



0798599-008

ATK01 0055970

March & April

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-1

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 #103 (live)*)

ATX01 0055972

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #103 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that is just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment ... by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

(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)

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM

MARCH 1, 1954

MONDAY

(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 Hits of the Week ... FIVE of the top
SEVEN songs played Saturday night on Your Hit Parade as
determined by Your Hit Parade Survey... Yes, there are
(SNEAK some of the top songs of the land... And our first one
THEME tonight is a bit of words and music about ANOTHER land...
OUT) Yes, "romantic" nights in gay Napoli are described in the
song that was Number THREE on the Survey...Dean Martin
sings..."That's Amore"...

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

COY: "That's Amore"...and that was Dean Martin's recording of the
happy little song that was Number THREE on the Survey...
And now...Number FOUR! The sad, sad song that tells of
romance lost in a waltz. But it's a pretty song and here's
Dinah Shore to sing it...."Changing Partners"...Survey Song
Number FOUR...

(MUSIC: _ CHANGING PARTNERS (SHORE)

COY: Dinah Shore singing "Changing Partners"...the Number FOUR
song on Your Hit Parade last Saturday night and before we
go on with some of the other songs, I'd just like to make
this "observation" if you don't mind...

COMMERCIAL ... BETTER TASTE (SEAL) #112 (LIVE)

ATX01 0055975

"LIGHT UP TIME"
LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #112

ANNCR: Friends, when you buy a pack of Luckies ... when you unravel the red cellophane tab and take out a cigarette and light up -- well, you'll be enjoying a cigarette that tastes as fresh as the day it was made. That's because every pack of Luckies is extra tightly sealed to keep in the freshness the better taste ... that has made Luckies so popular with millions of smokers. You see, the makers of Luckies know, just as you do, that smoking enjoyment is all a matter of taste. That's why they do everything humanly possible to keep Luckies better tasting. That's why fine tobacco goes into every Lucky Strike. LS/MFT -- Lucky Strike means fine tobacco. Fine, light, naturally mild tobacco. And Luckies taste better because they are made better -- made round and firm and fully packed -- to draw freely - to smoke evenly. So, for a better-tasting, fresher-tasting cigarette -- Be Happy -- Go Lucky ... make your next carton Lucky Strike.

COY: And, now suppose we make your next SONG...the one that was Number SEVEN on the Survey -- a "newcomer" ...It's called simply "Woman"...Listen to Johnny Desmond sing it...

(MUSIC: WOMAN (DESMOND))

COY: A little song that comes right to the "point", wouldn't you say,..Yes, that was Johnny Desmond's recording of "Woman"...Number SEVEN on the Survey and on Your Hit Parade for the first time last Saturday night... Now, light up a Lucky if you will and take a listen to a beautiful song. that's been around for sometime ... No, this one is no "stranger" and it was Number TWO on the Survey... Tony Bennett sings "Stranger In Paradise"..

(MUSIC: STRANGER IN PARADISE (BENNETT))

COY: Tony Bennett's version of the delightful song from "Kismet" ... "Stranger in Paradise"...survey song Number TWO... (PAUSE)... Say, by the way... (COMMERCIAL ... BETTER TASTE (MOISTURE) #117 (LIVE)

"LIGHT UP TIME"
LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #117

ANNCR: When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough - will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, fresher, smoother. Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So friends, if you want your next cigarette -- and everyone after it --- to taste better -- Be Happy -- Go Lucky -- ask for a carton of better-tasting -- Lucky Strike.

COY: And now, friends ... the song you've been waiting for...
Yes, here it is ...(HARP GLISS) .. The TOP song...the
lovely melody that lead ALL the OTHERS on Your Hit Parade
last Saturday night...THIS beautiful song that Doris
Day sings now-- and that's practically all the "clue"
you need as to what it is ...SURVEY SONG NUMBER ONE...
"Secret Love".

(MUSIC: SECRET LOVE (DAY))

COY: The TOP song...."Secret Love"....and it's NO "secret" --
You've been listening to some of the top songs in the land
...the BIG songs...and, of course, you heard them on Your
Hit Parade...

(MUSIC: 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...and featuring FIVE of
the top SEVEN songs played 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 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...So BE happy...
THEME IN) ...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.)

m1

ATX01 0055980

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

DATE 3-1

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 #103 (live))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #103 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that is just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment ... by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

(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

at

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

MARCH 1, 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) Yes, these are some of the top songs of the land...And our first one tonight is a bit of words and music about ANOTHER land...Yes, "romantic" nights in gay Napoli are described in the song that was Number THREE on the Survey...Dean Martin sings...."That's Amore"...

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

D.J. "That's Amore"....and that was Dean Martin's recording of the happy little song that was Number THREE on the Survey...And now...Number FOUR!!! The sad, sad song that tells of romance lost in a waltz. But it's a pretty song and here's Dinah Shore to sing it....."Changing Partners".....Survey Song Number FOUR....

