

1980
CONTINUED

LUCKY STRIKE
LIGHT UP TIME

DEC
1982

0798599-012

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45 PM EST)

DECEMBER 1, 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 tonight, let's listen first to the PRESENT...a great
show on Broadway right now...Cole Porter's Can Can...One of
the fine songs is...Allez Vous En (Go Way) ... And here is
Miss Kay Starr to sing it...

(MUSIC: ALLEZ VOUS EN (STARR))

COY: Allez Vous En, "go way"...and that was the voice of Kay
Starr..(PAUSE)...Now, from the "footlights" to the "klieg"
lights...and music from the movies...This particular
picture came from 1945 and featured Dianna Lynn and
Veronica Lake... ^{IT'S} the title song from "Out of this
World"...

(MUSIC: OUT OF THIS WORLD (DORSEY))

COY: I'm sure you recognized the music of Tommy Dorsey...and
"Out of this World"...and that was the voice of Stuart
Foster...

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

ATX01 0057586

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 00575B7

(MUSIC: SALOME (SHORE)... TO FINISH...)

COY: Well...if you've been "keeping up" with your Broadway shows these past few months...you no doubt heard that song as it was sung in the recent production of Hazel Flagg...The musical story of "Salomee and her Seven Veils" and that of course was the voice of Dinah Shore..."Dear Dinah"...(PAUSE)...All right, light up a Lucky and listen to music that had its beginning in the First Little Show, back in 1929... featured in the show were such "unknowns" as Fred Allen, Libby Holman, Peggy Conklin. Here's the song we have in mind...

(MUSIC: I GUESS I'LL HAVE TO CHANGE MY PLAN (SCHUMANN))

COY: A very interesting arrangement, hmmm? The Voices of Walter Schumann with I Guess I'll Have to Change My Plan...

(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 0057589

COY: Now, on with Your Happy Go Lucky Night on Broadway...and
^A ~~██████████~~ Gershwin ^{TUNE} ~~██████████~~ that was heard on the Great White
Way in 1930... in Girl Crazy...and then it was included
in the movie score for an American In Paris... and it
always came OUT sounding like the EXCITING music of
"I Got Rhythm"...even when Gene Kelly was teaching it to
a bunch of KIDS in Paris...Listen...

(MUSIC: -- I GOT RHYTHM (KELLY)

COY: Yes, these have been songs from the STAGE...from the
SCREEN...ALL heard...along 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)

bw
11/20/53

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 PM "LIGHT UP TIME"
DECEMBER 1, 1953

TUESDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 taste 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 tonight, let's listen first to the PRESENT...
a great show on Broadway RIGHT NOW...Cole Porter's Can
Can... One of the fine songs is...Allez Vous En (Go Way)
...And here is Miss Kay Starr to sing it....

(MUSIC: ALLEZ VOUS EN ... (STARR)...))

D.J.: Allez Vous En, "go way"...and that was the voice of Kay
Starr..(PAUSE)..Now, from the "footlights" to the "Klieg"
lights...and music from the movies...This particular
picture came from 1945 and featured Dianna Lynn and
Veronica Lake... ^{IT'S} the title song from "Out of this
World"...

(MUSIC: OUT OF THIS WORLD ... (DORSEY)...))

D.J.: I'm sure you recognized the music of Tommy Dorsey...and "Out of This World"...Incidentally, Cole Porter wrote the score of Broadway show by that name...and one of the songs that later found its way to the MOVIE version of Kiss Me Kate was THIS one...From This Moment On...

(MUSIC: -- FROM THIS MOMENT ON... (RALL, MILLER, VAN, FOSSE)...)

D.J.: Yes, that was music right from the soundtrack of Kiss Me Kate...From This Moment On...by Cole Porter....

(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!

(MUSIC: SALOMEE (SHORE) TO FINISH...)

D.J.: Well, ... if you've been "keeping up" with your Broadway shows these past few months...you no doubt heard that song as it was sung in the recent production of Hazel Flagg...The musical story of "Salomee and her Seven Veils" ...and that of course was the voice of Dinah Shore... "dear Dinah"... (PAUSE)...Alright, light up a Lucky and listen to music that had its beginning in the First Little Show, back in 1929...featured in the show were such "unknowns" as Fred Allen, Libby Holman, Peggy Conklin. Here's the song we have in mind....

(MUSIC: I GUESS I'LL HAVE TO CHANGE MY PLAN... (SCHUMANN)...))

D.J.: A very interesting arrangement, hmmm? The Voices of Walter Schumann with I Guess I'll Have To Change My Plan...

(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 0057596

D.J.: Now, on with Your Happy Go Lucky Night on Broadway...and
^A [REDACTED] ^{TWE} GERSHWIN [REDACTED] that was heard on the Great White
Way in 1930...in Girl Crazy...and THEN it was [REDACTED] in
the MOVIE score for An American In Paris...and it always
came OUT sounding like the EXCITING music of "I Got
Rhythm"...EVEN when Gene Kelly was TEACHING it to a bunch
of KIDS in Paris...Listen...

(MUSIC: -- I GOT RHYTHM... (KELLY)...)

D.J.: Yes, these have been songs from the STAGE...from the
SCREEN... ALL heard...along 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
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 PM
'EmR'...11/20/53/

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

12-1

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)*)

ATX01 0057598

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 0057599

"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.

DECEMBER 2, 1953

WEDNESDAY

SAN FRANCISCO - KNBC

7:00 - 7:30 P.M.

(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 Tunes Country Fashion....

(SNEAK

THEME

OUT)

...some of the OLD...some of them NEW...but ALL of
them...songs that BELONG to America...like this one...
a song that has come down through the years...telling the
story of SPRINGFIELD MOUNTAIN...with one of the finest
of all singers of folk songs...Harry Belafonte.....

(MUSIC: _ SPRINGFIELD MOUNTAIN (BELAFONTE) _)

D.J.: Yes, that was Harry Belafonte singing of Springfield
Mountain...one of America's folk songs...(PAUSE)...
And now....the Sons of the Pioneers...naturally
they have a song out of the west....as a matter of fact
you can almost "see" a panorama of the west when you
listen to Red River Valley....

(MUSIC: _ RED RIVER VALLEY...(SONS OF THE PIONEERS) _)

D.J.: Red River Valley...and of course that was a bunch of our
"favorite" cowhands...the Sons of the Pioneers..(PAUSE)..
Alright on we go with Your Happy Go Lucky Tunes.....
country fashion..and here's a lad who has had quite a bit
to do with making this music popular.....Elton Britt..
and tonight he has his "girl friend" with him.....
Rosalie Allen....Here they are with Mockin' Bird Hill...

(MUSIC: _ _ _ _ MOCKIN' BIRD HILL (BRITT-ALLEN) _ _)

D.J.: A "country fashion" duet ...by Elton Britt and Rosalie
Allen...Now, here's a FRIEND of yours.....

(COMMERCIAL....COLLINS' TRANSCRIBED BETTER TASTE #31)

(SIDE 1 - BAND 4)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-WMAQ & "LIGHT UP TIME"
ONE-MINUTE ANNOUNCEMENTS
CONGA JINGLE (BETTER TASTE) #31

September 22, 1953

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: Yes friends, Luckies better taste is the big reason why so many people are switching to Lucky Strike. Sure, everybody knows that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Know why? Because Luckies are made with fine naturally mild good-tasting tobacco. And then, Luckies are made better to taste better -- made round and firm and fully packed to draw freely and smoke evenly. It's just as plain as day that fine tobacco in a better made cigarette is going to give you a better tasting smoke. Ask for Lucky Strike the next time you buy cigarettes --will you do that? C'mon, Be Happy -- Go Lucky.

ATX01 0057603

"LIGHT UP TIME"
DECEMBER 2, 1953

-3-

(REVISED)

(MUSIC: BIMBO (KING) TO FINISH)

D.J.: And THAT'S the story of Bimbo...a little boy that YOU might know someday...cause he has a "million friends"...

(PAUSE) ..Now, light up a Lucky and let's listen to a new song that bears all the marks of "country fashion." And, you can't tell - the Davis Sisters might make it "popular" - all about Sorrow and Pain.

(MUSIC: SORROW AND PAIN - (DAVIS SISTERS))

D.J.: And that's a new "country fashion" song called Sorrow and Pain.

(COMMERCIAL...XMAS CARTON #2 (LIVE))

ATX01 0057604

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER: Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for more **smoking** enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

"LIGHT UP TIME"
DECEMBER 2, 1953

-4-

(REVISED)

D.J.: Now....a cute little thing that's typical of the "hills"..
(CONT'D) and the music you hear there...THAT'S probably because this
song STARTED there.....in the HILLS....Here's Tennessee
Ernie....with the Tennessee Local.....

(MUSIC: TENNESSEE LOCAL (ERNIE))

D.J.: So...remember...if you're in a hurry.....don't ever get
"caught" on that Tennessee Local.....it's SLOW!!!

(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

(SNEAK
THEME
OUT) your Happy Go Lucky Hits of Yesterday, songs selected
from Your Hit Parade programs of the past 18 years.
(PAUSE) This is (DISC JOCKER!) 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
IN) 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.)

ATX01 0057606

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

12-2

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 (Lwi)*)

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.

ATK01 0057608

"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.

WNEC - NEW YORK

THE AMERICAN TOBACCO COMPANY

(REVISED)

"LIGHT UP TIME"

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

DECEMBER 2, 1953

WEDNESDAY

(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 Tunes ... country fashion . some of them OLD ... some of the NEW ... but ALL of

(THEME OUT)_ them ... songs that BELONG to America ... like this one ... a song that has come down through the years ... telling the story of SPRINGFIELD MOUNTAIN ... with one of the finest of all singers of folk songs ... Harry Belafonte ...

(MUSIC: -- SPRINGFIELD MOUNTAIN ... (BELAFONTE)

COY: Yes, that was Harry Belafonte singing of Springfield Mountain ... one of America's folk songs ... (PAUSE) And now ... the Sons of the Pioneers ... naturally they have a song out of the west ... As a matter of fact, you can almost "see" a panorama of the west when you listen to Red River Valley

(MUSIC: -- RED RIVER VALLEY ... (SONS OF THE PIONEERS)

COY: Red River Valley ... and of course that was a bunch of our "favorite" cowhands ... the Sons of the Pioneers ... and HERE'S one of our favorite GIRLS ...

(COMMERCIAL ... COLLINS' TRANSCRIBED BETTER TASTE #32)

(SIDE 1 - BAND 4)

ATX01 0057610

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-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 0057611

(MUSIC: -- BIMBO (KING) ... TO FINISH)

COY: And THAT'S the story of Bimbo ... a little boy that
YOU might know someday ... cause he has a "million
friends" (PAUSE) ... Now, light up a Lucky and
let's listen to a new song that bears all the marks of
"country fashion". And you can't tell -- the Davis
Sisters might make it "popular" -- all about --
sorrow and pain.

(MUSIC: -- SORROW AND PAIN (DAVIS SISTERS)

COY: And, that's a new "country fashion" song, called
Sorrow and Pain.....

(COMMERCIAL XMAS CARTON #2 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER:

Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for more smoking enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

RTX01 0057613

COY: Now ... a cute little thing that's typical of
the "hills" ... and the music you hear there ...
THAT'S probably because this song STARTED there ...
in the HILLS ... Here's Tennessee Ernie ... with
the Tennessee Local

(MUSIC: -- TENNESSEE LOCAL ... (ERNIE)

COY: So ... remember, if you're in a hurry ... don't ever
get "caught" on that Tennessee Local ... it's SLOW!!!!

(THEME: -- LIGHT UP TIME ... AFTER FIRST VOCAL 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 ...
(TRANSCRIPTION CONGA JINGLE).

(REVISED)
12-2-53

-3A-

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)

pmk
11/24/53 pm

ATX01 0057615

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 2-2

HALL: Good evening, ladies and gentlemen. This is Redcliffe 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 (uni)*)

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 0057617

(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

(REVISED)

"LIGHT UP TIME"

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

DECEMBER 3, 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 first, we "look back"
(SNEAK to the year 1950...That was the year General MacArthur
THEME was appointed commander of U.N. forces in Korea....The
OUT) year the President designated an "official" U.N. DAY...
That was the year Your Hit Parade of April 1st was playing
My Foolish Heart....

(MUSIC: _ _ MY FOOLISH HEART (JENKINS) _)

COY: My Foolish Heart...and of course.....the familiar
arrangement by Gordon Jenkins...(PAUSE) Now...to the year
1939!!! Life With Father BEGAN a "run" on BROADWAY that
was to shatter all box office records...and out in
Hollywood a song from the movies was in the process of
winning an Oscar...and it ALSO won a spot on Your Hit
Parade of August 19th...Judy Garland sings...Over The Rainbow.

(MUSIC: _ _ OVER THE RAINBOW (GARLAND) _)

COY: Over the Rainbow from the "Wizard of Oz"...and it was sung
by the STAR of that picture...Judy Garland...
(COMMERCIAL...COLLEGE SURVEY #7 (LIVE))

ATX01 0057619

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better.. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057620

(MUSIC: BRAZIL (WOLCOTT)...TO FINISH...)

COY: That was Brazil!!! An exciting samba treatment by Charles Wolcott. ██████████ heard on Your Hit Parade of January 9, 1943...(PAUSE) Alright, Light up a Lucky...and let's STAY with that same year..1943...FDR and Churchill "traveled" to Casablanca...Chicagoans "traveled" on a SUBWAY for the FIRST time. ^{but} ██████████ on Your Hit Parade of March 27th..THIS musical "complaint" was being registered....Don't Get AROUND Much Anymore...

(MUSIC: DON'T GET AROUND MUCH ANYMORE (GRAY)...)

COY: Yes, that was the Glen Gray orchestra with Kenny Sargent singing Don't Get Around Much Anymore...

(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 0057622

COY: Now, on with Your Happy Go Lucky Hits of Yesterday...to the year 1935...Amelia Earhart made "history" by flying alone across the Pacific...that was in March...one month later... LUCKY STRIKE made "history" with the Very First Hit Parade.. and in AUGUST on Your Hit Parade Program of the 19th..THIS SONG was making "history".. Here's Eddie Fisher with Cheek to Cheek...

(MUSIC: CHEEK TO CHEEK (FISHER))

COY: So there they are...GREAT songs...from yesterday...and because they WERE great songs..you heard them 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...

TRANS: 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)

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 0057623

COY: (CONTD)

(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...)

JK

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-3

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 (WBC))

ATX01 0057625

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 oigarette 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 0057627

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

(REVISED)

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

"LIGHT UP TIME"

() ()
10:30-11:00 P.M.

DECEMBER 3, 1953

THURSDAY

SAN FRANCISCO - KNBC

() ()
7:00-7:30 P.M.

(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 first,

(SNEAK
THEME
OUT) we "look back" to the year 1950 ... That was the year
General MacArthur was appointed commander of U.N. Forces
in Korea ... The year the President designated an
"official" U.N. Day ... That was the year Your Hit
Parade of April 1st was playing My Foolish Heart

(MUSIC: -- MY FOOLISH HEART ... (JENKINS))

D.J.: My Foolish Heart ... and of course ... the familiar
arrangement by Gordon Jenkins ... (PAUSE) Now ... to the
year 1939!!! Life With Father BEGAN a "run" on
Broadway that was to shatter all box office records ...
and out in Hollywood a SONG from the movies was in the
process of winning an Oscar ... and it ALSO won a spot
on Your Hit Parade of August 19th ... Judy Garland sings
Over the Rainbow ...

(MUSIC: -- OVER THE RAINBOW ... (GARLAND))

RTX01 0057628

D.J.: Over the Rainbow from the "Wizard of Oz"....and it was sung by the STAR of that picture...Judy Garland....
(PAUSE) Now, let's go on with Your Happy Go Lucky Hits of Yesterday and here's music from Your Hit Parade of November 13, 1948...The year that Al Capp published a book called "The Life and Times of the Schmoo"..... the year that Frank Loesser published a song....that sounded like THIS....

(MUSIC: ON A SLOW BOAT TO CHINA (KYSER))

D.J.: Yes, that was Kay Kyser with On a Slow Boat To China... and I know you recognized Harry Babbitt....
(COMMERCIAL...COLLEGE SURVEY #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better.. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057630

(MUSIC: BRAZIL (WOLCOTT) ... TO FINISH ...)

D.J.: That was Brazil !!! An exciting samba treatment by Charles Wolcott... heard on Your Hit Parade of January 9, 1943 (PAUSE) ... Alright, light up a Lucky... and let's STAY with that same year.... 1943... FDR and Churchill "traveled" to Casablanca... Chicagoans "traveled" on a subway for the FIRST time....
But on Your Hit Parade of March 27th ... THIS musical "complaint" was being registered.... Don't Get Around Much Anymore....

(MUSIC: DON'T GET AROUND MUCH ANYMORE (GRAY))

D.J.: Yes, that was the Glen Gray orchestra with Kenny Sargant singing Don't Get Around Much Anymore.....

(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 0057632

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 0057633

D.J.:
(CONT'D)

Now.....here we go with music from the year 1935!!!
Amelia Earhart made "history" by flying alone across
the Pacific....that was in MARCH...one month later...
LUCKY STRIKE made "history" with the Very First Hit
Parade...and in AUGUST on Your Hit Parade Program of
the 19th.....THIS SONG was making "history".....
Here's Eddie Fisher with Cheek to Cheek.....

(MUSIC: CHEEK TO CHEEK (FISHER))

D.J.: So there they are...GREAT songs...from yesterday...and
because they WERE great songs....you heard them 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.....

(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.

(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)

** SAN FRANCISCO - 7:00 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

12-3

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 # Better Taste #7 (live))

ATX01 0057635

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.

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 4, 1953

FRIDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature
Your Happy Go Lucky Specialty Night...music to create

(SNEAK
THEME
OUT)

a mood for the night...and tonight we'd like to put
you in a "Latin" mood...a ROMANTIC mood...picture if you
will swirling skirts and dancing feet...listen, if you
will, to the MUSIC of Latin Americana...like THIS
"serenade" to a dark eyed senorita named Maria...Maria,
My Own...played by Mario Armengol...

(MUSIC: --- MARIA MY OWN... (ARMENGOL)...)

D.J.: Beautiful music called Maria My Own...music to the subtle
beat of the rhumba...and, you know sometimes that "beat"
of Latin America can enhance the beauty of ANY song...like
THIS one that Margaret Whiting has for you now...The Moon
Was Yellow..."and the Night was Young"...

(MUSIC: --- THE MOON WAS YELLOW... (WHITING)...)

D.J.: Margaret Whiting with The Moon Was Yellow...part of our "mood" tonight...(PAUSE) But, of course, a "Latin" mood must have its gay, exciting moments too...and for that you just call on the rhythm of the samba...and here's one of the most popular ... Tico-Tico...played by the girl who made it popular...Ethel Smith...

(MUSIC: -- TICO-TICO... (SMITH)...)

D.J.: And if your toes are tappin', it's probably because of that SAMBA... Tico-Tico...

(COMMERCIAL...COLLEGE SURVEY #9 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #9

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: 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. College men and women have known that for some time. Last year a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nationwide survey was made of all students in regular colleges from coast to coast. Based on thousands of student interviews this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. 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. So, Be Happy -- Go Lucky. To get better taste, ask for Lucky Strike.

ATX01 0057640

(MUSIC: -- ISTANBUL...(MORALES)...TO FINISH...)

D.J.: That's a song that's getting more popular every day...
Nero Morales took it and added the rhythm of the MAMBO...
and...what do you know... it came out sounding like
ISTANBUL, Not Constantinople...(PAUSE)...
Now, light up a Lucky...let's go on with our "Latin" mood
... Let's move from the mambo to the samba again...and one
of our favorite singers...THIS, by the way...is one of the
TOP songs she's turned our...Peggy Lee with Manana...

(MUSIC: -- MANANA...(LEE)...)

D.J.: Yes, that was Peggy Lee with Manana "is soon enough for
me"... Say, speaking of SOON...Christmas is just around
the corner....

(COMMERCIAL...CHRISTMAS CARTON #3 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #3

ANNOUNCER: Friends, isn't it the taste of a cigarette that gives you enjoyment -- that's right, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. There are two good reasons why. First of all, Luckies are made of fine, naturally mild, good-tasting tobacco. Everybody knows -- LS/MFT, Lucky Strike means fine tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So, friends, for your own real deep-down smoking enjoyment ... Light up a Lucky. Yes, next time look for the carton with the red bullseye. And here's a suggestion for a Happy-Go-Lucky Christmas ... give your family and friends bright, gay Christmas cartons of Lucky Strike ... 200 of those better-tasting Luckies in a beautiful Christmas carton specially created by the famous designer Raymond Loewy. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057642

D.J.: On we go now with tonight's Latin "Mood"... and it's time for FESTIVE music...You can almost SEE the FIESTA... see them DANÇING... The "click" of castinets blends with exciting rhythm and melody...AND the voice of Clark Dennis...Here is Granada...

(MUSIC: -- GRANADA... (DENNIS)...)

D.J.: And so...with a generous combination of rhythm and music ...from the quiet beat of the rhumba to the gaiety of the samba...we've put you in a "mood"...A LATIN 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....

