

RADIO
CONFIDENTIAL

LUCKY STRIKE
LIGHT UP TIME

JANUARY
1954

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY
CHICAGO - WMAQ
WASHINGTON - WRC "LIGHT UP TIME"

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

JANUARY 1, 1954

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 on this first night of the

(SNEAK New Year... you can't help but wonder what's to COME...

THEME Where will you BE...what will you be DOING the next 365
OUT days...and there are SOME things you can be SURE of...

even for 54...So, I guess you'd call our mood tonight...

"what's in STORE for 54"...Like, well...there'd CERTAINLY

be a February...and what does THAT mean...Valentine's Day...
of course!!!!

(MUSIC: MY FUNNY VALENTINE (WHITING))

D.J.: Margaret Whiting with My Funny Valentine...yes, just as
sure as you're born...February, 1954 will include "giving
Valentines"....Then March will come and go...And among the
things "in STORE for 54"...will be the NEXT month, April...
Yes, here, there and everywhere it'll be April...even in
Portugal...

(MUSIC: APRIL IN PORTUGAL (BAXTER))

D.J.: April in Portugal...and the music was by Les Baxter...
(PAUSE)...Now, let's go on with our New Year "mood"
... "what's in STORE for 54" ...and we might as well dwell
on April a bit longer...cause it's bound to be a happy
month this year....April includes EASTER..and that just
HAS to mean...the traditional Easter Parade...

(MUSIC: EASTER PARADE (GARLAND))

D.J.: So while you dream of an Easter Parade "to come"...
consider these words from the Sweetheart of Lucky
Strike..
(COMMERCIAL...COLLIN'S 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 0057175

(MUSIC: WISH YOU WERE HERE (FISHER)...TO FINISH...)

D.J.: "Prophecy-of-postcards-to-come"...just like every year
THIS year will include VACATION time...and you'll be
dropping notes to friends and family..."Wish You Were
Here"...and THAT musical note was by Eddie Fisher, of
course...(PAUSE)..Alright, light up a Lucky and let's
see what ELSE is in "STORE for 54"...There'll be
spring...and summer...and finally, autumn...the
"twilight" of the year...beginning in September...

(MUSIC: SEPTEMBER SONG (SINATRA)...)

D.J.: The beautiful music of September Song and the voice of
Frank Sinatra...a delightful combination...Say, you
know...

(COMMERCIAL...BETTER TASTE #15 (LIVE))

THE AMERICAN TOBACCO COMPANY -4-
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #15 (FOR MUSICAL SHOW ONLY)

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

RTX01 0057177

D.J.: Now, on this first night of the New Year...let's go on listening to what's "in STORE for 54"...things you can COUNT on like...well, the year will move along... There'll be the same wonderful 12 months...and then all of a sudden...it'll be NEXT New Year's Eve and ANOTHER New Year...and you'll be wishing everybody a "Happy New Year"...just like the song says...the song that Gordon Jenkins wrote...

(MUSIC: HAPPY NEW YEAR (JENKINS))

D.J.: Yes, that was the music of Gordon Jenkins called "Happy New Year"...and that's OUR wish for YOU...

(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 (**)

(THEME
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) THANKING YOU FOR BEING WITH US
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
(SNEAK Lucky. Make your next carton Lucky Strike...(PAUSE)
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)

mtf
12/17/53pm.

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 1-1-54

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 # Better Taste #7 (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE #7

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.

ATX01 0057181

(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)

JANUARY 1, 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 on this first night of the New

(SNEAK
THEME
OUT) Year...you can't help but wonder what's to come...Where will you be...what will you be doing the next 365 days... And, there are some things you can be SURE of...even for 54... So I guess you'd call our mood tonight..."what's in STORE for 54"...Like, well, there'll certainly be a February...and what does THAT mean... Valentine's Day ...of course!!!

(MUSIC: -- MY FUNNY VALENTINE (WHITING))

COY: Margaret Whiting with My Funny Valentine...yes, just as sure as you're born...February, 1954 will include "giving Valentines"... Then March will come and go...And among the things "in STORE for 54"...will be the NEXT month, April...Yes, here, there and everywhere it'll be April... even in Portugal...

(MUSIC: -- APRIL IN PORTUGAL..(BAXTER))

ATX01 0057183

COY: April in Portugal...and the music was by Les Baxter...
and now, these wise words...are by the Sweetheart of
Lucky Strike....
(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 0057185

(MUSIC: -- WISH YOU WERE HERE (FISHER)...TO FINISH...)

COY: "Prophecy-of-postcards-to-come"...just like every year
THIS year will include VACATION time...and you'll be
dropping notes to friends and family..."Wish You Were Here"
...and THAT musical note was by Eddie Fisher, of course...
(PAUSE)...All right, light up a Lucky and let's see what
ELSE is in "STORE for 54"...There'll be spring...and
summer...and finally, autumn...the "twilight" of the
year...beginning in September....

(MUSIC: -- SEPTEMBER SONG (SINATRA))

COY: The beautiful music of September Song and the voice of
Frank Sinatra... a delightful combination...Say, you
know....

(COMMERCIAL...BETTER TASTE #15 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #15 (FOR MUSICAL SHOW ONLY)

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

COY: Now, on this first night of the New Year...let's go on listening to what's "in STORE for 54"...things you can COUNT on like...well, the year will move along... There'll be the same wonderful 12 months...and then all of a sudden...it'll be next New Year's Eve and ANOTHER New Year...and you'll be wishing everybody a "Happy New Year"...just like the song says...the song that Gordon Jenkins wrote....

(MUSIC: -- -- HAPPY NEW YEAR (JENKINS))

COY: Yes, that was the music of Gordon Jenkins called "Happy New Year"...and that's OUR wish for YOU...

(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 ~~██~~
~~██████████~~ 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 on records Monday through Friday
IN) by Lucky Strike, product of the American Tobacco Company
....America's LEADING manufacturer of cigarettes.
(MUSIC: _ _ THEME: UP TO TIME...)

'betty'/12/17/53/

ATX01 0057189

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-1-54

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 (LNC))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE #7

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.

RTX01 0057191

(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
SAN FRANCISCO, KNBC
10:30 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 4, 1954

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 let's spotlight first tonight the song that was
Number THREE..The "other half" of the Martin and Lewis
comedy team sings it..Yes, Dean Martin..with That's Amore...

(MUSIC: THAT'S AMORE (MARTIN))

D.J.: A bit of "movie" music that Dean Martin helped to make
popular...That's Amore..so much for Survey Song Number
THREE..And now here's a NEWCOMER to your Hit Parade..on
the Survey for the first time last Saturday night...and in
the Number SIX spot...Off Shore... as recorded by Richard
Hayman...

(MUSIC: OFF SHORE (HAYMAN))

D.J.: The young harmonica virtuoso, Richard Hayman, and Survey
Song Number SIX...OFF SHORE...And now, from that NEWCOMER
to an OLD TIMER on your Hit Parade...let's go UP one spot
to Song Number Five...You, You, You...

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

D.J.: The Ames Brothers' recording of You, You, You..Now we'd
like to go from "music" to "words"..and...
(COMMERCIAL...BETTER TASTE #12 (LIVE))

RTX01 0057193

★ 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. IS/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.

9-2
D.J.: Now, we move along with your Happy Go Lucky Hits of the
(CONTD) Week...and here's the bright little number that was Number
FOUR on the Survey...Ricochet...

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

D.J.: Yes, that was Teresa Brewer's recording of Ricochet...
the song that was Number FOUR on Your Hit Parade last
Saturday night...(PAUSE)...Alright, light up a Lucky and
let's move right up into the "charmed circle"...What was
the song that was Number TWO..It was THIS beautiful melody
from the current Broadway production of Kismet...
Tony Martin sings it...Stranger in Paradise...

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

D.J.: Stranger in Paradise...and that was Survey Song Number
TWO...The VOICE of course...Tony Martin's...and now...I'd
like to ask you a question, if I may....
(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.: Alright...here it is!!!! ...Yes, this lovely song was once
(CONTD) again right on TOP...The NUMBER ONE song on the Survey
last week...On Your Hit Parade last Saturday night with
the top honors...It's the beautiful music and sounds of
the sea you know as Ebb Tide..

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

D.J.: And so those are SIX of the BIG ones...the BIG SONGS...
and, naturally, you heard them ALL on Your Hit Parade!!!!

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

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

(TRANSCRIPTION...CONGA JINGLES)

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..) --

JK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 AM

7:00 - 7:30 PM EST

DATE 1-4-54

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 # McC. intro
transcribed testimonial #51 Army Vanderbilt
McC. Jay. (Add 5 - Band 1)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"

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

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

AMY VANDERBILT:
(SOUND TRACK)

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

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

ATX01 0057199

(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 P.M.

JANUARY 4, 1954

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...

(SNEAK that was Number THREE...The "other half" of the famous
THEME Martin and Lewis comedy team sings it...Yes, Dean
OUT) Martin...with That's Amore..

(MUSIC: _ _ _ THAT'S AMORE (MARTIN))

COY: A bit of "movie" music that Dean Martin helped to make popular...That's Amore...so much for Survey Song Number THREE...And now here's a newcomer to Your Hit Parade...on the Survey for the first time last Saturday night...and in the Number Six spot...Off Shore ...as recorded by Richard Hayman...

(MUSIC: _ _ _ OFF SHORE (HAYMAN))

COY: The young harmonica virtuoso, Richard Hayman, and Survey Song Number SIX...Off Shore...Now, from "music" to "words"...and...

COMMERCIAL...BETTER TASTE #12 (LIVE)

ATX01 0057201

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.

COY: Now, we move along with Your Happy Go Lucky Hits of the Week... and here's the bright little number that was Number FOUR on the Survey...Ricochet...

(MUSIC: _ _ _ RICOCHE (BREWER) _)

COY: Yes, that was Teresa Brewer's recording of Ricochet... the song that was Number Four on Your Hit Parade last Saturday night...(PAUSE)... Alright, light up a Lucky and let's move right up into the "charmed circle"What was the song that was Number TWO...It was THIS beautiful melody from the current Broadway production of Kismet... Tony Martin sings it... Stranger in Paradise...

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

COY: Stranger in Paradise...and that was Survey Song Number TWO...The VOICE, of course...Tony Martin's...and now... I'd like to ask you a question, if I may... COMMERCIAL...BETTER TASTE #13 (FRESHNESS) (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 is 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: Alright...here it is!!!! (HARP GLISS)...Yes, this lovely song was once again right on TOP...The NUMBER ONE song on the Survey last week...On Your Hit Parade last Saturday night with the top honors...It's the beautiful music and sounds of the sea you know as Ebb Tide....

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

COY: And so those are FIVE of the BIG ones...the BIG SONGS... and, naturally, 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 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)

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

(THEME: _ _ _UP TO TIME)

SA
12/30/53

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-4-57

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 # McC intro.)

*transcribed Westermann #51 Army Vandenberg
live tag (Add 5-Band 1)*

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"

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

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

AMY VANDERBILT:
(SOUND TRACK)

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

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

ATX01 0057208

(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 0057209

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

JANUARY 5, 1954

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 present....and, if you don't mind...we'll listen FIRST to
OUT) music that had its "Broadway beginning" back in 1934

[REDACTED]

[REDACTED]

...Cole Porter wrote the
words and music and the show was called Anything Goes ...
The song? .. "You're The Tops"...

(MUSIC: YOU'RE THE TOPS (GALLAGHER; CASSIDY)

D.J. That was Helen Gallagher, with Jack Cassidy, singing You're
The Tops...music you've been hearing since 1934...(PAUSE)
...and speaking of "music you've been hearing"...ever hear
of "The Fabulous Dorseys"...Of course you have!!! They're
making beautiful music TOGETHER right NOW ...but, back in
1947 they made a PICTURE called just THAT.."The Fabulous
Dorseys" and NATURALLY it starred Tommy and Jimmy ..
and this song was heard

(MUSIC: MARIE (DORSEY)

D.J. That was a "serenade" to Marie...by Tommy Dorsey...from the picture "The Fabulous Dorseys"..(PAUSE)..Well, as long as we're on the subject of movie music..let's STAY with it...and this particular music is new ...It's from Walt Disney's latest picture fantasy titled "The Living Desert" ...Paul Smith conducts the orchestra in "The Desert"...

(MUSIC: THE DESERT (SMITH))

D.J. Beautiful theme music from Walt Disney's picture.."The Living Desert"...(PAUSE) ...Now, here's more FAMILIAR music by the Sweetheart of Lucky Strike, Dorothy Collins.. (COMMERCIAL..COLLINS' TRANSCRIBED BETTER TASTE #31 (SIDE 1 - BAND 4)

(MUSIC: HIGHLIGHTS FROM THE GLENN MILLER STORY (MODERNAIRES)...
PART #1..(GAL IN KAJAMAZOO; MOONLIGHT COCKTAIL; ELMER'S
TUNE; MOONLIGHT SERENADE; CHATANOOGA CHOO CHOO)..TO FINISH..)

D.J. The Modernaires!!! With music from the picture.."The Glen
Miller Story"...and that's as it SHOULD be..because they
sang with him!!! And I KNOW you recognized all the SONGS..
Elmer's Tune, Moonlight Serenade, and such..and, SAY..have
a Lucky and let's listen to MORE "songs from the shows"...
like this one by Rodgers and Hart.."Too Many Girls"...on
Broadway in 1939..Joni James sings...You're Nearer...

(MUSIC: YOU'RE NEARER (JAMES))

D.J. That was the sultry voice of Joni James with a song
called "You're Nearer"..music that's made "news" from
Broadway to Hollywood...and...

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

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.

D.J. Now, settle back and listen to the "first lady of musical comedy"..Ethel Merman..She made her Broadway DEBUT in THIS show, by the way...Gershwin wrote the score and they called it "Girl Crazy"...that was back in 1930...But, even now...1954...you can't fail to recognize "I Got Rhythm"...

(MUSIC: I GOT RHYTHM (MERMAN))

D.J. And so, those are some of the songs that live ON...and ON ...yes,they're the songs that STAY...and you heard them FIRST...on 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

(SNEAK
THEME
OUT)
singers that BELONG to America. This is (DISC JOCKEY) thanking you 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 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)

c.g. 12/22/53

ATX01 0057215

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-5-54

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 (LUC))

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 0057217

(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)
- 6:45 PM EST

JANUARY 5, 1954

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,
(SNEAK both past and present.....and, if you don't mind,
THEME we'll listen FIRST to music that had its "Broadway
OUT) beginning" back in 1934

[REDACTED]
[REDACTED] Cole Porter wrote the words and
music and the show was called Anything Goes....

The song?... "You're the Tops".....

(MUSIC: YOU'RE THE TOPS (GALLAGHER; CASSIDY))

COY: That was Helen Gallagher, with Jack Cassidy, singing
You're The Tops....music you've been hearing since
1934....(PAUSE) ... and speaking of "music you've been
hearing" ... ever hear of "The Fabulous Dorseys"....
Of course you have!!! They're making beautiful music
TOGETHER right NOW....but back in 1947 they made a
picture called just THAT....."The Fabulous Dorseys"
and NATURALLY it starred Tommy and Jimmy and this
song was heard....

(MUSIC: MARIE.....(DORSEY))

-2-

COY:

That was a serenade to "Marie"...by Tommy Dorsey...
and HERE'S a "serenade" by the sweetheart of Lucky
Strike, Dorothy Collins.....

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

(SIDE 1 - BAND 4)

ATX01 0057220

(MUSIC: _ _ _ _ HIGHLIGHTS FROM THE GLENN MILLER STORY (MODERNAIRES)
PART #1.....(GAL IN KALAMAZOO; MOONLIGHT COCKTAIL;
ELMER'S TUNE; MOONLIGHT SERENADE; CHATANOOGA CHOO CHOO)
.....TO FINISH.....)

COY: The Modernaires!!!! With music from the picture....
"The Glenn Miller Story"...and that's as it SHOULD
be....because they sang with him!!! And I know you
recognized all the songs. ... Elmer's Tune, Moonlight
Serenade, and such...and, SAY.....have a Lucky....
and let's listen to more "songs from the shows"....
like this one by Rodgers and Hart...."Too Many Girls"
on Broadway in 1939..... Joni James sings...You're
Nearer.....

(MUSIC: _ _ _ _ YOU'RE NEARER (JAMES))

COY: That was the sultry voice of Joni James with a song
called "You're Nearer" - music that's made "news"
from Broadway to Hollywood - and -
(COMMERCIAL.....COLLEGE SURVEY #6 (LIVE)

THE AMERICAN TOBACCO COMPANY -4-
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.

ATX01 0057222

COY: Now, settle back and listen to the "first lady of musical comedy"....Ethel Merman.....She made her Broadway debut in THIS show, by the way.....Gershwin wrote the score and they called it "Girl Crazy".... that was back in 1930....But, even now....1954..... you can't fail to recognize "I Got Rhythm".....

(MUSIC: _ _ _ _ I GOT RHYTHM _ (MERMEN) _)

COY: And so, those are some of the songs that live ON.... and ON.....yes, they're the songs that STAY..... and you heard them FIRST.....on 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.....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)

MTA

ATX01 0057224

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-5-54

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 0057225

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

FOR NEWSCASTERS ONLY

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

(HUMAN INTEREST STORY)

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

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

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

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

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

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

SA
11/30/53

ATX01 0057227

NBC

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM

"LIGHT UP TIME"

CHICAGO - WMAQ

WASHINGTON - WRC

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

JANUARY 6, 1954

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 the NEW...but ALL of them...songs

THEME that BELONG to America....and ██████████ to begin things

OUT) The Davis Sisters have a song in mind for you....it's their
particular BRAND of "country fashion" music, complete with
close harmony...and that "square-dance" fiddle"...Here they
are with "You're Gone"...

(MUSIC: YOU'RE GONE (DAVIS SISTERS))

D.J. "You're Gone"...and those were the Davis Sisters...kind of a
"sad" story, don't you think?...But, here's one that's
GLAD...HAPPY...Yes, it's another "country fashion" song
that tells a story...you might even call it an "incredible"
story...Ten Little Bluebirds in My Lapel..