(MUSIC: -- CHANGING PARTNERS) (SHORE)

D.J.: Dinah Shore singing "Changing Partners"...the Number FOUR song on Your Hit Parade last Saturday night....
(PAUSE).....And now....spotlight on Number SIX.....

(MORE)

ATX01 0055984

D.J.:
(CONT'D)

A song that your father or grandfather would "recognize"
from years back, cause it's been around that long....
and YOU'LL recognize it because last week it was
Survey Song Number SIX....Here are the Four Lads with
"Heart of My Heart"....

(MUSIC: -- HEART OF MY HEART) (FOUR LADS)

D.J.: "Heart of My Heart"...the Four Lads' recording of Survey
Song Number SIX...and before we go on with some of the
other songs, I'd just like to make this "observation"
if you don't mind....

(COMMERCIAL...BETTER TASTE (SEAL) #112 (LIVE))

(R 1/15/54)

LUCKY STRIKE CIGARETTES
BETTER TASTE (SEAL) #112

ONE MINUTE RADIO COMMERCIAL

ANNCR: Friends, when you buy a pack of Luckies...when you unravel the red cellophane tab and take out a cigarette and light up -- well, you'll be enjoying a cigarette that tastes as fresh as the day it was made. That's because every pack of Luckies is extra tightly sealed to keep in the freshness...the better taste... that has made Luckies so popular with millions of smokers. You see, the makers of Luckies know, just as you do, that smoking enjoyment is all a matter of taste. That's why they do everything humanly possible to keep Luckies better tasting. That's why fine tobacco goes into every Lucky Strike. IS/MFT -- Lucky Strike means fine tobacco. Fine, light, naturally mild tobacco. And Luckies taste better because they are made better -- made round and firm and fully packed -- to draw freely -- to smoke evenly. So, for a better-tasting, fresher-tasting cigarette -- Be Happy -- Go Lucky --- make your next carton Lucky Strike.

D.J.: And now, suppose we make your next SONG....the one that was Number SEVEN on the Survey...a "newcomer"...It's called simply "Woman"....Listen to Johnny Desmond sing it....

(MUSIC: -- WOMAN) (DESMOND)

D.J.: A little song that comes right to the "point", wouldn't you say...Yes, that was Johnny Desmond's recording of "Woman"....Number SEVEN on the Survey and on Your Hit Parade for the first time last Saturday night...Now, light up a Lucky if you will and take a listen to a beautiful song that's been around for sometime...No, THIS one is no "stranger" and it was Number TWO on the Survey....Tony Bennett sings..."Stranger in Paradise"...

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

D.J.: Tony Bennett's version of the delightful song from "Kismet"..."Stranger in Paradise"....Survey Song Number TWO....(PAUSE)....Say, by the way....
(COMMERCIAL.....BETTER TASTE (MOISTURE) #117 (LIVE))

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #117

(R 1/15/54)

ANNCR: When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough -- will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, Fresher, Smoother. Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So, friends, if you want your next cigarette -- and everyone after it -- to taste better -- Be Happy - Go Lucky -- ask for a carton of better tasting-Lucky Strike.

D.J.: And now, friends...the song you've been waiting for...
Yes, here it is!!! The TOP song...the lovely melody
that lead ALL the OTHERS on Your Hit Parade last
Saturday night....THIS beautiful song that Doris Day
sings now....and that's practically all the "clue" you
need as to what is is....SURVEY SONG NUMBER ONE!!!
"Secret Love"!!!

(MUSIC: _ _ SECRET LOVE _ (DAY)

D.J.: The TOP song..."Secret Love"....and it's NO "secret"...
You've been listening to some of the top songs in the
land....the 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...and
featuring SIX of the top SEVEN songs played last
Saturday night on Your Hit Parade....(PAUSE)....Be sure
to listen tomorrow night at 10:30 when there'll be more
news and Your Happy Go Lucky Night on Broadway....
popular tunes from musical shows and motion pictures
both past and present....This is (DISC JOCKEY) thanking
you for being with us and reminding you that....

(SNEAK
THEME
OUT)

(TRANSCRIPTION CONGA JINGLE)

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

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

SA

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 2, 1954

TUESDAY

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

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
on records your Happy Go Lucky Night on Broadway,
popular tunes from musical shows and motion pictures,
past and present...and the MOVIES make our first
contribution tonight..the movies of 20 years ago, as
a matter of fact....1934...A picture called "Dames"
that starred Dick Powell and Joan Blondell...and one
of the SONGS from it has come right down through the
years.."I Only Have Eyes For You"...Here are the Voices
of Walter Schumann to sing it....

(SNEAK
THEME
OUT)

(MUSIC: _ _ _ I ONLY HAVE EYES FOR YOU (SCHUMANN))

D.J.: Music from the Movies...."I Only Have Eyes For You"...
and now, here's a song from a show that hasn't even
HIT Broadway yet...but...it's ON THE WAY..."The Girl
in ^{PINK} Tights"...