(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...(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 7:00 PM
"..."11/20/53/

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

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 # *Bottle Taste (Brushner) #8 (New)*)

ATK01 0057644

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 0057645

"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 ON TIME"

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

DECEMBER 4, 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

(SNEAK "Latin" mood...a romantic mood...picture if you will swirling
THEME skirts and dancing feet...listen, if you will to the music
OUT) of Latin Americana...like this "serenade" to a dark eyed
senorita named Maria...Maria,My Own...played by Mario
Armengol...

MUSIC: MARIA MY OWN (ARMENGOL)..

COY: Beautiful music called Maria My Own...music to the subtle
beat of the rhumba...and, you know sometimes that "beat" of
Latin America can enhance the beauty of ANY song...like THIS
one that Margaret Whiting has for you now..The Moon Was
Yellow..."and the Night was Young"...

MUSIC: THE MOON WAS YELLOW (WHITING)

COY: Margaret Whiting with The Moon Was Yellow...part of our
"mood" tonight...our LATIN mood..

(COMMERCIAL...COLLEGE SURVEY #9(LIVE)

ATX01 0057647

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #9

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: 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. College men and women have known that for some time. Last year a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nationwide survey was made of all students in regular colleges from coast to coast. Based on thousands of student interviews this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. 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. So, Be Happy -- Go Lucky. To get better taste, ask for Lucky Strike.

ATX01 0057648

MUSIC: ISTANBUL (MORALES)...TO FINISH..

COY: That's a song that's getting more popular every day...Noro Morales took it and added the rhythm of the MAMBO...and, what do you know..it came out sounding like ISTANBUL, not Constantinople....(Pause)

COY: Now, light up a Lucky...let's go on with our "Latin" mood... Let's move from the Mambo to the SAMBA and one of our favorite singers...THIS, by the way...is one of the TOP songs she's turned out...Peggy Lee with Manana...

MUSIC: MANANA (LEE)

COY: Yes, that was Peggy Lee with Manana "is soon enough for me"... Say, speaking of SOON...Christmas is just around the corner...
COMMERCIAL...CHRISTMAS CARTON #3 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #3

ANNOUNCER: Friends, isn't it the taste of a cigarette that gives you enjoyment -- that's right, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. There are two good reasons why. First of all, Luckies are made of fine, naturally mild, good-tasting tobacco. Everybody knows -- LS/MFT, Lucky Strike means fine tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So, friends, for your own real deep-down smoking enjoyment ... Light up a Lucky. Yes, next time look for the carton with the red bullseye. And here's a suggestion for a Happy-Go-Lucky Christmas ... give your family and friends bright, gay Christmas cartons of Lucky Strike ... 200 of those better-tasting Luckies in a beautiful Christmas carton specially created by the famous designer Raymond Loewy. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057650

COY: On we go now with tonight's Latin "mood"...and it's time for FESTIVE music...You can almost see the FIESTA...see them DANCING... The "click" of castinets blends with exciting rhythm and melody..AND the voice of Clark Dennis...Here is Granada...

MUSIC: GRANADA (DENNIS)

COY: And so...with a generous combination of rhythm and music... from the quiet beat of the rhumba to the galey of the samba. we've put you in a "mood"...A LATIN 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

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

(TRANSCRIPTION..CONGA JINGLE)

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. "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.)

E.F 11/19/53

A

ATX01 0057652

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-4

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 # Better Taste #8 (Freshness) (live))

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-5

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 #10 (Ari))

RTX01 0057654

7
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.

Li
ATX01 0057655

(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 0057656

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 0057657

(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 0057658

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

() ()
10:35 - 11:00 PM

DECEMBER 7, 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...
(SNEAK
THEME
OUT)
(PAUSE)...All right, light up a Lucky and listen to the
beautiful melody that was Number Three on the Survey...
Many Times...featuring the voice of Eddie Fisher...

(MUSIC: MANY TIMES (FISHER))

D.J. Yes, that was Eddie Fisher's recording of Many Times...
Survey Song Number Three!!! (PAUSE)...Now, let's turn to
Song Number Six!! Yes, it was on Your Hit Parade again
last Saturday night for the 20th week...Vaya Con Dios...

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

D.J. Les Paul and Mary Ford with Vaya Con Dios...(PAUSE)...And
here's ANOTHER song that's been on Your Hit Parade for quite
sometime too...Last Saturday night it was Number FOUR...
The Ames Brothers sing it...You, You, You...

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

D.J.

You, You, You...by the Ames Brothers...

Live Intro...

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

Live Tag....

(SIDE 5 - BAND 5)

f- 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 0057661

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 12-7

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 (Lud))

D.J. Now...let's go on with the song that was Number five last Saturday night. Teresa Brewer sings Ricochet...

(MUSIC: _ RICOCHET _ (BREWER))

D.J. Teresa Brewer's recording of Ricochet...the song that was Number Five...(PAUSE)...On we go with Your Happy Go Lucky Hits of the Week...and THIS lovely melody was Number TWO last week...It's played for you now by the composer himself... Robert Maxwell...EBB TIDE!!!

(MUSIC: _ EBB TIDE _ (MAXWELL))

D.J. And that was Ebb Tide...Now, before we listen to the music that was at the TOP...

COMMERCIAL...CHRISTMAS CARTON #5 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
CHRISTMAS CARTON COMMERCIAL #5

REVISED

ANNOUNCER: Let me ask you ... don't you smoke for enjoyment? The enjoyment you get from the taste of your cigarette. Certainly, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Yes, Luckies taste better -- cleaner, fresher, smoother -- and for two very important reasons. First, LS/MFT, Lucky Strike means fine tobacco. Second, Luckies are actually made better to taste better. They're made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better-made cigarette just has to add up to better taste. And say, a most welcome Holiday gift for your family and friends would be a Christmas carton or two of Luckies. Luckies' special Holiday carton this year is a real beauty -- created just for Lucky Strike by the famous designer Raymond Loewy. You'll find these colorful Lucky Strike Christmas cartons wherever you buy cigarettes. Get several for the folks on your list. It's always good taste to give better-tasting Luckies for Christmas.

ATX01 0057664

D.J. All right...here it is!!! (HARP GLISS) Yes, this is the BIG one...the song that was right on TOP!! Survey Song NUMBER ONE...It came ALL the way from Number Five in ONE WEEK...UP to FIRST PLACE last Saturday night on Your Hit Parade...SONG NUMBER ONE...Tony Bennett sings...Rags to Riches!!

(MUSIC: RAGS TO RICHES (BENNETT))

D.J. Well, there you have them...SIX BIG songs...and of course you heard them ALL...on Your Hit Parade!!!

(MUSIC: 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

(SNEAK
THEME
OUT)

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...
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
IN)

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

ek

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 0057667

-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 005766B

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM

DECEMBER 7, 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: _ _ LIGHT UP TIME...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) ...
THEME
OUT) All right, light up a Lucky and listen to the beautiful
melody that was Number Three on the Survey...Many Times...
featuring the voice of Eddie Fisher....

(MUSIC: _ _ "MANY TIMES" _... (FISHER)...)

COY: Yes, that was Eddie Fisher's recording of Many Times...
Survey Song Number Three!!!! (PAUSE) ... Now, here's a
song that's been on Your Hit Parade for sometime now...
Last Saturday night it was Number FOUR...The Ames Brothers
sing it ... You, You, You....

(MUSIC: _ _ "YOU YOU YOU" _... (AMES BROTHERS)...)

COY: You, You, You...by the Ames Brothers....

(LIVE INTRO.)

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

(LIVE TAG)

(SIDE 5 - BAND 5)

ATX01 0057669

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.

ATK01 0057670

COY: Now...let's go on with the song that was Number Five last Saturday night. Teresa Brewer sings Ricochet....

(MUSIC: -- "RICOCHET" ... (BREWER) ...)

COY: Teresa Brewer's recording of Ricochet...the song that was Number Five...(PAUSE) ... On we go with Your Happy Go Lucky Hits of the Week...and THIS lovely melody was Number TWO last week...It's played for you now by the composer himself...Robert Maxwell... EBB TIDE!!!!

(MUSIC: -- "EBB TIDE" ... (MAXWELL) ...)

COY: And that was Ebb Tide...Now, before we listen to the music that was at the TOP...

(COMMERCIAL...CHRISTMAS CARTON #5 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
CHRISTMAS CARTON COMMERCIAL #5

REVISED

ANNOUNCER: Let me ask you ... don't you smoke for enjoyment? The enjoyment you get from the taste of your cigarette. Certainly, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Yes, Luckies taste better -- cleaner, fresher, smoother -- and for two very important reasons. First, LS/MFT, Lucky Strike means fine tobacco. Second, Luckies are actually made better to taste better. They're made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better-made cigarette just has to add up to better taste. And say, a most welcome Holiday gift for your family and friends would be a Christmas carton or two of Luckies, Luckies' special Holiday carton this year is a real beauty -- created just for Lucky Strike by the famous designer Raymond Loewy. You'll find these colorful Lucky Strike Christmas cartons wherever you buy cigarettes. Get several for the folks on your list. It's always good taste to give better-tasting Luckies for Christmas.

ATX01 0057672

COY: Alright... here it is!!! (HARP GLISS) ... Yes, this is the BIG one... the song that was right on TOP!!! Survey Song NUMBER ONE.... It came ALL the way from Number Five in ONE WEEK...UP to FIRST PLACE last Saturday night on Your Hit Parade....SONG NUMBER ONE...Tony Bennett sings... Rags to Riches!!!

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

COY: Well, there you have them... FIVE BIG songs...and of course 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.... Now this is Jim Coy thanking you for being with us and reminding you that...

(SNEAK
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...(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...)

'EmR'...12/2/53/

ATX01 0057674

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-7

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 #10 (live)*)

ATX01 0057675

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!

ATKO1 0057676

(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.)

SA
11/30/53

ATX01 0057677

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45 PM EST)

DECEMBER 8, 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 our "overture" music tonight is from the PRESENT...Yes,
Broadway audiences are applauding right now the beautiful
music of Me and Juliet...Rodgers and Hammerstein wrote the

score...and Mark Dawson sings one of the songs...THIS one...
Keep It Gay...

(MUSIC: _ _ KEEP IT GAY (DAWSON))

COY: Keep It Gay...from Me and Juliet...and it was sung for you
tonight by members of the original cast...(PAUSE)...And now
to MOVIE music...from a picture that flashed across the
silver screens as recently as 1948...It was called Words
and Music and was based on the lives of Rodgers and Hart...
Judy Garland was in the picture and she sang...Johnny One
Note.

(MUSIC: _ _ JOHNNY ONE NOTE (GARLAND))

COY: Yes, that was Judy Garland with Johnny One Note...a song
from the movies...

LIVE INTRO.

(COMMERCIAL...TRANSCRIBED TESTIMONIAL #51 (AMY VANDERBILT)
(LIVE TAG) (SIDE 5 - BAND 1)

ATX01 0057678

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 0057679

LIGHT UP TIME
TUESDAY, DECEMBER 8, 1953

-2-

REVISED

(MUSIC: -- BEYOND THE BLUE HORIZON - WINTERHALTER - TO FINISH)

COY: Beyond the Blue Horizon - a song you've heard many times since it was written for the movie, Monte Carlo, back in 1930 - And that was Hugo Winterhalter's arrangement... All right, light up a Lucky and let's listen to some of the beautiful music from Noel Coward's film production of Blithe Spirit....Camarata plays The Waltz Theme.....

(MUSIC: -- WALTZ THEME (CAMARATA))

COY: A blend of three-quarter time and sweeping strings by Camarata produced that music titled....Waltz Theme.... Now, before we go on,..here's The Sweetheart of Lucky Strike....

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2 (SIDE 1
BAND 1)

ATX01 0057680

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 0057681

COY: Yes, Dorothy Collins...you're RIGHT...Luckies taste BETTER..
 (PAUSE)...On we go now with Your Happy Go Lucky Night on
 Broadway...and Richard Hayes steps into the spotlight...
 The music is from a picture you probably don't even remember
 ...The Gay Desperado...but I know you'll recognize the
 song..Midnight in Paris!!!

(MUSIC: _ _ MIDNIGHT IN PARIS (HAYES))

COY: So, there you are...songs from the movies and the musicals
 ...music...to match the bright lights of 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. *Be sure to listen to Radcliffe Hall
 and the show tonight at 10:30
 presented by Lucky Strike*
 Tomorrow night we'll be back at 6:25 with Your Happy Go
Lucky Tunes Country Fashion, songs and singers that BELONG
 to America...(PAUSE) Now, this is Jim Coy thanking you
 for being with us and reminding you that...

(MUSIC: _ _ 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!

(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)

7¹ TB

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE

12-8

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 (freshness) # 8 (line))

ATX01 0057684

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.

RTX01 0057685

(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.)

SA
11/30/53

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 8, 1953

TUESDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 taste 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 our "overture" music tonight is from the
PRESENT...Yes, Broadway audiences are applauding right
now the beautiful music of Me and Juliet...Rodgers and
Hammerstein wrote the score...and Mark Dawson sings one
of the songs....THIS one....Keet It Gay....

(MUSIC: KEEP IT GAY (DAWSON))

D.J.: Keep It Gay....from Me and Juliet...and it was sung for
you tonight by members of the original cast...(PAUSE)...
I guess the "harmonica" made its most RECENT impression
in the picture Ruby..Now, we find...this instrument can
adapt itself to almost ANY kind of music...even MORE
movie music...like this from "The Story of Three Loves"...
Jerry Murad plays the title song...

(MUSIC: THE STORY OF THREE LOVES (MURAD))

D.J.: Beautiful music from the movies...The Story of Three Loves
(PAUSE) And now...still ANOTHER Hollywood contribution
to songs that you sing and hum...This is from a picture
that flashed across the silver screens as recently as
1948...It was called Words and Music and was based on
the lives of Rodgers and Hart...Judy Garland was in the
picture and she sang...Johnny One Note...

(MUSIC: -- JOHNNY ONE NOTE -- (GARLAND))

D.J.: Yes, that was Judy Garland with Johnny One Note...a song
from the movies...

(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.

ATX01 0057689

LIGHT UP TIME
TUESDAY, DECEMBER 8, 1953

-3-

REVISED

(MUSIC: BEYOND THE BLUE HORIZON - WINTERHALTER - TO FINISH)

D.J.: Beyond the Blue Horizon - a song you've heard many times since it was written for the movie, Monte Carlo, back in 1930 -- And that was Hugo Winterhalter's arrangement.... (PAUSE)....Alright, light up a Lucky and let's listen to some of the beautiful music from Noel Coward's film production of Blithe Spirit...Camarata plays the Waltz Theme...

(MUSIC: WALTZ THEME ... CAMARATA)

D.J.: A blend of three-quarter time and sweeping strings by Camarata produced that music titled....Waltz Theme... Now, before we go on here's the Sweetheart of Lucky Strike....

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

(SIDE 1 - BAND 1)

ATX01 0057690

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/MPT -- 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 0057691

Do

D.J.: Yes, Dorothy Collins...you're RIGHT...Luckies taste BETTER... (PAUSE) On we go now with Your Happy Go Lucky Night on Broadway...and Richard Hayes steps into the spotlight...The music is from a picture you probably don't even remember...The Gay Desperado...but I know you'll recognize the song... Midnight in Paris!!!!

(MUSIC: -- MIDNIGHT IN PARIS -- (HAYES))

D.J. So, there you are...songs from the movies and the musicals... music.....to match the bright lights of 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 your happy go lucky tunes country fashion.....songs and singers that BELONG to America...

(SNEAK THEME OUT) 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 PM

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 12-8

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 (LAW))

ATX01 0057693

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 0057694

-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

8Z
10/19/53 pm

ATX01 0057695

NBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 P.M.

DECEMBER 9, 1953

WEDNESDAY

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

(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 Tunes Country Fashion....
...some of the OLD...some of them NEW...but ALL of them..
(SNEAK
THEME
OUT]
..songs that BELONG to America.... and first, here's a
singer who has done so much to make "country fashion"
music so POPULAR...Slim Whitman is his name. He had a hand
in writing this FIRST SONG as a matter of fact..There's
A Rainbow in Ev'ry Teardrop.

(MUSIC: THERE'S A RAINBOW IN EV'RY TEARDROP (WHITMAN))

D.J. So..you see, there's always a HAPPY ENDING..like the
song says...There's a Rainbow in Ev'ry Teardrop...Now,
from THAT song written by Slim Whitman..to one written by
...well, nobody KNOWS..it's a "traditional" song..It's
been around so long we've FORGOTTEN its beginning..but
I think you'll enjoy Harry Belafonte singing it...
Shenandoah..

(MUSIC: SHENANDOAH (BELAFONTE))

D.J.

Yes, that was Harry Belafonte with one of the many American FOLK songs..Shenandoah..(PAUSE)..You know.. these songs that come out of America always tell a story..a story of LIFE...and in LIFE there's ALWAYS a "detour" or so..well..they wrote a song about that..and Foy Willing is going to tell you all about it...The song is called..naturally..DETOUR...

(MUSIC: -- DETOUR (WILLING))

D.J.

Foy Willing with the Riders of the Purple Sage... and "Detour"...

(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)

RTX01 0057698

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 0057699

LIGHT UP TIME
WEDNESDAY, DECEMBER 9, 1953

-3-

REVISED

(MUSIC: DEEP IN THE HEART OF TEXAS - CROSBY - TO FINISH)

D.J.: Yes, no doubt about it...that was the old "groaner"...
Bing Crosby...and one of his songs from "out of the west"
....COWBOY music called Deep in the Heart of Texas....
(PAUSE) Now, light up a lucky and listen to the "king"
of Western Swing....Spade Cooley...with his sweet little
vocalist, Ginny Jackson, singing Lights Out.....

(MUSIC: LIGHTS OUT - COOLEY)

D.J.: That was Ginny Jackson singing...Lights Out....a song
dedicated to the END of the day....like....well, right
NOW....AND right now....

(COMMERCIAL...CHRISTMAS CARTON #6 (LIVE))

ATX01 0057700

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057701

D.J.:

Alright, on with Your Happy Go Lucky Tunes..country Fashion..and at this point we might suggest ...ANYTIME you're feeling LONELY...ANYTIME you're feeling BLUE.. you just tune US in..and we're liable to have a song like THIS one. ANYTIME ..by Eddy Arnold and his Tennessee Flowboy®

(MUSIC: -- ANYTIME (ARNOLD)

D.J.:

So..if your toes are tappin'..and you're hummin' a tune..it's because you've heard a song you LIKED..A COUNTRY fashion song!!!!

(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

(SNEAK

THEME

OUT)

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 Lucky. Make your next carton Lucky Strike. "Light Up
THEME Time" on records is brought to you Monday through Friday
IN) by Lucky Strike..product of the American Tobacco Company.
America's leading manufacturer of cigarettes,
(THEME: --- UP TO TIME)
**(SAN FRANCISCO - 7 P.M.)

c.g. 11/30/53

ATX01 0057703

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

12-9

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 # *College Party* # 7 (live))

ATX01 0057704

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better.. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057705

"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)

DECEMBER 9, 1953

WEDNESDAY

(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 Tunes..country Fashion. Some of

(THEME

them OLD ... some of the NEW ...but ALL of them...

OUT)

songs that BELONG to America...and first, here's a

singer who has done so much to make "country fashion"

music so popular...Slim Whitman is his name. He had a

hand in writing this first song as a matter of fact...

There's A Rainbow in Ev'ry Teardrop.

(MUSIC: --- THERE'S A RAINBOW IN EV'RY TEARDROP (WHITMAN)

COY: So..you see, there's always a happy ending...like the song says...There's a Rainbow in Ev'ry Teardrop...Now, from that song written by Slim Whitman..to one written by..well, nobody knowsit's a "traditional" song ...It's been around so long we've FORGOTTEN its beginning...but I think you'll enjoy Harry Belafonte singing it..Shenandoah...

(MUSIC: --- SHENANDOAH (BELAFONTE)

COY: Yes, that was Harry Belafonte with one of the many American FOLK songs... Shenandoah..

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 2)

ATX01 0057707

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 picky 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 0057708

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 0057709

LIGHT UP TIME
WEDNESDAY, DECEMBER 9, 1953

-2-

REVISED

(MUSIC: DEEP IN THE HEART OF TEXAS - CROSBY - TO FINISH)

COY: Yes, no doubt about it...that was the old "groaner"...
Bing Crosby,..and one of his songs from "out of the west"
....COWBOY music called Deep in the Heart of Texas....
(PAUSE)...Now, light up a Lucky and listen to the "king"
of Western Swing....Spade Cooley....with his sweet little
vocalist, Ginny Jackson, singing Lights Out.

(MUSIC: LIGHTS OUT - COOLEY)

COY: Lights Out....a song dedicated to the END OF the DAY....
like....well....right NOW....AND right now....
(COMMERCIAL....CHRISTMAS CARTON #6 - LIVE)

ATX01 0057710

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057711

COY: Alright, on with Your Happy Go Lucky Tunes..country fashion..and at this point we might suggest...ANYTIME you're feeling LONELY...ANYTIME...you're feeling BLUE... you just tune us in..and we're liable to have a song like THIS one..ANYTIME..by Eddy Arnold and his Tennessee Flawboys..

