broadway...popular tunes, from musical  
(SNEAK shows and motion pictures, both past and present...

(THEME: THIS IS (DISC JOCKEY) THANKING YOU FOR BEING WITH US AND  
REMINING YOU THAT...)

(TRANSCRIPTION...CONGA JINGLE...)

D.J.: Remember, friends...smoking enjoyment is all a matter of  
TASTE...and the fact of the matter is...Luckies taste  
BETTER...Cleaner, fresher, smoother...so BE happy...Go

(SNEAK Lucky... Make YOUR next carton Lucky Strike... Light Up

(THEME: TIME IS BROUGHT TO YOU MONDAY THROUGH FRIDAY BY LUCKY  
STRIKE..product of the American Tobacco Company...)

America's LEADING manufacturer of cigarettes...

(THEME: UP TO TIME..)

MTA