.....Listen to Doris Day
singing one of the beautiful songs from that new
musical..."Lost In Loveliness"...

(MUSIC: _ _ _ LOST IN LOVELINESS (DAY))

D.J.: "Lost In Loveliness"...a beautiful song sung by Doris Day....one of our "favorites"...who sings them anyway you want them..."ballad" or with a "beat"...and I'm sure you remember that's the way Glenn Miller used to PLAY... and if you saw the picture..."The Glenn Miller Story"... which is on the nation's silver screens right NOW... the you heard THIS music....The Love Theme....

(MUSIC: _ _ _ LOVE THEME (TORCH))

D.J.: "Love Theme"...music from the picture..."The Glenn Miller Story"...and that particular arrangement was by Sydney Torch...and now, right about here...would be a good time to hear a few "choice" words from 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/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.

(MUSIC: _ _ _ GET HAPPY (GARLAND)...TO FINISH)_

D.J.: "Get Happy"...a little song written back in 1930...and it finally made the "soundtrack" of a movie in 1950.... "Summer Stock" was the name of the picture, and that was the star herself singing the song...Yes, Judy Garland...Now...why don't YOU "get happy"...Light up a Lucky...and we'll listen to one of the many songs that Jimmy McHugh wrote...this one's been around for a long time and now it's been included in the scene from the movie version of "The Caine Mutiny" -- The Ames Brothers sing..."I Can't Believe that You're In Love With Me...

(MUSIC: _ _ _ I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (AMES BR.)_)

D.J.: "I Can't Believe That You're In Love With Me"..and those were the voices of the Ames Brothers...Now, before we go on with more music from Broadway and Hollywood...

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 4)

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.

D.J.: And now...have a SONG...a song from BOTH Broadway and Hollywood...Yes, it was heard on the stage...and on the screen....It's from the Irving Berlin score for "Call Me Madam"...and, as you remember, it starred Ethel Merman in both the "musical"...and the "movie"... Here she is with Donald O'Connor to sing..."You're Just In Love"...

(MUSIC: _ _ _ YOU'RE JUST IN LOVE (MERMAN-O'CONNOR)

D.J.: Memories of the "musicals"...and the "movies"...
Memories of a night 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....
(TRANSCRIBED CONGA JUNGLE)

(SNEAK
THEME OUT)

(**) 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 Mondays through Friday by Lucky Strike -- product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

1001
2/16/54am

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

DATE 3-2

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 # Putta Taste #108 (live))

ATX01 0055998

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE #108 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

You know, friends, like so many of the best things in life, smoking enjoyment is all a matter of taste. And as many millions of smokers have discovered for themselves, the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Sure they do -- for two mighty good reasons. The first one is that Luckies are made of fine, naturally mild, good-tasting tobacco. Practically the whole world knows -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. Put the two together -- fine tobacco in a better made cigarette -- and you just naturally get better taste! So, friends, why don't you and Luckies get together real soon? Be Happy -- Go Lucky. Go out and buy a carton. You'll find out -- Luckies honestly do taste better.

(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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45)
PM EST

MARCH 2, 1954

TUESDAY

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

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

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

COY: Hello, this is Jim Coy...and tonight we feature on
records your Happy Go Lucky Night on Broadway...popular
tunes from musical shows and motion pictures, both past
and present....and the MOVIES make our first
(SNEAK
THEME OUT) contribution tonight...the movies of 20 years ago, as a
matter of fact....1934...A picture called "Dames" that
starred Dick Powell and Joan Blondell...and one of the
SONGS from it has come right down through the years...
"I Only Have Eyes For You"...Here are the Voices of
Walter Schumann to sing it...

(MUSIC: I ONLY HAVE EYES FOR YOU (SCHUMANN)

COY: Music from the Movies..."I Only Have Eyes For You"...
and now, here's a song from a show that hasn't even HIT
Broadway yet...but...it's ON THE WAY..."The Girl in Pink
Tights"...
...Listen to Doris Day singing
one of the beautiful songs from that new musical....
"Lost In Lovliness"...

(MUSIC: LOST IN LOVELINESS (DAY)

ATX01 0056001

-2-

COY:

"Lost In Loveliness"...a beautiful song sung by Doris Day...one of our "favorites"...and here's ANOTHER one of our "favorites"...I'm talking about the Sweetheart of Lucky Strike...

(COMMERCIAL...COLLINS TRANSCRIBED BETTER TASTE # 6
(SIDE 1 - BAND 2))

RTX01 0056002

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!