(MUSIC: -- ANYTIME (ARNOLD))

COY: So...if your toes are tappin'...and you're hummin' a tune..it's because you've heard a song you LIKED....a COUNTRY fashion song!!!

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL 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...

(TRANSCRIPTIONCONGA 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. 11/30/53

ATX01 0057713

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-9

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 # *College Survey # 7 (live)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better.. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057715

(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.)

SA
11/30/53

ATX01 0057716

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

DECEMBER 10, 1953

THURSDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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

(SNEAK
THEME
OUT) tonight, let's start with the year 1943...that was the year when the BEST DRESSED "gals" were in the uniform of the WACS or WAVES...WASPS or SPARS...and

on Your Hit Parade of March 13th the "feminine" influence was being felt too.....in this song....
For Me and My Gal.....

(MUSIC: _ _ _ FOR ME AND MY GAL (GARLAND-KELLY))

D.J.: Yes, that was Judy Garland and Gene Kelly with MOVIE music....For Me and My Gal....from 1943(PAUSE)
Well, in the year 1950.....somebody was DOING something about the weatherNew York City employed a "rain-maker" to overcome a water shortage.....
a five-hour SNOW storm resulted....that was in April!!!
In that SAME month...on Your Hit Parade of April 29th you heard an "unusual" sounding song called Third Man Theme.....

RTX01 0057717

(MUSIC: --- THIRD MAN THEME (KARAS) ---)

D.J.: The music of the zither....played by Anton Karas...and
of course....that was the Third Man Theme....from 1950..
....(PAUSE).... A few years EARLIER....in 1942 ..
things were slightly "celestial"..... For instance....
a project was started to photograph 500 million stars
.....On Broadway they were applauding "Star and Garter"
and on Your Hit Parade of March 14th they were playing
"Moonlight Cocktail.".....

(MUSIC: --- MOONLIGHT COCKTAIL (MILLER) ---)

D.J: Moonlight Cocktail....and I know you recognized the musi
of the ^{LATE} great Glenn Miller.....

(LIVE INTRO)

(COMMERCIAL....TRANSCRIBED TESTIMONIAL #53(SIDE GOLDEN

(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 0057719

LIGHT UP TIME
THURSDAY, DECEMBER 10, 1953

-3-

REVISED

(MUSIC: OH! YOU CRAZY MOON - MORSE - TO FINISH)

D.J.: Ella Mae Morse with Oh, You Crazy Moon....you heard it on Your Hit Parade of November 16, 1946....that was the year the King and Queen of England paid us a visit....they were "treated" to HOT DOGS at Hyde Park, remember? (PAUSE) Now, light up a Lucky and let's turn to the year 1946...the big news THAT year was that World War Two was officially proclaimed ENDED....and on Your Hit Parade of November 16th was a gay tune that everyone was singing..... The Coffee Song!!!!

(MUSIC: THE COFFEE SONG... (SINATRA))

D.J.: "They've Got An Awful Lot of Coffee In Brazil"....That was Frank Sinatra and The Coffee Song...and now....here's the Sweetheart of Lucky Strike.....

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

(SIDE I - BAND 2)

ATX01 0057720

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 0057721

LIGHT UP TIME
THURSDAY, DECEMBER 10, 1953

-4-

REVISED

D.J.: That's right, Dorothy Collins...Luckies do taste BETTER....
(PAUSE) Now, on with Your Happy Go Lucky Hits of
Yesterday...let's see...1945....what was new THAT year....
well, England had a new Prime Minister Clement Atlee...
and there was a new tune on Your Hit Parade of August 11th..
listen to the Modernaires sing...Gotta Be This or That....

(MUSIC: - GO TTA BE THIS OR THAT...(MODERNAIRES)

D.J.: Yes....the years come and go....and for every YEAR there's
a SONG...that you HEARD....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.

(SNEAK
THEME
OUT)
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. Light Up Time is

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

(MORE)

ATK01 0057722

(THEME: UP TO TIME)

** SAN FRANCISCO - 7:00 PM

mta

ATX01 0057723

HE
JCF
JIC
JE
ETI
INC

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

12-10

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 (line))

ATX01 0057724

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.

ATX01 0057725

"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

DECEMBER 10, 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 tonight, let's start

(SNEAK with the year 1943...that was the year when the BEST DRESSED
THEME "gals" were in the uniform of the WACS or WAVES...WASPS or
OUT) SPARS...and on Your Hit Parade of March 13th the "feminine"
influence was being felt too...in this song...For Me and My
Gal...

(MUSIC: FOR ME AND MY GAL (GARLAND-KELLY))

COY: Yes, that was Judy Garland and Gene Kelly with MOVIE music...
For Me and My Gal...from 1943....(PAUSE)...Just one
year EARLIER...in 1942....things were slightly "celestial"..
For instance..a project was started to photograph 500
million stars...On Broadway they were applauding "Star and
Garter"..and on Your Hit Parade of March 14th they were
playing "Moonlight Cocktail"....

(MUSIC: MOONLIGHT COCKTAIL (MILLER))

COY: Moonlight Cocktail...and I know you recognized the music of
^{LATE}
the great Glenn Miller...
(LIVE INTRO..)
(COMMERCIAL...TRANSCRIBED TESTIMONIAL #53 (GOLDBERG)
(LIVE TAG.. (SIDE 5 - BAND 3)

ATX01 0057727

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 0057728

LIGHT UP TIME
THURSDAY, DECEMBER 10, 1953

-2-

REVISED

(MUSIC: OH! YOU CRAZY MOON (MORSE)...TO FINISH...)

COY: Ella Mae Morse with Oh, You Crazy Moon....You heard it on
Your Hit Parade of November 16, 1946....that was the
year the King and Queen of England paid us a visit...they
were "treated" to HOT DOGS at Hyde Park, remember? (PAUSE)
Now, light up a Lucky and let's turn to the year 1946...
the big news THAT year was that World War Two was
officially proclaimed ENDED...and on Your Hit Parade of
November 16th was a gay tune that everyone was singing....
The Coffee Song!!!!

(MUSIC: THE COFFEE SONG - SINATRA)

COY: "They've Got An Awful Lot of Coffee in Brazil"...that was
Frank Sinatra and The Coffee Song...and now....here's
the Sweetheart of Lucky Strike....

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

(SIDE I - BAND 2)

ATX01 0057729

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 0057730

LIGHT UP TIME
THURSDAY, DECEMBER 10, 1953

-3-

REVISED

COY: That's right, Dorothy Collins....Luckies Do taste BETTER...
(PAUSE) Now, on with Your Happy Go Lucky Hits of
Yesterday....let's see....1945....what was new THAT year...
well, England had a new Prime Minister....Clement Atlee...
and there was a new tune on Your Hit Parade of August 11th
....Listen to the Modernaires sing....Gotta Be This or
That....

(MUSIC: GOTTA BE THIS OR THAT (MODERNAIRES))

COY: Yes....the years come and go....and for every YEAR there's
a SONG...that you HEARD....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)

gz
12/2/53 pm

ATX01 0057731

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
(SNEAK_ Lucky.. Make YOUR next carton Lucky Strike. "Light Up
THEME_ Time" is brought to you Monday through Friday by Lucky
IN) 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 12-10

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 Freshness #9 (me))

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.

ATX01 0057734

(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.)

SA
11/30/53

ATX01 0057735

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 11, 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...well, we're in a

(SNEAK DIFFERENT mood...I don't know how you'd describe it..

THEME except to say that we're in a "Dinah Shore" mood.....and

OUT) that should make for a PLEASANT mood, wouldn't you say???

.....And all this seems to be alright with Dinah because
SHE says..."I'm Your Girl"...

(MUSIC: - I'M YOUR GIRL (SHORE)

COY: And that's a sample of how Dinah Shore treats a "show"
tune...the show??? Me and Juliet, to be exact..But, Dinah
can sing ANY kind of a song...and create a "mood".....a
NICE mood...Take this NEW one, for instance...Changing
Partners...

(MUSIC: - CHANGING PARTNERS..(SHORE)

COY: Dinah Shore...with Changing Partners...Now, let's "change"
from ONE pretty girl to ANOTHER one for a few seconds,
shall we?

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 4)

ATX01 0057736

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 0057737

(MUSIC: THINK (SHORE)...TO FINISH...)

COY: Think... "of one who loves you"...so goes the song...and tonight we're "thinking" of Dinah Shore...I guess you'd say we're in a "Dinah Shore" mood...and...finding it pleasant ... (PAUSE)...Light up a Lucky now, if you please ...as Tony Martin joins our "girl"... (He's in a Dinah Shore mood, TOO)...and the result is a happy arrangement of Manhattan!!!

(MUSIC: MANHATTAN (SHORE-MARTIN))

COY: An "ode" to little old New York by Dinah Shore and Tony Martin...Manhattan...

(COMMERCIAL...CHRISTMAS CARTON #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Good reason to make all of your Christmas cartons Lucky Strike!

ATX01 0057739

COY: Well, we're getting close to the end of tonight's "mood"..
what we call a "Dinah Shore" mood...but, it's been NICE,
hasn't it? And, you know...I think Dinah has enjoyed it
too..anyway this next lyrical response is encouraging...
Getting To Know You...

(MUSIC: GETTING TO KNOW YOU (SHORE))

COY: Hope you've enjoyed these last few minutes...we've "spent
the evening" with DINAH...because we've been in a "Dinah
Shore" 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...FIVE of the top SEVEN
songs played Saturday night on Your Hit Parade...(PAUSE)

(THEME OUT) This is Jim Coy 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.

(THEME: UP TO TIME...)

(SNEAK
THEME
IN)

JK

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 12-11

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 #9 (live)*)

ATX01 0057741

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 11, 1953

FRIDAY

AN FRANCISCO - KNBC
() ()
7:00 - 7:30 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...

EMF UP...AFTER VOCAL TAG...FADE TO:)

This is your host (DISC JOCKEY) and tonight we feature
Your Happy Go Lukey Specialty Night...music to create a
mood for the night...and tonight...well, we're in a
DIFFERENT mood...I don't know how you'd describe it...
except to say that we're in a "Dinah Shore" mood...and
that should make for a PLEASANT mood, wouldn't you say???...
And all this seems to be alright with Dinah, because SHE
says..I'm Your Girl...

(MUSIC: I'M YOUR GIRL (SHORE))

D.J. And that's a sample of how Dinah Shore treats a "show" tune...
the show??? Me and Juliet, to be exact...And now...here's
Dinah with "sound effects"...the sound of a train...and,
as always, it comes out nice music...Naturally it's called...
Choo Choo Train...

(MUSIC: CHOO CHOO TRAIN (SHORE))

D.J. Dinah Shore with a novelty song...Choo Choo Train...and I
guess one of the reasons "everybody loves Dinah" is because
she can sing ANY kind of a song...and create a "mood"...a
NICE mood... (MORE)

RTX01 0057742

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #9

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: 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. College men and women have known that for some time. Last year a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nationwide survey was made of all students in regular colleges from coast to coast. Based on thousands of student interviews this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. 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. So, Be Happy -- Go Lucky. To get better taste, ask for Lucky Strike.

ATX01 0057743

(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.)

SA
11/30/53

ATX01 0057744

D.J. Take this brand NEW one, for instance... Changing Partners...
(CONT'D)

(MUSIC: CHANGING PARTNERS...)

D.J. Dinah Shore...with Changing Partners...Now, let's "Change"
from ONE pretty girl to ANOTHER one for a few seconds, shall
we?

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 0057746

← (MUSIC: THINK (SHORE...TO FINISH)

D.J. Think... "of one who loves you"...so goes the song...and tonight we're "thinking" of Dinah Shore...I guess you'd say we're in a "Dinah Shore mood"...and finding it PLEASANT... (PAUSE) ...Light up a Lucky now, if you please...as Tony Martin joins our "girl"...(HE'S in a Dinah Shore mood, TOO) ...and the result is a happy arrangement of Manhattan!!!

(MUSIC: MANHATTAN (SHORE-MARTIN)) _ _

D.J. An "ode" to little old New York by Dinah Shore and Tony Martin...Manhattan...

(COMMERCIAL...CHRISTMAS CARTON #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

ATK01 0057748

D.J. Well, we're getting close to the end of tonight's "mood"... what we call a "Dinah Shore mood"...but, it's been NICE, hasn't it? And, you know...I think Dinah has enjoyed it too.. anyway this next lyrical response is encouraging...Getting to Know You...

(MUSIC: GETTING TO KNOW YOU (SHORE) _ _

D.J. Hope you've enjoyed these last few minutes...we've "spent the evening" with DINAH...because we've been in a "Dinah Shore" 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)

(THEME
OUT)

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

(THEME: UP TO TIME)

(**) SAN FRANCISCO AT 7:00 PM

rk
11/30/53

ATX01 0057750

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

12-11

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 Party # 9 (luc)*)

ATX01 0057751

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #9

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: 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. College men and women have known that for some time. Last year a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. This year another nation-wide survey was made of all students in regular colleges from coast to coast. Based on thousands of student interviews this survey shows that Luckies lead again -- over all other brands, regular or king-size -- and by a wide margin. 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. So, Be Happy -- Go Lucky. To get better taste, ask for Lucky Strike.

ATX01 0057752

"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.

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 12-14

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 # *Christmas Carols #5 (live)*)

ATX01 0057754

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
CHRISTMAS CARTON COMMERCIAL #5

REVISED

ANNOUNCER: Let me ask you ... don't you smoke for enjoyment? The enjoyment you get from the taste of your cigarette. Certainly, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Yes, Luckies taste better -- cleaner, fresher, smoother -- and for two very important reasons. First, LS/MFT, Lucky Strike means fine tobacco. Second, Luckies are actually made better to taste better. They're made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better-made cigarette just has to add up to better taste. And say, a most welcome Holiday gift for your family and friends would be a Christmas carton or two of Luckies, Luckies' special Holiday carton this year is a real beauty -- created just for Lucky Strike by the famous designer Raymond Loewy. You'll find these colorful Lucky Strike Christmas cartons wherever you buy cigarettes. Get several for the folks on your list. It's always good taste to give better-tasting Luckies for Christmas.

ATX01 0057755

(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

Peggy

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRI.
(WEEK OF DEC. 14 ONLY)

12-14

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 # *Christmas Carton #1 (Live)*)
(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 "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*...I'll be back with more news tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky -- make your next carton and all your Christmas gift cartons Lucky Strike.

*(This plug to be given Monday night...other plugs to conform with following program titles)

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show Friday night)

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show Tuesday 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)

m1

ATX01 0057757

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 0057758

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC
SAN FRANCISCO, KNBC
() ()
10:35 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 14, 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...

(SNEAK
THEME
OUT)

(PAUSE)... Tonight...let's listen first to a NEWCOMER to
Your Hit Parade... on the Survey for the first time last
Saturday night....Song Number FIVE!!! One of the beautiful
songs from the Broadway production of Kismet...Tony Martin
...with Stranger in Paradise.

(MUSIC: -- "STRANGER IN PARADISE" ... (MARTIN) ...)

D.J.: Survey Song Number FIVE ... Stranger In Paradise...(PAUSE)
...Now, let's move on UP...The exciting little number that
was Number Four last week on Your Hit Parade...Light Up
a Lucky ... and enjoy Teresa Brewer's recording of...
Ricochet....

(MUSIC: -- "RICOCHET" ... (BREWER) ...)

D.J.: "I Don't Want A Ricochet Romance"...so goes the song
that was Number Four last week...(PAUSE)...

(MORE)

ATX01 0057759

D.J.: ... And HERE'S the way the music went in the Number
(CONT'D) SEVEN position last Saturday Night....
Eddie Fisher sings...Many Times.

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

D.J.: Yes, that was Eddie Fisher with Song Number Seven...
Many Times...

(COMMERCIAL...COLLEGE SURVEY #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER:

You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057761

D.J.: And now...an "old-timer" on Your Hit Parade!!! Last week
it was right in the CHARMED CIRCLE...Yes, Survey Song
Number Two!!! The Ames Brothers with the beautiful
You, You, You...

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

D.J.: Yes, that was You, You, You...and I know you recognized the
recording by the Ames Brothers..(PAUSE)...Now...on with
Your Happy Go Lucky Hits of the Week...and here's the
lovely melody that describes the "sound of the sea"...The
Number Three song on the Survey last week...Ebb Tide....

(MUSIC: -- "EBB TIDE"....(CHACKSFIELD)....))

D.J.: Ebb Tide!!! The music and sound of the sea...

(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 0057763

D.J.: And now...here it is!!!! Yes, THIS was the TOP song last Saturday Nite... For the second week in a row [REDACTED] [REDACTED] ...NUMBER ONE on the Survey!!! A happy combination of music and rhythm....Listen to Tony Bennett with Rags to Riches....

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

D.J.: Yes, those are the songs they're whistling and humming these days...because they're the BIG songs...and you heard them all, of course...on Your Hit Parade!!!!

(THEME: -- LIGHT UP TIME... AFTER FIRST VOCAL 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 and all your Christmas GIFT
(SNEAK
THEME
IN) cartons... 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)

← 'BmR'.../12/9/53/

ATX01 0057765

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 14, 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..
as determined by Your Hit Parade Survey...(PAUSE)..Tonight,
(SNEAK
THEME
OUT) let's listen first to a NEWCOMER to Your Hit Parade...on
the Survey for the first time last Saturday night...Song
Number FIVE!!! One of the beautiful songs from the
Broadway production of Kismet...Tony Martin...with
Stranger in Paradise...

(MUSIC: _ STRANGER IN PARADISE (MARTIN) _)

COY: Survey Song Number FIVE...Stranger in Paradise...(PAUSE)..
Now, let's move on UP...The exciting little number that was
Number Four last week on Your Hit Parade...Light up a
Lucky ... and enjoy Teresa Brewer's recording of Ricochet..

(MUSIC: _ RICOCHET (BREWER) _)

COY: "I Don't Want a Ricochet Romance"...so goes the song that
was Number Four last week...

(COMMERCIAL...COLLEGE SURVEY #7 (LIVE))

ATX01 0057766

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST & MUSICAL SHOWS)

ANNOUNCER: You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better. So make that next pack Lucky Strike, the cigarette that tastes better.

ATX01 0057767

COY: And now...an "old-timer" on Your Hit Parade!!! Last week it was right in the CHARMED CIRCLE...Yes, Survey Song Number Two!!! The Ames Brothers with the beautiful You, You, You...

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

COY: Yes, that was You, You, You...and I know you recognized that recording by the Ames Brothers...(PAUSE)...Now...on with Your Happy Go Lucky Hits of the Week...and here's the lovely melody that describes the "sound of the sea"... The Number Three song on the Survey last week...Ebb Tide..

(MUSIC: - EBB TIDE (CHACKSFIELD)

COY: Ebb Tide!!!! The music and sound of the sea...
(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 0057769

COY: And now...here it is!!! (HARP GLISS)...Yes THIS was the TOP song last Saturday night... For the second week in a row [REDACTED] NUMBER ONE on the Survey!!! A happy combination of music and rhythm...Listen to Tony Bennett with Rags to Riches...

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

COY: Yes, those are the songs they're whistling and humming these days...because they're the BIG songs...and you heard them all, of course...on Your Hit Parade!!!

(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 FIVE of the top SEVEN songs played last Saturday night on Your Hit Parade.. 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...Now, this is Jim Coy thanking you for being with us and reminding you that..

(SNEAK
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 and all your Christmas
(SNEAK
THEME -
IN) - - GIFT cartons...Lucky Strike!! 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)

RK

RTX01 0057771

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45 PM EST)

DECEMBER 15, 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 And first tonight...we have a brand new voice for you... A
THEME young lady named Jaye Morgan...and she's chosen to sing an
OUT) old song... New VOICE!!! old SONG!!! and the song had its
beginning back in 1931...when it was featured in George
White's Scandals.... Life is Just a Bowl of Cherries...

(MUSIC: LIFE IS JUST A BOWL OF CHERRIES (MORGAN)

COY: Remember it?...Life Is Just a Bowl of Cherries..(PAUSE)..
All right...let's take a page from the musical history of
Rodgers and Hart whose many, many fine songs have echoed
along the Great White Way...and here's one that goes back
to 1940 when they wrote the music for Pal Joey...and if you
saw that show...you heard... I Could Write a Book...

(MUSIC: I COULD WRITE A BOOK (MARTIN)

COY: And, of course, that was Tony Martin...with I Could Write
A Book... And now...here's a little tune I KNOW you'll
recognize...

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

RTX01 0057772

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 0057773

(MUSIC: IF YOU LOVED ME TRULY (PATTI & JERRY LEWIS)...TO FINISH...)

COY: Yes, that was comedian Jerry Lewis...with wife, Patti...
and, I would say they sort of "took care" of Cole Porter's
song..."If You Loved Me Truly"...which he wrote, by the
way, for Can Can... (PAUSE)...Now, light up a Lucky and
listen to the sweeping strings of David Rose...gracing the
music of Gershwin...You heard it in the movie...An American
In Paris...A beautiful melody called... Love Is Here To Stay.