(MUSIC: TEN LITTLE BLUEBIRDS IN MY LAPEL (WILLS))

RTX01 005722B

D.J. That was Johnnie Lee Wills and his Boys with "Ten Little Bluebirds in My Lapel"...and that's what HAPPENS when "you're in love"...just like the song says...(PAUSE)... And as long as we're "dreaming" let's imagine a CASTLE...and let's build it of GOLD...like the Dinning Sisters sing... "As Long As I'm Dreaming"...

(MUSIC: AS LONG AS I'M DREAMING (DINNING SISTERS))

D.J. "As Long As I'm Dreaming"...and those were the voices of the Dinning Sisters...and now, for the moment...
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/MFT - Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Another reason is that Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy -- Go Lucky ...because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.

(MUSIC: FOGGY MOUNTAIN CHIMES (FLATT; SCRUGGS)...TO FINISH...)

D.J. Yes, swing your partner!!!! and all we need is the "caller"
.....cause THAT was the MUSIC, wasn't it?....That was a
"bit of banjo" by Earl Scruggs and it was called "Foggy
Mountain Chimes"..(PAUSE) Now, light up a Lucky and we'll
go on with Your Happy Go Lucky Tunes..country fashion..
Darrell Glenn sings the next one.."I Think I'm Falling in
Love" is the title...and it goes like this..

(MUSIC: I THINK I'M FALLING IN LOVE (GLENN))

D.J. The voice of Darrell Glenn singing I Think I'm Falling In
Love...and I "think" I'LL ask you a QUESTION..
(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. Alright, let's RACE the CLOCK...we've "time" for one more song before "time" runs out.....and these are Your Happy Go Lucky Tunes.. "country fashion"...and in case you've any DOUBT about what we mean...listen to Eddy Arnold..the Tennessee Plowboy ...with a Free Home Demonstration...

(MUSIC: FREE HOME DEMONSTRATION (ARNOLD))

D.J. And so, your toes are tappin'...and you're hummin' a tune ...and you can THANK these SINGERS of SONGS..."country fashion"...

(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 AmericaTomorrow night at 10:30 (**) more news and your

(SNEAK
THEME
OUT) 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...

(TRANSCRIPTIONCONGA 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)

C.G 12/22/53

ATX01 0057234

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-6-54

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 # live intro)

*transcribed testimonial #52 (Byden Nash)
live tag. (Side 5 - Band 2)*

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

REVISED
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

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

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

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

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

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

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

(MORE)

ATX01 0057236

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.

RTX01 0057237

(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

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

"LIGHT UP TIME"

JANUARY 6, 1954

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 taste 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 them NEW... but ALL of them...

(SNEAK
THEME
OUT)

songs that BELONG to America .. and first, ~~one~~...one that tells a story...you might even call it an "incredible" story...but it's HAPPY ... and that's the way with most "country fashion" songs...Ten Little Bluebirds in My Lapel...it's called.

(MUSIC: _ _ TEN LITTLE BLUEBIRDS IN MY LAPEL (WILLS))

COY: That was Johnnie Lee Wills and his Boys with "Ten Little Bluebirds in My Lapel"...and that's what happens when "you're in love"...just like the song says...(PAUSE)... And as long as we're "dreaming"...let's imagine a CASTLE. and let's build it of GOLD...like the Dinning Sisters sing..."As Long As I'm Dreaming"...

(MUSIC: _ _ AS LONG AS I'M DREAMING (DINNING SISTERS))

COY: "As Long as I'm Dreaming"...and those were the voices of the Dinning Sisters...and now, for the moment... COMMERCIAL...BETTER TASTE #11 (LIVE)

ATX01 0057239

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/MFT - Lucky Strike means fine tobacco ... light, naturally mild, good-tasting tobacco. Another reason is that Luckies are actually made better - made round and firm and fully-packed to draw freely and smoke evenly. Fine tobacco in a better made cigarette gives you better taste every single time. So if you go along that smoking enjoyment is all a matter of taste, then Be Happy -- Go Lucky ... because the fact of the matter is Luckies taste better. Get a carton of Lucky Strike and see for yourself.

(MUSIC: _ _ FOGGY MOUNTAIN CHIMES (FLATT: SCRUGGS)...TO FINISH...)

COY: Yes, swing your partner!!! and all we need is the "caller"...cause THAT was the MUSIC, wasn't it?... That was a "bit of banjo" by Earl Scruggs and it was called "Foggy Mountain Chimes"... (PAUSE) Now, light up a Lucky and we'll go on with Your Happy Go Lucky Tunes... country fashion...Darrell Glenn sings the next one... "I Think I'm Falling In Love With You" is the title... and it goes like this....

(MUSIC: _ _ I THINK I'M FALLING IN LOVE WITH YOU (GLENN))

COY: The voice of Darrell Glenn singing I Think I'm Falling In Love...and I "think" I'LL ask you a QUESTION... 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.

COY: All right, let's race the clock...we've "time" for one more song before "time" runs out ... and these are Your Happy Go Lucky Tunes... "country fashion"...and in case you've any DOUBT about what we mean...listen to Eddy Arnold...the Tennessee Flowboy...with a Free Home Demonstration...

(MUSIC: -- FREE HOME DEMONSTRATION (ARNOLD))

COY: And so, your toes are tappin'...and you're hummin' a tune...and you can THANK these SINGERS of SONGS... "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 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: 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)

rk

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-6-54

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 # live intro)
transcribed testimonial (Golden Nash)
(Roll 5 - Band 2)

ATX01 0057245

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

REVISED
9/22/53

(OGDEN NASH TESTIMONIAL) - #52

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

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

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

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

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

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

(MORE)

ATX01 0057246

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 0057247

(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 0057248

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"

JANUARY 7, 1954

THURSDAY

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
your Happy Go Lucky Hits of Yesterday... songs selected
from Your Hit Parade Programs of the past 18 years... as
(SNEAK recorded by outstanding artists of the day...and first we
THEME need go no further than the year ended just a week ago...
OUT) 1953... It was a year of "revivals"...and one of the
happiest of them all was The Glow Worm... Actually, it
was written way back in 1907... but Johnny Mercer's
"arrangement" of it and the Mills Brothers' "singing"
of it led it right to Your Hit Parade of January 31st,
1953 ... Here it is.

(MUSIC: -- THE GLOW-WORM (MILLS BROTHERS.))

D.J.: And those were the Mills Brothers who just go on and on...
like that song... The Glow-Worm...written in 1907... on
Your Hit Parade in 1953...(PAUSE)...Now, let's turn back
the pages of time to 1942... Yes, it was a War year...
Americans in khaki and blue were all over the world...
and they carried with them their favorite songs... One of
them was a serenade to a girl called "Tangerine"...They
were singing it, too, on Your Hit Parade of March 28, 1942.

ATX01 0057249

(MUSIC: -- TANGERINE (DORSEY) --

D.J.: Jimmy Dorsey's famous arrangement of Tangerine...a "serenade to a girl"...(PAUSE) ... All right...what was doing in 1947...well, President Truman paid a visit to Mexico...then President Aleman of Mexico returned the visit...Later President Truman visited Canada... Yes, a very "geographical" year...and the MUSIC on Your Hit Parade of February 15th was no exception... It included a "visit" to Managua, Nicaragua...

(MUSIC: -- MANAGUA, NICARAGUA (MARTIN) --

D.J.: So goes the story of Managua, Nicaragua.... Interesting, hmmm? And the music was by Freddy Martin...and, by the way... here's something INTERESTING from the Sweetheart of Lucky Strike....

(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!

(MUSIC: -- HOW HIGH THE MOON (PAUL-FORD))

D.J.: How High The Moon...and that was ANOTHER little song that took some time.. getting to Your Hit Parade... It was written in 1940... on Your Hit Parade 11 years later, May 12, 1951...and two pretty good reasons for its success were Les Paul and Mary Ford... (PAUSE)... All right, light up a Lucky and listen to more music that enjoyed SUCCESS "late in life"...I'm looking Over a Four Leaf Clover...It was FIRST heard back in 1927... heard on Your Hit Parade January 31, 1948...And Art Mooney plays it now....

(MUSIC: -- I'M LOOKING OVER A FOUR LEAF CLOVER (MOONEY))

D.J.: And of course, that was the "lucky song"... I'm looking Over A Four Leaf Clover... Say, speaking of "lucky".... (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 taste better.

D.J.: Now...MORE of Your Happy Go Lucky Hits of Yesterday...
let's turn to the year 1948...a big year...the FIRST
telecast of an American Symphony took place in Philadelphia
....signs of an era to come...There were those who
didn't "believe" it....but TV was on the way...it was
TRUE....even though they were singing "Little White Lies"
on Your Hit Parade of June 19th that year....

(MUSIC: -- LITTLE WHITE LIES (HAYMES)

D.J.: Music down through the years...and music always brings
MEMORIES....Tonight...MEMORIES of 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 Programs
of the past 18 years.... as recorded by outstanding
(SNEAK artists of the day. Tomorrow night at 10:30 (**) more
THEME news and your happy-go-lucky specialty night...music to
OUT) 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...

(SNEAK

Make YOUR next carton...LUCKY STRIKE!!! (PAUSE) 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...

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

'betty'...12/23/53/

ATX01 0057255

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-7-57

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 (inc))

ATX01 0057256

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE ...

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) # 9

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 0057257

(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

JANUARY 7, 1954

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...

(SNEAK
THEME
OUT) _ _ And first we need go no further than the year ended just a week ago...1953...It was a year of "revivals".... and one of the happiest of them all was The Glow-Worm... Actually, it was written way back in 1907...but Johnny Mercer's "arrangement" of it and the Mills Brothers' "singing" of it led it right to Your Hit Parade of January 31st, 1953...Here it is.

(MUSIC: _ _ THE GLOW-WORM (MILLS BROS.))

COY: And those were the Mills Brothers who just go on and on...like that song...The Glow-Worm written in 1907...on Your Hit Parade in 1953...(PAUSE) Now, let's turn back the pages of time to 1942...Yes, it was a War year.... Americans in khaki and blue were all over the world... and they carried with them their favorite songs...One of them was a serenade to a girl called "Tangerine"... They were singing it, too, on Your Hit Parade of March 28, 1942.....

ATX01 0057259

(MUSIC: -- TANGERINE (DORSEY))

COY: Jimmy Dorsey's famous arrangement of Tangerine...a
"serenade to a girl"...and, by the way...here's a word
from OUR favorite girl.... The Sweetheart of Lucky
Strike....

(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!

(MUSIC: _ _ HOW HIGH THE MOON (PAUL - FORD)....TO FINISH)

COY: How High The Moon...and that was ANOTHER little song that took some time getting to Your Hit Parade...It was written in 1940...on Your Hit Parade 11 years later, May 12, 1951...and two pretty good reasons for its success were Les Paul and Mary Ford...(PAUSE)... Alright, light up a Lucky and listen to more music that enjoyed SUCCESS "late in life"...I'm Looking Over a Four Leaf Clover... It was FIRST heard back in 1927heard on Your Hit Parade January 31, 1948....And Art Mooney plays it now....

(MUSIC: _ _ I'M LOOKING OVER A FOUR LEAF CLOVER (MOONEY))

COY: And of course, that was the "lucky"song I'm looking over a Four Leaf Clover...Say, speaking of "lucky"... (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 all over 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

COY: Now...MORE of Your Happy Go Lucky Hits of Yesterday...
let's turn to the year 1948...a big year...the FIRST
telecast of an American Symphony took place in
Philadelphia...signs of an era to come... There were
those who didn't "believe" it...but TV was on the way...
it was true...even though they were singing "Little White
Lies" on Your Hit Parade of June 19th that year...

(MUSIC: _ _ LITTLE WHITE LIES (HAYMES)_)

COY: Music down through the years...and music always brings
MEMORIES...Tonight...MEMORIES of 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 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) Light Up Time is brought to you Monday through
THEME Friday by Lucky Strike...product of the American
IN) Tobacco Company...America's LEADING manufacturer of
cigarettes!!!

(THEME: _ _ UP TO TIME)

SA
12/23/53

ATX01 0057265

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-7-54

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Bitter Taste Freshness #9 (live)*)

ATX01 0057266

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) # 9

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 0057267

(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 0057268

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

JANUARY 8, 1954

FRIDAY

SAN FRANCISCO, KNBC

7:00 - 7:30 P.M.

(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...And tonight, we're in a "low-down" mood...and before you decide that means we're UNHAPPY...let me explain...it DOESN'T...no, it means we're going to hear some of the BEST in music...because so much music is based on just that...a "low-down" mood...The blues, for instance...you can recognize that kind of a mood in the RHYTHM...and, of course...the MELODY...like this....

(SNEAK
THEME
OUT)

(MUSIC: HOW LONG HAS THIS BEEN GOING ON (GOODMAN))

D.J. Yes, that was Miss Peggy Lee singing with the "great Goodman"...and the music was written by Gershwin...a combination that resulted in a song called How Long Has This Been Going On...Now, do you see what we mean by a "low-down" mood?? Good!!! And this is ANOTHER song that helps to describe it. Frank Sinatra singing.. "She's Funny That Way"...

(MUSIC: SHE'S FUNNY THAT WAY (SINATRA))

D.J. The voice of Frank Sinatra...She's Funny That Way...a song from a "guy" to his "gal"...But sentiments such as these don't ALL run in ONE direction...No, here's a song from a "gal" to her "guy"...Dinah Washington sings ...Mad About the Boy....

(MUSIC: -- MAD ABOUT THE BOY --(WASHINGTON)

D.J. "Mad About the Boy"...and that was the voice of Dinah Washington...And now, if you don't mind, we'd like to ask you a question...

(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)

ANNOR: 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.

(MUSIC: BLUES IN THE NIGHT (SHORE) ... TO FINISH)

D.J. Well, you just can't be in a "low-down" mood VERY LONG without hearing THAT song..Dinah Shore singing..."Blues in the Night"...music written by Johnny Mercer...(PAUSE) Now, light up a Lucky and let's go on with Your Happy Go Lucky Specialty Night...music to create a "mood"...and like we say, our mood is "low-down" ... and here's more music to DESCRIBE it...Jackie Gleason plays...Alone Together.....

(MUSIC: ALONE TOGETHER (GLEASON))

D.J. "Comedian turned Conductor"...Yes, that was Jackie Gleason with Alone Together...Now, here's our favorite girl-friend...The Sweetheart of Lucky Strike...
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2)

(SIDE 1 - BAND 1)

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

9/23/53

COLLINS: Hi, friends. This is Dorothy Collins. Y'know, I'll bet that if someone asked you why you smoked ... what it was, exactly, you liked about a cigarette ... I'll bet the important word in your answer would be "taste". Because, gee, isn't good "taste" what everybody wants in a cigarette? Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better! And there are two good reasons why that's true. In the first place, LS/MFT -- Lucky Strike means fine tobacco... naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully-packed to draw freely and to smoke evenly. And that, friends, is the whole story. That's exactly why Luckies taste better. Because Luckies are made with fine tobacco... and because they're made better. Why don't you try a carton soon. Be Happy -- Go Lucky. How 'bout it?

ATKO1 0057273

D.J. Dorothy Collins is RIGHT, friends..BE happy, GO Lucky...
Now, let's see what ELSE is in store for us in our
"low-down" mood tonight...Oh, Yes...Mel Torme...and a song
that he wrote...and it describe perfectly THIS kind of a
mood...It's the story of... A Stranger in Town...

(MUSIC: -- A STRANGER IN TOWN (TORME) --

D.J. And so, our mood tonight has been "low-down"...but like
we said at the beginning...NOT unhappy...and, you know...
I think the MUSIC spoke for ITSELF, didn't it?

(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) 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...
(SNEAK
THEME
IN) -- -- Make YOUR next carton...Lucky Strike...(PAUSE) Light Up
Time on records is brought to you Monday through Friday
by Lucky Strike...product of the American Tobacco
Company...America's LEADING manufacturer of cigarettes...
(THEME -- -- UP TO TIME)

rk

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-8-54

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 # live intro)

Transcribed Testimonial #5 (Rube Goldberg)
Lucy Kay. (Code 5 - Band 3)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

REVISED
9/22/53

ONE MINUTE COMMERCIAL

(RUBE GOLDBERG TESTIMONIAL) #53

LOCAL ANNCR:
(LIVE)

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

RUBE
GOLDBERG

(SOUND TRACK)

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

LOCAL ANNCR:
(LIVE)

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

ATK01 0057277

(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 P.M.

JANUARY 8, 1954

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...and 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
"low-down" mood...and before you decide that means
we're UNHAPPY...let me explain...it doesn't...no, it
means we're going to hear some of the best in music...
because so much music is based on just that...a "low-
(SNEAK down" mood...The blues, for instance...you can recognize
THEME OUT) that kind of a mood in the rhythm...and, of course...
the MELODY...like this...

(MUSIC: _ _ _ HOW LONG HAS THIS BEEN GOING ON (GOODMAN)

COY: Yes, that was Miss Peggy Lee singing with the "great
Goodman"...and the music was written by Gershwin...a
combination that resulted in a song called How Long Has
This Been Going On...Now, do you see what we mean by a
"low-down" mood??? Good!!! And this is ANOTHER song
that helps to describe it. Frank Sinatra singing...
"She's Funny That Way"...

(MUSIC: _ _ _ SHE'S FUNNY THAT WAY (SINATRA)

ATX01 0057279

COY:

The voice of Frank Sinatra...She's Funny That Way...And
now, if you don't mind, we'd like to get sort of "serious"
...like to ask you a question...

(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.

(MUSIC: _ _ _ BLUES IN THE NIGHT (SHORE)...TO FINISH...)

COY: Well, you just can't be in a "low-down" mood very long without hearing THAT song...Dinah Shore singing... "Blues in the Night"...music written by Johnny Mercer... (PAUSE)...Now, light up a Lucky and let's go on with Your Happy Go Lucky Specialty Night...music to create a "mood"...and like we say, our mood is "low-down"...and here is more music to DESCRIBE it...Jackie Gleason plays ...Alone Together...