(MUSIC: _ _ _ GET HAPPY (GARLAND) TO FINISH)

COY: "Get Happy"...a little song written back in 1930...and it finally made the "soundtrack" of a movie in 1950... "Summer Stock" was the name of the picture, and that was the star herself singing the song...Yes, Judy Garland...Now...why don't YOU "get happy"...Light up a Lucky...and we'll listen to one of the many songs that Jummy McHugh wrote...this one's been around for a long time and now it's been included in the score for the movie version of "The Caine Mutiny"-- The Ames Brothers sing..."I Can't Believe that You're In Love With Me...

(MUSIC: _ _ _ I CAN'T BELIEVE THAT YOU'RE IN LOVE WITH ME (AMES BR.) _)

COY: "I Can't Believe That You're In Love With Me"...and those were the voices of the Ames Brothers...Now, before we go on with more music from Broadway and Hollywood...

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 4)

REVISED 9/22/53

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 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 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!

COY: And now...have a SONG,..a song from BOTH Broadway and Hollywood...Yes, it was heard on the stage...and on the screen...It's from the Irving Berlin score for "Call Me Madam"...and, as you remember, it starred Ethel Merman in both the "musical"...and the "movie"...Here she is with Donald O'Connor to sing..."You're Just In Love"...

(MUSIC: _ _ _ YOU'RE JUST IN LOVE (MERMAN-O'CONNOR) _)

COY: Memories of the "musicals"...and the "movies"...
Memories of a night 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 (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 JUNGLE)

COY: Remember, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better.....cleaner, fresher, smoohter. 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)

mm
2/16/54 am

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-2

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 # 108 (new))

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE #108 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

You know, friends, like so many of the best things in life, smoking enjoyment is all a matter of taste. And as many millions of smokers have discovered for themselves, the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Sure they do -- for two mighty good reasons. The first one is that Luckies are made of fine, naturally mild, good-tasting tobacco. Practically the whole world knows -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. Put the two together -- fine tobacco in a better made cigarette -- and you just naturally get better taste! So, friends, why don't you and Luckies get together real soon? Be Happy -- Go Lucky. Go out and buy a carton. You'll find out -- Luckies honestly do taste better.

(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)

NBC

CLEVELAND - WTAM

CHICAGO - WMAQ

WASHINGTON- WRC

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 3, 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 of the OLD...some of the NEW...but ALL of them...

(SNEAK
THEME
OUT) songs that BELONG to America...and there's something
ELSE that sort of "belongs" to America...and that's the
familiar POSSUM hunt...and they've written SONGS
about it, too...like this NEW one which LOCATES that
"ole" possum... right up there in "The Pucker-Nut Tree"...
Let's listen to Chuck Miller sing all about it....

(MUSIC: _ _ _ THE PUCKER-NUT TREE(MILLER)_)

D.J.: So...if YOU ever find YOURSELF up a "tree"...a PUCKER-
NUT tree, of course...make sure it's YOURS...and not your
NEIGHBOR'S....cause like Chuck Miller says... it might
get you in TROUBLE...(PAUSE)...Now, "take to the hills",
men...cause here come The Carlisles...and, as usual they
have a song with them..."I'll Never Love Again"...

(MUSIC: _ _ _ I'LL NEVER LOVE AGAIN (CARLISLES)_)

ATX01 0056011

D.J.: Well, those were The Carlisles...with "I'll Never Love Again"...and there's no doubt about it...THAT'S "country fashion" music...and so is THIS...sung by one of the great stars of that particular field of music...Eddy Arnold...The Tennessee Plowboy...with "I Really Don't Want to Know"..

(MUSIC: I REALLY DON'T WANT TO KNOW (ARNOLD))

D.J.: Singin' and playin' by Eddy Arnold and his guitar...
"I Really Don't Want To Know"...and I hope you "enjoyed" it...and, you know...

(COMMERCIAL...BETTER TASTE (SEAL) #113 (LIVE))

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #113

ANNCR: Friends, there is no doubt that smoking enjoyment is all a matter of taste. Without good taste there simply is no enjoyment. Well, millions of smokers will tell you that Luckies taste better -- that Luckies give you more real deep-down smoking enjoyment than any other cigarette. Many things are responsible for Luckies' better taste. The tobacco that goes into them. It's fine, naturally mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. The way Luckies are made -- that helps make them taste better, too...Luckies are actually made better -- made round and firm and fully packed to draw freely, smoke evenly. And Luckies taste better because they come to you fresh. That's right. Each pack of Luckies has an extra tight cellophane seal -- a seal so tight that every Lucky reaches you in all its natural freshness. So get the better taste -- the fresher taste that only Lucky Strike can give you. Tomorrow get a carton of Luckies. Be Happy --Go Lucky!

(MUSIC: _ _ _ MARIE (COUNTRY ALL-STARS)...TO FINISH)

D.J.: Yes, sir..."Marie" is HER name...and that was a "country fashion" arrangement by the Country All-Stars...a group that includes Chet Atkins and his sensational guitar...along with Homer and Jethro whose "names" I'm sure you recognize...(PAUSE)...Now, light up a Lucky and ENJOY yourself...even though, well, even though the music is kinda "sad" I guess you'd say Tommy Sands sings..."Life Is So Lonesome"....