(MUSIC: LOVE IS HERE TO STAY...(ROSE)

COY: David Rose playing...Love Is Here To Stay...
COMMERCIAL....CHRISTMAS CARTON #2 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER: Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for **more smoking** enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057775

COY: Well, here's Mary Martin!!! One of the great stars of Broadway...she's ON Broadway right now...But, tonight she's singing one of the songs from "The Bandwagon" which made it's first appearance along the Great White Way in 1931... the "star" THEN was Fred Astaire...but TONIGHT...our star is MARY MARTIN singing New Sun In The Sky...

(MUSIC: NEW SUN IN THE SKY (MARTIN))

COY: And, as usual...we have to leave...but leave you, we hope... with memoriesof SONGS and STARS...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, songs and singers that BELONG to America...(PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that...

(MUSIC: 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 and all your Christmas gift cartons... 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)

bw
12/4/53

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRI.
(WEEK OF DEC. 14 ONLY)

12-15

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 # *Christmas Carton #2 (Lme)*)
(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 Strikes "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*...I'll be back with more news tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky -- make your next carton and all your Christmas gift cartons Lucky Strike.

*(This plug to be given Monday night...other plugs to conform with following program titles)

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show Friday night)

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show Tuesday 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)

m1

ATX01 0057777

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER: Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for **more smoking** enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057778

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 15, 1953

TUESDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 FIRST 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 from musical shows and motion pictures, past and present....and first tonight,....

(THEME OUT) we have a brand new voice for you.... A young lady named Jaye Morgan....and she's chosen to sing an old song....New VOICE!!! Old SONG!!! and the song had its beginning back in 1931....when it was featured in George White's Scandals....Life Is Just a Bowl Of Cherries...

(MUSIC: LIFE IS JUST A BOWL OF CHERRIES...(MORGAN))

D.J.: Remember it?.....Life Is Just a Bowl of Cherries... (PAUSE) ... Alright....let's take a page from the musical history of Rodgers and Hart whose many, many fine songs have echoes along the Great White Way.....and here's one that goes back to 1940 when they wrote the music for Pal Joey...and if you SAW that show....you HEARD..I Could Write a Book....

(MUSIC: I COULD WRITE A BOOK...(MARTIN))

D.J.: And, of course, that was Tony Martin....with I
Could Write a Book....(PAUSE) ...I'd like to
introduce Ella Mae Morse....with a new treatment
of a song that's become "perennial".....partly
because it's one of the songs from Porgy and Bess....
mostly because it's by GERSHWIN.....It Ain't
Necessarily So.....Ella Mae Morse!!!

(MUSIC: _ _ _ IT AIN'T NECESSARILY SO (MORSE) _)

D.J.: Interesting, hmmmmmm? Ella Mae Morse with It Ain't
Necessarily So.....And THIS is interesting, TOO.....
(COMMERCIAL....COLLINS' TRANSCRIBED BETTER TASTE #32

(SIDE 1 - BAND 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-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 0057781

(MUSIC: - - - - IF YOU LOVED ME TRULY (PATTI & JERRY LEWIS)....TO...
FINISH.....)

D.J.: Yes, that was comedian Jerry Lewis.....with wife,
Patti....and, I would say they sort of "took care"
of Cole Porter's song....If You Loved Me Truly....
which he wrote, by the way, for Can Can.....(PAUSE)
.....Now, light up a Lucky and listen to the
sweeping strings of David Rose.....gracing the
music of another Gershwin song.....You heard it in
the movie...An American In Paris....Beautiful music
called....Love Is Here To Stay...

(MUSIC: - - - - LOVE IS HERE TO STAY (ROSE) - -)

D.J.: David Rose playing....Love Is Here To Stay....
(COMMERCIAL....CHRISTMAS CARTON #2 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER: Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for more smoking enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057783

D.J.:
(CONT'D)

Well, here's Mary Martin!!! One of the great stars
of Broadway.....she's ON Broadway right now....
But, tonight she's singing one of the songs from
"The Bandwagon" which made it's first appearance
along the Great White Way in 1931....the "star"
THEN was Fred Astaire.....but TONIGHT.....our star is
MARY MARTIN.....singing New Sun In The Sky....

(MUSIC: _ _ _ _ NEW SUN IN THE SKY (MARTIN) _ _)

D.J.: And, as usual.....we have to leave.....but leave
you, we hope....with memories.....of SONGS and
STARS of 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 your happy go lucky tunes country
fashion.....songs and singers that BELONG to America.

(SNEAK

THEME

OUT)

D.J.: This is (DISC JOCKEY) thanking you for being with
us and reminding you that.....
(TRANSCRIBED: CONGA JINGLE)
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 and all
your Christmas gift cartons....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 PM

MTA

ATX01 0057785

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 12-15

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 # *Christmas Carton #6 (Luo)*)

ATX01 0057786

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

RTX01 0057787

(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

Peggy

NBC

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

DECEMBER 16, 1953

WEDNESDAY

SAN FRANCISCO - KNBC
7:00 - 7:30 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 FIRST 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....

(SNEAKsome of the OLD....some of them NEW....but ALL of
THEME them.....songs that BELONG to America..... and let's
OUT) listen first to one that's as American as the WEST.....
with its mountains and valleys....its plains and blue
skies....Roy Rogers and the Sons of the Pioneers sing.....
Home On The Range.....

(MUSIC: - HOME ON THE RANGE (ROGERS) -)

D.J.: Home On The Range....a song that's just about EVERYBODY'S
favorite.....and of course that was Roy Rogers....(PAUSE)
Well, I don't know how much you know about the "yodel"....
but it's strictly a "country fashion" trick.....and
Slim Whitman is an AUTHORITY.....Listen to what he does
with a YODEL....and the Indian Love Call.....

(MUSIC: - INDIAN LOVE CALL (WHITMAN) -)

RTX01 0057789

D.J.: Yes, that was Slim Whitman with a happy combination of a "yodel" and a "song"....and I hope you enjoyed the result....(PAUSE) Now, here's Hank Williams with a little bit of musical "philosophy" that he wrote himself....
It's Better to Have Loved a Little....

(MUSIC: IT'S BETTER TO HAVE LOVED A LITTLE): (WILLIAMS)

D.J.: Hank Williams....one of the BIG names in "country fashion" music.....with It's Better to Have Loved a Little.....
(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 0057791

(MUSIC: MR. FROGGIE WENT A-COURTIN' (IVES))

D.J.: One of the greatest folk singers of all times...Burl

Ives.....and [REDACTED].....

Mr. Froggie Went A-COURTIN'... [REDACTED]

[REDACTED]

[REDACTED].....(PAUSE)...Now, light up a Lucky and listen to a "country fashion" song that's right out of the hills of Tennessee..."Nashville" to be exact.....Hank Williams sings it and it's called....You Win Again.....

(MUSIC: YOU WIN AGAIN (WILLIAMS))

D.J.: Hank Williams and his Drifting Cowboys....."drifting"

in with a song called You Win Again...and, you know....

WE'RE drifting awful close to Christmasand.....

(COMMERCIAL....SPECIAL CHRISTMAS #1 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends - for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

D.J.: Alright.....let's move along with Your Happy Go Lucky
Tunes Country Fashion...and here is music Just For
You....That's the TITLE of the song and to sing it...
Elton Britt with Just For You...

(MUSIC: - JUST FOR YOU (BRITT))

D.J.: Just For You...and that was Elton Britt and the Beaver
Valley Sweethearts....Where's BEAVER VALLEY!!! I don't
know.....but I DO know this has been "country fashion"
music.....and I hope you LIKED it.....

(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

(SNEAK
THEME
OUT) your Happy Go Lucky Hits of Yesterday, songs selected
from Your Hit Parade programs of the past 18 years.
(PAUSE) This is (DISC JOCKEY) thanking you 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
IN) Lucky. Make your next carton and all your Christmas
GIFT cartons.....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 - 7:00 PM)

mta

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 12-16

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 # Christmas Caravan #7 (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Good reason to make all of your Christmas cartons Lucky Strike.

ATX01 0057796

(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

Peggy

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 16, 1953

WEDNESDAY

(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 Tunes..country fashion. Some of

(THEME them OLD ... some of the NEW ...but ALL of them...
OUT) songs that BELONG to America.....and let's listen first to one that's as American as the WEST...with its mountains and valleys... its plains and blue skies...Roy Rogers and the Sons of the Pioneers sing...Home On The Range...

(MUSIC: -- HOME ON THE RANGE (ROGERS)

COY: Home On The Range...a song that's just about EVERYBODY'S favorite...and of course that was Roy Rogers...(PAUSE)... Well, I don't know how much you know about the "yodel"... but it's strictly a "country fashion" trick...and Slim Whitman is an AUTHORITY...Listen to what he does with a YODEL...and the Indian Love Call...

(MUSIC: -- INDIAN LOVE CALL(WHITMAN)

COY: Yes, that was Slim Whitman with a happy combination of a "yodel" and a "song"...and I hope you enjoyed the result...
(COMMERCIAL...COLLEGE SURVEY #6 (LIVE)

ATX01 0057798

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 0057799

(MUSIC: -- MR. FROGGIE WENT A-COURTIN' (IVES)... TO FINISH...)

COY: One of the greatest folk singers of all time...Burl Ives..
and, [REDACTED]..Mr. Froggie Went
A-Courtin'... [REDACTED]
[REDACTED]...(PAUSE) ...Now,
light up a Lucky and listen to a "country fashion" song
that's right out of the hills of Tennessee..."Nashville"
to be exact...Hank Williams sings it and it's called...
You Win Again...

(MUSIC: -- YOU WIN AGAIN (WILLIAMS))

COY: Hank Williams and his Drifting Cowboys..."drifting" in
with a song called You Win Again...and, you know...WE'RE
drifting awful close to Christmas...and ...
(COMMERCIAL...SPECIAL CHRISTMAS #1 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends- for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

ATX01 0057801

COY: Alright...let's move along with Your Happy Go Lucky Tunes Country Fashion...and here is music Just For You...That's the TITLE of the song...and to sing it...Elton Britt with Just For You...

(MUSIC: -- JUST FOR YOU (BRITT) --

COY: Just For You...and that was Elton Britt and the Beaver Valley Sweethearts...Where's BEAVER VALLEY!!! I don't know...but I DO know this has been "country fashion" music ...and I hope you LIKED it...

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL 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...

(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 and all your Christmas GIFT cartons...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.

(THEME: -- UP TO TIME)

JK

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRI.
(WEEK OF DEC. 14 ONLY)

12-16

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)
(COMMERICAL # *Special Christmas #1 Blue*)
(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 "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*...I'll be back with more news tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky -- make your next carton and all your Christmas gift cartons Lucky Strike.

*(This plug to be given Monday night...other plugs to conform with following program titles)

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show Friday night)

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show Tuesday 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)

m1

ATX01 0057803

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends- for anyone who enjoys a good smoke.. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

ATX01 0057804

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

DECEMBER 17, 1953

THURSDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 we might
(SNEAK look first to the year 1950 ... That was the year Marlene
THEME ^{THE REVIVAL OF} Dietrich starred in THE BLUE ANGEL... and on Broadway...an
OUT) OPENING for Season in the SUN... And on Your Hit Parade of
November 11th....they were playing ORANGE Colored Sky...

(MUSIC: -- ORANGE COLORED SKY (COLE))

D.J. Orange Colored Sky...and of course that was the distinctive
voice of Nat King Cole...(PAUSE) Now...what was doing in
the year 1945.. well, the BIG headlines were being written
by the Allies at Berlin, the Big Three at Yalta and
Potsdam, and by General MacArthur aboard the USS Missouri..
and on Your Hit Parade of March 17th, 1945....MUSICAL
headlines were being written by THIS song...I'm Beginning
to See the Light...

(MUSIC: -- I'M BEGINNING TO SEE THE LIGHT (ELLINGTON))

ATX01 0057805

D.J.: The one and only...Duke Ellington...with I'm Beginning to See the Light...(he had a hand in WRITING it, by the way) (PAUSE) Now...to 1951...just two short years ago...The "King and I" began a sensational "run" on Broadway...That was the year they "revived" Booth Tarkington's "Seventeen"... and THAT was the year Mario Lanza's voice became quite a thing in MUSIC...and, as a result...this song was heard on Your Hit Parade of January 27th, 1951...Here's his record of Be My Love...

(MUSIC: -- BE MY LOVE (LANZA)

D.J. The voice of Mario Lanza...and Be My Love...Now...here's the voice of the "sweetheart" of Lucky Strike..Dorothy Collins...

(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #33)

(SIDE 1 - BAND 6)

September 22, 1953

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNEC-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 0057B07

(MUSIC: _ _ JERSEY BOUNCE (GOODMAN)...TO FINISH)

D.J.: Recognize it?...Sure, that was the great B.G....Benny Goodman...with a song from Your Hit Parade of May 2, 1942.. Yes, that was the year of the "Jersey Bounce"...it was also the year of air raid sirens and blackout drills...Remember? It was ALSO the year of "Skylark"...which you heard on Your Hit Parade of April 18th that year...1942...So, light up a Lucky and listen to Mel Torme sing it...Skylark...

(MUSIC: _ _ SKYLARK (TORME)

D.J.: Skylark...and that was the voice of the "velvet fog"... which is what they call Mr. Mel Torme...
(COMMERCIAL...CHRISTMAS CARTON #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Good reason to make all of your Christmas cartons Lucky Strike.

ATX01 0057809

D.J.: All right, on we go with Your Happy Go Lucky Hits of Yesterday...(PAUSE) ..The year!!! 1935!!!. Your Lucky Strike Hit Parade was very YOUNG...it started that year... The very YOUNG Shirley Temple had become America's Sweetheart....and on Your Hit Parade program of September 7th...there was "accent on YOUGH"...Here's Johnny Long...

(MUSIC: ACCENT ON YOUTH (LONG))

D.J.: And so...those are some of the songs that have come down through the years....they carry the "label"...GREAT SONGS.. and, of course, .. you heard them on...Your Hit Parade!!!

(MUSIC: 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-

(SNEAK
THEME
OUT) lucky specialty night... music to create a mood for the night. (PAUSE) This is (DISC JOCKEY) thanking you 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...and all your Christmas GIFT cartons
LUCKY STRIKE!!! (PAUSE) Light Up Time is brought to you
(SNEAK Monday through Friday by Lucky Strike...product of the
THEME American Tobacco Company...America's LEADING manufacturer
IN) of cigarettes...
(THEME: -- UP TO TIME)

** SAN FRANCISCO.... 7:00 PM

bw
12/7/53

ATX01 0057811

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 12-17

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)

(COMMERICAL # *Special Christmas #1 (Lud)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends-- for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

(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

Peggy

42

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

{
6:25 - 6:45 PM EST

DECEMBER 17, 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 we might look first
to the year 1950...That was the year Marlene Dietrich
THE REVIVAL OF
starred in The BLUE Angel...and on Broadway...an
^
OPENING for Season in the SUN...And on Your Hit Parade
of November 11th...they were playing ORANGE Colored Sky...

(MUSIC: -- ORANGE COLORED SKY (COLE))

COY: Orange Colored Sky...and of course that was the
distinctive voice of Nat King Cole...(PAUSE)...Now...what
was doing in the year 1945...well, the BIG headlines were
being written by the Allies at Berlin, the Big Three at
Yalta and Potsdam, and by General McArthur aboard the USS
Missouri...and on Your Hit Parade of March 17th, 1945...
MUSICAL headlines were being written by this song...I'm
Beginning to See The Light...

(MUSIC: -- I'M BEGINNING TO SEE THE LIGHT (ELLINGTON))

ATX01 0057815

COY: The one and only...Duke Ellington...with I'm Beginning to
See the Light...(he had a hand in WRITING it, by the way)
...Now..listen to the ONE and ONLY..."sweetheart" of
Lucky Strike...Dorothy Collins..

(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 0057817

(MUSIC: - - JERSEY BOUNCE (GOODMAN)...TO FINISH...)

COY: Recognize it? Sure, that was the great B. G....Benny Goodman...with a song from Your Hit Parade of May 2, 1942 ...Yes, that was the year of the "Jersey Bounce"...it was also the year of air raid sirens and blackout drills.. Remember?...it was also the year of "Skylark"...which you heard on Your Hit Parade of April 18th that year... 1942....So, light up a Lucky and listen to Mel Torme sing it...Skylark..

(MUSIC: - - SKYLARK (TORME)

COY: Skylark...and that was the voice of the "velvet fog"... which is what they call Mr. Mel Torme...

(COMMERCIAL...CHRISTMAS CARTON #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

COY: All right on we go with Your Happy Go Lucky Hits of Yesterday...(PAUSE)..The year!!! 1935!!! You Lucky Strike Hit Parade was very YOUNG...it started that year...The very YOUNG Shirley Temple had become America's Sweetheart ...and on Your Hit Parade program of September 7th... there was "Accent on YOUTH" ...Here's Johnny Long...

(MUSIC: -- ACCENT ON YOUTH (LONG))

COY: And so...those are some of the songs that have come down through the years...they carry the "label"..GREAT SONGS... and, of course...you heard them 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 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 and all your Christmas GIFT cartons...Lucky Strike!!

(MORE)

COY: (CONTD)

(SNEAK _ "Light Up Time" is brought to you Monday through Friday
THEME _ by Lucky Strike, product of the American Tobacco Company
IN) ... 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., TUES., WED., THURS., FRI.
(WEEK OF DEC. 14 ONLY)

12-17

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 # *Christmas Carton # 7 (Inc)*)
(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 "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*...I'll be back with more news tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky -- make your next carton and all your Christmas gift cartons Lucky Strike.

*(This plug to be given Monday night...other plugs to conform with following program titles)

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show Friday night)

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show Tuesday 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)

m1

ATX01 0057822

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Good reason to make all of your Christmas cartons Lucky Strike.

ATX01 0057823

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 18, 1953

FRIDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature
Your Happy Go Lucky Specialty Night...music to create a
mood for the night...and tonight...we're in a [REDACTED]
mood... [REDACTED] FOR

(SNEAK
THEME
OUT)

popular versions of classical music, so I guess you'd call
that a POPULAR "classical" mood, [REDACTED] AND
here's a sample of what we have in mind...It's based on
the operetta "Frasquita"...adapted from Franz Lehar's
Frasquita Serenade...and when Connee Boswell sings it....
....it sounds like My Little Nest of Heavenly Blue.....

(MUSIC: - MY LITTLE NEST OF HEAVENLY BLUE (BOSWELL))

D.J.: My Little Nest of Heavenly Blue...and so Connee Boswell
sort of "establishes" our [REDACTED] mood...and this
music by the great Glenn Miller continues it...Here's a
melody based on the theme from Ravel's Pavanne...Ray
Eberle sings it...The Lamp is Low...

(MUSIC: - THE LAMP IS LOW (MILLER))

D.J.: "Music by Miller"...for a MOOD...a "classical" mood....
The Lamp is Low...(Pause)...Now, light up a Lucky and
listen to a COMPLETE adaptation...Not only of the music...
but the rhythm as well... Tchaikovsky called it....
Piano Concerto...Xavier Cugat...sets it to the rhythm
of the rhumba...words are added...and the NEW song
becomes...Tonight we Love...

(MUSIC: _ _ TONIGHT WE LOVE)_ (CUGAT)

D.J.: The Cugat chorus and orchestra with Tonight We love...
(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 0057826

LIGHT UP TIME
FRIDAY, DECEMBER 18, 1953

-3-

REVISED

(MUSIC: _ _ TILL THE END OF TIME (HAYMES) TO FINISH)

D.J.: Yes, that was Dick Haymes with Till the End of Time...
and IT found a place in our mood tonight...because
it's based on familiar music by Chopin...his Polonaise.
(PAUSE)..Alright, let's go on with our mood...listen to
one of the EARLIER popular adaptations...1938, to be
exact...when Larry Clinton and Bea Wain got together
with some music by Debussy...and the happy result was...
My Reverie...

(MUSIC: _ _ MY REVERIE (CLINTON) _)

D.J.: Music originally written by Debussy...adapted by Larry
Clinton...and I'm sure you recognized...My Reverie...
(COMMERCIAL...CHRISTMAS CARTON #6 (LIVE))

ATX01 0057827

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057828

D.J.: Now, on with Your Happy Go Lucky Specialty Night....
music to create a mood...and tonight our mood is
[REDACTED]...POPULAR classical, if you please...
like this music written by Rubenstein...he called it
"ROMANCE"...but Frank Sinatra calls it...If You Are
But A Dream...

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

D.J.: Music by the masters..."adapted".,by the moderns...
and THAT explains our mood tonight.. [REDACTED]
[REDACTED]

(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
(THEME mood for the night. (PAUSE) Monday night at 10:30 (**)
OUT) 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)

(**) SAN FRANCISCO AT 7:00 PM

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 and all your Christmas (SNEAK GIFT cartons...Lucky Strike...(PAUSE) Light Up Time on THEME records is brought to you Monday through Friday by IN) Lucky Strike -- product of the American Tobacco Company -- America's leading manufacturer of cigarettes.
(THEME: _ _ UP TO TIME)

sa/mtf
12/4/53pm.