(MUSIC: _ _ _ ALONE TOGETHER (GLEASON))

COY: "Comedian turned Conductor"...Yes, that was Jackie Gleason with Alone Together...Now, here's our favorite girl-friend...The Sweetheart of Lucky Strike... (COMMERCIAL...COLLINS' TRANSCRIBED BETTER #2) (SIDE 1 - BAND 1)

9/23/53

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

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?

ATK01 0057283

COY: Dorothy Collins is RIGHT, friends...BE happy, GO Lucky...
(CONT'D) Now, let's see what ELSE is in store for us in our
"low-down" mood tonight...Oh, yes...Mel Torme...and a
song that he wrote...and it described perfectly this
kind of a mood...It's the story of..."A Stranger in
Town"...

(MUSIC: _ _ _ A STRANGER IN TOWN (TORME)

COY: And so, our mood tonight has been "low-down"...but like
we said at the beginning...NOT unhappy...and, you know...
I think the MUSIC spoke for itself, didn't it?

(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
tonight 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)...

(SNEAK
THEME_OUT)
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
THEME_IN)
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..

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

..

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-8-57

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 # live intro)

transcribed testimony #53 (Rube Goldberg)
live tag. (Drake 5-Band 3)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

REVISED
9/22/53

ONE MINUTE COMMERCIAL

(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 0057286

(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 0057287

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

() ()
6:25 - 6:45

JANUARY 11, 1954

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)
..and we'll listen first tonight to the song that was
resting comfortably in the Number Four spot on the Survey
...the song that tells of "good things to come"....
Rags to Riches....

(MUSIC: RAGS TO RICHES (BENNETT))

COY: Tony Bennett singing Rags to Riches...music that was
Number FOUR on Your Hit Parade last Saturday night...
Alright, UP one step to Song Number THREE...and, what do
you know...a NEWCOMER to Your Hit Parade...Here are the
"Three D's"..Desmond, Don and Dale and their recording of..
Heart of My Heart....

(MUSIC: HEART OF MY HEART (DESMOND, DON, DALE))

COY: Heart of My Heart...Survey Song Number THREE...Now, let's
"move" from Desmond, Don and Dale...to DOROTHY...Here
she is...the Sweetheart of Lucky Strike....

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

(SIDE 1 - BAND 5)

ATX01 0057288

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

() ()
6:25 - 6:45

JANUARY 11, 1954

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)
..and we'll listen first tonight to the song that was
resting comfortably in the Number Four spot on the Survey
(SNEAK
THEME OUT) ...the song that tells of "good things to come"...
Rags to Riches....

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

COY: Tony Bennett singing Rags to Riches...music that was
Number FOUR on Your Hit Parade last Saturday night...
Alright, UP one step to Song Number THREE...and, what do
you know...a NEWCOMER to Your Hit Parade...Here are the
"Three D's"..Desmond, Don and Dale and their recording of..
Heart of My Heart....

(MUSIC: --- HEART OF MY HEART (DESMOND, DON, DALE)

COY: Heart of My Heart...Survey Song Number THREE...Now, let's
"move" from Desmond, Don and Dale...to DOROTHY...Here
she is...the Sweetheart of Lucky Strike....

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

(SIDE 1 - BAND 5)

ATX01 0057289

THE AMERICAN TOBACCO COMPANY -2-
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 0057290

COY: Yes...Luckies taste BETTER...(PAUSE)...And now...here's
the song that was Number TWO on the Survey last Saturday
night...Dean Martin sings it...That's Amore...

(MUSIC: --- THAT'S AMORE (MARTIN))

COY: That's Amore...as recorded by Dean Martin...Survey Song
Number TWO...(PAUSE)...Now, light up a Lucky and we'll
go on with More of Your Happy Go Lucky Hits of the Week..
and this next one was heard for the first time on Your
Hit Parade last Saturday night...Eddie Fisher sings it....
Yes, you guessed it...Oh, Mein Papa...Survey song
Number SIX....

(MUSIC: --- OH, MEIN PAPA (FISHER))

COY: Survey Song Number SIX...Oh, Mein Papa...and that was
the "voice" of Eddie Fisher...and...

Live intro.

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

(LIVE TAG)

(SIDE 5 - BAND 3)

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

-4-

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

Rube Goldberg!

RUBE GOLDBERG: Hi folks. I've learned that what some people think is
(SOUND TRACK) 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: Thank, 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.

ATX01 0057292

COY: Alright...here it is!!!! (HARP GLISS)...Yes, here is the beautiful song that climbed right to the TOP last Saturday night...the song from Broadway that led them ALL on Your Hit Parade...Last week's WINNER...Survey Song Number ONE !!! Tony Martin sings...Stranger in Paradise!!!

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

COY: And so...those are some of the songs they call HITS... and, of course...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 Fleetwood 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
(SNEAK_ BETTER...cleaner, fresher, smoother...Make YOUR next
THEME IN) carton Lucky Strike...(PAUSE) Light Up Time is brought to
you Monday through Friday by Lucky Strike...product of
the American Tobacco Company...America's LEADING
manufacturer of cigarettes...

THEME: _ _ _ _ UP TO TIME...

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-11-54

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))

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 0057296

(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
SAN FRANCISCO, KNBC
() ()

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 11, 1954

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 we'll listen first tonight to the song that was resting comfortably in the Number FOUR spot on the Survey...the song that tells of "good things to come"....Rags to Riches.....

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

D.J.: Tony Bennett singing Rags to Riches...music that was Number FOUR on the Survey last Saturday night...(PAUSE) ...And now, Teresa Brewer steps up to announce "I don't want a Ricochet Romance"....and she's pretty POSITIVE about it because THAT was Survey Song Number FIVE last week...here's her recording of Ricochet....

(MUSIC: RICOCHET (BREWER)...)

D.J.: Song Number FIVE....Teresa Brewer singing Ricochet... Alright, UP we go now to Song Number THREE...and, what do you know...a NEWCOMER to Your Hit Parade....Here are the "Three D's"....Desmond, Don and Dale withHeart of My Heart.....

ATX01 005729B

(MUSIC: HEART OF MY HEART (DESMOND, DON, DALE))

D.J.: Heart of My Heart...Survey Song Number THREE...Now, let's
"move" from that recording by Desmond, Don and Dale to
DOROTHY...Here she is...the Sweetheart of Lucky Strike...
(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

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!

D.J.: Yes...Luckies taste BETTER...(PAUSE)...And now...here's
the song that was Number TWO on the Survey last
Saturday night...Dean Martin sings it...That's Amore...

(MUSIC: THAT'S AMORE (MARTIN))

D.J.: That's Amore...as recorded by Dean Martin...Survey
Song Number Two...(PAUSE)...Now, light up a Lucky
and we'll go on with more of Your Happy Go Lucky Hits
of the Week...and this next one was heard for the first
time on Your Hit Parade last Saturday night...Eddie
Fisher sings it...Yes, you guess it...Oh, Mein Papa...
Survey song Number SIX...

(MUSIC: OH, MEIN PAPA (FISHER))

D.J.: Survey Song Number SIX...Oh, Mein Papa...and that was
the "voice" of Eddie Fisher...and...

(LIVE INTRO)

(COMMERCIAL..TRANSCRIBED TESTIMONIAL #54 (RUBE GOLDBERG)

(LIVE TAG)

53

(SIDE 5 - BAND 3)

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

-5-

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

RUBE
GOLDBERG: Hi folks. I've learned that what some people think
(SOUND TRACK) 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.

ATX01 0057302

D.J.: Alright...here it is!!!! Yes, here is the beautiful song that climbed right to the TOP last Saturday night ...the song from Broadway that led them ALL on Your Hit Parade...Last week's WINNER....Survey Song Number ONE!!!! Tony Martin sings...Stranger in Paradise!!!!

(MUSIC: STRANGER IN PARADISE (MARTIN))

D.J.: And so...those are some of the songs they call HITS... and, of course...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...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
(SNEAK taste BETTER...cleaner, fresher, smoother...So BE
THEME happy...GO Lucky...Make YOUR next carton...Lucky
IN) 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)

e1/mtf
1/6/54pm.

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-11

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 # Better Taste #6 (inc))

ATX01 0057305

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 0057306

(FINAL HUMAN INTEREST STORY)

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

(LOCAL STATION IDENTIFICATION)

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

*TUESDAY - Your Happy Go Lucky Night on Broadway

*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

*THURSDAY - Your Happy Go Lucky Hits of Yesterday

*FRIDAY - Your Happy Go Lucky Specialty Night

CLEVELAND - WTAM THE AMERICAN TOBACCO COMPANY
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 PM

"LIGHT UP TIME"

JANUARY 12, 1954

TUESDAY

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 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

(THEME
OUT) pictures, past and present.....and here's a song
that an audience first enjoyed back in 1947.....
It's from the show Finian's Rainbow.... a show that
introduced several beautiful songs that proceeded to
sweep across the nation. One of them was "When I'm
Not Near the Girl I Love".... Dick Haymes sings it
now.....

(MUSIC: WHEN I'M NOT NEAR THE GIRL I LOVE (HAYMES))

D.J.:

Dick Haymes singing When I'm Not Near the Girl I Love.....(PAUSE) Now, turning from those who "sing" to those who "write" and the name, Cole Porter, comes to mind.... A list of HIS stage successes is the SAME as a list of the OUTSTANDING songs of the past 25 years because he wrote so many.....Like the one Tommy Dorsey plays now... It's from Anything Goes.....and Mr. Porter called it..."I Get A Kick Out Of You".....

(MUSIC: I GET A KICK OUT OF YOU (DORSEY))

D.J.:

Yes, 1934 saw the birth of that song.....I Get A Kick Out Of You.....from Anything Goes....and this next one you first heard just a few months ago. It's from the movies...a picture called Take The High Ground.....They titled the SONG.....Julie.... Les Baxter's chorus and orchestra have a beautiful arrangement of it. Listen.

(MUSIC: JULIE (BAXTER))

D.J.:

Julie....by Les Baxter...."one little word" that means a "nice song"....^{now}..... (COMMERCIAL....BETTER TASTE #12 (LIVE))

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

FOR JANUARY 12, 1954

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.

ac
1/6/54

ATX01 0057310

(MUSIC: ANNA (WESTON) ... TO FINISH...)

D.J.: And I know you recognized "Anna"....Paul Weston playing the title song from one of last year's ITALIAN movies....and THAT one, you remember, starred the lovely Sylvano Mangano....(PAUSE)..... Now, light up a Lucky and we'll turn to the Great White Way for our next song....A show that's playing to packed houses right now....Wonderful Town, we're talking about...and this is one of the songs from it...."It's Love".....

(MUSIC: IT'S LOVE (WELK))

D.J.: "It's Love".....and that was Roberta Linn singing with Lawrence Welk's orchestra.....and now, may I ask you a question?

(COMMERCIAL....BETTER TASTE (FRESHNESS) #14 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #14 (FOR MUSICAL SHOWS 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 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, light up a Lucky. Yes Be Happy -- Go Lucky --- with a carton of Lucky Strike.

D.J.: Alright, back we go to the movies for our last number tonight....and it's a show that's on the silver screens of the country right now... "Calamity Jane", it's called...Maybe YOU'VE seen it...and if you HAVE...you heard the STAR, Doris Day, singing of "The Deadwood Stage"....like THIS..

(MUSIC: _ _ _ _ _ THE DEADWOOD STAGE (DAY))

D.J.: Yes, from the STAGE and the SCREEN comes MUSIC... the music 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.. 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)

MTA

ATX01 0057314

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-12

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 #9R (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #9R

REVISED 1/1/54

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. In 1952 a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. Last 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 -- lead 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 0057316

(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)

JANUARY 12, 1954

TUESDAY

(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 tonight we feature on records Your Happy Go Lucky Night on Broadway.... popular tunes from musical shows and motion pictures

(SNEAK

THEME

OUT)

both past and present...and here's a song that an audience first enjoyed back in 1947.....It's from the show Finian's Rainbow...a show that introduced several beautiful songs that proceeded to sweep across the nation, One of them was "When I'm Not Near The Girl I Love"..... Dick Haymes sings it now.....

(MUSIC: ----- WHEN I'M NOT NEAR THE GIRL I LOVE (HAYMES)

COY: Dick Haymes singing When I'm Not Near The Girl I Love...(PAUSE) Now, turning from those who "sing" to those who "write" and the name, Cole Porter, comes to mind... A list of HIS stage successes is the SAME as a list of the OUTSTANDING songs of the past 25 years because he wrote so many like the one Tommy Dorsey plays now...It's from Anything Goes.. and Mr. Porter called it.."I Get A Kick Out Of You"

(MUSIC: ----- I GET A KICK OUT OF YOU (DORSEY))

ATX01 0057318

-2-

COY:

Yes, 1934 saw the birth of that song...I Get A
Kick Out Of You...from Anything Goes...and now,
if you don't mind...
(COMMERCIAL...BETTER TASTE #12 (LIVE))

ATX01 0057319

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

FOR JANUARY 12, 1954

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.

as
1/6/54

ATX01 0057320

(MUSIC: _ _ _ _ _ ANNA (WESTON) ... TO FINISH...)

COY: And I know you recognized "Anna"....Paul Weston playing the title song from one of last years ITALIAN movies.... and that one, you remember, starred the lovely Sylvano Manganò...(PAUSE) Now, light up a Lucky and we'll turn to the Great White Way for our next song.....A show that's playing to packed houses right now...Wonderful Town, we're talking about....and this is one of the songs from it..... "It's Love".....

(MUSIC: _ _ _ _ _ IT'S LOVE (WELK)

COY: "It's Love"....and that was Roberta Linn singing with Lawrence Welk's orchestra....and now, may I ask you a question?
(COMMERCIAL.....BETTER TASTE (FRESHNESS) #14(LIVE)

THE AMERICAN TOBACCO COMPANY -5-
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.

ATX01 0057322

COY: Alright, back we go to the movies for our last number tonight....and it's a show that's on the silver screens of the country right now.... "Calamity Jane", it's called....Maybe YOU'VE seen it...and if you HAVE,,,,,you heard the STAR, Doris Day, singing of "The Deadwood Stage".... like THIS.....

(MUSIC: _____ THE DEADWOOD STAGE (DAY))

COY: Yes, from the STAGE and the SCREEN comes MUSIC... the music of 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 Fleetwood 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)

MTA

ATX01 0057324

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-12

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 Sunday #9R (live)*)

ATX01 0057325

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #9R

REVISED 1/1/54

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. In 1952 a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. Last 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 -- lead 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 0057326

(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)

NBC

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

JANUARY 13, 1954

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...

(SNEAK_ some of the OLD....some of them NEW....but ALL of
THEME them....songs that BELONG to America...and, you know...
OUT) MOST "country fashion" songs tell a story of "sadness"
turned to HAPPINESS..and this first song by the
Tennessee Plowboy (and his guitar)..Eddy Arnold, is NO
EXCEPTION... And the title practically tells the STORY
...."When My Blue Moon Turns to Gold"...

(MUSIC: _ _ _ WHEN MY BLUE MOON TURNS TO GOLD (ARNOLD) _)

D.J.: Eddy Arnold, the Tennessee Plowboy, with "When My
Blue Moon Turns to Gold"...(PAUSE)...And then there is
the POPULAR singer of songs...who is also an EXPERT
with "folk songs"...and we're talking about Miss Jo
Stafford...SHE takes a "country fashion" song and
makes a HIT out of it...like THIS one...Cup Of Joy...

(MUSIC: _ _ _ CUP OF JOY (STAFFORD) _)

ATX01 0057328

D.J.: A "pretty" girl with a "pretty" song...Jo Stafford singing Cup of Joy...but like the song says..."if I LOST you...it would turn to a CUP of TEARS"...which is about as good a way as any to introduce Stuart Hamblen and HIS song...Remember Me...(I'm the One Who Loves You) ...and THIS includes when you're BLUE....but, YOU listen to the song...

(MUSIC: REMEMBER ME (HAMBLÉN))

D.J.: Stuart Hamblen with "Remember Me". (PAUSE) and, I'm SURE you "remember" some of the big GOLF tournaments around the country...that being the case I'm SURE you'll enjoy meeting THIS young lady...Yes...

(LIVE INTRO)

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

(SIDE 5 - BAND 4)

(LIVE TAG)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ALICE BAUER TESTIMONIAL #57

ONE MINUTE COMMERCIAL:

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

Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf. I've
(SOUND TRACK)
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 enjoyment is all
(LIVE)

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!

(MUSIC: THE YODEL POLKA (ROBERTS) TO FINISH . . .

D.J.: And THERE'S a happy type tune if I ever heard one...
The Yodel Polka...featuring Kenny Roberts and the
Pinetoppers...and just like the song says "it'll
CHEER you UP"...and I hope it DID...(PAUSE) ...Alright,
light up a lucky...and listen to Pee Wee King...one of
the AUTHORITIES in "country fashion" music...but THIS
particular music is kind of a "switch"...it's called
the "Spanish Two Step"...and I'll just bet it would
go good at ANY square-dance...

(MUSIC: SPANISH TWO STEP (KING)

D.J.: Well, what do you THINK...didn't it start your toes
to TAPPIN'...And NOW.. *How ABOUT This*

COMMERCIAL...COLLINS TRANSCRIBED BETTER TASTE #2

(SIDE 1 - BAND 1)

9/23/53

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

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?

O AND O

D.J.: Yes, "how about it?...Take a tip from the Sweetheart of Lucky Strike...Dorothy Collins and be happy-go Lucky-- (PAUSE) ...But Hank Snow, the "Singing Ranger, has ANOTHER sweetheart...Matter of fact he calls her the "sweetest girl in all the world" ..My Blue Eyed Jane is what he calls her...Well, let HIM tell you about her...

(MUSIC: MY BLUE EYED JANE (SNOW)

D.J.: Well, there you are...songs and singers that have a SPECIAL place in music...and they CALL it "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

(SNEAK and your Happy Go Lucky Hits of Yesterday, songs selected
THEME from Your Hit Parade programs of the past 18 years.