(MUSIC: _ _ _ LIFE IS SO LONESOME (SANDS)_)

D.J.: And so...with just a "little" music and a "few" words...Tommy Sands "sums up" why "Life Is So Lonesome", and, you know...
(COMMERCIAL..BETTER TASTE #104 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE-MINUTE COMMERCIAL
BETTER TASTE #104

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 Luck Strike.

D.J.: Alright.....in case you're "asking"...YES....we're going on with Your Happy Go Lucky Tunes...."Country Fashion"... and here's one that's NEW that's joining the ranks.... It's a "dollar and ten cents" worth of happy type singing by Guy Mitchell called....."A Dime and A Dollar"...

(MUSIC: _ _ A DIME AND A DOLLAR (MITCHELL)

D.J.: Well, there they are.....some of them NEW.....some of them OLD....but they're all songs that bear the distinctive markings of "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 from Your Hit Parade programs of the past 18 years.

(SNEAK
THEME
OUT)

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

(TRANSCRIPTION....CONGA JINGLE)

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

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

(THEME: _ _ UP TO TIME)

/gz
2/18/54 pm

ATX01 0056017

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

DATE 3-2

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 (Masthead) #118 (live))

ATX01 0056018

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #118

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture. Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarette -- Go Lucky! Ask for a carton of 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

at

WNBC--NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 3, 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
(SNEAK them OLD...some of them NEW...but ALL of them...songs
THEME that BELONG to America...and there's something ELSE
OUT that sort of "belongs" to America...and that's the
familiar POSSUM hunt...and they've written SONGS about
it, too...like this NEW one which LOCATES that "ole"
possum...right up there in "The Pucker-Nut Tree".....
Let's listen to Chuck Miller sing all about it....

(MUSIC: _ _ _ THE PUCKER-NUT TREE (MILLER))

COY: So...if YOU ever find YOURSELF up a "tree"....a PUCKER-
NUT tree, of course...make sure it's YOURS...and not
your NEIGHBOR's...cause like Chuck Miller says...it
might get you in TROUBLE...(PAUSE)...Now, "take to the
hills", men...cause here come The Carlisles...and, as
usual they have a song with them..."I'll Never Love Again"

(MUSIC: _ _ _ I'LL NEVER LOVE AGAIN (CARLISLES))

ATX01 0056021

-2-

COY:

Well, those were The Carlises...with "I'll Never Love
Again"...and there's no doubt about it...THAT'S "country
fashion" music...and, you know.....

(COMMERCIAL...BETTER TASTE (SEAL) #113 (LIVE)

RTX01 0056022

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES (R 1//5/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #113
"LIGHT UP TIME"

ANNCR: Friends, there is no doubt that smoking enjoyment is all a matter of taste. Without good taste there simply is no enjoyment. Well, millions of smokers will tell you that Luckies taste better -- that Luckies give you more real deep-down smoking enjoyment than any other cigarette. Many things are responsible for Luckies' better taste. The tobacco that goes into them. It's fine, naturally mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. The way Luckies are made -- that helps make them taste better, too. Luckies are actually made better -- made round and firm and fully packed to draw freely, smoke evenly. And Luckies taste better because they come to you fresh. That's right. Each pack of Luckies has an extra tight cellophane seal -- a seal so tight that every Lucky reaches you in all its natural freshness. So get the better taste -- the fresher taste that only Lucky Strike can give you. Tomorrow get a carton of Luckies. Be Happy -- Go Lucky!

(MUSIC: _ _ _ MARIE (COUNTRY ALL-STARS)... TO FINISH)

COY: ' Yes, sir... "Marie" is HER name...and that was a "country fashion" arrangement by the Country All-Stars...a group that includes Chet Atkins and his sensational guitar...along with Homer and Jethro whose "names" I'm sure you recognize...(PAUSE)...Now, light up a Lucky and ENJOY yourself...even though, well...even though the music is kinda "sad" I guess you'd say...Tommy Sands sings...."Life Is So Lonesome"....

(MUSIC: _ _ _ LIFE IS SO LONESOME (SANDS))

COY: And so...with just a "little" music and a "few" words Tommy Sands "sums up" why "Life Is So Lonesome"...and, you know...

(COMMERCIAL...BETTER TASTE #104 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #104

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.

COY: . Alright...in case you're "asking"....YES...we're going on with Your Happy Go Lucky Tunes..."Country fashion"... and here's one that's NEW that's joining the ranks... It's a "dollar and ten cents" worth of happy type singing by Guy Mitchell called..."A Dime and A Dollar"...