ATX01 0057830

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 12-18

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 # *Christina Carter #2 (Low)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #2

ANNOUNCER: Friends, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. First, because LS/MFT, Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. And second -- Luckies are made better -- made round and firm and fully packed to always draw freely and smoke evenly. So ... for more smoking enjoyment look to Lucky Strike, the better-made cigarette of fine tobacco. Remember, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. And incidentally, that's why you can't go wrong if you give Luckies for Christmas. They come beautifully wrapped in bright, cheerful Christmas cartons, created just for Lucky Strike by the famous designer, Raymond Lowey. Give all your friends holiday cartons of Luckies for Christmas. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057832

(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

Peggy

WNBC NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 18, 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 [REDACTED]
mood.. [REDACTED] FOR .popular

(SNEAK
THEME
OUT)

versions of classical music, so I guess you'd call that a
POPULAR "classical" mood [REDACTED] AND here's a
sample of what we have in mind....It's based on the
operetta "Frasquita"...adapted from Franz Lehar's Frasquita
Serenade...and when Connee Boswell sings it...it sound like
My Little Nest of Heavenly Blue...

(MUSIC: MY LITTLE NEST OF HEAVENLY BLUE (BOSWELL)...)

COY: My little Nest of Heavenly Blue...and so Connee Boswell
sort of "establishes" our [REDACTED] mood...and this music
by the great Glenn Miller continues it...Here's a melody
based on the theme from Ravel's Pavanne...Ray Eberle sings...
The Lamp is Low...

(MUSIC: THE LAMP IS LOW (MILLER)

COY: "Music by Miller"... [REDACTED]...The
Lamp is Low...

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

ATX01 0057834

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 0057835

LIGHT UP TIME
FRIDAY, DECEMBER 18, 1953

-2-

REVISED

(MUSIC: _ _ TILL THE END OF TIME (HAYMES) TO FINISH)

COY: Yes, that was Dick Haymes with Till The End of Time...
and it found a place in our mood tonight...because it's
based on familiar music by Chopin...his Polonaise. (PAUSE)
Now...light up a Lucky and let's go on with our mood...
listen to one of the earlier popular adaptations...1938,
to be exact...when Larry Clinton and Bea Wain got
together with some music by Debussy...and the happy
result was...My Reverie...

(MUSIC: _ _ MY REVERIE (DEBUSSY)...)

COY: Music originally written by Debussy...adapted by Larry
Clinton...and I'm sure you recognized...My Reverie...
(COMMERCIAL...CHRISTMAS CARTON #6 (LIVE) ...)

ATX01 0057836

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057837

COY: Now, on with Your Happy Go Lucky Specialty Night...music to create a mood...and tonight our mood is [REDACTED] POPULAR classical, if you please... like this music written by Rubenstein...he called it "Romance"...but Frank Sinatra calls it...If You are But a Dream...

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

COY: Music by the masters..."adapted" by the moderns ..and THAT explains our mood tonight... [REDACTED]..

(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... FIVE of the top SEVEN songs played Saturday night on Your Hit Parade...(PAUSE)

(THEME
OUT) This is Jim Coy 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...and all your CHRISTMAS gift cartons 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)

MUSIC: _ _ THEME: UP TO TIME...)

bw
12/4/53

ATX01 0057839

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRI.
(WEEK OF DEC. 14 ONLY)

12-8

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)
(COMMERICAL # *Christmas Carton #6 (Luo)*)
(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 Strikes "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*...I'll be back with more news tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky -- make your next carton and all your Christmas gift cartons Lucky Strike.

*(This plug to be given Monday night...other plugs to conform with following program titles)

MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show Friday night)

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show Tuesday 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)

m1

ATX01 0057B40

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

A

ATX01 0057841

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11 P.M.

DECEMBER 21, 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)...

(SNEAK
THEME
OUT)

And this was the week of NEWCOMERS To Your Hit Parade...and
here's the FIRST of them...the cute little song that was
Number FIVE on the Survey...Eh Cumpari...

(MUSIC: EH, CUMPARI (LA ROSA))

D.J.: And, of course that was Julius LaRosa's recording of Eh,
Cumpari....the song that was Number FIVE last Saturday night
night...(PAUSE)...Now UP one step on the Survey...Here's
ANOTHER new melody...It was Number FOUR on Your Hit Parade
last week... Dinah Shore sings it....Changing Partners....

(MUSIC: CHANGING PARTNERS (SHORE))

D.J.: Changing Partners...and that was the voice of Dinah Shore...
(PAUSE)..From the "new" ...to the "old"...well, an "old
timer" on Your Hit Parade anyway...Last week it was Number
SIX...It's the music of Many Times...and Eddie Fisher sings
it now...

(MUSIC: MANY TIMES (FISHER))

D.J.: Now, from music to words for the moment, and we'd like
to ask you a question...

(COMMERCIAL....BETTER TASTE (FRESHNESS) #13 (LIVE))

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNCR: 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 0057B44

D.J.: On we go now with Your Happy Go Lucky Hits of the Week....
and the tune that was Number TWO last Saturday night...
Rags to Riches...

(MUSIC: RAGS TO RICHES (BENNETT))

D.J.: Tony Bennett's recording of Rags to Riches....a song that
held Number TWO honors on Your Hit Parade Survey...(PAUSE)
...Alright, light up a Lucky and let's listen to more music
that was played last Saturday night on Your Hit Parade...
Here's another newcomer. On the Survey last week for the
first time...and already Song Number THREE....That's Amore!!!

(MUSIC: THAT'S AMORE (MARTIN))

D.J.: Yes, that was the "other" half of the famous Martin and
Lewis comedy team...Dean Martin with Survey Song Number
Three...That's Amore...And now...

(COMMERCIAL...SPECIAL CHRISTMAS #1 (LIVE))

SPECIAL CHRISTMAS #1

ANNCR: Here's a Christmas gift idea that can solve practically all of your shopping problems...a gift that says "Merry Christmas and Happy Smoking" two-hundred times.. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Lowey. It makes a really welcome gift for your family and friends...for ANYONE who enjoys a good smoke. You know, smoking enjoyment is all a matter of TASTE. And the fact of the matter is LUCKIES TASTE BETTER, Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT...Lucky Strike means fine tobacco. And second...Luckies are MADE better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're BOUND to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, BE Happy-GO Lucky for Christmas gifts this year.

D.J.: All right...here it is!!!! Back in the WINNER'S circle was this beautiful melody...Yes, the TOP song on Your Hit Parade last Saturday night...The lovely melody that describes the "sound of the sea"...SURVEY SONG NUMBER ONE... Ebb Tide!!!!

(MUSIC: - EBB TIDE (CHACKSFIELD))

D.J.: And so there they are...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 shows and motion

(SNEAK
THEME
OUT)

pictures both past and present...This is (DISC JOCKEY) thanking you for being with us and reminding you that.... TRANSCRIPTION...CONGA JINGLE

D.J.: And because Luckies DO taste better, they'll make
wonderful Christmas gifts for your family and friends.
So say "Merry Christmas and Happy Smoking" two HUNDRED
times with a bright colorful Christmas carton of Lucky
(SNEAK Strike...Light Up Time 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)

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 12-21

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)

(COMMERICAL # CHRISTMAS) CARTON #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

ATX01 0057850

(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

Peggy

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM

DECEMBER 21, 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...as

(SNEAK determined by Your Hit Parade Survey...(PAUSE)...And this
THEME was a week of NEWCOMERS to Your Hit Parade...and here's the
OUT) FIRST of them...the cute little song that was Number FIVE on
the Survey...Eh Cumpari....

(MUSIC: EH, CUMPARI (LA ROSA)...)

COY: And, of course that was Julius LaRosa's recording of Eh,
Cumpari...the song that was Number FIVE last Saturday night..
(PAUSE)...Now, up one step on the Survey...Here's ANOTHER
new melody...It was Number FOUR on Your Hit Parade last
week...Dinah Shore sings it...Changing Partners...

(MUSIC: CHANGING PARTNERS (SHORE))

COY: Changing Partners...and that was the voice of Dinah Shore...
Now, we're going to change from music to words for the
moment, and I'd like to ask you a question...

(COMMERCIAL...BETTER TASTE (FRESHNESS) #13 (LIVE))

ATX01 0057852

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #13 (FOR MUSICAL SHOW ONLY)

ANNCR: 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.

COY: Now, on we go with Your Happy Go Lucky Hits of the Week...
and the tune that was Number TWO last Saturday night...Rags
to Riches...

(MUSIC: RAGS TO RICHES (BENNETT))

COY: Tony Bennett's recording of Rags to Riches...a song that
held Number TWO honors on Your Hit Parade Survey...(PAUSE)...
All right, light up a Lucky and let's listen to more music
that was played last Saturday night on Your Hit Parade...
Here's another newcomer. On the Survey last week for the
first time...and already Song Number THREE...That's Amore!!!

(MUSIC: THAT'S AMORE (MARTIN))

COY: Yes, that was the "other" half of the famous Martin and
Lewis comedy team...Dean Martin with Survey Song Number
Three...That's Amore...And now...

(COMMERCIAL...SPECIAL CHRISTMAS #1 (LIVE))

SPECIAL CHRISTMAS #1

ANNCR: Here's a Christmas gift idea that can solve practically all of your shopping problems...a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Lowey. It makes a really welcome gift for your family and friends...for ANYONE who enjoys a good smoke. You know, smoking enjoyment is all a matter of TASTE. And the fact of the matter is LUCKIES TASTE BETTER. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT...Lucky Strike means fine tobacco. And second...Luckies are MADE better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're BOUND to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, BE Happy-Go Lucky for Christmas gifts this year.

COY: All right...here it is!!! (HARP GLISS)...Back in the
WINNER'S circle was this beautiful melody...Yes, the TOP
song on Your Hit Parade last Saturday nite. The lovely
music that describes the "sound of the sea"...SURVEY SONG
NUMBER ONE...Ebb Tide!!!

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

COY: And so there they are...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...
Be sure to listen to Radcliffe Hall and the news tonight at
(SNEAK 10:30...presented by Lucky Strike...and tomorrow night we'll
THEME be back again at 6:25 with Your Happy Go Lucky Night on
OUT) Broadway...popular tunes from musical shows and motion
pictures both past and present...Now, this is Jim Coy
thanking you for being with us and reminding you that...
TRANSCRIPTION...CONGA JINGLE...

COY: And because Luckies DO taste better, they'll make wonderful Christmas gifts for your family and friends. So say "Merry Christmas and Happy Smoking" two HUNDRED times with a (SNEAK bright colorful Christmas carton of Lucky Strike...Light Up THEME Time is brought to you Monday through Friday by Lucky IN) Strike, product of The American Tobacco Company...America's LEADING manufacturer of cigarettes...
(THEME: UP TO TIME...)

ek

ATX01 0057B57

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON, TUES, WED, ~~THUR~~

DATE: 12/21 DECEMBER 21, 22, 23, ~~24~~

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 # SPECIAL CHRISTMAS #1 (LIVE))
(HUMAN INTEREST STORY)

ATX01 0057858

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends- for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

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 tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky ... Luckies make wonderful Christmas gifts for your family and friends. So say "Merry Christmas and Happy Smoking" two hundred times with a bright, colorful Christmas carton of Lucky Strike.

*This script will conform to the appropriate night and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show on Tuesday 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)

TB

ATX01 0057860

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 22, 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 tonight our curtain goes up on one of the big Broadway
shows of today...it opened just this month...and already it's
considered a hit...The show?...Kismet!!! And the big reason
for its success, of course, is the MUSIC...Music like THIS...
Baubles, Bangles and Beads...

(MUSIC: -- BAUBLES, BANGLES AND BEADS (LEE)

COY: Peggy Lee with Baubles, Bangles and Beads...one of the NEW
songs from Broadway...and here's one of the OLD...Yes, the
late Sigmund Romberg left a great heritage of music that
started back in 1920. Along about 1928 he wrote the music
for The New Moon...One of the songs he called...One Kiss...
and Tommy Dorsey plays it now...

(MUSIC: -- ONE KISS (T. DORSEY)

COY: A fine arrangement by Tommy Dorsey of...One Kiss...

(LIVE INTRO.)

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

(LIVE TAG)

(SIDE 5 - BAND 3)

ATX01 0057861

REVISED 9/22/53

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
RUBE GOLDBERG TESTIMONIAL #53

ONE MINUTE COMMERCIAL:

LOCAL ANNCR: Here's the voice of Pulitzer-Prize-winning cartoonist,
(LIVE)

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: Thanks, Rube Goldberg. Smoking enjoyment is all a
(LIVE) 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.

(MUSIC: _ _ _ THEY SAY IT'S WONDERFUL (FISHER)...TO FINISH... _ _

COY: Eddie Fisher singing a melody that bears the familiar mark of Irving Berlin...They Say It's Wonderful...and it was first heard coming across the footlights of the show Annie Get Your Gun...which later was made into a movie...(PAUSE).. And here's music from ANOTHER show that went from Broadway to Hollywood...Fifty Million Frenchmen...Paul Weston plays...You Do Something to Me...

(MUSIC: _ _ _ YOU DO SOMETHING TO ME (WESTON)

COY: Beautiful music from Broadway...You Do Something to Me...
(COMMERCIAL...CHRISTMAS CARTON #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNCR: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better ... cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday .. give Luckies for Christmas. Remember -- smoking enjoying is all a matter of taste. And the fact of the matter is -- Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

COY: Now, light up a Lucky, and let's listen to the "finale" of Your Happy Go Lucky Night on Broadway...the curtain goes up on the year 1947...and the score that Rodgers and Hammerstein wrote for Allegro....there were some 17 songs in that show...and one of the biggest "production" numbers of them all was THIS one...The Gentleman is a Dope....

(MUSIC: THE GENTLEMAN IS A DOPE (STAFFORD))

COY: Jo Stafford with...The Gentleman is a Dope...one of the many songs that have helped to make the Great White Way... "gay"..."gay Broadway"...

(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. (PAUSE)...Be sure to listen to Radcliffe Hall and the news tonight at 10:30 presented by Lucky Strike..Tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes Country Fashion, songs and singers that BELONG to America..(PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that....

(MUSIC: THEME OUT)

(TRANSCRIPTION....COLGA JINGLE)

COY: And because Luckies DO taste better, they'll make wonderful Christmas gifts for your family and friends. So, say "Merry Christmas and Happy Smoking" two hundred times with a bright colorful Christmas carton of 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)

RK

ATX01 0057866

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON, TUES, WED, ~~THURS, FRI~~

DATE: 12-22 DECEMBER 21, 22, 23, ~~24, 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 # *Christmas Cartoon # (live)*)

(HUMAN INTEREST STORY)

ATX01 0057867

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #7

ANNOUNCER: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday ... give Luckies for Christmas. Remember -- smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

ATX01 0057868

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 tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky ... Luckies make wonderful Christmas gifts for your family and friends. So say "Merry Christmas and Happy Smoking" two hundred times with a bright, colorful Christmas carton of Lucky Strike.

*This script will conform to the appropriate night and the following programs to be plugged:

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

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

WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show on Tuesday 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)

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY
CHICAGO - WMAQ
WASHINGTON - WRC

"LIGHT UP TIME"

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

DECEMBER 22, 1953

TUESDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 FIRST 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 from musical shows and motion
pictures, past and present... and tonight our curtain

(THEME
OUT) goes up on one of the big Broadway shows of today..it
opened just this month...and already it's considered a
hit..The show....Kismet...And the big reason for its
success of course, is the MUSIC....Music like THIS...
Baubles, Bangles and Beads...

(MUSIC: - - BAUBLES, BANGLES AND BEADS (LEE)

D.J.: Peggy Lee with Baubles, Bangles and Beads...one of the
NEW songs from Broadway...and here's one of the OLD...
Yes, the late Sigmund Romberg left a great heritage of
music that started back in 1920...Along about 1928 he
wrote the music for The New Moon...One of the songs he
called..One Kiss..and Tommy Dorsey plays it now...

(MUSIC: - - ONE KISS(T. DORSEY)

ATX01 0057870

D.J.: A fine arrangement by Tommy Dorsey of...One Kiss...
(PAUSE)...Now, light up a Lucky if you please...and let's
move from the "bright lights" of Broadway...to the
"klieg lights" of Hollywood and a song from a picture
called "The Strip" ...It came out about two years ago,
and in it was this song..."A Kiss To Build A Dream On...."

(MUSIC: -- A KISS TO BUILD A DREAM ON (WINTERHALTER) --

D.J.: Yes, that was a bit of movie music played by Hugo
Winterhalter...called A Kiss To Build a Dream On...
(LIVE INTRO)
(COMMERCIAL...TRANSCRIBED TESTIMONIAL #53 (RUBE GOLDBERG)
(LIVE TAG) (SIDE 5 - BAND 3)

REVISED 9/22/53

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
RUBE GOLDBERG TESTIMONIAL #53

ONE MINUTE COMMERCIAL:

LOCAL ANNCR: Here's the voice of Pulitzer-Prize-winning cartoonist,
(LIVE) 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: Thanks, Rube Goldberg. Smoking enjoyment is all a
(LIVE) 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.

12-01 12/11/53/

ATX01 0057872

(MUSIC: -- "THEY SAY IT'S WONDERFUL" ... (FISHER)... TO FINISH...)

D.J.: Eddie Fisher singing a melody that bears the familiar mark of Irving Berlin... They Say It's Wonderful... and it was first heard coming across the footlights of the show Annie Get Your Gun... which later was made into a movie ... (PAUSE) ... And here's music from ANOTHER show that went from Broadway to Hollywood... Fifty Million Frenchmen... Paul Weston plays... You Do Something to Me...

(MUSIC: -- "YOU DO SOMETHING TO ME" ... (WESTON)...)

D.J.: Beautiful music from Broadway... You Do Something To Me... (COMMERCIAL... CHRISTMAS CARTON #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
REVISED
LUCKY STRIKE
ONE MINUTE COMMERCIAL

CHRISTMAS CARTON COMMERCIAL #7:

ANNCR: Now here's a suggestion for your Christmas shopping and a way to make your family and friends mighty happy. Just give them bright, cheerful Christmas cartons of Lucky Strike! There's a wonderful gift -- 200 of those better-tasting Luckies in a beautiful Christmas carton, created just for Lucky Strike by the famous designer, Raymond Loewy. And it's a gift that will really be appreciated. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better... cleaner, fresher, smoother. It's easy to see why - first, LS/MFT, Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better ... to always draw freely and smoke evenly. So ... make this a Happy-Go-Lucky Holiday.. Give Luckies for Christmas. Remember -- smoking enjoying is all a matter of taste. And the fact of the matter is - Luckies taste better! Good reason to make all of your Christmas cartons Lucky Strike!

D.J.: All right, let's listen now to the "finale" of Your Happy Go Lucky Night on Broadway...the curtain goes up on the year 1947... and the score that Rodgers and Hammerstein wrote for Allegro... there were some 17 songs in that show ...and one of the biggest "production" numbers of them all was THIS one.... The Gentleman is a Dope....

(MUSIC: _ _ _ "THE GENTLEMAN IS A DOPE"...(STAFFORD)...)

D.J.: Jo Stafford with...The Gentleman is a Dope...one of the many songs that have helped to make the Great White Way... "gay"... "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 your happy go lucky tunes country fashion songs and singers that BELONG to America.

(SNEAK _
THEME _
OUT)_ This is (DISC JOCKEY) thanking you for being with us and reminding you that.....

(TRANSCRIBED: CONGA JINGLE)

D.J.: And because Luckies DO taste better, they'll make wonderful Christmas gifts for your family and friends. So, say "Merry Christmas and Happy Smoking" two hundred times with a bright colorful Christmas carton of Lucky Strike.

(SNEAK
THEME
IN) -

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 PM

JK

ATX01 0057876

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 12-22

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 # *Special Christmas #1 (plus)*)

ATX01 0057877

(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

Peggy

LIGHT UP TIME

DECEMBER 23, 1953

All three stations operating on Eastern Standard Time were pre-empted 10:30-11:00 P.M. on December 23, 1953, due to Vice President Nixon's report to the nation. This means that WRC-Washington and WTAM-Cleveland did not carry the full half hour "Light Up Time" program on that date and the five minute newscast on WNBC-New York was pre-empted.

ATX01 0057879

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

(6:25 - 6:45 PM)

DECEMBER 23, 1953

WEDNESDAY

(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 Tunes...country fashion. Some of

(SNEAK
THEME
OUT) them OLD... some of the NEW ... but ALL of them... songs that BELONG to America and here's one that's pretty NEW ... it had its beginning not so long ago...It's called "My Heart Knows"... Margaret Whiting (we call her Maggie) ... teamed up with cowboy singer, Jimmy Wakely... and the result is very pleasant... Listen....