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

(TRANSCRIPTION ...CONGA JINGLE)

(**) SAN FRANCISCO - 7:00 PM

C.G. 1/6/54

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
(SNEAK Happy, go Lucky. Make your next carton...Lucky
THEME Strike!!!

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)

SA

ATX01 0057334

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-13

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #10 (live))

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

FOR NEWSCASTERS ONLY

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

(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

JANUARY 13, 1954

WEDNESDAY

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

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

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

COY: Hello, this is Jim Coy...Tonight we feature on records...
Your Happy Go Lucky Tunes...country fashion. Some of
(THEME
OUT) them OLD...Some of them NEW...but ALL of them...songs
that BELONG to America...and, you know...MOST "Country
fashion" songs tell a story of "sadness" turned to
HAPPINESS...and this first song by the Tennessee Plowboy
(and his Guitar)...Eddy Arnold, is NO EXCEPTION... And
the title practically tells the story..."When My Blue
Moon Turns to Gold"...

(MUSIC: -- WHEN MY BLUE MOON TURNS TO GOLD (ARNOLD)

COY: Eddy Arnold, the Tennessee Plowboy, with "When My Blue
Moon Turns to Gold"...(PAUSE) ...And then there is the
POPULAR singer of songs who is also an EXPERT with
"folk songs"...and we're talking about Miss Jo Stafford...
SHE takes a "country fashion" song and makes a HIT out of
it...like THIS one...Cup of Joy...

(MUSIC: -- CUP OF JOY (STAFFORD)

COY: A "pretty" girl with a "pretty" song...Jo Stafford singing
Cup of Joy...and now...

LIVE INTRO.

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

LIVE TAG

(SIDE 5 -BAND 4)

ATX01 0057338

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ALICE BAUER TESTIMONIAL #57

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

Here she is -- Miss Alice Bauer.

ALICE BAUER: You know something. I like to play golf. I've played
(SOUND
TRACK) 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 enjoyment is
(LIVE) 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.

(MUSIC: _ _ _ _ THE YODEL POLKA (ROBERTS)..TO FINISH..)

COY: And THERE'S a happy type tune if I ever heard one...
The Yodel Polka...featuring Kenny Roberts and the
Pinetoppers...and just like the song says "it'll CHEER
you UP"...and I hope it DID...(PAUSE) Alright, light
up a Lucky...and listen to Pee Wee King...one of the
AUTHORITIES in "country fashion" music...but THIS
particular music is kind of a "switch" ... it's called
the "Spanish Two Step"...and I'll just bet it would go
good at ANY square-dance...

(MUSIC: _ _ _ _ SPANISH TWO STEP (KING))

COY: Well, what do you THINK...didn't it start your toes to
TAPPIN'...and NOW...what do you THINK...isn't Dorothy
Collins RIGHT?...
COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #2...
(SIDE 1 - BAND 1)

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

9/23/53

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

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

ATX01 0057341

LIGHT UP TIME
WNBC
JANUARY 13, 1954

-5-

REVISED

COY: Yes, "how about it?" ... Take a tip from the Sweetheart of Lucky Strike....Dorothy Collins...and Be Happy - Go Lucky - (PAUSE)...But Hank Snow, the "singing Ranger," has ANOTHER sweetheart...Matter of fact he calls her the "sweetest girl in all the world"...My Blue Eyed Jane is what he calls her...Well, let HIM tell you about her...

(MUSIC: MY BLUE EYED JANE (SNOW))

COY: Well, there you are....songs and singers that have a SPECIAL place in music...and they CALL it "country fashion" music.....

(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 Fleetwood 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)

ATK01 0057342

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)

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

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-13-54

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 0057344

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

FOR NEWSCASTERS ONLY

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

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*.... I'll be back with more news 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 THE AMERICAN TOBACCO COMPANY REVISED

CHICAGO - WMAQ

WASHINGTON - WRC

"LIGHT UP TIME"

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

SAN FRANCISCO - KNBC

JANUARY 14, 1954

THURSDAY

() ()
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
(SNEAK recorded by outstanding artists of the day.....

THEME and tonight.....we spotlight first the year 1939...that
OUT was the year the Gilbert and Sullivan Mikado was set to
Jazz and called "The Swing Mikado" remember? And on
your Hit Parade of December 9th they were playing Oh,
Johnny, Oh and who should sing it for us now but the gal
who made it famous up and down the land -- Wee Bonnie
Baker --

(MUSIC: OH JOHNNY, OH JOHNNY, OH (TUCKER)

ATK01 0057347

D.J.: Yes, that was Bonnie Baker singing Oh, Johnny, Oh.....
just like she used to sing it with Orrin Tucker back
in 1939....(PAUSE)...Alright, let's look back even
further....to 1937.....Roosevelt had just begun his
second term.....and at the University of Carolina
they came up with a modified square dance called
the "Big Apple".....on Your Hit Parade program of
April 12th there was beautiful "music by Mercer".....
JOHNNY Mercer....and it went like this....

(MUSIC: TOO MARVELOUS FOR WORDS (MARTIN))

D.J.: The voice of Tony Martin with "Too Marvelous for
Words".....from 1937....and just ten years LATER.....
in 1947.....one of America's greatest entertainers,
Al Jolson, was busy making a comeback...he made a
record album that sold over a million copies.....
Yes, "The Jolson Story" became known from
Timbucktoo.....to TEXAS.....and on Your Hit Parade of
July 12th..."Texas" was the subject of a cute little
SONG....Across the Alley from the Alamo.....

(MUSIC: ACROSS THE ALLEY FROM THE ALAMO (KENTON))

D.J.: That was Stan Kenton with "Across the Alley from the
Alamo"...."words" supplied by June Christy....and on
the general subject of "words".....

(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.

(MUSIC: RAG MOP (AMES BROS.) ...TO FINISH)

D.J.: Those were the Ames Brothers with a happy little tune that started in the "hills", became POPULAR....and finally was heard on Your Hit Parade of February 25, 1950....(PAUSE)...Now, light up a Lucky and let's see what was going on in 1936well, Your Hit Parade celebrated its FIRST BIRTHDAY.....Social Security went into effect in January of that year..... A LOT of pretty MUSIC was played and sung....and one of the PRETTIEST was one on YOUR Hit Parade program of April 12th, 1936....Mindy Carson sings it now.... The Touch of Your Lips.....

(MUSIC: THE TOUCH OF YOUR LIPS (CARSON))

D.J.: The Touch of Your Lips....and that was the voice of Mindy Carson....Now, before we go on with our music, may I ask you a question?
(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.: Back now to Your Happy Go Lucky Hits of Yesterday....
The year!!! 1947.....the new telescope on Mount
Palomar gave astronomers a long look into space.....
at the same time, people from coast to coast were
watching for Flying Saucers....AND from "coast to
coast" people were humming this song that was on
Your Hit Parade of Octover 4th that year.....
Francis Craig's "Near You".....

(MUSIC: _ _ _ NEAR YOU (CRAIG)

D.J.: And so those are some of the songs that have made
"musical history" down through the years....and
because they're GOOD songs....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 Programs 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) thanking you
for being with us and reminding you that.....

(SNEAK
THEME
OUT)

(TRANSCRIPTION - CONGA JINGLE)

D.J.:

Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better cleaner, fresher, smoother. So, be happy....Go Lucky....Make YOUR next carton.....
LUCKY STRIKE!!! (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.....

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

MTA

ATX01 0057353

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE

1-14

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 # College Survey # NR (live))

ATX01 0057354

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #10R

REVISED 1/1/54

ANNOUNCER: Luckies win again! For the second year in a row Luckies came out on top in a college smoking survey. In 1952 a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. Last 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 0057355

(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

REVISED

"LIGHT UP TIME"

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

JANUARY 14, 1954

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... we spotlight first the year 1939...that was the year that Gilbert and Sullivan's Mikado was set to jazz and called "The Swing Mikado"...remember???And on Your Hit Parade of December 9th, they were playing Oh, Johnny, Oh, and who should sing it for us now but the gal who made it famous up and down the land - Wee Bonnie Baker --

(SNEAK
THEME
OUT)
(MUSIC: OH, JOHNNY, OH JOHNNY, OH (TUCKER)))

COY: Yes, that was Bonnie Baker singing Oh, Johnny, Oh...just like she used to sing it with Orrin Tucker back in 1939... (PAUSE) Alright, let's look back even further...to 1937... Roosevelt had just begun his second term...and at the University of Carolina they came up with a modified square dance called the "Big Apple"...on Your Hit Parade program of April 12th there was beautiful "music by Mercer"... And here's Tony Martin with Too Marvelous For Words.

ATX01 0057357

LIGHT UP TIME
WNBC
JANUARY 14, 1954

-2-

REVISED

(MUSIC: _ _ TOO MARVELOUS FOR WORDS (MARTIN) _)

COY: Yes, "Music by Mercer" - Johnny Mercer - "Too Marvelous
For Words" ... and on the general subject of "words" ...
(COMMERCIAL BETTER TASTE #12 (LIVE))

ATX01 0057358

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.

(MUSIC: _ _ _ RAG MOP (AMES BROS.)...TO FINISH...)_

COY: Those were the Ames Brothers with a happy little tune that started in the "hills", became POPULAR...and finally was heard on Your Hit Parade of February 25, 1950... (PAUSE) ...Now, light up a Lucky and let's see what was going on in 1936...well, Your Hit Parade celebrated it's FIRST BIRTHDAY...Social Security went into effect in January of that year... A lot of pretty MUSIC was played and sung...and one of the PRETTIEST was one on Your Hit Parade program of April 11th, 1936....Mindy Carson sings it now...The Touch of Your Lips...

(MUSIC: _ _ _ THE TOUCH OF YOUR LIPS (CARSON)

COY: The Touch of Your Lips...and that was the voice of Mindy Carson... Now, before we go on with our music, may I ask you a question?
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: Back now to Your Happy Go Lucky Hits of Yesterday...
The year!!!! 1947...the new telescope on Mount Palomar
gave astronemers a long look into space...at the same
time, people from coast to coast were watching for
Flying Saucers and from "coast to coast" people were
humming this song that was on Your Hit Parade of
October 4th that year...Francis Craig's "Near You"...

(MUSIC: - - - NEAR YOU (CRAIG)

COY: And so those are some of the songs that have made
"musical history" down through the years...and because
they're GOOD songs...you heard them on Your Hit
Parade...

(MUSIC: - - - 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 Fleetwood
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...

(MUSIC: - - - THEME: OUT)

COY: (PAUSE) This is Jim Coy thanking you for being with
us and reminding you that...

(TRANSCRIPTION...CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of
TASTE. And the fact of the matter is...Luckies taste
BETTER....Cleaner, fresher, smoother....SO BE happy
Go Lucky... Make YOUR next carton....Lucky Strike.

(SNEAK
THEME
IN) (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!!!

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

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-14

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 # *College Survey #10R (live)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #10R

REVISED 1/1/54

ANNOUNCER: Luckies win again! For the second year in a row Luckies came out on top in a college smoking survey. In 1952 a survey in leading colleges throughout the country showed that smokers in those colleges preferred Luckies to any other cigarette. Last 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 0057365

(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)

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

JANUARY 15, 1954

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
(SNEAK the night...and tonight, we're in the mood for COLE PORTER..
THEME and can YOU think of a NICER "musical" mood...And, I'll bet
OUT) if you have a FAVORITE song that was written during the pas:
25 years or so...you can thank Cole Porter for it...cause
he's written so many "favorite" songs...Like THIS one...
that should sort of "set" our mood...Just One Of Those
Things...

(MUSIC: JUST ONE OF THOSE THINGS...(GOODMAN)

D.J.: Yes, that was the wonderful "sound" of the Benny Goodman
Sextet...and when you ADD that to the music of Cole Porter..
how can you MISS getting in a "musical" mood...a "Cole
Porter mood"...and that's our mood tonight...(PAUSE)...But
ALL of Cole Porter's music wasn't written back in the 30's
and 40's...No, THIS is one from RIGHT NOW...from his curren
Broadway musical, Can Can..."I Love Paris"...and Les Baxter
plays it....

(MUSIC: I LOVE PARIS (BAXTER)

RTX01 0057367

D.J.

Les Baxter's arrangement of a Cole Porter song of today ... "I Love Paris" ... which they're singing to Broadway audiences right NOW ... But, back in 1936 Mr. Porter wrote the score for Red, Hot and Blue ... and he was inspired to include in it a lovely thing called It's Delovely ... It sounded like this ...

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

D.J.

"It's Delovely" ... and the music was played by Tommy Dorsey ... well, here's a bit of "de-lovely" music that WE like ... and I think YOU will too ...

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.

(MUSIC: -- MY HEART BELONGS TO DADDY ... (LEE) ... TO FINISH ...)

D.J.: My Heart Belongs to Daddy...and under the title you'll always find... "words and music" by Cole Porter...and that was Peggy Lee handling BOTH...Yes, we're in a "Cole Porter mood" tonight and that just HAS to mean wonderful music... so, light up a Lucky and listen to a song that is probably one of his finest...we've been enjoying it since back in 1932...and it'll be around for years to come... Frank Sinatra sings...Night and Day...

(MUSIC: -- NIGHT AND DAY ... (SINATRA)

D.J.: Frank Sinatra with Night and Day...Yes, it was a "lucky" day for anyone who likes a "good" song when Cole Porter wrote THAT one.... and speaking "lucky"...and "good"....

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
LEW WORSHAM TESTIMONIAL #59

ONE MINUTE COMMERCIAL:

LOCAL ANNCR: Remember the winner of the \$25,000 Tam O'Shanter golf
(LIVE) 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 is a
(SOUND TRACK) 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 all a
(LIVE) 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.

D.J.: Well, let's get back to Your Happy Go Lucky Specialty Night
... and we're in a "Cole Porter mood" tonight...which
ALREADY has meant listening to some GREAT songs...and
before the clock catches up with us we're going to listen
to ANOTHER one... I'm sure it's one of your favorites...
Mel Torme and Artie Shaw combine talents...and the result
is "What Is This Thing Called Love"....

(MUSIC: -- WHAT IS THIS THING CALLED LOVE... (TORME-SHAW)

D.J.: We've been in a "Cole Porter mood" tonight...and I hope
it's made you HAPPY.. [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 mood

(THEME_ OUT) 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)
thanking you for being with us... 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 ... Lucky Strike ... (PAUSE)
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)

cg/'betty'...1/4/54/

ATX01 0057373

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-15

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 # Better Taste #7 (live))

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

FOR NEWSCASTERS ONLY

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

ATX01 0057375

(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

JANUARY 15, 1954

FRIDAY

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

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

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

COY: Hello, this is Jim Coy... tonight we feature on records... your Happy Go Lucky Specialty Night..music to create a mood for the night...and tonight, we're in the mood for

(SNEAK THEME OUT)
COLE PORTER...and can YOU think of a NICER "musical" mood ... And, I'll bet if you have a FAVORITE song that was written during the past 25 years or so... you can thank Cole Porter for it...cause he's written so many "favorite" songs...Like this one... that should sort of "set" our mood...Just One Of Those Things...

(MUSIC: -- JUST ONE OF THOSE THINGS ... (GOODMAN)

COY: Yes, that was the wonderful "sound" of the Benny Goodman Sextet.... and when you ADD that to the music of Cole Porter... how can you miss getting in a "musical" mood... "Cole Porter" mood...and that's our mood tonight..(PAUSE) ... But ALL of Cole Porter's music wasn't written back in the 30's and 40's.... No, this is one from right now... from his current Broadway musical, Can Can... "I Love Paris" ...and Les Baxter plays it.

(MUSIC: -- I LOVE PARIS ... (BAXTER)

ATX01 0057377

-2-

COY: Cole Porter music called "I Love Paris"... and that
was Les Baxter's arrangement...and THIS is a musical
"arrangement" that WE like...and I think YOU will too....
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31
(SIDE 1 - BAND 4)

ATX01 0057378

September 22, 1953

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

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.

(MUSIC: _ _ MY HEART BELONGS TO DADDY (LEE)...TO FINISH...)

COY: My Heart Belongs to Daddy...and under the title you'll always find..."words and music" by Cole Porter...and that was Peggy Lee handling both...Yes, we're in a "Cole Porter mood" tonight and that just HAS to mean wonderful music...So, light up a Lucky and listen to a song that is probably one of his finest.... we've been enjoying it since back in 1932...and it'll be around for years to come ... Frank Sinatra sings...Night and Day....

(MUSIC: _ _ NIGHT AND DAY... (SINATRA))

COY: Frank Sinatra with Night and Day...Yes, it was a "lucky" day for anyone who like a "good" song when Cole Porter wrote THAT one...and speaking of "lucky"...and "good"....
(LIVE INTRO...COMMERCIAL...TRANSCRIBED TESTIMONIAL #59
(LEW WORSHAM)
(LIVE TAG) (SIDE 5 - BAND 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
LEW WORSHAM TESTIMONIAL #59

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

LEW WORSHAM: Hello, folks. The club that I have in my hand is a.
(SOUND TRACK) 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 all a
(LIVE) 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.

COY: Well, let's get back to Your Happy Go Lucky Specialty Night ... and we're in a "Cole Porter mood" tonight...which ALREADY has meant listening to some GREAT songs...and before the clock catches up with us we're going to listen to ANOTHER one... I'm sure it's one of your favorites... Mel Torme and Artie Shaw combine talents...and the result is "What Is This Thing Called Love"....

(MUSIC: -- WHAT IS THIS THING CALLED LOVE....(TORME-SHAW)

COY: We've been in a "Cole Porter mood" tonight...and I hope it's made you HAPPY... [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 Fleetwood and the news tonight 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) This is Jim Coy thanking you for being with us and reminding you that...