(MUSIC: _ _ _ A DIME AND A DOLLAR (MITCHELL))

COY: Well, there they are....some of them NEW...some of them OLD....but they're all songs that bear the distinctive markings of "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)

(SNEAK
THEME
OUT)

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.

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

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

MM
2/16/54 pm

ATX01 0056027

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-5

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 (Moraline) #118 (Vic)*)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #118

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture. Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarette -- Go Lucky! 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!

*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

MARCH 4, 1954

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 Yesterdaysongs selected
(SNEAK from Your Hit Parade Programs of the past 18 years...as
THEME recorded by outstanding artists of the day.... yes...
OUT) tonight it's a program of "history" and "hits"...and in
1949 ... the MIDWEST was making "history" with..of all
things...TORNADOES..290 of them were recorded that year...
the largest number ever...and the midwest was making
"musical" history too...There was a song about KANSAS
called "Sunflower"...and you heard it on Your Hit Parade
February 26th, 1949...It went like THIS...

(MUSIC: SUNFLOWER (MCKINLEY)..

D.J.: That was Jean Friley and Ray McKinley with a "serenade"
to "Sunflower"...from 1949...but let's go back even further
into history...say, 1938...that was the year "Wrong-way
Corrigan" set out from New York for San Francisco and wound
up in IRELAND..but, "flying" the RIGHT way that year was a
bit of "movie" music titled "You're A Sweetheart" and it
"landed" on Your Hit Parade on the FIRST day of the YEAR...
January 1st...Here's Lisa Kirk to sing it....

(MUSIC: -- YOU'RE A SWEETHEART (KIRK)..)

D.J.: "You're a Sweetheart"..and that was the voice of Lisa Kirk. Movie music that "made the grade" and was heard on Your Hit Parade in 1938..and a few years "later"...in 1940...a group of youngsters who knew nothing but TOP grades was astounding radio audiences with their mental ability... The "Quiz Kids", I mean...but even though "accuracy" was in vogue for them...YOU seemed to like this song that was on Your Hit Parade of February 24th that year...Eddy Howard sings..."Careless"...

(MUSIC: -- CARELESS (HOWARD)...)

D.J.: Eddy Howard singing "Careless"...a song of YESTERDAY..but here's a little song of TODAY..and here's The Sweetheart of Lucky Strike to SING it...

(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: -- MANANA (LEE)...TO FINISH...)

D.J.: Music from Your Hit Parade of March 6, 1948... "Manana"...
and that was Peggy Lee proving it's not so BAD to be LAZY
but the Republicans and Democrats WEREN'T lazy that year..
no, it was "election" time..and they were BUSY...and, as
you remember, Harry Truman was elected President...(PAUSE)
Now, light up a Lucky and let's see what the big news was
in 1939...Well, for one thing..the White House announced
Thanksgiving Day would come a week EARLY..some States
announced it would NOT...but whatever day YOU celebrated
it..you probably heard THIS song before the day was over..
"Day In - Day Out"...

(MUSIC: -- DAY IN - DAY OUT (MARTIN)...)

D.J.: Tony Martin singing "Day In - Day Out"...beautiful music
from Your Hit Parade of September 16th, 1939...Now, let's
move UP to just LAST year..."Sports" was in the news..
and do you...Live Intro.

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

(LIVE TAG)

(SIDE 5 - BAND 5)

REVISED 9/22/53

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, Lew 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 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.: Alright...on we go with Your Happy Go Lucky Hits of Yesterday...and the "yesterday" we have in mind at the moment is the year 1937...a year when a new radio program starring Charlie McCarthy with Edgar Bergen found the formula for success... a TALKING "dummy"...but on Your Hit Parade of August 5th that year...the MUSIC was in "whispers"...at least THIS song was...Johnny Long plays.. "Whispers in the Dark"...

(MUSIC: -- WHISPERS IN THE DARK (LONG)..)

D.J.: Yes, those were some of the songs that have stood the "test of time"...because they were the BIG songs...and, naturally...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)

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

tc
2/15/54pm

ATX01 0056037

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

DATE 3-4

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 #101 (Lisc))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #101 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Friends, think back for just a minute to that last cigarette you smoked. Wasn't the taste of that cigarette the thing that you really enjoyed? Of course it was. Smoking enjoyment is all a matter of taste. And many millions of smokers will tell you that Luckies taste better. Cleaner, Fresher, Smoother. One reason is fine tobacco. You know LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is light, naturally mild, good-tasting. And another, Luckies are made better. Made to draw freely. Made to smoke evenly. Made to give you what you want from your cigarette. Better taste! So, for all the real deep-down smoking enjoyment you want, ask for the cigarette that definitely does taste better. Lucky Strike. Get a carton -- and Be Happy -- Go 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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM EST

MARCH 4, 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.... yes...
(SNEAK
THEME OUT) tonight it's a program of "history" and "hits"...and in
1949....the MIDWEST was making "history" with....of all
things...TORNADOES..290 of them were recorded that year.
the largest number ever...and the midwest was making
"musical" history too...There was a song about KANSAS...
called "Sunflower"...and you heard it on Your Hit Parade
February 26th, 1949...It went like THIS...