(MUSIC: -- MY HEART KNOWS ... (WHITING-WAKELY))

COY: "My Heart Knows that You are the Heaven on Earth Meant for Me"... so go the words...and that was Margaret Whiting and Jimmy Wakely...(PAUSE) ...And now, front and center... Webb Pierce...and let's have a listen to that new song of yours - "I'm Walking the Dog"...

(MUSIC: -- I'M WALKING THE DOG (PIERCE))

COY: "I'm Walking the Dog"...and now for a few seconds I'd like to "move" from music to "words"...and a QUESTION... (COMMERCIAL...BETTER TASTE (FRESHNESS) #14 (LIVE)

ATX01 0057880

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) # 14 (FOR MUSICAL SHOW ONLY)

ANNCR: 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.

(MUSIC: -- "A FULL TIME JOB" ... (DAY-RAY) ... TO FINISH...)

COY: A Full Time Job...and if you've been doing your Christmas shopping I guess you know what that means...And of course, those were the voices of Doris Day and Johnny Ray..(PAUSE) ...Now, light up a Lucky and listen to a man and his "geetar"...and his "girl"...and between the THREE of them they make a lot of pretty music...like this....called.... It Is No Secret.....

(MUSIC: -- "IT IS NO SECRET" ... (BRITT-ROSALIE ALLEN)...)

COY: Yes, that was Elton Britt...with Rosalie Allen ... and now....

(COMMERCIAL...SPECIAL CHRISTMAS #1 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21
SPECIAL CHRISTMAS #1

ANNCR: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends - for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MPT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

COY: On we go with Your Happy Go Lucky Tunes...country fashion...and let's listen now to the Sons of the Pioneers with one of the great cowboy songs for which they're famous...This one tells the story of a cowboy...out on the plains...riding herd...it's NIGHT... and it's LONELY... "You Don't Know What Lonesome Is"....

(MUSIC: -- "YOU DON'T KNOW WHAT LONESOME IS"...(SONS OF PIONEERS)...)

COY: So, there you have them..."songs" and "singers" of the hills and plains...and they all add up to music.."country fashion"...

(THEME: -- LIGHT UP TIME...AFTER FIRST VOCAL 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. A group of all-time great Christmas 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
OUT)

(TRANSCRIPTION....CONGA JINGLE)

COY: And because Luckies DO taste better, they'll make wonderful Christmas gifts for your family and friends. So say "Merry Christmas and Happy Smoking" two hundred times with a bright colorful Christmas carton of 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)

12/11/53/

ATX01 0057885

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON, TUES, WED, THURS, FRI

DATE: 12-23 DECEMBER 21, 22, 23, 24, 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 # *Special Christmas #1 (Loc)*)

(HUMAN INTEREST STORY)

ATX01 0057886

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNOUNCER: Here's a Christmas gift idea that can solve practically all of your shopping problems -- a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends - for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste! So, make this a Happy-Go-Lucky Christmas! Give your family and friends colorful Christmas cartons of Lucky Strike! Yes, Be Happy - Go Lucky for Christmas gifts this year.

ATX01 0057887

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 tomorrow night at 10:30. In the meantime, friends, Be Happy -- Go Lucky ... Luckies make wonderful Christmas gifts for your family and friends. So say "Merry Christmas and Happy Smoking" two hundred times with a bright, colorful Christmas carton of Lucky Strike.

*This script will conform to the appropriate night and the following programs to be plugged:

- MONDAY - Your Happy Go Lucky Hits of the Week (news plug this show on Friday)
- TUESDAY - Your Happy Go Lucky Night on Broadway (news plug this show on Monday night)
- WEDNESDAY - Your Happy Go Lucky Tunes - Country Fashion (news plug this show on Tuesday 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)

NBC

THE AMERICAN TOBACCO COMPANY

REVISED

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

"LIGHT UP TIME"

DECEMBER 23, 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 FIRST 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 one that's pretty NEW ...it had its beginning not so long ago...It's called "My Heart Knows"...Margaret Whiting (we call her Maggie..) teamed up with cowboy singer, Jimmy Wakely...and the result is very pleasant...listen...

(MUSIC: -- MY HEART KNOWS (WHITING-WAKELY))

D.J.: "My Heart Knows the, You are the Heaven On Earth Meant For Me"...So go the words...and that was Margaret Whiting and Jimmy Wakely...(PAUSE) ..And now, front and center...Webb Pierce...and let's have a listen to that new song of yours - "I'm Walking The Dog."

(MUSIC: -- I'M WALKING THE DOG (PIERCE))

RTX01 0057889

LIGHT UP TIME

-2-

REVISED: WEDNESDAY, DECEMBER 23, 1953

D.J.: "I'm Walking the Dog"...all right...suppose WE "move along" now.... for instance, let's see about this little girl over there against the wall...she looks "lonesome" ...why, it's Cousin Richi...and this is what she has to "say"... or rather "sing"...

(MUSIC: -- YOU KNEW ME WHEN YOU WERE LONELY_(ZACK)

D.J.: Yes, that was Cousin Richi...sing with Eddie Zack's band...You Knew Me When You Were Lonely...(PAUSE)
Now...from music to "words"...and we have a QUESTION...
(COMMERCIAL...BETTER TASTE (FRESHNESS) #14 (LIVE)

ATX01 0057890

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #14 (FOR MUSICAL SHOW ONLY)

ANNCR: 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.

(MUSIC: _ _ _ A FULL TIME JOB (DAY-RAY)...TO FINISH)...

D.J.: A Full Time Job...and if you've been doing your
Christmas shopping I guess you know what that means...
And of course, those were the voices of Doris Day and
Johnny Ray...(PAUSE) ...Now, light up a Lucky and listen
to a man and his "gee-tar"...AND his "girl"...and between
the THREE of them they make a lot of pretty music...
like this...called...It Is No Secret...

(MUSIC: _ _ _ IT IS NO SECRET (BRITT-ALLEN))

D.J.: Yes, that was Elton Britt...with Rosalie Allen...and
now....

(COMMERCIAL.....SPECIAL CHRISTMAS #1 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
WEEK OF DECEMBER 14
WEEK OF DECEMBER 21

SPECIAL CHRISTMAS #1

ANNCR: Here's a Christmas gift idea that can solve practically all of your shopping problems...a gift that says "Merry Christmas and Happy Smoking" two-hundred times. Ten packs of those better-tasting Luckies all dressed up for Christmas in a beautiful carton, created just for Lucky Strike by the famous designer, Raymond Loewy. It makes a really welcome gift for your family and friends -- for anyone who enjoys a good smoke. You know, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. And there are two definite reasons why. First, LS/MFT - Lucky Strike means fine tobacco. And second - Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette, you're bound to get better taste. So, make this a Happy-Go-Lucky Christmas. Give your family and friends colorful Christmas cartons of Lucky Strike. Yes, Be Happy - Go Lucky for Christmas gifts this year.

REVISED: DECEMBER 23, 1953 WEDNESDAY

D.J.: On we go with Your Happy Go Lucky Tunes... Country Fashion... and let's listen now to the Sons of The Pioneers with one of the great cowboys songs for which they're famous... This One tells the story of a cowboy...out on the plains...riding herd...it's NIGHT... and it's LONELY..."You Don't Know What Lonesome Is"...

(MUSIC: -- YOU DON'T KNOW WHAT LONESOME IS (SONS OF PIONEERS)

D.J.: So, there you have them..."songs" and "singers" of the hills and plains...and they all add up to music... "country fashion"...

(MUSIC: -- 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. A group of all-time great Christmas songs selected from Your Hit Parade Programs of the past 18 years. I know you'll enjoy it. (PAUSE) This is (DISC JOCKEY) thanking you for being with us and reminding you that...

(SNEAK_
THEME
OUT)_

(TRANSCRIPTION...CONGA JINGLE...)

D.J.: And because Luckies DO taste better, they'll make
wonderful Christmas gifts for your family and friends. -
So say "Merry Christmas and Happy Smoking" two HUNDRED
times with a bright colorful Christmas carton of
Lucky Strike.

(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.

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

(** SAN FRANCISCO - 7:00 PM)

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 12-23

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 # *Christmas Carols #6 (Luo)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

REVISED

CHRISTMAS CARTON COMMERCIAL #6

ANNOUNCER: Friends, this year, Luckies are dressed up in one of the prettiest Christmas cartons you ever saw -- a gay colorful carton specially created for you by the famous designer Raymond Loewy. Inside that carton, two hundred Luckies. You're always in good taste when you give Christmas cartons of better-tasting Lucky Strike cigarettes. For after all, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Cleaner, fresher, smoother. Sure, Luckies are just bound to taste better. First, because Lucky Strike means fine tobacco -- fine, naturally mild, good-tasting tobacco. Then, too, Luckies are made better to taste better ... made round, firm, fully-packed to draw freely and smoke evenly. So this year, make it a Lucky Christmas. Give your family and friends the special Christmas cartons of Lucky Strike cigarettes. You'll find them at the store nearest you. Yes, Be Happy -- Go Lucky for Christmas gifts this year.

ATX01 0057897

(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

Peggy

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

CLEVELAND-WTAM
CHICAGO-WMAQ
WASHINGTON-WRC

"LIGHT UP TIME"

DECEMBER 24, 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) ... Tonight we feature
a special edition of Your Happy Go Lucky Hits of
Yesterday...Yes on this Christmas eve we'd like to play
some of the outstanding Christmas songs that were heard
on Your Hit Parade programs during the past 18 years
...as recorded by outstanding artists of the day

(SNEAK
THEME _
OUT)_
and one of the BIGGEST of them all is this one that was
first heard on Your Hit Parade during the Christmas season
of 1946...Nat King Cole sings it....The Christmas Song...

(MUSIC: _ _ _ THE CHRISTMAS SONG (COLE)

D.J.: And just like the song says..."Merry Christmas to You"...
(PAUSE) ...One of the fine song-writers of all time...
J. Fred Coots, who has written so many beautiful songs...
wrote one back in 1934... (BEFORE Your Hit Parade started)
...It took a long time GETTING there, but it finally made
Your Hit Parade during Christmas of 1948...and it's been
with us ever since..."Santa Claus Is Coming To Town"...

(MUSIC: _ _ _ SANTA CLAUS IS COMING TO TOWN (PAGE)

D.J.: And of course that was Patti Page...Take heed, boys and
girls...Santa Claus IS coming to Town...TONIGHT!!!

(MORE)

ATX01 0057899

D.J.: Yes...this time of year it's a "marshmallow world"...a
(CONT'D) world of evergreen trees....Like this next song says:
"The world is your snowball"...And that's as good a way
as any to introduce Johnny Desmond with a song heard on
Your Hit Parade at Christmas-time 1950..."A Marshmallow
World"...

(MUSIC: _ _ A MARSHMALLOW WORLD (DESMOND))

D.J.: Johnny Desmond singing..."A Marshmallow World"...and I
guess that's what it kinda is...at Christmas time [REDACTED]

[REDACTED]
(COMMERCIAL...XMAS EVE SPECIAL) (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WMAQ, WTAM, WRC

DECEMBER 24, 1953

MUSICAL SHOWS ONLY

ANNCR: You know, I'll bet one package a lot of people open before Christmas is that bright Christmas carton of Lucky Strike cigarettes. They'll be under a lot of trees this year - 'cause smokers by the thousands are turning to better-tasting Luckies. Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. It's just common sense that Luckies should taste better. First, because they're made of fine tobacco - in fact, LS/MFT, Lucky Strike means fine tobacco. And the way a cigarette is made is important to its taste, too. Luckies are made round, firm and fully packed to draw freely and smoke evenly. Add it up - Luckies are made better - and they're made with fine tobacco to begin with. That's why Luckies taste better. Cleaner, fresher, smoother. I know you'll enjoy your Christmas Luckies like you've never enjoyed a cigarette before. And when that Christmas carton's gone, you'll Be Happy and Go Lucky from then on.

LIGHT UP TIME

-4-

REVISED - THURSDAY, DECEMBER 24, 1953 - O & O

(MUSIC: -- RUDOLPH, THE RED NOSED REINDEER (AUTRY)...TO FINISH...)

D.J.: A bit of Christmas sentiment set to music by Gene Autry...
The story of "Rudolph, the Red Nosed Reindeer"...and you
can almost see him, can't you...He'll be "travelin'"
TONIGHT!!! That song was heard on Your Hit Parade during
Christmas of 1949...(PAUSE) Now, light up a "Christmas
Lucky" and listen to another Christmas song from just one
year EARLIER...ANOTHER novelty, and the Christmas season
of 1948 saw it on Your Hit Parade for the first time...
My Two Front Teeth!!!

(MUSIC: -- MY TWO FRONT TEETH (JONES))

D.J.: Yes, who else?...that was Spike Jones with "All I want
For Xmas Is My Two Front Teeth"...and now, here's a
Christmas song that'll probably be sung as long as
children believe in Santa Claus...Irving Berlin wrote it
back in 1942 for the Picture Holiday Inn...and that SAME
year it was on Your Hit Parade of October 17th...we've
been singing it at Christmas-time ever since...And so has
Bing Crosby!!!! White Christmas.....

(MUSIC: -- WHITE CHRISTMAS (CROSBY))

D.J.: In the spirit of this Christmas eve, we'd like to play a
song that has never appeared on Your Hit Parade Survey.
It's a song that reflects the tradition of the Christmas
season. Mario Lanza's recording of "Oh, Holy Night."

(MUSIC: -- OH, HOLY NIGHT (LANZA))

D.J.: (PAUSE)...Now, friends, on behalf of The American Tobacco
Company, makers of Lucky Strike Cigarettes, and all of us
at the Studio, this is (DISC JOCKEY) wishing each of you
a very Merry Christmas.

RTX01 0057902

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 12-24

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 # *Christmas Eve Special (Las)*)

RTX01 0057903

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WRC, WMAQ, WTAM, WLW (6:30 PM)

DECEMBER 24, 1953

NEWSCAST ONLY

ANNCR: Which school do you belong to -- the one that believes in opening the gifts on Christmas Eve -- or the traditionalist faction that says Christmas morning's the only time to do that -- or are you like me ... you open them as soon as they arrive. Well, whichever way your sentiments lie, we hope you'll enjoy every minute of this holiday season and that among your gifts is a beautiful Christmas carton of Lucky Strike. It's an awfully pretty thing to find under the tree -- so bright and cheerful. It was especially created for Lucky Strike by the famous designer Raymond Lowey. And inside it -- are ten packs of those better tasting Luckies. That's a lot of Happy smoking. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. Why not? LS/MFT, Lucky Strike means fine tobacco. Then too, Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette -- you're bound to get better taste. So friends ... have a Happy Go - Lucky Christmas -- and make your cigarette Lucky Strike!

ATX01 0057904

(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

Peggy

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

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

DECEMBER 24, 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... Tonight we feature a special addition of Your Happy Go Lucky Hits of Yesterday...yes, on this Christmas eve we'd like to play some of the outstanding Christmas songs that were heard on Your Hit Programs during the past 18 years...as recorded by outstanding artists of the day...and one of the BIGGEST of them all is this one that was first heard on Your Hit Parade during the Christmas season of 1946... Nat King Cole sings it...The Christmas Song...

(MUSIC: - - THE CHRISTMAS SONG (COLE))

COY: And just like the song says..."Merry Christmas to You"... (PAUSE)...One of the fine song-writers of all time... J. Fred Coots, who has written so many beautiful songs... wrote one back in 1934 (BEFORE Your Hit Parade started) It took a long time getting there, but it finally made Your Hit Parade during Christmas of 1948...and it's been with us ever since.."Santa Claus Is Coming To Town"...

(MUSIC: - - SANTA CLAUS IS COMING TO TOWN (PAGE))

COY: And of course that was Patti Page...Take heed, boys and girls...Santa Claus IS Coming to Town...TONIGHT!!!!...Yes.. (COMMERCIAL..CHRISTMAS EVE SPECIAL (1ST COMMERCIAL)..LIVE)

ATX01 0057906

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
NEW YORK & SAN FRANCISCO

1ST COMMERCIAL

DECEMBER 24, 1953

MUSICAL SHOW ONLY

LOCAL
ANNCR:

It's Christmas Eve and here's a Christmas riddle. What one gift is really two-hundred...is neither food nor drink, yet is famous for its taste? Got it? (CHUCKLE) The answer, of course, is a Christmas carton of Lucky Strike -- as welcome under a Christmas tree as a gift could be. Sure.. because a carton of Luckies is a happy Christmas gift -- it says "Merry Christmas and Happy Smoking" two-hundred times. You see, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. And well they should. It's a well-known fact that - LS/MFT, Lucky Strike means fine tobacco - fine, naturally mild, good-tasting tobacco. Then too, Luckies are made better to taste better...made round and firm and fully packed to draw freely and smoke evenly. So... Be Happy - Go Lucky -- get yourself the better taste of fine tobacco in a better-made cigarette -- yes, have a Happy Go - Lucky Christmas and make your cigarette -- Lucky Strike!

(MUSIC: RUDOLPH, THE RED NOSED REINDEER (AUTRY)...TO FINISH...)

COY: A bit of Christmas sentiment set to music by Gene Autry...
The story of "Rudolph, the Red Nosed Reindeer"...and you
can almost see him, can't you...He'll be "travelin" tonight!!
That song was heard on Your Hit Parade during Christmas of
1949...(PAUSE) Now, light up a "Christmas Lucky" and listen
to another Christmas song from just one year EARLIER...
ANOTHER novelty, and the Christmas season of 1948 saw it
on Your Hit Parade for the first time...My Two Front Teeth!!

(MUSIC: MY TWO FRONT TEETH (JONES))

COY: Yes, who else?...that was Spike Jones and His City Slickers
with... "All I want for Christmas is My Two Front Teeth"...
Now...may I ask you a question?
(COMMERCIAL...XMAS EVE SPECIAL (COMMERCIAL #2)...(LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
NEW YORK & SAN FRANCISCO

2ND COMMERCIAL

DECEMBER 24, 1953

MUSICAL SHOW ONLY

LOCAL

ANNOUNCER: Which school do you belong to -- the one that believes in opening the gifts on Christmas Eve -- or the traditionalist faction that says Christmas morning's the only time to do that -- or are you like me...you open them as soon as they arrive. Well, whichever way your sentiments lie, we hope you'll enjoy every minute of this holiday season and that among your gifts is a beautiful Christmas carton of Lucky Strike. It's an awfully pretty thing to find under the tree -- so bright and cheerful. It was especially created for Lucky Strike by the famous designer Raymond Lowey. And inside it -- are ten packs of those better tasting Luckies. That's a lot of Happy smoking. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. Why not? LS/MFT, Lucky Strike means fine tobacco. Then too, Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette --you're bound to get better taste. So, friends...have a Happy Go-Lucky Christmas -- and make your cigarette Lucky Strike!

LIGHT UP TIME

-5-

REVISED: THURSDAY, DECEMBER 24, 1953

COY: And now, here's a Christmas song that'll probably be sung as long as children believe in Santa Claus...Irving Berlin wrote it back in 1942 for the picture Holiday Inn...and that SAME year it was on Your Hit Parade of October 17th.. We've been singing it at Christmas-time ever since...And so has Bing Crosby!!! White Christmas....

(MUSIC: -- WHITE CHRISTMAS (CROSBY) --

COY: In the spirit of this Christmas eve, we'd like to play a song that has never appeared on Your Hit Parade Survey. It's a song that reflects the tradition of the Christmas Season...Mario Lanza's recording of "Oh, Holy Night"...

(MUSIC: -- OH, HOLY NIGHT (LANZA) --

COY: (PAUSE) And now, friends, on behalf of The American Tobacco Company, makers of Lucky Strike Cigarettes - and all of us at the studio, this is Jim Coy wishing each of you a very Merry Christmas.

ATX01 0057910

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30-10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRI.,

DECEMBER 24, 1953

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 # Attached)

(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 Specialty Night...I'll be back with more news tomorrow night at 10:30. Now, friends, on behalf of The American Tobacco Company, makers of Lucky Strike Cigarettes, and all of us at the Studio, this is Radcliffe Hall wishing each of you a very Merry Christmas.

ATX01 0057911

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
SAN FRANCISCO & NEW YORK
DECEMBER 24, 1953

NEWSCAST ONLY

ANNCR: We hope that in your house there'll be plenty of bright, colorful Christmas cartons of Lucky Strike cigarettes - 'cause smokers by the thousands are turning to better-tasting Luckies. Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. It's just common sense that Luckies should taste better. First, because they're made of fine tobacco - in fact, LS/MFT, Lucky Strike means fine tobacco. And the way a cigarette is made is important to its taste, too. Luckies are made round, firm and fully packed to draw freely and smoke evenly. Add it up - Luckies are made better - and they're made with fine tobacco to begin with. That's why Luckies taste better. Cleaner, fresher, smoother. I know you'll enjoy your Christmas Luckies like you've never enjoyed a cigarette before. And when that Christmas carton's gone, you'll Be Happy and Go Lucky from then on.