(THEME

OUT)

(TRANSCRIPTION....CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of
taste. And the fact of the matter is...Luckies taste
better...cleaner, fresher, smoother, So, BE happy, Go
Lucky. Make YOUR next carton... Lucky Strike..."Light Up
(SNEAK_ Time" is brought to you on records Monday through Friday
THEME_ by Lucky Strike, product of the American Tobacco Company
IN) ... America's LEADING manufacturer of cigarettes.
(MUSIC: _ _ THEME: UP TO TIME...)

'betty'...1/4/54/

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-7-5

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* #7 (live))

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

FOR NEWSCASTERS ONLY

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

ATX01 0057385

(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
SAN FRANCISCO, KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 18, 1954

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)....and let's begin with a song that moved right
into the "charmed circle" last week....Yes, here's the
melody that was Number THREE on the Survey....and probably
one of the REASONS is this version by Eddie Fisher....Oh,
Mein Papa....

(MUSIC: OH, MEIN PAPA (FISHER))

D.J.: Survey Song Number THREE...Eddie Fisher's recording of
"Oh, Mein Papa"...(PAUSE)....and now....a "cute" little
song that was on Your Hit Parade for the FIRST time last
Saturday night...a NEWCOMER to the Survey...Here is
Dinah Shore singing Song Number FOUR!!!! Changing
Partners....

(MUSIC: CHANGING PARTNERS (SHORE))

ATX01 0057387

D.J.: Dinah Shore singing Changing Partners....Survey Song
Number FOUR!!!! And...if you're "wonderin" perhaps about
"That's Amore"....here's the ANSWER....we go UP the
Survey to Number TWO....and there we find...THAT'S AMORE...
Dean Martin sings it.....

(MUSIC: THAT'S AMORE (MARTIN))

D.J.: "That's Amore"....and THAT was Dean Martin's recording of
it....Now, before we listen to MORE music....I'd like to
make this observation that I'm sure you'll find is TRUE....
(COMMERCIAL....BETTER TASTE #10 (LIVE)....)

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #10

ANNCR: 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 0057389

D.J.: Alright....MORE of Your Happy Go Lucky Hits of the Week....
listen to Teresa Brewer singing....RICOCHET....Survey
Song Number FIVE.....

(MUSIC: _ RICOCHET (BREWER))

D.J.: The song that was Number FIVE on the Survey....Teresa
Brewer's recording of Ricochet...(PAUSE)....Now, YOU light
up a Lucky if you will....and WE'LL supply more MUSIC....
and I'm SURE you'll enjoy BOTH....because our next melody
is the beautiful "sound of the sea"...Yes, the song that
was Number SIX on Your Hit Parade last Saturday night.....
Ebb Tide....

(MUSIC: _ EBB TIDE (CHACKSFIELD))

D.J.: Yes, that was Ebb Tide....the beautiful music of the sea
that was Number SIX on the Survey....And now...before the
BIG song....the song that was Number ONE....may I ask
you a question....
(COMMERCIAL....BETTER TASTE (FRESHNESS) #9 (LIVE)....)

THE AMERICAN TOBACCO COMPANY -5-
LUCKY STRIKE
BETTER TASTE (FRESHNESS) #9

ONE MINUTE COMMERCIAL:

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 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 0057391

D.J.: Alright...here it is!!! Yes, the TOP song...For the second week in a row....the song that led all the others on Your Hit Parade last Saturday night....A beautiful song from Broadway....Survey Song Number ONE!!!! Tony Bennett sings....Stranger in Paradise!!!!

(MUSIC: -- STRANGER IN PARADISE (BENNETT)

D.J.: Yes, those were the songs that were at the TOP....BIG songs....and, of course, 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

(SNEAK
THEME
OUT) --
Lucky Night on Broadway..... popular tunes from musical shows and motion pictures both past and present...This is (DISC JOKEY) 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
(SNEAK happy....GO Lucky...Make YOUR next carton Lucky Strike....
THEME - Light Up Time 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)

82
1/13/54 pm

ATX01 0057393

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE

1-18

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 # College Darby #6R (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #6R

REVISED 1/1/54

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. In 1952 a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, last 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, this survey 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 again -- 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 0057395

(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

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

"LIGHT UP TIME"

JANUARY 18, 1954

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)...

(SNEAK

THEME

OUT)

and let's begin with a song that moved right into the
"charmed circle" last week... Yes, here's the melody
that was Number THREE on the Survey... and probably one of
the REASONS is this version by Eddie Fisher... Oh, Mein
Papa....

(MUSIC: -- OH, MEIN PAPA ... (FISHER)

COY: Survey Song Number THREE... Eddie Fisher's recording of
"Oh, Mein Papa"... (PAUSE)...and now... a "cute" little
song that was on Your Hit Parade for the FIRST time last
Saturday night.... A NEWCOMER to the Survey... Here is
Dinah Shore singing Song Number FOUR!!! Changing Partners.

(MUSIC: -- CHANGING PARTNERS ... (SHORE)

COY: Dinah Shore singing Changing Partners... Survey Song
Number Four!! Now, before we listen to MORE music.. I'd
like to make this observation that I'm sure you'll find is
TRUE...

(COMMERCIAL... BETTER TASTE #10 (LIVE)

ATK01 0057397

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

ANNCR: 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.

COY: All right...MORE of Your Happy Go Lucky Hits of the Week
... listen to Teresa Brewer singing..RICOCHET...Survey
Song Number FIVE,....

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

COY: The song that was Number FIVE on the Survey... Teresa
Brewer's recording of Ricochet...(PAUSE)...Now, YOU light
up a Lucky if you will... and WE'LL supply more MUSIC...
and I'm SURE you'll enjoy BOTH... because our next melody
is the beautiful "sound of the sea"... Yes, the song that
was Number SIX on Your Hit Parade last Saturday night...
Ebb Tide....

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

COY: Yes, that was Ebb Tide... The beautiful music of the sea
that was Number SIX on the Survey... And now... before
the BIG song... the song that was Number ONE... may I ask
you a question....

(COMMERCIAL... BETTER TASTE (FRESHNESS) #9 (LIVE)

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

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
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.

COY: All right... here it is!!! (HARP_GLISS)... Yes, the TOP song... For the second week in a row.. the song that led all the others on Your Hit Parade last Saturday night... A beautiful song from Broadway... Survey Song Number ONE!! Tony Bennett sings... Stranger in Paradise!!!!

(MUSIC: STRANGER IN PARADISE ... (BENNETT))

COY: Yes, those were the songs that were at the TOP... BIG songs.. and, of course, 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.. 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)

(SNEAK
THEME
OUT)

COY: Remember, friends, smoking enjoyment is all a matter of
TASTE... and the fact of the matter is Luckies taste
(SNEAK_ BETTER... cleaner, fresher, smoother. So, BE happy.. GO
THEME_ Lucky... Make YOUR next carton Lucky Strike...(PAUSE)...
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)

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-18

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *College Survey #6 (live)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #6R

REVISED 1/1/54

ANNOUNCER: You know, I have a bit of news that I think will be of interest to just about everyone who smokes. In 1952 a survey was made of smokers in leading colleges. It showed that those smokers preferred Luckies to any other cigarette. Well, last 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, this survey 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 again -- 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 0057404

(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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

JANUARY 19, 1954

TUESDAY

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 Night on Broadway, popular
tunes from musical shows and motion pictures, past and

(THEME

OUT)

present...and we thought a happy beginning tonight would
be the combination of Dinah Shore and Buddy Clark...and
that's made EASY if we just go back to 1949...and Frank
Loesser's score for Neptune's Daughter...a movie...One
of the songs was Baby, It's Cold Outside...Remember?

(MUSIC: -- BABY, IT'S COLD OUTSIDE (SHORE-CLARK)

D.J.: Dinah Shore and the voice of the late, great Buddy Clark..
with Baby, It's Cold Outside...memories of 1949...and
here's musical memory that goes back even farther ... to
1924...when Rudolph Friml wrote the music for Rose Marie..
and it's a song that's been sung ever since...and by just
about EVERYBODY...Listen to GARDEN JENKINS
arrangement of Indian Love Call... *with Louis Armstrong.*

(MUSIC: -- INDIAN LOVE CALL... (ARMSTRONG - JENKINS)

ATX01 0057406

D.J.: Yes, old "satchmo", Louis Armstrong...along with the sweeping strings of Gordon Jenkins ... and "Indian Love Call" ..(PAUSE) And now here's a "continental contribution" to tonight's music...From the FRENCH production of "la Ronde" comes a song you're going to remember...and one of the stars of Your Hit Parade sings it... Giselle MacKenzie with...Love Makes the World Go Round...

(MUSIC: LOVE MAKES THE WORLD GO ROUND..(MacKENZIE))

D.J.: Giselle MacKenzie singing...Love Makes the World Go Round...True, hummm? AND...here's ANOTHER question... COMMERCIAL...BETTER TASTE #6 (LIVE)

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

ANNCR: 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.

(MUSIC: NOT SINCE NINEVAH (KAYE)...TO FINISH...)

D.J.: Well, that just HAS to be DANNY KAYE...and it WAS...
the song is called Not Since Ninevah...and it's one of
the many top songs from Kismet, which is now enjoying
a run on the Great White Way... (PAUSE) Now, light up
a Lucky, if you will, and enjoy a bit of music that bears
the familiar mark of Cole Porter...He wrote it for the
picture Rosalie...that starred Nelson Eddy and Eleanor
Powell^{Tito Rodriguez plays}...In The Still of the Night...

(MUSIC: IN THE STILL OF THE NIGHT (RODRIGUEZ))

D.J.: In the Still of the Night...and that was the music of
Tito Rodriguez...and now...listen to the Sweetheart of
Lucky Strike...
COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #6 (SIDE 1
- BAND 2)

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

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/MPT. 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.

D.J.: Yes, Dorothy Collins...luckies DO taste BETTER...Now,
let's go on with Your Happy Go Lucky Night on Broadway...
and we turn to a picture that just finished a successful
premiere in the "Big Town"... Easy to Love, It's called...
If you saw it you heard this song that Barbara Ruick sings
now...That's What a Rainy Day is For...

(MUSIC: -- THAT'S WHAT A RAINY DAY IS FOR (RUICK)

D.J.: Well, we've gone from Broadway to Hollywood...to Broadway
for a SONG...songs heard XXXXXXXXXX... along the Gay White
Way!!!

(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
(SNEAK
THEME
OUT)
singers that BELONG to America. This is (DISC JOCKEY)
thanking your 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 Lucky Strike....

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

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

(MUSIC: _____ THEME UP TO TIME)

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-19

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 # 1st intro)

*Frank. Testimonial #51 (Amy Vanderbilt)
Live Gag. (Ardis - Band 1)*

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

(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.

(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)
6:25 - 6:45 PM EST

JANUARY 19, 1954

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,
(SNEAK both past and present...and we thought a happy
THEME beginning tonight would be the combination of Dinah
OUT) Shore and Buddy Clark...and that's made easy if we just
go back to 1949...and Frank Loesser's score for Neptune's
Daughter...a movie...One of the songs was Baby, It's
Cold Outside...Remember?

(MUSIC: _ _ _ BABY IT'S COLD OUTSIDE (SHORE-CLARK)

COY: Dinah Shore and the voice of the late, great Buddy Clark.
...with Baby, It's Cold Outside..memories of 1949..and
here's musical memory that goes back even farther..to
1924..when Rudolph Friml wrote the music for Rose Marie..
..and it's a song that's been sung ever since...and
by just about EVERYBODY...Listen to GORDON JENKINS

(MUSIC: _ _ _ INDIAN LOVE CALL (ARMSTRONG-JENKINS)

arrangement of...Indian Love Call...*WITH LOUIS ARMSTRONG*

ATX01 0057416

-2-

COY:

Yes, old "satchmo", Louis Armstrong...along with the
sweeping strings of Gordon Jenkins...and "Indian Love
Call"...Now, before we go on I'd like to ask [REDACTED]
[REDACTED]

(COMMERCIAL...BETTER TASTE #6 (LIVE))

ATX01 0057417

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

-3-

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 0057418

(MUSIC: _ _ _ NOT SINCE NINEVAH (KAYE)...TO FINISH...)

COY: Well, that just HAS to be DANNY KAYE...and it WAS ...
the song is called Not Since Ninevah...and it's one of
the many top songs from Kismet, which is now enjoying a
run on the Great White Way.....(PAUSE)...Now, light up a
Lucky, if you will, and enjoy a bit of music that bears
the familiar mark of Cole Porter....He wrote it for the
picture "Rosalie"...that starred Nelson Eddy and Eleanor
^{TITO RODRIGUEZ PLAYS}
Powell...In The Still of the Night...

(MUSIC: _ _ _ IN THE STILL OF THE NIGHT (RODRIGUEZ)

COY: In the Still of the Night...and that was the music of
Tito Rodriguez...and now...listen to The Sweetheart of
Lucky Strike...

(COMMERCIAL...COLLIN'S TRANSCRIBED BETTER TASTE #6)

(SIDE 1 - BAND 2)

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

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!

COY: Yes, Dorothy Collins...Luckies DO taste BETTER....
Now, let's go on with Your Happy Go Lucky Night on
Broadway...and we turn to a picture that just finished a
successful premier in the "Big Town"...Easy To Love, it's
called...If you saw it you heard this song that Barbara
Ruick sings now...That's What A Rainy Day is For...

(MUSIC: _ _ _ THAT'S WHAT A RAINY DAY IS FOR (RUICK))

COY: Well, we've gone from Broadway to Hollywood...to Broadway
...for a SONG...songs heard [REDACTED]...along the Gay White
Way!!!

(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 Fleet Wood 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.....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)

EF 1/7/54

ATX01 0057422

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-19

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # live intro)

trans. testimonial #51A (Amy Vanderbilt)
live tag. (Cde 5 - Band 1)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

(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 0057424

(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)

NBC

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

JANUARY 20, 1954

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 (DISK JOCKEY) And tonight we feature on
records your Happy Go Lucky Tunes Country Fashion...some

(SNEAK of the OLD...some of the NEW...but ALL of them...songs
THEME OUT) that BELONG to Americaand suppose we BEGIN by
listening to music from "out of the west"...matter of fact
it's the "theme music" of one of America's best known
COWBOYS...thanks to the MOVIES and TV...How many times
have you heard GENE AUTRY singing "Back in the Saddle
Again"...

MUSIC: BACK IN THE SADDLE AGAIN (AUTRY)

D.J. Yes, sir...the song of a happy cowboy..."Back in the
Saddle Again"...and THAT particular cowboy was Gene
Autry...(PAUSE) Now, get SET to hear some real "fancy"
country fashion music on STRINGS... The "Country All-Stars"
are responsible and the group includes guitars, mandolin
and bass...Here's what they can do with Sweet Georgia
Brown...

(MUSIC: SWEET GEORGIA BROWN (COUNTRY ALL-STARS)

ATX01 0057426

D.J.: Pretty interesting, hmmm? The Country All-Stars with Sweet Georgia Brown...(PAUSE) ...Alright, let's listen to Red Foley...with a song that's just about as "uncomplicated" as you can get... "I'm Sorry We Met.... Cause you're so hard to Forget"...Pretty much to the POINT, hmmm?

(MUSIC: -- I'M SORRY WE MET (FOLEY)

D.J.: Yes, like I said....that was Red Foley coming "right to the POINT" with I'm Sorry We Met...and, you know...on this next subject...I'd like to come "right to the point", if you don't mind...Simply THIS...

COMMERCIAL...BETTER TASTE #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

ONE MINUTE
BETTER TASTE #7

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.

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

D.J.: The voice of Georgie Shaw with "Honeycomb"...a song that sorta tells a STORY...and that's the way it is with MOST "country fashion" songs...(PAUSE)...Now, light up a Lucky and enjoy ANOTHER song that tells a story...such a PRETTY story that it was not only a COUNTRY FASHION "hit"...but it turned out to be POPULAR as well...one of the REASONS for its success was Eddy Arnold, the Tennessee Plowboy, and his version of... "Crying in the Chapel"...

(MUSIC: CRYING IN THE CHAPEL (ARNOLD))

D.J.: Crying in the Chapel...and that was Eddy Arnold SINGING it...and I hope you ENJOYED it...just like I hope you "enjoy" ALL of our music..and, say...ON that subject.... COMMERCIAL...BETTER TASTE (FRESHNESS) #8 (LIVE)

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

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.

D.J.
(CONT'D)

Alright..on we go with Your Happy Go Lucky Tunes...
"country fashion"...and here's one of the "Happiest"
guys we know of...Rusty Draper,..even when he's singing
of how "Lady Luck" SPURNED him...but now, I don't want
to tell you the story...Let HIM tell it...

(MUSIC: -- GAMBLER'S GUITAR (DRAPER)

D.J.: Yes, whether it be about a "Gambler's Guitar"...or a
girl called "Honeycomb"...you'll always find a STORY...
in this music called...COUNTRY FASHION....

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

D.J.: Yes, this Wednesday Night Edition of Light Up Time has
featured the latest news and your Happy Go Lucky Tunes
Country Fashion...songs and singers that BELONG to
America....Tomorrow night at 10:30 (**) more news and
your Happy Go Lucky Hits of Yesterday, songs selected
(SNEAK
THEME OUT) from Your Hit Parade programs of the past 18 years.
(PAUSE) This is (DISK JOCKEY) thanking you for being
with us and reminding you that...

(TRANSCRIPTION....CONGA JINGLE)

(**) SAN FRANCISCO - 7:00 PM

at
1/11/54

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 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)

at
1/11/54

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1-20

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 # *News-caster: (live) And now... before
we go on with the News
Here's a friend of yours...
Collins 'Have. Better Taste #2
(Side 1 - Band 1)*

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

9/23/53

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

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

ATX01 0057434

(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

JANUARY 20, 1954

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 them NEW....but ALL of them.....

songs that BELONG to America.... and suppose we BEGIN by listening to music from "out of the west"...matter of fact it's the "theme music" of one of America's best known COWBOYS....thanks to the movies and TV.... How many times have you heard GENE AUTRY singing "Back in the Saddle Again"

(MUSIC: BACK IN THE SADDLE AGAIN (AUTRY))

COY: Yes, sir.....the song of a happy cowboy..."Back in the Saddle Again"...and THAT particular cowboy was Gene Autry...(PAUSE)...Now, get set to hear some real "fancy" country fashion music on STRINGS...the "Country All-Stars" are responsible and the group includes guitars, mandolin and bass.....Here's what they can do with Sweet Georgia Brown.....