(MUSIC: --- SUNFLOWER) (MCKINLEY).....

COY: That was Jean Friley and Ray McKinley with a "serenade"
to "Sunflower"...from 1949...but let's go back even
further into history.. say, 1938...that was the year
"Wrong-way Corrigan" set out from New York for San
Francisco and wound up in IRELAND...but, "flying" the
RIGHT way that year was a bit of "movie" music titled
"You're A Sweetheart" and it "landed" on Your Hit Parade
(MORE)

RTX01 0056041

COY: on the FIRST day of the YEAR...January 1st...Here's
(CON'T) Lisa Kirk to sing it....

(MUSIC: YOU'RE A SWEETHEART (KIRK)...)

COY: That was Lisa Kirk with "You're A Sweetheart"...and....
speaking of "sweethearts"..here's one of OURS...The
Sweetheart of Lucky Strike....

COMMERCIAL..COLLINS' TRANSCRIBED BETTER TASTE #31
(SIDE 1 - BAND 4)

SEPTEMBER 22, 1953.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
WNEC-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: -- -- MANANA (LEE) ...TO FINISH...)

COY: Music from Your Hit Parade of March 6, 1948..."Manana"..
and that was Peggy Lee proving it's not so BAD to be
LAZY...but the Republicans and Democrats WEREN'T lazy
that year...no, it was "election" time...and they were
BUSY...and, as you remember, Harry Truman was elected
President...(PAUSE) Now, light up a Lucky and let's
see what the big news was in 1939...Well, for one thing
...the White House announced Thanksgiving Day would
come a week EARLY...some States announced it would NOT..
but whatever day YOU celebrated it...you probably heard
THIS song before the day was over...."Day In - Day Out"..

(MUSIC: -- -- DAY IN - DAY OUT (MARTIN)...)

COY: Tony Martin singing "Day In - Day Out"...beautiful
music from Your Hit Parade of September 16th, 1939.....
Now, let's move UP to just LAST year..."Sports" was
in the news...and do you...

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, Lew 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.

COY: Alright...on we go with Your Happy Go Lucky Hits of Yesterday...and the "yesterday" we have in mind at the moment is the year 1937...a year when a new radio program starring Charlie McCarthy with Edgar Bergen found the formula for success....a TALKING "dummy"... but on Your Hit Parade of August 5th that year...the MUSIC was in "whispers"...at least THIS song was... Johnny Long plays..."Whispers in the Dark"...

(MUSIC: WHISPERS IN THE DARK (LONG).....)

COY: Yes, those were some of the songs that have stood the "test of time"..because they were the BIG songs...and, naturally...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 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)

-7-

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

BL
2/15/54

ATX01 0056047

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-4

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #101 (live))

ATX01 0056048

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #101 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Friends, think back for just a minute to that last cigarette you smoked. Wasn't the taste of that cigarette the thing that you really enjoyed? Of course it was. Smoking enjoyment is all a matter of taste. And many millions of smokers will tell you that Luckies taste better. Cleaner, Fresher, Smoother. One reason is fine tobacco. You know LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is light, naturally mild, good-tasting. And another, Luckies are made better. Made to draw freely. Made to smoke evenly. Made to give you what you want from your cigarette. Better taste! So, for all the real deep-down smoking enjoyment you want, ask for the cigarette that definitely does taste better. Lucky Strike. Get a carton -- and Be Happy -- Go Lucky!

(HUMAN INTEREST STORY)

HALL: And that's the news for tonight, brought to you by Lucky Strike, the cigarette that tastes better - cleaner, fresher, smoother. Listen tomorrow evening at 6:25 for Lucky Strike's "LIGHT UP TIME" with Jim Coy and Your Happy Go Lucky Night on Broadway*.... I'll be back with more news tomorrow night at 10.30. In the meantime, friends, Be Happy - Go Lucky Make your next carton Lucky Strike!

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

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

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

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

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

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

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC
10:30 - 11:00 P.M.
SAN FRANCISCO KNBC
7:00 - 7:30 P.M.

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 5, 1954.

FRIDAY

(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 if you'd like to find yourself in a ROMANTIC mood tonight...perhaps if you're in the mood for a memory or so...then I think

(SNEAK
THEME OUT) you're going to like what we have in store for you tonight...because tonight we're in an "EDDIE FISHER" mood...Yes, our entire program features the voice of one of America's top singers... Eddie Fisher!!! And a good way to "begin" might be to "Begin the Beguine"...