AL

ATX01 0057912

THE AMERICAN TOBACCO COMPANY

REVISED

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

"LIGHT UP TIME"

DECEMBER 24, 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) ... Tonight we feature
a special addition of Your Happy Go Lucky Hits of
Yesterday...yes, on this Christmas eve we'd like to play
some of the outstanding Christmas songs that were heard
(SNEAK on Your Hit Parade programs during the past 18 years....
THEME as recorded by outstanding artists of the day... and one
OUT) of the BIGGEST of them all is this one that was first
heard on Your Hit Parade during the Christmas season of
1946. Nat King Cole sings it... The Christmas Song...

(MUSIC: _ _ THE CHRISTMAS SONG (COLE)

D.J.: And just like the song says... "Merry Christmas to You"...
(PAUSE)...One of the fine song-writers of all time...J.
Fred Coots, who has written so many beautiful songs...wrote
one back in 1934...(BEFORE Your Hit Parade started)...it
took a long time GETTING there, but it finally made Your
Hit Parade during Christmas of 1948...and it's been with
us ever since..."Santa Claus is Coming To Town"...

(MUSIC: _ _ SANTA CLAUS IS COMING TO TOWN (PAGE)

D.J.: And of course that was Patti Page...Take heed, boys and
girls..Santa Claus IS coming to town...TONIGHT!!!'

(MORE)

ATX01 0057913

D.J.: Yes... this time of year it's a "marshmallow world"... a
(CONT'D) world of evergreen trees... Like this NEXT song says: "The
World is YOUR snowball"... And that's as good a way as any
to introduce Johnny Desmond with a song heard on Your Hit
Parade at Christmas-time 1950..."A Marshmallow World"...

(MUSIC: A MARSHMALLOW WORLD (DESMOND)...)

WELL...

D.J.: Johnny Desmond singing "A Marshmallow World"...

COMMERCIAL...CHRISTMAS EVE SPECIAL (1ST COMMERCIAL) (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
NEW YORK & SAN FRANCISCO

1ST COMMERCIAL

DECEMBER 24, 1953

MUSICAL SHOW ONLY

LOCAL
ANNCR:

It's Christmas Eve and here's a Christmas riddle. What one gift is really two-hundred ... is neither food nor drink, yet is famous for its taste? Got it? (CHUCKLE)
The answer, of course, is a Christmas carton of Lucky Strike - as welcome under a Christmas tree as a gift could be. Sure ... because a carton of Luckies is a happy Christmas gift - it says "Merry Christmas and Happy Smoking" two-hundred times. You see, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. And well they should. It's a well-known fact that - LS/MFT, Lucky Strike means fine tobacco - fine, naturally mild, good-tasting tobacco. Then too, Luckies are made better to taste better ... made round and firm and fully packed to draw freely and smoke evenly. So ... Be Happy - Go Lucky -- get yourself the better taste of fine tobacco in a better-made cigarette -- yes, have a Happy Go - Lucky Christmas and make your cigarette -- Lucky Strike!

(MUSIC: -- RUDOLPH, THE RED NOSED REINDEER (AUTRY)...TO FINISH...)

D.J.: A bit of Christmas sentiment set to music by Gene Autry...
The story of Rudolph, the Red Nosed Reindeer...and you can
almost see him, can't you... He'll be "travelin" TONIGHT!!!
That song was heard on Your Hit Parade during Christmas
of 1949...(PAUSE) Now, light up a "Christmas Lucky" and
listen to another Christmas song from just one year
EARLIER...ANOTHER novelty, and the Christmas season of 1948
saw it on Your Hit Parade for the first time...My Two
Front Teeth!!!

(MUSIC: -- MY TWO FRONT TEETH (JONES))

D.J.: Yes, who else?... That was Spike Jones with "All I Want
for Xmas Is My Two Front Teeth... and now, I'd like to
ask you a question...
(COMMERCIAL...CHRISTMAS EVE SPECIAL (2ND COMMERCIAL) (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
NEW YORK & SAN FRANCISCO

2ND COMMERCIAL

DECEMBER 24, 1953

MUSICAL SHOW ONLY

LOCAL
ANNCR:

Which school do you belong to - the one that believes in opening the gifts on Christmas Eve - or the traditionalist faction that says Christmas morning's the only time to do that - or are you like me ... you open them as soon as they arrive. Well, whichever way your sentiments lie, we hope you'll enjoy every minute of this holiday season and that among your gifts is a beautiful Christmas carton of Lucky Strike. It's an awfully pretty thing to find under the tree - so bright and cheerful. It was especially created for Lucky Strike by the famous designer Raymond Lowey. And inside it -- are ten packs of those better tasting Luckies. That's a lot of Happy Smoking. After all, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. Why not? LS/MFT, Lucky Strike means fine tobacco. Then too, Luckies are made better to taste better. And anytime you get fine tobacco in a better-made cigarette -- you're bound to get better taste. So, friends ... have a Happy Go-Lucky Christmas - and make your cigarette Lucky Strike!

LIGHT UP TIME

-6-

REVISED - SAN FRANCISCO THURSDAY DECEMBER 24

D.J.: And now...here's a Christmas song that'll probably be sung as long as children believe in Santa Claus...Irving Berlin wrote it back in 1942 for the picture Holiday Inn...and that SAME year it was on Your Hit Parade of October 17th.. We've been singing it at Christmas-time ever since...And so has Bing Crosby!!! White Christmas...

(MUSIC: -- WHITE CHRISTMAS (CROSBY)

D.J.: In the spirit of Christmas eve, we'd like to play a song that has never appeared on Your Hit Parade Survey. It's a song that reflects the tradition of the Christmas season. Mario Lanza's recording of "Oh, Holy Night."

(MUSIC: -- OH, HOLY NIGHT (LANZA)

D.J.: (PAUSE) Now, friends, on behalf of The American Tobacco Company, makers of Lucky Strike Cigarettes, and all of us at the Studio, this is (DISC JOCKEY) wishing each of you a very Merry Christmas.

ATX01 0057918

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM

DECEMBER 25, 1953

FRIDAY

(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...and on this Christmas night we feature on records...Your Happy Go Lucky Specialty Night...Music to create a mood for the night... but TONIGHT... you're probably ALREADY in a mood...THIS is CHRISTMAS...and your thoughts are with the family...and that's as it SHOULD be ... so, I guess YOUR mood...and OUR mood, is one of "happiness"..."love"...a "family-get-together" mood...and what could be better to KEEP that mood than THIS song...and you can sing along with us if you like...

(SNEAK

OUT

THEME)

(MUSIC: _ _ _ WHILE WE'RE YOUNG (WILSON))

COY: Meredith Wilson and "The Singing People" with "While We're Young"...and who ISN'T young on Christmas... Yes, Christmas is for "kids"...but who isn't a kid ... at Christmas-time...and that's the way it SHOULD be...right "Through the Years"...

(MUSIC: _ _ _ THROUGH THE YEARS (SHAW))

COY: Through the years...and that was Robert Shaw... Music that's nice to hear, especially at Christmas time...when loved ones are all together...

(MORE)

ATX01 0057919

COY: But, here's one that inspires an "old-fashioned" song
(CONT'D) fest...and that's a pretty good idea at Christmas time,
too...Sing along with the Ames Brothers...

(MUSIC: _ _ _ LOVE'S OLD SWEET SONG (AMES BROTHERS) _ _ _)

COY: Love's Old Sweet Song...and of course those were the
voices of the Ames Brothers...and YOUR voices, too...
if you were singing with us...
(COMMERCIAL...SPECIAL CHRISTMAS COMMERCIAL...)

L -

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS

DECEMBER 25, 1953

MUSICAL SHOWS ONLY

ANNCR: Well, Christmas is just about over, and for the first time in days we're able to sit back and relax. If you're one of the many people who also received a Christmas carton of Lucky Strike cigarettes, chances are you're enjoying a better-tasting Lucky right along with me. And if you've just been introduced to Luckies you're sure to find that everything we say about 'em is true -- that Luckies actually do taste better. Cleaner, Fresher, Smoother. And by the way-- when those good friends of yours drop in between now and New Years, do them a favor, too. Offer 'em a Lucky -- let them in on the good thing of Luckies' better taste. Because when all is said and done smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better.

(MUSIC: MOONLIGHT AND ROSES (THORNHILL)... TO FINISH...)

COY: Nice music, huh...for a Christmas night...Moonlight and Roses...by Claude Thornhill...and I hope you hummed right along with us...(PAUSE) Now, light up a Christmas Lucky...and listen to beautiful music that sort of fits our mood tonight...our "family-get-together" mood... Yes, it's a quiet mood...we're thinking of Christmases gone by...and Christmases to come...and the music we have in mind...THIS..."Because"...

(MUSIC: BECAUSE (MELACHRINO STRINGS))

COY: The sweeping strings of Melachrino gracing the music of "Because"...(PAUSE)... I hope you've had a WONDERFUL Christmas...Yes, it's been a BIG day...but even BIG days must come to an end...and so let's enjoy the end of THIS great day...Christmas day...and, perhaps plan for ANOTHER day...and this song might help... Bing Crosby's recording of "When Day is Done"...

(MUSIC: WHEN DAY IS DONE (CROSBY))

COY: (PAUSE) And now, friends, on behalf of the American Tobacco Company, makers of Lucky Strike Cigarettes...and all of us at the Studio this is Jim Coy hoping you've had a wonderful, wonderful Christmas Day. We'll be back next Monday night at this same time. Good night!

bw
12/17/53

ATX01 0057922

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON. TUES. WED. THURS. FRID.

DECEMBER 25, 1953

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 # *Attached*)
(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 Monday evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Hits of the week... I'll be back with more news Monday night at 10:30. Now, friends, on behalf of the American Tobacco Company, makers of Lucky Strike Cigarettes and all of us at the Studio, this is Radcliffe Hall hoping you've had a wonderful, wonderful Christmas Day! We'll be back next Monday night at this same time. Good night!

RTX01 0057923

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
DECEMBER 25, 1953

NEWSCAST ONLY

ANNCR: If you were one of the lucky people who got a Christmas carton of Lucky Strike cigarettes this year, you've got a lot of real smoking enjoyment coming your way. And I hope you'll offer them to your friends who drop in during the holidays, too. --so they can share with you the better taste of Luckies' fine tobacco. We've been saying right along that Luckies taste better. Cleaner, fresher, smoother. And this Christmas season thousands upon thousands of people all over the country are finding out how very true that is. Why not join us right now and light up a Lucky while we go on with our music.

bw
12/14/53

ATX01 0057924

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 25, 1953

FRIDAY

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

(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 Specialty
Night.....music to create a mood for the night....but
TONIGHT.....you're probably ALREADY in a mood.....THIS
is CHRISTMAS....and your thoughts are with the family.....
and that's as it SHOULD be...so, I guess YOUR mood....
and OUR mood.....is one of "happiness"...."love"....
a "family-get-together" mood.....and what could be better
to KEEP that mood than THIS song....and you can sing
along with us if you like.....

(MUSIC: WHILE WE'RE YOUNG (WILSON))

D.J.: Meredith Wilson and "The Singing People" with "While
We're Young"....and who ISN'T young on Christmas....
Yes, Christmas is for "kids".....but who isn't a kid.....
at Christmas-time....and that's the way it SHOULD
be.....right "Through the Years".....

(MUSIC: THROUGH THE YEARS (SHAW))

D.J.: Through the Years....and that was Robert Shaw.....Music
that's nice to hear, especially at Christmas time.....
when loved ones are all together....but, here's one that
inspires an "old-fashioned" song fest.....and that's a
pretty good idea at Christmas time, too....
Sing along with the Ames Brothers.....

(MUSIC: -- LOVE'S OLD SWEET SONG...(AMES BROTHERS) --)

D.J.: Love's Old Sweet Song....and of course those were the
voices of the Ames Brothers....and YOUR voices, too.....
if you were singing with us.....

(COMMERCIAL....SPECIAL CHRISTMAS COMMERCIAL.....

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS

DECEMBER 25, 1953

MUSICAL SHOWS ONLY

ANNCR: Well, Christmas is just about over, and for the first time in days we're able to sit back and relax. If you're one of the many people who also received a Christmas carton of Lucky Strike cigarettes, chances are you're enjoying a better-tasting Lucky right along with me. And if you've just been introduced to Luckies you're sure to find that everything we say about 'em is true -- that Luckies actually do taste better. Cleaner, Fresher, Smoother. And by the way -- when those good friends of yours drop in between now and New Years, do them a favor, too. Offer 'em a Lucky --- let them in on the good thing of Luckies' better taste. Because when all is said and done smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better.

(MUSIC: MOONLIGHT AND ROSES (THORNHILL) ... TO FINISH...)

D.J.: Nice music, hummmmm.....for a Christmas night....
Moonlight and Roses....by Claude Thornhill....and I
hope you hummed right along with us....(PAUSE)...
Now, light up a Christmas Lucky....and listen to a
beautiful song that sort of fits our mood tonight...
our "family-get-together" mood....Yes, it's quiet
mood.....we're thinking of Christmases gone by....
and Christmases to come.... and the music we have in
mind THIS....."Because".....

(MUSIC: BECAUSE (MELACHRINO STRINGS))

D.J.: The sweeping strings of Melachrino gracing the music
of "Because".....(PAUSE) ... I hope you've had a
WONDERFUL Christmas....Yes, it's been a BIG day.....
but even BIG days must come to an end....and so let's
enjoy the end of THIS great day....Christmas Day...and,
perhaps plan for ANOTHER day....and this song might
help...When Day Is Done.....

(MUSIC: WHEN DAY IS DONE (CROSBY))

D.J.: Yes, that was Bing Crosby's recording of "When Day Is
Done".....Well, just like YOU have been celebrating
Christmas in YOUR home.....this is so AROUND the
WORLD.....for Christmas is universal... in many lands....
in many languages.....loved ones gather for this day....
to sing of Christmas....like THIS.....

(MUSIC: JINGLE BELLS AROUND THE WORLD... (CATES))

D.J.: (PAUSE).....And now, friends. on behalf of The American Tobacco Company, makers of Lucky Strike Cigarettes.... and all of us at the Studio, this is (DISC JOCKEY) hoping you've had a wonderful, wonderful Christmas Day. We'll be back next Monday night at this same time..... Good night!

mta

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 12-25

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 # *Christmas Day Special*)

ATX01 0057930

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ALL STATIONS
DECEMBER 25, 1953

NEWSCAST ONLY

ANNOUNCER: If you were one of the lucky people who got a Christmas carton of Lucky Strike cigarettes this year, you've got a lot of real smoking enjoyment coming your way. And I hope you'll offer them to your friends who drop in during the holidays, too -- so they can share with you the better taste of Luckies' fine tobacco. We've been saying right along that Luckies taste better. Cleaner, fresher, smoother. And this Christmas season thousands upon thousands of people all over the country are finding out how very true that is. Why not join us right now and light up a Lucky while we go on with our music.

RTX01 0057931

(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

Peggy

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC
SAN FRANCISCO, KNBC
10:30-11:00 P.M.

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 28, 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)...and tonight...let's listen first to the tune
that was Number FOUR on the Survey..... Tony Bennett does
the vocal honors with Rags to Riches....

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

D.J.: Rags to Riches...and I'm sure you recognized Tony
Bennett's recording of the song that was number FOUR last
Saturday night.... (PAUSE)... Now! let's move on UP to the
music that was number TWO on Your Hit Parade...Yes, here
is Survey Song Number TWO...the beautiful music that
tells of the sea and it's "sounds" ... Ebb Tide...

(MUSIC: -- "EBB TIDE"...(CHACKSFIELD))

D.J.: The beautiful music of Ebb Tide...All right, I know
you'll enjoy this next lovely melody...It's been around
for quite sometime...Last Saturday night it held Number
SEVEN honors (a LUCKY number)... Les Paul and Mary Ford
with Survey Song Number SEVEN...Vaya Con Dios....

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

ATX01 0057933

-2-

D.J.: Nice music called Vaya Con Dios...and now here's a bit of
"music" by the Sweetheart of Lucky Strike....
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31 (SIDE
1 - BAND 4)

ATX01 0057934

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-WMAQ & "LIGHT UP TIME"
ONE-MINUTE ANNOUNCEMENTS
CONGA JINGLE (BETTER TASTE) #31

September 22, 1953

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: Yes friends, Luckies better taste is the big reason why so many people are switching to Lucky Strike. Sure, everybody knows that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Know why? Because Luckies are made with fine naturally mild good-tasting tobacco. And then, Luckies are made better to taste better -- made round and firm and fully packed to draw freely and smoke evenly. It's just as plain as day that fine tobacco in a better made cigarette is going to give you a better tasting smoke. Ask for Lucky Strike the next time you buy cigarettes --will you do that? C'mon, Be Happy -- Go Lucky.

RTX01 0057935

D.J.: Yes, friends, Dorothy Collins is RIGHT...Be Happy...Go Lucky...(PAUSE)...Now, on with Your Happy Go Lucky Hit of the Week...and next is the lovely song that was Number SIX ...Stranger in Paradise....

(MUSIC: -- "STRANGER IN PARADISE" ... (MARTIN)

D.J.: And so...a "show" song was Number SIX on Your Hit Parade last Saturday night..."Stranger in Paradise"...from Kismet...and that was Tony Martin's recording of it... (PAUSE) ...Now, light up a LUCKY and listen to this pretty song that made a "reappearance" on the Survey last week...Song Number THREE!!!! The Ames Brothers sing You, You, You...

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

D.J.: Survey Song Number THREE...You, You, You and that was the Ames Brothers arrangement of it...Now, let's turn from "Music" to ANOTHER "subject"... (COMMERCIAL...BETTER TASTE #11 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #11 (FOR MUSICAL SHOW ONLY)

ANNCR: 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/MF1 - 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.

D.J.: All right... here it is!!!! Yes, this is the gay little
tune that was right up on TOP last Saturday Night...The
NUMBER ONE song on Your Hit Parade last week...Teresa
Brewer sings it tonight...Here it is.... Survey Song
Number ONE!!!! Ricochet!!!

(MUSIC: -- "RICOCHET" -- (BREWER)

D.J.: You've been listening to SIX of the BIG SONGS...and
just like ALL of the BIG SONGS...you heard them 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
(SNEAK
THEME
IN) BETTER...cleaner, fresher, smoother, So BE Happy...OO
Lucky. Make YOUR next carton Lucky Strike. 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)

'betty'...12/22/53/

ATX01 0057939

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 12-28

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 Luis*)

ATX01 0057940

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 0057941

(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

Peggy

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

{ }
6:25 - 6:45 P.M.

DECEMBER 28, 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: ----- LIGHT UP TIME...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...as determined by Your Hit
Parade Survey.....(PAUSE) ...and tonight...let's
listen first to the tune that was Number FOUR on
the Survey.....Tony Bennett does the vocal honors
with Rags to Riches.....

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

COY: Rags to Riches...and I'm sure you recognized Tony
Bennett's recording of the song that was Number FOUR
last Saturday night....(PAUSE)....Now let's move on
UP to the music that was Number TWO on Your Hit
Parade....Yes, here is Survey Song Number TWO....
the beautiful music that tells of the sea and it's
"sounds"...Ebb Tide.....

(MUSIC: ----- EBB TIDE ...CHACKSFIELD)

COY: The beautiful music of Ebb Tide...and now here's a
bit of "music" by the Sweetheart of Lucky Strike.....
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31.
(SIDE 1 - BAND 4))

RTX01 0057943

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNEC-WMAQ & "LIGHT UP TIME"
ONE-MINUTE ANNOUNCEMENTS
CONGA JINGLE (BETTER TASTE) #31

September 22, 1953

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: Yes friends, Luckies better taste is the big reason why so many people are switching to Lucky Strike. Sure, everybody knows that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better -- cleaner, fresher, smoother. Know why? Because Luckies are made with fine naturally mild good-tasting tobacco. And then, Luckies are made better to taste better -- made round and firm and fully packed to draw freely and smoke evenly. It's just as plain as day that fine tobacco in a better made cigarette is going to give you a better tasting smoke. Ask for Lucky Strike the next time you buy cigarettes --will you do that? C'mon, Be Happy -- Go Lucky.

ATX01 0057944

COY: Yes, friends, Dorothy Collins is RIGHT...Be Happy...
Go Lucky....(PAUSE) Alright, on with Your Happy
Go Lucky Hits of the Week...and next is the lovely
song that was Number SIX....Stranger in Paradise....

(MUSIC: _ _ _ _ _ STRANGER IN PARADISE ...MARTIN)

COY: And so...a "show" song was Number SIX on Your Hit
Parade last Saturday night..."Stranger in Paradise"
...from Kismet...and that was Tony Martin's
recording of it....(PAUSE)....Now, light up a Lucky
and listen to this pretty song that made a
"reappearance" on the Survey last week....Song
Number THREE!!!! The Ames Brothers sing You, You,
You.....

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

COY: Survey Song Number THREE...You, You, You and that
was the Ames Brothers arrangement of it....Now, let's
turn from "music" to ANOTHER "subject"....
(COMMERCIAL...BETTER TASTE #11 (LIVE))

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #11 (FOR MUSICAL SHOW ONLY)

-3-

ANNCR:

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 0057946

COY: Alright...here it is!!!! (HARP_GLISS)...Yes, this is the gay little tune that was right up on TOP last Saturday night.... The NUMBER ONE song on Your Hit Parade last week....Teresa Brewer sings it tonight....Here it is...Survey Song Number ONE!!! Ricochet!!!