(MUSIC: SWEET GEORGIA BROWN (COUNTRY ALL-STARS))

COY: Pretty interesting, Hmmm? The Country All-Stars with Sweet Georgia Brown...(PAUSE) Now, before we go on with our "country fashion" music...you know, I was just thinking.....
(COMMERCIAL....BETTER TASTE #7 (LIVE))

ATX01 0057436

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE-MINUTE COMMERCIAL
BETTER TASTE #7

ANNCR: 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, 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.

(MUSIC: _ _ _ _ HONEYCOMB (SHAW)...TO FINISH...)

COY: The voice of Georgie Shaw with "Honeycomb"....a song that sorta tells a STORY....and that's the way it is with MOST "country fashion" songs...(PAUSE) Now, Light up a Lucky and enjoy ANOTHER song that tells a story..... such a PRETTY story that it was not only a COUNTRY FASHION "hit"....but it turned out to be popular as well.....one of the REASONS for its success was Eddy Arnold, the Tennessee Plowboy, and his version of...."Crying in the Chapel".....

(MUSIC: _ _ _ _ CRYING IN THE CHAPLE (ARNOLD))

COY: Crying in the Chapel.....and that was Eddy Arnold singing it....and I hope you ENJOYED it...just like I hope you "enjoy" ALL of our music...and, say.....ON that subject.....

(COMMERCIAL....BETTER TASTE (FRESHNESS) #8 (LIVE))

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

ANNCR: 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.

COY: Alright...oh we go with Your Happy Go Lucky Tunes.....
"country fashion"...and here's one of the "happiest"
guys we know of.....Rusty Draper....even when he's
singing of how "Lady Luck" spurned him...but now, I
don't want to tell you the story.....Let HIM tell it....

(MUSIC: _ _ _ _ GAMBLER'S GUITAR (DRAPER)_

COY: Yes,whether it be about a "Gambler's Guitar".....or
a girl called "Honeycomb"....you'll always find a
STORY.....in this music called....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 Fleetwood and the News tonight
at 10:30 presented by LUCKY STRIKE.....and tomorrow night
we'll be back at 6:25 with Your Happy Go Lucky Hits of
Yesterday songs selected from your Hit Parade programs
of the past 18 years....I know you'll enjoy it. (PAUSE)
Now this is Jim Coy thanking you for being with us and
reminding you that.

(SNEAK_
THEME
OUT)

(TRANSCRIPTION.....CONGA JINGLE)

COY:

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

(SNEAK
THEME
IN)

(THEME: UP TO TIME)

MTA

ATX01 0057441

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-80

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 # Winston And more before we go
on with the News... Here's
a friend of yours...
Collins' trans. Better Taste #2
(Add 1 - Band 1)

ATX01 0057442

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

RTX01 0057443

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 21, 1954

THURSDAY

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
your Happy Go Lucky Hits of Yesterday...songs selected
from Your Hit Parade Programs of the past 18 years..

(SNEAK
THEME

as recorded by outstanding artists of the day...and let's
start by turning back the pages to 1950... [REDACTED]

OUT)

[REDACTED].the year a
"stratocruiser" set a new transatlantic SPEED record
from New York to London...But that year on Your Hit
Parade of April 1st...things were "slow and easy" ...to
the tune of My Foolish Heart...Remember?

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

D.J.: Gordon Jenkins playing beautiful music called My Foolish
Heart..(PAUSE) ..THAT song was from 1950...just a few
short years ago...(PAUSE)...But let's go back a few
more years to Your Hit Parade program of December 18,
1943...Yes, it was a War year...the order of the day was
"pretty pin-up" pictures...and "letters from home"...
...everybody had a SPECIAL SOME-ONE...Well, this song
that Margaret Whiting sings now...sort of DESCRIBED
things.....

ATX01 0057445

(MUSIC: MY IDEAL (WHITING))

D.J.: The voice of Margaret Whiting..The song...My Ideal..from 1943...(PAUSE)...Now, what was going on in 1947?... Well, the State of Georgia had two Governors at once.. a novel called "South Pacific" won a Pulitzer prize.. and on your Hit Parade of October 4, 1947..they were singing of "The Lady From 29 Palms"...

(MUSIC: THE LADY FROM 29 PALMS (MARTIN))

D.J.: The Lady From 29 Palms..and that was Freddy Martin and the Martin Men telling you all about her...and we have something IMPORTANT we'd like to "tell" you now.. To come right to the POINT...
COMMERCIAL...BETTER TASTE #10 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL
BETTER TASTE #10

ANNCR: 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.

(MUSIC: THERE'S A LULL IN MY LIFE (MAC RAE)..TO FINISH..)

D.J.: "There's a Lull in My Life"...sung by Gordon MacRae..
Music from Your Hit Parade of May 17, 1937...A year of
"famous FIRSTS" in radio...such popular shows as The
Goldbergs, Myrt and Marge, Kate Smith's Bandwagon,
Charlie McCarthy, all being heard for the first time..
And..just one year EARLIER..1936..ANOTHER "famous first"
...LIFE MAGAZINE was introduced..bringing a new idea in
journalism to Americans..and one of the TOP songs on
Your Hit Parade of June 27th that year was THIS one...

(MUSIC: THESE FOOLISH THINGS (WESTON))

D.J.: Paul Weston...with the Norman Luboff choir..and These
Foolish Things.."remind me of you"...and THAT reminds
ME..our favorite "girl friend has something to say...
COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #9
(SIDE 1 - BAND 3)

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

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

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

D.J.: Yes, friends...Dorothy Collins is RIGHT....Luckies DO taste BETTER....But, now....we'd "better" hurry along with Your Happy Go Lucky Hits of Yesterday....and our next song is from 1944....it was a Leap year..... 11,000,000 men were in the armed services....and in the Spring of that year....on Your Hit Parade of May 6th... a tender ballad made its appearance.....words and music that meant a LOT to so MANY.....

(MUSIC: -- I'LL BE SEEING YOU (SHORE) --

D.J.: Dinah Shore singing "I'll Be Seeing You"...and we WILL.....we'll be "seeing" you

(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 Programs 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) thanking you for being with us and reminding you that.....

(SNEAK
THEME
OUT)

(TRANSCRIPTION - CONGA JINGLE)

(**) SAN FRANCISCO 7:00 o'clock

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!!!(PAUSE)
THEME Light Up Time is brought to you Monday through Friday
IN) by Lucky Strike..product of the American Tobacco
Company...America's LEADING manufacturer of cigarettes.
(MUSIC: _ _ THEME..UP TO TIME)

C.G. 1/11/54

ATX01 0057451

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

7:00 - 7:30 PM EST

DATE 1/31

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 # live intro
trans. testimonial #52 (Ogden Nash)
live key. (Slide 5 - Band 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

REVISED
9/22/53

ONE MINUTE COMMERCIAL
(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, smother.

(MORE)

RTX01 0057453

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

ONE MINUTE COMMERCIAL

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

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, IS/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 0057454

(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

JANUARY 21, 1954

THURSDAY

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

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

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

COY: Hello, this is Jim Coy...and tonight we feature Your
Happy Go Lucky Hits of Yesterday...songs selected from
Your Hit Parade Programs of the past 18 years...as
recorded by outstanding artists of the day...and let's
start by turning back the pages to 1950.. [REDACTED]
[REDACTED]
[REDACTED]...the year a
"stratocruiser" set a new transatlantic speed record from
New York to London...but that year on Your Hit Parade of
April 1st....things were "slow and easy" ...to the tune
of My Foolish Heart....Remember?

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

COY: Gordon Jenkins playing beautiful music called My Foolish
Heart...(PAUSE) THAT song was from 1950...just a few
short years ago...(PAUSE) But let's go back a few more
years to Your Hit Parade Program of December 18, 1943...
Yes, it was a War year...the order of the day was
"pretty pin-up" pictures...and "letters from home"....
everybody had a SPECIAL-SOME-ONE...Well, this song that
Margaret Whiting sings now...sort of described things...

(MUSIC: --- MY IDEAL (WHITING)

ATX01 0057456

-2-

COY:

The voice of Margaret Whiting...the song...My Ideal...
Pretty simple and pretty direct, wouldn't you say...
And...here's something ELSE we'd like to "boil down"...
be pretty direct about...It's THIS...
COMMERCIAL....BETTER TASTE #10 (LIVE)

ATX01 0057457

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

ANNCR: 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.

(MUSIC: _ _ _ THERE'S A LULL IN MY LIFE (MAC RAE) .. TO FINISH..)

COY: There's a Lull In My Life, sung by Gordon Mac Rae...
Music from Your Hit Parade of May 17, 1937...A year of
"famous FIRSTS" in radio...such popular shows as The
Goldbergs, Myrt and Marge, Kate Smith's Bandwagon,
Charlie McCarthy, all being heard for the first time...
And...just one year EARLIER....in 1936...ANOTHER
"famous first"...LIFE MAGAZINE was introduced ...bringing
a new idea in journalism to Americans...and one of the
TOP songs on Your Hit Parade of June 27th that year
was THIS one...

(MUSIC: _ _ _ THESE FOOLISH THINGS (WESTON))

COY: Paul Weston...with the Norman Luboff choir...and
These Foolish Things..."remind me of you"...and THAT
reminds ME ...our favorite "girl friend" has something
to say...
COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #9

(SIDE 1 - BAND 3)

9/23/53

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

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

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

ATX01 0057460

COY: Yes, friends....Dorothy Collins is RIGHT...Luckies DO taste BETTER....But, now...we'd "better" hurry along with Your Happy Go Lucky Hits of Yesterday...and our next song is from 1944....it was a leap year...11,000,000 men were in the armed services...and in the Spring of that year...on Your Hit Parade of May 6th....a tender ballad made its appearance ...words and music....that meant a LOT to so MANY...

(MUSIC: _ _ _ I'LL BE SEEING YOU (SHORE)_

COY: Dinah Shore singing "I'll Be Seeing You" and we WILL we'll be "seeing" you...

(MUSIC: _ _ _ 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 Fleetwood 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...

(MUSIC: _ _ _ THEME: OUT)

COY: (PAUSE) This is Jim Coy thanking you for being with us and reminding you that...

(TRANSCRIPTION CONGA JINGLE)

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

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

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-21

HALL: Good evening, ladies and gentlemen. This is Radcliffe Hall and the News, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother.
(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Lux intro)
Trans. Testimonial #52 (Ogden Nash)
the tag. (Side 5 - Band 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

REVISED
9/22/53

ONE MINUTE COMMERCIAL
(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 Luokies.
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 -- Luokies taste better ...
cleaner, fresher, smoother.

(MORE)

ATX01 0057464

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

ONE MINUTE COMMERCIAL

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

LOCAL ANNCR: (CONT'D)

For two good reasons ... First, IS/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 0057465

(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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

JANUARY 22, 1954

FRIDAY

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

(MUSIC: -- 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...

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature on
records Your Happy Go Lucky Specialty Night...music to
create a mood for the night...and, you know...I think our
mood tonight is going to SURPRISE you...and I think
something ELSE...You'll be tappin' your toes before we're
through...because TONIGHT...we're in the mood for a
(SNEAK POLKA...(PAUSE) I don't know whether you've ever
THEME danced a POLKA or not...but, after tonight you'll agree
OUT) it's one of the GAYEST of all...But, let the MUSIC speak
for ITSELF...

(MUSIC: -- CLARINET POLKA (CARROLL)

D.J.: And ... ALL those clarinets you heard were played by ONE
person...Jimmy Carroll with the "Clarinet Polka"...a
happy little "effect" from what they call "multiple
recording"...but we'll admit real fast...this NEXT polka
features MORE than one VOICE...Yes, it's the Starlighters
with the song that goes "I Don't Want Him...YOU can have
him"...you GUESSED it...The Too Fat Polka...

ATX01 0057467

(MUSIC: -- TOO FAT POLKA (STARLIGHTERS))

D.J.: We're in the "mood" for a polka tonight...and that
EXPLAINS the "Too Fat Polka"...sung by the Starlighters..
but, when it comes to a POLKA..all is not confined to
"swinging" clarinets and "swaying" quartets...No, even
the Boston Pops Orchestra goes along with our polka
mood...with one written by Straus...the Pizzicato Polka...

(MUSIC: -- PIZZICATO POLKA (BOSTON POPS))

D.J.: The familiar Pizzicato Polka...played tonight by the
Boston Pops Orchestra...and before we go on....may I
ask you a little question...an IMPORTANT question...
COMMERCIAL....BETTER TASTE #6 (LIVE)

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

ANNCR: 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 Lucky Strike and see for yourself.

(MUSIC: BEER BARRELL POLKA (ANDREWS SIS)...TO FINISH)

D.J.: Well, how about it? Are your TOES doing a little TAPPING...and might it not be a good idea to get up and start DANCING? SURE, that's because we're in the "mood" for a POLKA tonight...I know you recognized the Andrews Sisters and their famous song...the Beer Barrell Polka.... (PAUSE) Now...RELAX...light up a Lucky...and listen to what the Three Suns can do with an ACCORDIAN... a LITTLE rhythm...and a LOT of the PENNSYLVANIA Polka...

(MUSIC: PENNSYLVANIA POLKA (THREE SUNS))

D.J.: The Three Suns with the Pennsylvania Polka...Yes, we're in the "mood" for a polka tonight...and I just "wonder" if our NEXT guest ever did the POLKA ... I'll bet he DID...

Live Intro.

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

Live Tag

(SIDE 5 - BAND 3)

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

REVISED 9/22/53

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.

D.J.: I guess you know by NOW...we're in the "mood" for a POLKA tonight...during Your Happy Go Lucky Specialty Night...and THAT means a real HAPPY mood...from the MUSIC itself...to the RHYTHM that goes with it...and almost EVERYBODY gets into the ACT ... even HENRI RENE...with THIS one called "HELEN Polka.."

(MUSIC: HELEN (RENE))

D.J.: Yes, we've been in the "mood" for a POLKA...and that means a GAY mood ... a HAPPY mood....don't you AGREE?

(MUSIC: 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) thanking you for being with us and reminding you that...

(SNEAK
THEME
OUT)

(TRANSCRIPTION...CONGA JINGLE)

(**) SAN FRANCISCO -- 7:00 o'clock

D.J.: Remember, friends, smoking enjoyment is all a matter
of taste...And the fact of the matter is Luckies taste
(SNEAK BETTER, cleaner, fresher, smoother. So, BE happy,
THEME GO lucky... Make Your next carton...Lucky Strike...
IN) (PAUSE) Light Up Time on records is brought to you
Monday through Friday by Lucky Strike...product of
the American Tobacco Company...America's LEADING
manufacturer of cigarettes.

(MUSIC: --- 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 1-22

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)

(COMMERICAL # College Party # 7R (bud))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #7R

REVISED 1/1/54

ANNOUNCER: You know, you can count on American college students to know a good thing when they see it. A survey made in 1952 of smokers in leading colleges showed that Luckies were the favorites in those colleges. Well, last 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 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 0057475

(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.

JANUARY 22, 1954

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...and tonight we feature on
records Your Happy Go Lucky Specialty Night..music to
create a mood for the night...and, you know...I think
our mood tonight is going to SURPRISE you...and I think
something ELSE...you'll be tappin' your toes before
we're through...because TONIGHT...we're in the mood
for a POLKA...(PAUSE)...I don't know whether you've
ever danced a polka or not...but, after tonight you'll
agree it's one of the GAYEST of all...But, let the
MUSIC speak for ITSELF...

(MUSIC: _ _ CLARINET POLKA (CARROLL)

COY: And...ALL those clarinets you heard were played by ONE
person... Jimmy Carroll with the "Clarinet Polka"...a
happy little "effect" from what they call "multiple
recording"...but we'll admit real fast..this NEXT polka
features MORE than one VOICE...Yes, it's the
Starlighters with the song that goes "I don't want him..
YOU can have him"...you GUESSED it...The Too Fat Polka..

(MUSIC: _ _ TOO FAT POLKA (STARLIGHTERS)

ATX01 0057477

COY:

We're in the "mood" for a polka tonight...and that
EXPLAINS the "Too Fat Polka"...sung by the Starlighters
...and before we go on...may I ask you a little question
....an IMPORTANT question...
(COMMERCIAL...BETTER TASTE #6 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

ONE MINUTE COMMERCIAL
BETTER TASTE #6

ANNCR: 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.

(MUSIC: BEER BARREL POLKA (ANDREWS SIS)..TO FINISH

COY: Well, how about it? Are your toes doing a little tapping...and might it not be a good idea to get up and start DANCING? Sure, that's because we're in the "mood" for a POLKA tonight...I know you recognized the Andrews Sisters and their famous song...the Beer Barrel Polka...(PAUSE) ...Now..RELAX..light up a Lucky...and listen to what the Three Suns can do with an accordian.. ...a little rhythm..and a lot of the Pennsylvania Polka..

(MUSIC: PENNSYLVANIA POLKA (THREE SUNS)

COY: The Three Suns with the Pennsylvania Polka..Yes, we're in the "mood for a polka tonight...and I just "wonder" if our NEXT guest ever did the POLKA..I'll bet he did...

(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:
(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 0057481

COY: I guess you know by now...we're in the "mood"for a POLKA tonight...during Your Happy Go Lucky Specialty Night..and THAT means a real HAPPY mood..from the MUSIC itself..to the RHYTHM that goes with it..and almost EVERYONE gets into the ACT..even HENRI RENE..with THIS one called.."Helen Polka" ..

(MUSIC: HELEN (RENE))

COY: Yes, we've been in the "mood"for a POLKA...and that means a GAY mood..a HAPPY mood..don't you agree?

(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 Fleet Wood and the news tonight 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)...