(MUSIC: _ _ _ _ _ RICOCHET _ _ _ BREWER)

COY: You've been listening to FIVE of the BIG SONGS... and just like ALL of the BIG SONGS....you heard them 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...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....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
(SNEAK Lucky. Make YOUR next carton Lucky Strike..."Light Up
THEME Time" is brought to you Monday through Friday by Lucky
IN) Strike...product of the American Tobacco Company...
America's LEADING manufacturer of cigarettes.

(THEME: _ _ UP TO TIME)

e1
12/22/53pm.

ATX01 0057948

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRID.

DATE 12-28

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 # *Better Taste (Freshness) #8 (Lue)*)

ATX01 0057949

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 0057950

(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 tomorrow 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 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)

WEDNESDAY-Your Happy Go Lucky Tunes - Country Fashion (news plug this show on Tues. nite)

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)

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 29, 1953

REVISED

TUESDAY

SAN FRANCISCO - KNBC
() ()
7:00 - 7:30 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 FIRST 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 from musical shows and motion pictures, past and

(THEME
OUT) present ... and for our first song ... let's go back over
20 years ... to 1930 ... "Three's A Crowd" was on Broadway
...and a beautiful song was echoing all across the land...
It still IS...one of the great songs of all time...Frank
Sinatra sings...Body and Soul.....

(MUSIC: BODY AND SOUL (SINATRA))

D.J.: A lovely song ... that had its beginning on the Gay White
White Way..."Body and Soul"...(PAUSE) Now, from YESTERDAY
to TODAY...and a Broadway show that opened just a few days
ago...John Murray Anderson's "Almanac"...the critics
acclaimed it...and one of the REASONS was this SONG...
"Fini".

(MUSIC: FINI (GORME))

D.J.: That was one of the new voices of today ... Eydie Gorme ...
with a NEW song...Fini...(PAUSE) Now, to a memorable show
on Broadway...back in 1935...It was Jubilee...by Cole
Porter.

(MORE)

RTX01 0057952

LIGHT UP TIME
12-29-53

-2-

REVISED

D.J.: ...and the BIG song was Begin the Beguine. Here's
Xavier Cugat to play it...

(MUSIC: _ BEGIN THE BEGUINE - CUGAT)

D.J.: Xavier Cugat playing - Begin the Beguine...
COMMERCIAL...COLLEGE SURVEY #6 (LIVE)

ATX01 0057953

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #6 (FOR NEWSCAST AND MUSICAL SHOWS)

ANNCR: 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.

(MUSIC: - THIS CAN'T BE LOVE (COLE... TO FINISH))

D.J. This Can't Be Love...yes, that was Nat King Cole...and the SONG was from The Boys From Syracuse...a gay musical from 1938...that carries the distinctive mark of...Rodgers and Hart...(PAUSE)..Now, light up a Lucky and let's turn to the movies...a NEW movie, by the way. [REDACTED] ^{IT'S} [REDACTED] the story of Miss Sadie Thompson...and she has a SONG...it's called (naturally) "Sadie Thompson's Song"..

(MUSIC: - SADIE THOMPSON'S SONG (HAYMAN))

D.J. Richard Hayman, the young harmonica virtuoso...with Sadie Thompson's Song...
(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)

ANNCR: 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.

D.J. Now, on we go with Your Happy Go Lucky Night on Broadway...
and THIS song is from a "night" back in 1933...Irving
Berlin had written the score for a show called "As
Thousands Cheer"...and included in it were songs that
were to go on and on...Like so MANY of Berlin's songs...
Margaret Whiting sings...Heat Wave...

(MUSIC: HEAT WAVE (WHITING))

D.J. Songs from the Gay White Way!!! Musical memories from
America's "Main Street"...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 your
happy go lucky tunes country fashion..songs and singers
that BELONG to America. This is (DISC JOCKEY) thanking
you for being with us and reminding you that...

(SNEAK
THEME
OUT)

(TRANSCRIBED: CONGA JINGLE)

(**) SAN FRANCISCO AT 7:00 PM

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)

RK

ATX01 0057958

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 12-29

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 (Fredrow) #5 (live))

ATX01 0057959

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.

ATX01 0057960

(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

Peggy

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45 PM EST)

DECEMBER 29, 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 for our first song...let's go back over 20 years...to
1930..."Three's a Crowd" was on Broadway...and a
beautiful song was echoing all across the land...It still
IS...one of the great songs of all time...Frank Sinatra
sings...Body and Soul

(MUSIC: _ BODY AND SOUL (SINATRA)

COY: A lovely song...that had its beginning on the Gay White
Way..."Body and Soul" (PAUSE) ... Now, from YESTERDAY to
TODAY...and a Broadway show that opened just a few days
ago...John Murray Anderson's "Almanac"...the critics
acclaimed it...and one of the reasons was this song...
"Fini"...

(MUSIC: _ FINI (GORME)

COY: That was one of the new voices of today...Eydie Gorme...
with a NEW song.....Fini.....

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

ATKQ1 0057962

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #6 (FOR NEWSCAST AND MUSICAL SHOWS)

ANNCR: 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.

(MUSIC: -- THIS CAN'T BE LOVE (COLE).....TO FINISH...)

COY: This Can't Be Love...yes, that was Nat King Cole....and
the song was from The Boys From Syracuse...a gay musical
from 1938...that carries the distinctive mark of...
Rodgers and Hart...(PAUSE)...Now, light up a Lucky and
let's turn to the movies...a new movie, by the way...
^{IT'S} the story of Miss Sadie Thompson...and
she has a song....it's called (naturally) "Sadie
Thompson's Song"...

(MUSIC: -- SADIE THOMPSON'S SONG (HAYMAN)

COY: Richard Hayman, the young harmonical virtuoso...with Sadie
Thompson's Song.....

(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)

ANNCR: 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.

COY: Now, on we go with Your Happy Go Lucky Night on Broadway...
and THIS song is from a "night" back in 1933...Irving
Berlin had written the score for a show called "As
Thousands Cheer"...and included in it were songs that
were to go on and on....Like so many of Berlin's songs
Margaret Whiting sings...Heat Wave...

(MUSIC: _ HEAT WAVE (WHITING) _)

COY: Songs from the Gay White Way!!! Musical memories
from America's "Main Street"...BROADWAY!!!

(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...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 Tunes Country
Fashion, songs and singers that BELONG to America...
(PAUSE) Now, this is Jim Coy thanking you for being
with us and reminding you that...

(MUSIC: _ 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!!!

(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 --)

rk
12/15/53

ATX01 0057967

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRID.

DATE 12-29

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 (freshness) #9 (last)*)

L-

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.

ATX01 0057969

(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 tomorrow 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 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)

WEDNESDAY-Your Happy Go Lucky Times - Country Fashion (news plug this show on Tues. nite)

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

ATX01 0057970

NBC

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

DECEMBER 30, 1953

WEDNESDAY

SAN FRANCISCO - KNBC
7:00 - 7:30 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 FIRST 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....some
(SNEAK of the OLD....some of them NEW....but ALL of them...songs
THEME that BELONG to America....and, let's see....on ANY program...
OUT) on ANY show....there's always the "overture"...it's the
music that gets your ATTENTION....so, whatever YOUR name
might be we'll hope that perhaps you'll respond to THIS
"attention-getter"...Hey, Joe!!!

(MUSIC: HEY JOE (SMITH)

D.J.: That was Carl Smith with "Hey, Joe"...one of the many
"country fashion" songs these days....that's getting pretty
"popular"....(PAUSE)...And now, here's a guy who plays a
lot of guitar....or "gee-tar" if you prefer...And he writes
a lot of his own music....like this....It's called....
"City Slicker".....

(MUSIC: CITY SLICKER - ATKINS)

ATX01 0057971

D.J.: "City Slicker" is what they call that music by Chet Atkins and his Galloping Guitar...(PAUSE)....Alright, from music WITHOUT words...to WORDS....with MUSIC....and the tempo is three-quarter time....Here's one of the nation's leading "country" bands...Pee Wee King with Till I Waltz Again With You....

(MUSIC: TILL I WALTZ AGAIN WITH YOU - KING)

D.J.: Now, suppose we take a listen to the Sweetheart of Lucky Strike.....

(COMMERCIAL....COLLINS' TRANSCRIBED BETTER TASTE #32

SIDE I - BAND 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-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 0057973

(MUSIC: A GAY RANCHEPO (ROGERS)....TO FINISH...)

D.J.: Yes, that was the King of the Cowboys, Roy Rogers...with one of his western "movie" songs....A Gay Ranchero...and I hope it brought back memories for you...memories of watching Roy and Trigger in some of his fine pictures.... (PAUSE)....Now, light up a Lucky and listen to ANOTHER man from the movies...He can sing just about any song you want...and that's what makes him so popular...Bing Crosby... with Blue Shadows on the Trail.....

(MUSIC: BLUE SHADOWS ON THE TRAIL - CROSBY)

D.J.: TWO magic words that mean a good song...BING CROSBY...and... (COMMERCIAL....BETTER TASTE #12 - LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #12 (FOR MUSICAL SHOW ONLY)

ANNCR: 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.

D.J.: Now, on with Your Happy Go Lucky Tunes...country fashion...
One of the best "yodelers" of all time was the late
Jimmie Rodgers...and he wrote songs and arrangements that
"fit" the yodel...The Southern Cannonball was one of them
...Listen to Hand Snow in a salute to Rodgers with that
song...The Southern Cannonball....

(MUSIC: -- THE SOUTHERN CANNONBALL (SNOW))

D.J.: And so, those are some of the "men of melody" responsible
for today's "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

(SNEAK
THEME
OUT)

your Happy Go Lucky Hits of Yesterday, songs selected
from Your Hit Parade programs of the past 18 years.

(PAUSE) This is (DISC JOCKEY) thanking you for being
with us and reminding you that....

(TRANSCRIPTION CONGA JINGLE)

(**) SAN FRANCISCO - 7:00 PM

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!!!
THEME "Light Up Time" on records is brought to you Monday through
IN) 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 - KNEC

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 12-30

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 #10 (live))

ATX01 0057978

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE #10

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 0057979

(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

Peggy

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 30, 1953

WEDNESDAY

(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 Tunes...country fashion. Some of

(THEME them OLD ... some of them NEW ... but ALL of them...
OUT) songs that BELONG to America.....and, let's see...on ANY program...on ANY show...there's always the "overture"... it's the music that gets your ATTENTION...so, whatever your name might be we'll hope that perhaps you'll respond to THIS "attention-getter"...Hey, Joe!!!

(MUSIC: _ _ HEY JOE (SMITH) _)

COY: That was Carl Smith with "Hey, Joe"...one of the many "country fashion" songs these days...that's getting pretty "popular"...(PAUSE)...And now, here's a guy who plays a lot of guitar....or "gee-tar" if you prefer ...And he writes a lot of his own music...like this.... It's called..City Slicker.....

(MUSIC: _ _ CITY SLICKER (ATKINS) _)

COY: "City Slicker" is what they call that music by Chet Atkins and his Galloping Guitar....Now, suppose we take a listen to the Sweetheart of Lucky Strike...

(COMMERCIAL...COLLINS TRANSCRIBED BETTER TASTE #32)

(SIDE 1 - BAND 5)

ATX01 0057981

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC-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 0057982

(MUSIC: A GAY RANCHERO (ROGERS)... TO FINISH...)

COY: Yes, that was the King of the Cowboys, Roy Rogers...
with one of his western "movie" songs....A Gay Ranchero...
and I hope it brought back memories for you...memories
of watching Roy and Trigger in some of his fine
pictures...(PAUSE)...Now, light up a Lucky and listen
to ANOTHER man from the movies...He can sing just
about any song you want...and that's what makes him
so popular...Bing Crosby...with Blue Shadows on the
Trail....

(MUSIC: BLUE SHADOWS ON THE TRAIL (CROSBY))

COY: Two magic words that mean a good song...BING CROSBY...
and...

(COMMERCIAL...BETTER TASTE #12 (LIVE))

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #12 (FOR MUSICAL SHOW ONLY)

ANNCR: 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/MPT, 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 0057984

COY: Now, on with Your Happy Go Lucky Tunes...country fashion..
One of the best "yodelers" of all time was the late
Jimmie Rodgers...and he wrote songs and arrangements that
"fit" the yodel....The Southern Cannonball was one of
them...Listen to Hank Snow in a salute to Rodgers with
that song...The Southern Cannonball...

(MUSIC: _ _ THE SOUTHERN CANNONBALL (SNOW) _)

COY: And so, those are some of the "men of melody" responsible
for today's "country fashion" music!!!

(THEME: _ _ LIGHT UP TIME...AFTER FIRST VOCAL 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...
(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,
(SNEAK go lucky. Make your next carton...Lucky Strike!!
THEME "Light Up Time" is brought to you on records, Monday
IN) through Friday by Lucky Strike, product of the American
Tobacco Company--America's leading manufacturer of
cigarettes.

(THEME: _ _ _ UP TO TIME)

mtf
12/17/53pm.

ATX01 0057986

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRID.

DATE 12-30

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 # Better Taste #10 (live))

ATX01 0057987

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE #10

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.

ATK01 0057988

(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 tomorrow 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 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)

WEDNESDAY - Your Happy Go Lucky Times - Country Fashion (news plug this show on Tues. nite)

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)

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

DECEMBER 31, 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... and, as you know, we usually select songs from Your Hit Parade Programs of the past 18 years...as recorded by outstanding artists of the day....but TONIGHT...in celebration of this New Year's Eve....we're going ALL THE WAY back.... to the BEGINNING of Your Hit Parade....to Your VERY FIRST Hit Parade program on April 20, 1935....and all of our music tonight will come from that program...like this first one that Bob Manning sings.....appropriately titled....It's EASY to REMEMBER.....

(SNEAK
THEME
OUT)
(MUSIC: IT'S EASY TO REMEMBER (MANNING))

D.J.: I know you "remembered" that one....It's Easy to Remember....from Your Very First Hit Parade of April 20, 1935.....(PAUSE) Yes, that was the year Broadway audiences were applauding "Pettrified Forest"..... and "Three Men on a Horse".....RADIO audiences were applauding Your Very First Hit Parade, which included "What's the Reason I'm Not Pleasing You".....

(MUSIC: WHAT'S THE REASON (MAYO))

ATX01 0057990

D.J.: That was Mary Mayo with What's The Reason I'm Not
Pleasin' You....(PAUSE) Now, we'd like to salute all the
teen-agers born during the same year as Your Hit Parade...
that was 1935....and on Your Very First Hit Parade of
April 20th was this beautiful Jerome Kern song....
"Lovely to Look At".....

(MUSIC: _ _ _ LOVELY TO LOOK AT (ELMAN) _ _)

D.J.: The music was by Ziggy Elman....and it's called Lovely
to Look At.....

(COMMERCIAL.....COLLEGE SURVEY #7 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7

(FOR NEWSCAST AND MUSICAL SHOWS)

ANNCR: You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better....So make that next pack Lucky Strike, the cigarette that tastes better.

(MUSIC: -- LULLABY OF BROADWAY (DAY).....TO FINISH.....)

D.J.: The voice of Doris Day.....with Lullaby of Broadway.....
the song that won the Oscar for being the outstanding
movie tune of 1935.....and it also rated Number Two
on Your Very First Hit Parade on April 20th that year.
(PAUSE).... Yes, in celebration of this New Year's
Eve.....our music tonight has been selected from Your
Very First Hit Parade.....and high in America's favor
over 18 years ago was a top English ballad....."The
Isle of Capri".

(MUSIC: -- THE ISLE OF CAPRI (NOBLE) _ _)

D.J.: Yes, that was the original Ray Noble orchestra with
the top English song of many yesterdays ago....."The
Isle of Capri".....which won a spot on Your Very First
Hit Parade in 1935.....

(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)

ANNCR: 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.

D.J.: Now, let's go back to 1935....the year of Your Very First Hit Parade.....First place winners that year!!! Omaha won the Kentucky Derby; Jim Braddock won the heavyweight title; Detroit won the World Series. And the song that won FIRST PLACE on Your Very First Hit Parade was....."Soon"....Artie Shaw plays it....

(MUSIC: _ _ _ SOON (SHAW) _)

D.J.: Well, there they are.....SIX of the top songs of 1935....and ALL of them heard on Your Very First Hit Parade!!!

(MUSIC: _ _ _ 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....and tonight, in celebration of this New Year's Eve, we've played the top songs from Your Very First Hit Parade of April 20, 1935....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 "special" mood for the first night of the New Year.....(PAUSE) This is (DISC JOCKEY) thanking you for being with us and reminding you that... (TRANSCRIPTION - CONGA JINGLE)

(SNEAK
THEME
OUT)

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) And now... on behalf of the American Tobacco Company, makers of Lucky Strike Cigarettes...we'd like to wish you ALL... a Happy and Prosperous New Year!!!!

(SNEAK
THEME
IN)

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

MTA

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 12-31

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 (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE #6

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 0057997

(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

Peggy

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

DECEMBER 31, 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...and, as you know, we usually
select songs from Your Hit Parade Programs of the past
18 years...as recorded by outstanding artists of the day...

(SNEAK But...TONIGHT...in celebration of this New Year's Eve...
THEME we're going ALL THE WAY back...to the BEGINNING of Your
OUT) Hit Parade...to Your VERY FIRST Hit Parade program on
April 20, 1935...and all of our music tonight will come from
that program...like this first one that Bob Manning sings...
appropriately titled....It's EASY to REMEMBER...

(MUSIC: _ IT'S EASY TO REMEMBER (MANNING) _ _

COY: I know you "remembered" that one...It's Easy to Remember...
from Your Very First Hit Parade of April 20, 1935...(PAUSE)
...Yes, that was the year Broadway audiences were applauding
"Petrified Forest" and "Three Men On a Horse"...RADIO
audiences were applauding Your Very First Hit Parade, which
included "What's The Reason I'm Not Pleasing You"....

(MUSIC: _ WHAT'S THE REASON (MAYO)... _ _

COY: That was Mary Mayo with What's The Reason I'm Not Pleasin'
You...

(COMMERCIAL...COLLEGE SURVEY #7 (LIVE)

ATX01 0057999

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
COLLEGE SURVEY #7 (FOR NEWSCAST AND MUSICAL SHOWS)

ANNCR: You know, you can count on 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 favorites 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. Taste better because they're made of fine tobacco. Lucky Strike means fine tobacco. And then, Luckies are made better.. So make that next pack Lucky Strike, the cigarette that tastes better.

(MUSIC: _ _ _ LULLABY OF BROADWAY (DAY) _ _ _ TO FINISH _)

COY: The voice of Doris Day...with Lullaby of Broadway...
the song that won the Oscar for being the outstanding
movie tune of 1935.....and it also rated Number Two
on Your Very First Hit Parade on April 20th that
year....(PAUSE)....Yes, in celebration of this New
Year's Eve....our music tonight has been selected from
Your Very First Hit Parade and high in America's favor
over 18 years ago was a top English ballad...."The Isle
of Capri"....

(MUSIC: _ _ _ THE ISLE OF CAPRI (NOBLE) _ _)

COY: Yes that was the original Ray Noble orchestra with the
top English song of many yesterdays ago - "The Isle
of Capri"....which won a spot on Your Very First Hit
Parade in 1935....

(COMMERCIAL....BETTER TASTE (FRESHNESS) #14 (LIVE)

AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #14 (FOR MUSICAL SHOW ONLY)

ANNCR: 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.

COY: Now, let's go back to 1935....the year of Your Very First Hit Parade....First Place Winners that year!!!! Omaha won the Kentucky Derby; Jim Braddock won the heavyweight title; Detroit won the World Series. And the song that won FIRST PLACE on Your Very First Hit Parade was..... "Soon"....Artie Shaw plays it.....

(MUSIC: _ _ _ _ SOON (SHAW) _)

COY: Well, there they are....Five of the top songs from 1935.....and all of them heard on Your Very First 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....and tonight, in celebration of this New Year's Eve, we've played the top songs from Your Very First Hit Parade of April 20, 1935, as recorded by outstanding artists of the day.....(PAUSE) Be sure to listen to Redcliffe 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 "special" mood for the first night of the New Year.

(THEME: _ _ _ _ OUT)

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

(TRANSCRIPTION....CONGA JINGLE)

COY:

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 (PAUSE) And now....on behalf of the American Tobacco
THEME Company, makers of Lucky Strike Cigarettes.....we'd like
IN) to wish you ALL.....a Happy and Prosperous New Year!!!
(THEME: _ _ _ UP TO TIME)

MTA

RTX01 0058004

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., TUES., WED., THURS., FRID.

DATE 12-31

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 (live))

ATX01 0058005

THE AMERICAN TOBACCO COMPANY NEWSCASTS
LUCKY STRIKE

ONE MINUTE COMMERCIAL
BETTER TASTE #6

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 0058006

(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 tomorrow 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 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)

WEDNESDAY-Your Happy Go Lucky Tunes - Country Fashion (news plug this show on Tues. nite)

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)

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