(SNEAK This is Jim Coy thanking you for being with us and

THEME reminding you that...

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
(SNEAK Lucky. Make YOUR next carton..Lucky Strike..Light
THEME IN) 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..
(MUSIC: THEME: UP TO TIME..)

CG 1/7/54

ATX01 0057483

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-22

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *College Survey # 70 (lead)*)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #7R

REVISED 1/1/54

ANNOUNCER: You know, you can count on American college students to know a good thing when they see it. A survey made in 1952 of smokers in leading colleges showed that Luckies were the favorites in those colleges. Well, last 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 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 0057485

(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
SAN FRANCISCO, KNBC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

JANUARY 25, 1954

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)...and first tonight let's listen to a song that
made a "reappearance" on Your Hit Parade last Saturday...
and DID it by being Song Number FIVE...The happy little
song of "good things to come"...Tony Bennett sings Rags to
Riches...

(MUSIC: RAGS TO RICHES (BENNETT))

D.J.: Rags to Riches...and that was Tony Bennett's recording of
Survey Song Number FIVE...(Pause)...and now here's a
"welcome stranger" to Your Hit Parade...Yes, a NEWCOMER...
on the Survey for the first time last Saturday night...
Movie music by Doris Day.... "Secret Love"...Survey Song
Number SEVEN...

(MUSIC: SECRET LOVE (DAY))

D.J.: Survey Song Number SEVEN...Doris Day singing "Secret Love".
(Pause)...And now, here's a little tune that was first
heard way back in 1899...but YOU heard it last Saturday
night on Your Hit Parade because it was number SIX on the
Survey.....(MORE)

ATX01 0057487

D.J.: Yes, here is Survey Song Number SIX..."Heart of My Heart"
(CONT'D) ...and the Four Aces sing it...

(MUSIC: HEART OF MY HEART (FOUR ACES))

D.J.: Those were the Four Aces and their recording of "Heart of
My Heart"...Yes, I hope you enjoyed Survey Song Number
SIX...and, you know...on the subject of "enjoyment"...
(COMMERCIAL...COLLEGE SURVEY #9R (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #9R

REVISED 1/1/54

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. In 1952 a survey was made in leading colleges which showed that smokers in those colleges preferred Luckies to any other cigarette. Last year another nation - wide survey was made. It was supervised by college professors and representative of all students in regular colleges from coast to coast. Based on 31-thousand actual student interviews this survey shows that Luckies lead again -- lead 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.

D.J.: Now...perhaps you're "asking" what was Survey Song Number TWO...Well, here it IS...Dean Martin sings it...Yes... "That's Amore"...

(MUSIC: _ THAT'S AMORE (MARTIN))

D.J.: And that was Survey Song NUMBER TWO.....Dean Martin's recording of "That's Amore"...(Pause)...Alright, light up a Lucky and we'll go on with more of Your Happy Go Lucky Hits of the Week...and here's the beautiful song that was Number THREE for the second week in a row...Eddie Fisher sings it...Survey Song Number THREE...Oh, Mein Papa....

(MUSIC: _ OH, MEIN PAPA (FISHER))

D.J.: Eddie Fisher singing Survey Song Number THREE...Oh, Mein Papa...beautiful words set to music...And now, here are some "words" that come right to the POINT...As a matter of fact...

(COMMERCIAL...BETTER TASTE #7 (LIVE))

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

ANNCR: 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 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.: All right...here it is!...Yes, again THIS beautiful song led all the others...The song that was right at the TOP again last Saturday night on Your Hit Parade...Lovely music from the show, Kismet...Here it is...Survey Song Number ONE...Tony Martin sings...STRANGER IN PARADISE!!!

(MUSIC: STRANGER IN PARADISE (MARTIN))

D.J.: Some are fast...some are slow...but they're the BIG songs and, NATURALLY...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
BETTER....cleaner, fresher, smoother...So BE Happy, Go
(SNEAK Lucky...Make YOUR next carton Lucky Strike...(Pause)....
THEME Light Up Time 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
1/21/54

RTX01 0057493

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

(MONDAY THROUGH FRIDAY)

1-25

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 # Better Taste (freshness) # 8 (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #3

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 0057495

-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

ATX01 0057496

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

JANUARY 25, 1954

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

(SNEAK Parade.....as determined by Your Hit Parade Survey....

(THEME (PAUSE)...and first tonight let's listen to a song that made a "reappearance" on Your Hit Parade last Saturday..... and DID it by being Song Number FIVE The happy little song of "good things to come".....Tony Bennett sings Rags to Riches....

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

COY: Rags to Riches...and that was Tony Bennett's recording of Survey Song Number FIVE....(PAUSE)...and now here's a "welcome stranger" to Your Hit Parade...Yes, a NEWCOMER...on the Survey for the first time last Saturday night...Movie music by Doris Day...."Secret Love".....Survey Song Number SEVEN.....

(MUSIC: -- SECRET LOVE (DAY))

COY: Survey Song Number SEVEN.....Doris Day singing "Secret Love".....but, you know.....there's no SECRET about THIS.....

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

ATX01 0057497

REVISED 1/1/54

ANNCR: 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. In 1952 a survey was made in leading colleges which showed that Smokers in those colleges preferred Luckies to any other cigarette. Last year another nation-wide survey was made. It was supervised by college professors and representatives of all students in regular colleges from coast to coast. Based on 31 thousand actual student interviews this survey shows that Luckies lead again -- lead 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.

COY: Now....perhaps you're "asking"....what was Survey Song
Number TWO....Well, here it IS.....Dean Martin sings
it....."That's Amore".....

(MUSIC: -- THAT'S AMORE (MARTIN) --

COY: And that was Survey Song Number TWO.....Dean Martin's
recording of "That's Amore"....(PAUSE)Alright,
light up a Lucky and we'll go on with more of Your
Happy Go Lucky Hits of the Week.....and here's the
beautiful song that was Number THREE for the second
week in a row....Eddie Fisher sings it....Survey Song
Number THREE.....Oh, Mein, Papa....

(MUSIC: -- OH, MEIN PAPA (FISHER) --

COY: Eddie Fisher singing Survey Song Number THREE...Oh, Mein
Papa....beautiful words set to music....And now, here are
some "words" that come right to the POINT.....As a
matter of fact....

(COMMERCIAL....BETTER TASTE #7 (LIVE)

THE AMERICAN TOBACCO COMPANY 44-
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #7

ANNCR: 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/MPT, 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.

ATX01 0057500

COY: All right...here it is!!! (HARP GLISS) Yes, again
THIS beautiful song led all the others...The song that
was right at the TOP again last Saturday night on
Your Hit Parade....Lovely music from the show, Kismet....
Here it is!!! Survey Song Number ONE!!!! Tony Martin
sings.....STRANGER IN PARADISE!!!

(MUSIC: -- STRANGER IN PARADISE (MARTIN)

COY: Some are fast....some are slow....but they're the BIG
songs.....and, NATURALLY...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.....and 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
(SNEAK happy.....GO Lucky.....Make YOUR next carton Lucky
THEME Strike....(PAUSE) ...Light Up Time is brought to you
IN) Monday through Friday by Lucky Strike...product of the
American Tobacco Company...America's LEADING manufacturer
of cigarettes.....

mta

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-25

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 # *Better Taste* (Goshney #8 (live))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

NEWSCASTS

ONE MINUTE COMMERCIAL
BETTER TASTE (FRESHNESS) #3

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 0057504

(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!

*The 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 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
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 26, 1954

TUESDAY

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 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...

(THEME OUT) and tonight, let's go back to a song that was first written
way back in 1912...but it didn't get POPULAR until Judy
Garland "sang" it to a PHOTOGRAPH of Clark Gable in the
picture...Broadway Melody of 1938 Here's a NEW
arrangement by Bob Manning of...You Made Me Love You...I
Didn't Want to Do It...

(MUSIC: YOU MADE ME LOVE YOU (MANNING))

D.J.: You Made Me Love You...and that was the fine voice of Bob
Manning...Alright, let's turn from the movies to the
musicals...and to Gay Broadway...Rogers and Hart turned out
a score in 1930 for a show called "Simple Simon"...It
included some TWENTY ONE songs...and one of the long-to-be-
remembered ones was THIS one...Jeri Southern sings...
Dancing on the Ceiling...

(MUSIC: DANCING ON THE CEILING (SOUTHERN)) _

D.J.: Dancing on the Ceiling...and that was the sultry voice of Jeri Southern...(PAUSE)...And now...just about any selection of music from Broadway...has to include SOME by Irving Berlin...because he's contributed so MUCH...Here's one, for instance, that he wrote for the Music Box Revue of 1924... and you've heard it many times since...All Alone...

(MUSIC: ALL ALONE (SCHUMANN))

D.J.: Those were the voices of Walter Schumann...with familiar music by Berlin...All Alone...and HERE'S a bit of "familiar" music...sung by the Sweetheart of Lucky Strike...

(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 0057508

(MUSIC: I LOVE YOU (SINATRA)...TO FINISH...)

D.J.: Memories of the roaring 20's...Yes, that was Frank Sinatra with a new arrangement of I Love You...but it was FIRST heard on Broadway in 1923...in the show..."Little Jesse James"...and after all these years...it STILL sounds good, doesn't it...(PAUSE)...Now, light up a Lucky and listen to beautiful music...From the LITTLE known production of "Land of Smiles"...comes the WELL known..."Yours Is My Heart Alone"...and Tommy Dorsey plays it...

(MUSIC: YOURS IS MY HEART ALONE (DORSEY))

D.J.: The music of Tommy Dorsey and his trombone...Yours is My Heart Alone...Now, before we continue I'd like to make an observation that I'm SURE you'll find is TRUE...
(COMMERCIAL...BETTER TASTE #10 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE-MINUTE COMMERCIAL
BETTER TASTE #10

ANNCR: 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.

D.J.: Well, we've time for one more song... and let's make it a new one... it's being heard right now... all over the country...and if you saw the picture "Torch Song"...you heard this song -- featuring Stan Kenton's Orchestra and chorus -- Tenderly.

(MUSIC: -- TENDERLY... (KENTON)

D.J.: And those are some of the songs...NEW AND OLD...that have made musical history on Gay Broadway!!!

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

D.J.: Yes, this Tuesday night edition of "Light Up Time" has featured the news and your happy go lucky night on Broadway. Tomorrow night at 10:30 (**) more news and 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)

(TRANSCRIPTION: CONGA JINGLE)

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

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

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

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

(MUSIC: -- THEME UP TO TIME)

MTA

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

(MONDAY THROUGH FRIDAY)

1-26

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 #

Live intro.
Trans. Testimonial #57 (Alice Bauer)
Live tag. (Slide 5 - Band 4)

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

REVISED
9/22/53

(ALICE BAUER TESTIMONIAL) #57

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

golfer. Here she is -- Miss Alice Bauer.

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

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

ATX01 0057514

-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

ATX01 0057515

WNBC - NEW YORK THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

JANUARY 26, 1954

TUESDAY

(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 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 go back to a song that was first written way back in 1912...but it didn't get POPULAR until Judy Garland "sang" it to a PHOTOGRAPH of Clark Gable in the picture Broadway Melody of 1938....Here's a NEW arrangement by Bob Manning of....You Made Me Love You...I Didn't Want to Do It...

(MUSIC: -- YOU MADE ME LOVE YOU (MANNING))

COY: You Made Me Love You...and that was the fine voice of Bob Manning...Alright, let's turn from the movies to the musicals...and to Gay Broadway...Rogers and Hart turned out a score in 1930 for a show called "Simple Simon".... It included some TWENTY ONE songs...and one of the long-to-be-remembered ones was THIS one...Jeri Southern sings...Dancing on the Ceiling...

(MUSIC: -- DANCING ON THE CEILING (SOUTHERN))

COY: Dancing on the Ceiling...familiar music sung by Jeri Southern...and HERE'S a bit of "familiar" music...sung by the Sweetheart of Lucky Strike...

ATX01 0057516

(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 -- .

(MUSIC: -- I LOVE YOU (SINATRA)...TO FINISH...)

COY: Memories of the roaring 20's...Yes, that was Frank Sinatra with a new arrangement of I Love You...but it was FIRST heard on Broadway in 1923...in the show... "Little Jesse James"...and after all these years, it STILL sounds good, doesn't it...(PAUSE)...Now, light up a Lucky and listen to beautiful music...From the little known production of "Land of Smiles"...comes the well known..."Yours Is My Heart Alone"...and Tommy Dorsey plays it...

(MUSIC: -- YOURS IS MY HEART ALONE (DORSEY))

COY: The music of Tommy Dorsey and his trombone...Yours Is My Heart Alone...Now, before we continue I'd like to make an observation that I'm SURE you'll find is TRUE...
(COMMERCIAL...BETTER TASTE #10 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

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.

1-26-54

-6-

REVISED

COY:
(CONT'D)

Well, we've time for one more song ... and let's make it a new one ... it's being heard right now ... all over the country ... and if you saw the picture "Torch Song" ... you heard this song - featuring Stan Kenton's orchestra and chorus - Tenderly.

(MUSIC: _ _ _ TENDERLY (KENTON))

COY: And those are some of the songs...NEW and OLD...that have made musical history on 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...Be sure to listen to Fleetwood 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)

TB

ATX01 0057521

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)

SA
1/12/54

ATX01 0057522

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!

RTX01 0057523

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-26-54

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 # *Lux Intro.*
Trans. Testimonial #57 (Alvin Bauer)
Live Tap (Side 5 - Band 4)

ATX01 0057524

(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!

*The 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 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

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

"LIGHT UP TIME"

JANUARY 27, 1954

WEDNESDAY

(10:30 - 11:00 PM

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....

(SNEAK some of the OLD...some of them NEW...but ALL of them...
THEME songs that BELONG to America...and a Western movie of

OUT) 1945 is responsible for our first song tonight...The
King of the Cowboys, Roy Rogers, starred in it...The
picture was called... "Don't Fence Me In"...and Roy
sang a song called just THAT... "Don't's Fence Me In"...

(MUSIC: DON'T FENCE ME IN (ROGERS))

D.J.: "Western" music by Roy Rogers...Don't Fence Me In...and,
by the way...COLE PORTER wrote that song...(PAUSE)...
Now, from the "song of a cowboy"...let's listen to a
pretty little tune from out of the hills of Tennessee...
Margaret Whiting and Jimmy Wakely do the honors...
vocally, that is...The Tennessee Churchbells....

(MUSIC: THE TENNESSEE CHURCHBELLS (WHITING-WAKELY))

ATX01 0057526

D.J.: Margaret Whiting and Jimmy Wakely with The Tennessee Churchbells...kinda pretty, hmmm?...(PAUSE)...Well, if you're SAD and you'd like to be GAY...if you're BLUE and you'd like to SMILE...then, I would say Lefty Frizzell has the answer...or at least so go the words to the song..."I Want To Be With You Always"...

(MUSIC: -- I WANT TO BE WITH YOU ALWAYS (FRIZZELL))

D.J.: I Want To Be With You Always...and that was Lefty Frizzell doing the singing...(Pause)...Say, you know...back...

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #8R

REVISED 1/1/54

ANNCR: In 1952 a survey was made of smokers in leading colleges throughout the country. The survey showed that Luckies were the favorite cigarette in those colleges. Last year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is ... Luckies taste better. They taste better because they're made of fine tobacco ... and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0057528

(MUSIC: -- BARBER SHOP RAG (ATKINS)...TO FINISH...)

D.J.: Chet Atkins and his "Galloping Guitar"...one of the sensations along the "country fashion" music circuit.... and that was an original of his called "Barber Shop Rag" ...(Pause)...Now, why don't you light up a Lucky and let's listen to a song by one of the singing stars from down Tennessee way...Darrell Glenn...This is "Only a Pastime"...

(MUSIC: -- ONLY A PASTIME (GLENN))

D.J.: "Only a Pastime"...and that was the voice of Darrell Glenn...and now, if you don't mind I'd like to ask you a rather IMPORTANT question...

(COMMERCIAL...BETTER TASTE #6 (LIVE))

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

ANNCR: 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.

D.J.: Alright, on we go with more of Your Happy Go Lucky Tunes...country fashion.,,and here's one that ought to hand you a chuckle or two...and you won't mind that, will you?...Then take a listen to Red Foley and Ernest Tubb and you'll note that "somebody" is claiming "somebody" is...."Too Old To Tango"...

(MUSIC: -- TOO OLD TO TANGO (FOLEY-TUBB)

D.J.: So...there they ARE...some are GAY...some are SAD... some are FAST...some are SLOW...but it's the kind of music they call..."country fashion"...

(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 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)

SA
1/14/54

ATX01 0057532

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

(MONDAY THROUGH FRIDAY)

1-27

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 #

Live intro
Trans. test. # 59 (Live Washam)
Live tag. (Side 5 - Band 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

REVISED
9/22/53

ONE MINUTE COMMERCIAL

(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 0057534

-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

ATX01 0057535

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

JANUARY 27, 1954

WEDNESDAY

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

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

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

COY: Hello, this is Jim Coy... Tonight we feature on records...
Your Happy Go Lucky Tunes...country fashion. Some of them
(THEME OLD...Some of them NEW...but ALL of them ... songs that
OUT) BELONG to America...and a Western movie of 1945 is
responsible for our first song tonight...The King of the
Cowboys, Roy Rogers, starred in it...The picture was
called... "Don't Fence Me In"...and Roy sang a song called
just THAT... Don't Fence Me In..

(MUSIC: _ _ DON'T FENCE ME IN (ROGERS) _

COY: "Western" music by Roy Rogers...Don't Fence Me In...and, by
the way..COLE PORTER wrote that song...(PAUSE)... Now, from
the "song of a cowboy"...let's listen to a pretty little
tune from out of the hills of Tennessee...Margaret Whiting
and Jimmy Wakely do the honors...vocally, that is...The
Tennessee Churchbells...

(MUSIC: _ _ THE TENNESSEE CHURCHBELLS (WHITING-WAKELY) _

COY: Margaret Whiting and Jimmy Wakely with The Tennessee
Churchbells...kinda pretty, hmmm?...(PAUSE)...Say, you know.
back...
COMMERCIAL...COLLEGE SURVEY #8R ...(LIVE)

ATX01 0057536

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
COLLEGE SURVEY #8R

REVISED 1/1/54

ANNOR: In 1952 a survey was made of smokers in leading colleges throughout the country. This survey showed that Luckies were the favorite cigarette in those colleges. Last year another nation-wide survey was made -- a representative survey of all students in regular colleges from coast to coast. Based on thousands of actual student interviews -- this survey shows that Luckies lead again -- lead over all other brands, regular or king-size -- and by a wide margin. These students were asked why they smoked Luckies. The Number One reason given was Luckies' better taste. After all, smoking enjoyment is all a matter of taste -- and the fact of the matter is... Luckies taste better. They taste better because they're made of fine tobacco and because they're made better. So Be Happy -- Go Lucky. Ask for a carton of Lucky Strike, and you'll have a carton of better-tasting cigarettes.

ATX01 0057537

(MUSIC: BARBER SHOP RAG (ATKINS)...TO FINISH)

COY: Chet Atkins and his "Galloping Guitar"...one of the sensations along the "country fashion" music circuit... and that was an original of his called "Barber Shop Rag"... (PAUSE)...Now, why don't you light up a Lucky and let's listen to a song by one of the singing stars from down Tennessee way...Darrell Glenn...This is "Only A Pastime"..

(MUSIC: ONLY A PASTIME (GLENN))

COY: "Only a Pastime"...and that was the voice of Darrell Glenn.. and now, if you don't mind I'd like to ask you a rather IMPORTANT question...
COMMERCIAL...BETTER TASTE #6 (LIVE)

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

ANNCR: 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.

COY:
(CONT'D)

All right, on we go with more of Your Happy Go Lucky Tunes.. country fashion...and here's one that ought to hand you a chuckle or two...and you won't mind that, will you?...Then take a listen to Red Foley and Ernest Tubb and you'll note that "somebody" is claiming "somebody" is... "Too Old To Tango"...

(MUSIC: TOO OLD TO TANGO (FOLEY-TUBB))

COY: So...there they are...some are GAY...some are SAD...some are FAST...some are SLOW...but it's the kind of music they call...."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, go (SNEAK lucky. Make your next carton...Lucky Strike. "Light Up THEME Time" is brought to you on records, Monday through IN) Friday by Lucky Strike, product of the American Tobacco Company -- America's leading manufacturer of cigarettes. (MUSIC: _ _THEME: _UP TO TIME)_

RK

ATX01 0057541

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-27

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Live cuts*
Trans. test. #59 (Lew Winham)
Live long. (Photo 5 - Brand 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 0057543

(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!

*The 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 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
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

JANUARY 28, 1954

REVISED

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 elected from Your
Hit Parade Programs of the past 18 years...as recorded by
outstanding artists of the day...music marked with memories..

(SNEAK

THEME and this first one is from the year 1944...That was the
OUT) "year" of the best-selling ^{WAR} novel, "A BELL FOR ADAMO".

Remember it... and I think you'll remember
this song that was heard on Your Hit Parade of August 12th
that year...Is You Is Or Is You Ain't....

(MUSIC: IS YOU IS OR IS YOU AIN'T (JORDAN))

D.J.: Yes, that was Louis Jordan and his Tympany Five with Is You
Is Or Is You Ain't (Ma' Baby)...from 1944...(PAUSE)...what
was going on during the year 1939?...Well, for one thing
it was a year of the "three B'S"...Books, Broadway and
Beautiful music on Your Hit Parade...Among the "books" of
the year was "The Grapes of Wrath"...Broadway contributed
"Life With Father"...and the BEAUTIFUL music we refer to
was on Your Hit Parade Program of February 25th...Larry
Clinton plays..."Deep Purple"...

(MUSIC: DEEP PURPLE (CLINTON))

ATX01 0057545

D.J.: Deep Purple...memory music by Bea Wain and Larry Clinton...
And from 1939...suppose we move up to 1946...to the SUMMER
of that year...and just like every summer, they played
baseball...That was the year Cincinnati and Brooklyn
played a scoreless game that went for 19 innings and lasted
4 hours and 40 minutes...and was finally called because of
"darkness"...and on Your Hit Parade of July 20, 1946 nobody
cared whether it rained or shined...like the song says...
"Come Rain or Come Shine"...

(MUSIC: COME RAIN OR COME SHINE (DORSEY))

D.J.: Come Rain or Come Shine...familiar music by Tommy Dorsey and
Sy Oliver...and HERE's a bit of familiar music by The
Sweetheart of Lucky Strike...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31

(SIDE 1 - BAND 4)

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
WNBC-WMA & "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 0057547

(MUSIC: _ SIDE BY SIDE (STARR)...TO FINISH...)

D.J.: I'm sure you recognized Miss Kay Starr with Side by Side... a little song that was written way back in 1927...and it FINALLY made Your Hit Parade on March 14th just last year... 1953...and one big reason for its success was probably that Kay Starr arrangement...(PAUSE)...Now, light up a Lucky and enjoy a musical memory from 1949...That was the year Truman began his second term...Speed became the keynote in aviation...and on Your Hit Parade February 5th they were playing I've Got My Love To Keep Me Warm...

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

D.J.: Les Brown playing..."I've Got My Love To Keep Me Warm"... one of the many fine songs turned out over the years by Irving Berlin...And now...turning from "music" to "words"... and you know...

COMMERCIAL....BETTER TASTE #7 (LIVE)

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

ANNCR: 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.

D.J.: And now... "about 1950"... just a few short years ago... it was a year of MUSIC... One of the big SONGS was called "Music, Music, Music!"... There was ANOTHER called "Play a Simple Melody"... but the Happy Go Lucky Hit of Yesterday WE have in mind at the moment was one from Your Hit Parade of August 5th, 1950... they called it "The Happy Tune"... SAM'S SONG... Remember?

(MUSIC: SAM'S SONG (CROSBY)

D.J.: Bing and Gary Crosby with one of the BIG songs from yesterday... and like ALL the big songs... you heard it 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 Programs 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) 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
(SNEAK cleaner, fresher, smoother. So, be happy...Go Lucky...
THEME Make YOUR next carton...LUCKY STRIKE!!! (PAUSE) Light Up
IN) Time 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)

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

(MONDAY THROUGH FRIDAY)

1-24

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 #

Live intro
Trans. test. # 51A (Amy Vanderbilt)
Live tag. (Sore 5 - Brand)

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

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

JANUARY 28, 1954

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....music

(SNEAK THEME OUT) marked with memories...and this first one is from the

year 1944...That was the "year" of the best-selling *WAR* novel, *"A BELL FOR ADAMO."*...Remember it. [REDACTED]

and I think you'll remember this song that was heard on Your Hit Parade of August 12th that year...Is You Is Or Is You Ain't....

(MUSIC: -- IS YOU IS OR IS YOU AIN'T (JORDAN)

COY: Yes, that was Louis Jordan and his Tympany Five with Is You Is Or Is You Ain't (Ma' Baby)...from 1944... (PAUSE) ...And now...what was going on during the year 1939?...Well, for one thing it was a year of "three B's"...Books, Broadway and Beautiful music.....Among the "books" of the year was "The Grapes of Wrath"..... Broadway contributed "Life With Father"...and the BEAUTIFUL music we refer to was on Your Hit Parade Program of February 25th..Larry Clinton plays."Deep Purple"...

ATX01 0057553

(MUSIC: -- DEEP PURPLE (CLINTON)

COY: Deep Purple...familiar music by Bea Wain and Larry
Clinton...and HERE's a bit of familiar music by The
Sweetheart of Lucky Strike...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31

(SIDE 1 - BAND 4)

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

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

JANUARY 28, 1954

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...music

(SNEAK
THEME OUT) marked with memories...and this first one is from the year 1944...That was the "year" of the best-selling *WAR* novel, *"A BELL FOR ADAMO"*...Remember it... and I think you'll remember this song that was heard on Your Hit Parade of August 12th that year...Is You Is Or Is You Ain't....

(MUSIC: -- IS YOU IS OR IS YOU AIN'T (JORDAN))

COY: Yes, that was Louis Jordan and his Tympany Five with Is You Is Or Is You Ain't (Ma' Baby)...from 1944... (PAUSE) ...And now...what was going on during the year 1939?...Well, for one thing it was a year of "three B's"...Books, Broadway and Beautiful music....Among the "books" of the year was "The Grapes of Wrath".... Broadway contributed "Life With Father"...and the BEAUTIFUL music we refer to was on Your Hit Parade Program of February 25th..Larry Clinton plays."Deep Purple"...

ATK01 0057555

(MUSIC: -- DEEP PURPLE (CLINTON)

COY: Deep Purple...familiar music by Bea Wain and Larry
Clinton...and HERE's a bit of familiar music by The
Sweetheart of Lucky Strike...

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.

(MUSIC: SIDE BY SIDE (STARR)...TO FINISH...)

COY: I'm sure you recognize Miss Kay Starr with Side By Side...a little song that was written way back in 1927.. and it finally made Your Hit Parade on March 14th just last year...1953...and one big reason for it's success was probably that Kay Starr arrangement...(PAUSE)... Now, light up a Lucky and enjoy a musical memory from 1949...That was the year Truman began his second term... Speed became the keynote in aviation...and on Your Hit Parade February 5th they were playing I've Got My Love To Keep Me Warm...

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

COY: Les Brown playing..."I've Got My Love To Keep Me Warm".. one of the many fine songs turned out over the years by Irving Berlin...And now...turning from "music" to "words"...and you know...

COMMERCIAL...BETTER TASTE #7 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE

ONE MINUTE COMMERCIAL
BETTER TASTE #7

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. 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.

COY:
(CONT'D)

And now... "about 1950"... just a few short years ago...
it was a year of MUSIC... One of the big songs was
called "Music, Music, Music"... There was another
called "Play a Simple Melody"... but the Happy Go
Lucky Hit of Yesterday WE have in mind at the moment
was one from Your Hit Parade of August 5th, 1950... they
called it "The Happy Tune"... SAM'S SONG... Remember?

(MUSIC: _ _ SAM'S SONG (CROSBY))

COY: Bing and Gary Crosby with one of the BIG songs from
yesterday... and like ALL the big songs... you heard it
on Your Hit Parade...

(MUSIC: _ _ 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...

(MUSIC: _ _ THEME: OUT)

COY: (PAUSE) This is Jim Coy thanking you for being with
us and reminding you that....
(TRANSCRIPTION... CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of
TASTE. And the fact of the matter is....Luckies taste
BETTER...Cleaner, fresher, smoother....SO BE happy
Go Lucky...Make YOUR next carton....Lucky Strike.

(SNEAK
THEME
IN)

(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!!!

(MUSIC: THEME UP TO TIME)

at
1/14/54

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-28

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 # *Lux entry #*
4 mins. fest. JIA (Army Vanderbilt)
Lux tag. (Add 5 - Band 1))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE COMMERCIAL

(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.

(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!

*The 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 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
CHICAGO - WMAQ
WASHINGTON - WRC
() ()
10:30 - 11:00 PM

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

JANUARY 29, 1954

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're in a "Floor
Show" mood... Yes, if you will....picture yourself at a
ringside table.... and into the spotlight tonight
will step your favorite acts, we promise you that...and
you're just BOUND to hear some good music... Well, for
example... here's one of EVERYBODY'S favorite
acts... The MILLS Brothers.....with the story of
the Jones Boy.....

(MUSIC: -- THE JONES BOY.... (MILLS BROTHERS)

D.J.: Yes, "everybody knows the Jones Boy"... and I guess just
about EVERYBODY knows the Mills Brothers...(PAUSE) Well,
there's the FIRST act on tonight's "Floor Show"...which
sort of SETS our mood....and I think you'll like this
NEXT act too...It's the Pupi Campo Sextet...and I know
you'll recognize the music...It's called simply "Love"...

(MUSIC: -- LOVE... (CAMPO)

ATX01 0057565

D.J.:

The Pupi Campo Sextet with "Love".....Very interesting guitar work don't you think?.....Now, from SIX men of MUSIC.....to FOUR boys with a VOICE.....Into our ^{"FLOOR SHOW"} [REDACTED] spotlight step the Four Lads....and they have a little "lyrical" history with them....all about how it's ISTANBUL.....not Constantinople....Well.....let them tell you.....

(MUSIC: ISTANBUL (FOUR LADS))

D.J.:

The story of "Istanbul"....by the Four Lads....Did you like it?????? Good....and I'm sure you'll enjoy the OTHER stars we'll be hearing during tonight's ^{"FLOOR SHOW"} [REDACTED] mood.....like, for instance, this NEXT young lady....We "bill" HER as...."The Sweetheart of Lucky Strike".....

(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

-3-

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 0057567

(MUSIC: -- THE CREEP ... (THREE SUNS) ... TO FINISH...)

D.J.: The music of the latest dance craze in England called
The Creep... and it was played by the Three
Suns.... perennial favorites on a lot of floor shows...
including OURS....(PAUSE)... All right, light up a Lucky
if you will and we'll continue with tonight's "Floor Show"
mood... and into our spotlight now comes one of the
most famous "teams" of today...Yes, you can always
count on them for a song..Les Paul and Mary Ford!!!
With I'm Confessin'.....

(MUSIC: -- I'M CONFESSIN' ... (PAUL-FORD)

D.J.: Les Paul and Mary Ford with I'm Confessin' that I love
You... and you know...it's pretty hard to DENY "this"....
when you get right DOWN to it.....

(COMMERCIAL....BETTER TASTE #10) (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE-MINUTE COMMERCIAL
BETTER TASTE # 10

ANNCR: 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.

D.J.: On with Your Happy Go Lucky Specialty Night...and as we told you, we're in a "FLOOR SHOW" mood tonight...and now it's time for our last act...By all standards a fairly NEW act, you might say...It features GARY CROSBY...and "partner"....fella by the name of BING Crosby...and here's their latest song....Down By the Riverside.....

(MUSIC: -- DOWN BY THE RIVERSIDE (CROSBYS) --)

D.J.: We've been in a "FLOOR SHOW" mood tonight...and we've "spotlighted" ^{3/4} BIG "acts"....and they made a LOT of MUSIC....didn't they?

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

(SNEAK
THEME
IN)

(THEME: -- UP TO TIME)

MTA

ATX01 0057571

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC

"LIGHT UP TIME"

10:30 - 11:00 PM

(MONDAY THROUGH FRIDAY)

1-29

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 # Better Taste (Freshness) #9 (Live))

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

FOR NEWSCASTERS ONLY

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

ATX01 0057573

-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

RTX01 0057574

WNBC NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

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

JANUARY 29, 1954

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 "floor
show" mood... Yes, if you will...picture yourself at
a ringside table...and into the spotlight tonight will
step your favorite acts, we promise you that...and
you're just BOUND to hear some good music... Well, for
example...here's one of EVERYBODY'S favorite acts....
The MILLS Brothers...with the story of The Jones Boy....

(MUSIC: _ _ _ _ _ "THE JONES BOY" ... (MILLS BROTHERS)

COY: Yes, "everybody knows the Jones Boy" ... and I guess
just about everybody knows the Mills Brothers....
(PAUSE)...Well, there's the FIRST act on tonight's
"floor show"...which sort of sets our mood ... And I
think you'll like this NEXT act too ... It's the Pupi
Campo Sextet ... and I know you'll recognize the music
... It's called simply "Love"....

(MUSIC: _ _ _ _ _ "LOVE" ... (CAMPO)

ATX01 0057575

COY:

The Pupi Campo Sextet with "Love"... Did you like it?????
Good... and I'm sure you'll enjoy the other stars we'll
be hearing during tonight's "FLOOR SHOW" mood... like,
for instance, this NEXT young lady... We "oill" HER as...
"The Sweetheart of Lucky Strike".....
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #32 (SIDE
1 - BAND 5)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNBC - WMAQ AND "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!

REVISED

1-29-54
WNBC

(MUSIC: _ _ _ "THE CREEP" ... (THREE SUNS) ... TO FINISH)

COY: The music of the latest dance craze in England called The Creep ... and it was played by The Three Suns ... personal favorites on a lot of "floor shows" ... including OURS ... (PAUSE) ... All right, light up a Lucky if you will and we'll continue with tonight's "floor show" mood ... and into our spotlight now comes one of the most famous "teams" of today ... Yes, you can always count on them for a song ... Les Paul and Mary Ford!!! With I'm Confessin'.

(MUSIC: _ _ _ "I'M CONFESSIN'" ... (PAUL-FORD))

COY: Les Paul and Mary Ford with I'm Confessin' that I love you ... and you know ... it's pretty hard to DENY "this" ... when you get right down to it
(COMMERCIAL ... BETTER TASTE #10 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE-MINUTE COMMERCIAL
BETTER TASTE #10

ANNCR: 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.

COY:

On with Your Happy Go Lucky Specialty Night... and as we told you, we're in a ~~"FLOOR SHOW"~~ mood tonight... and now it's time for our last act... By all standards a fairly NEW act, you might say... It features GARY CROSBY... and "partner"... fella by the name of BING CROSBY... and here's their latest song...Down By The Riverside....

(MUSIC: DOWN BY THE RIVERSIDE... (CROSBYS)

COY:

We've been in a ~~"FLOOR SHOW"~~ mood tonight... and we've "spotlighted" five BIG "acts"... and they made a LOT of MUSIC ... didn't they?

(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 Fleetwood and the news tonight 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) This is Jim Coy thanking you for being with us and reminding you that...

(THEME
OUT)

(TRANSCRIPTION... CONGA JINGLE)

COY:

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

(SNEAK
THEME
IN)

(MUSIC: -- THEME: UP_TO_TIME.....)

'betty'...11/12/54/

ATX01 0057581

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 1-29-54

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 (Live)*)

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

FOR NEWSCASTERS ONLY

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

(HUMAN INTEREST STORY)

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

*The 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 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)