(MUSIC: _ _ _ BEGIN THE BEGUINE (FISHER) . . .) _

D.J. Music by Cole Porter...the voice of Eddie Fisher...how can you MISS getting in a pleasant mood with that combination...Yes, we're in an "Eddie Fisher" mood tonight...and you know as we get closer to that time of year for weekend trips...or long vacations...perhaps you dream of fun "gone by"...or fun "to come"...In either case I think you'll enjoy Eddie Fisher singing "Wish you Were Here"...

(MUSIC: _ _ _ WISH YOU WERE HERE (FISHER) . . .) _

ATX01 0056051

D.J. "Wish You Were Here"...and that was the voice of our
"man of the moment"...because tonight we're in an
"Eddie Fisher" mood...but with Eddie all isn't BALLAD..
"romantic" perhaps...but sometimes to a bit of tempo..
sometimes to EXCITING tempo...and this next song is one
of those...Music and rhythm...and the voice of Eddie
Fisher...and a serenade to "Lady of Spain"...

(MUSIC: -- LADY OF SPAIN (FISHER)...)

D.J.: Yes, that was Eddie Fisher with a song that fits right
into our mood tonight... "Lady of Spain"...and, you
know...we're ALWAYS in the mood to listen to THIS
young lady...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

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?

(MUSIC: -- HOW DO YOU SPEAK TO AN ANGEL (FISHER)... --)

D.J.: Eddie Fisher singing..."How Do You Speak to An Angel"...
in a whisper?... Or...out loud? ...Well, when you're
Eddie Fisher I guess it's just best to sing, don't you
agree?.....Now, I hope you'll AGREE..it's time to Light
up a Lucky and enjoy yourself...and we'll try to make
you "happy" with another song that fits our mood tonight
... our "Eddie Fisher" mood...and it's hard to see how
we can miss with this next song ... Again it's the
music of Cole Porter and the voice of Eddie Fisher...
and the happy result is...'Night and Day'...

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

D.J.: "Night and Day"...one of the all-time great songs sung
by Eddie Fisher...and I would say...it goes without
saying Mr. Fisher sings quite a song "night" ... OR ..
"day"...and, you know...
BETTER TASTE #107 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
BETTER TASTE #107 (R 1/15/54)

REVISED 1/15/54

ONE MINUTE RADIO COMMERCIAL:

ANNCR: It almost goes without saying, friends: one reason you smoke is for enjoyment. And that enjoyment comes from the taste of your cigarette. That's right, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? Better taste starts with fine tobacco and LS/MFT. Lucky Strike means fine tobacco. Fine, naturally mild, good-tasting tobacco. And then, Luckies are made to taste better. Carefully made with a constant check on quality during every step in their manufacture. That's why you can be sure that every Lucky you light is round and firm and fully packed to draw freely, smoke evenly and naturally taste better. So, remember, friends, when you're looking for smoking enjoyment, the sure way to find it is to reach for a Lucky! Because smoking enjoyment is all a matter of taste. And the fact is -- Luckies taste better. Cleaner, Fresher, Smoother. So, try a carton of Lucky Strike.

D.J.: Alright...on we go with Your Happy Go Lucky Specialty Night...music to create a mood for the night...and we've tried to create a "romantic" mood...yes, we're in an "Eddie Fisher" mood...and I suppose you could pick no better last number in that kind of mood... than to turn to Eddie's own signature number...You've heard him sing it many times..."Any Time"...

(MUSIC: -- ANY TIME (FISHER)...)

D.J.: Well...if you like a good song...sung by a great singer...then I'm sure you enjoyed our MOOD tonight...cause we've been in an "Eddie Fisher" mood!!!!

(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 (**)
(SNEAK
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 and reminding you that.....

(TRANSCRIPTION...CONGA JINGLE)

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

-7-

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, GO
THEME IN) 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.

(MUSIC: -- THEME...UP NO TIME)

HL
2/17/54

ATX01 0056057

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

DATE 35

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 # *Luc intro*
Trans Testimonial #51A (Amy Vandubelt)
Luc tag (Roll 5 - Rhoads)

RTX01 0056058

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #51A (AMY VANDERBILT)
(USE WITH TRANSCRIPTION #51)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

at

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 5, 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 if you'd like to find
yourself in a ROMANTIC mood tonight....perhaps if you're
in the mood for a memory or so...then I think you're going
to like what we have in store for you tonight...

(SNEAK because tonight we're in an "EDDIE FISHER" mood....Yes, our
THEME entire program features the voice of one of America's top
OUT) singers....Eddie Fisher!!! And a good way to "begin"
might be to "Begin the Beguine"...

(MUSIC: BEGIN THE BEGUINE (FISHER))

COY: Music by Cole Porter....the voice of Eddie Fisher...how can
you MISS getting in a pleasant mood with that combination
...Yes, we're in an "Eddie Fisher" mood tonight...and
you know as we get closer to that time of year for weekend
trips....or long vacations...perhaps you dream of fun "gone
by"...or fun "to come"...In either case I think you'll
enjoy Eddie Fisher singing "Wish You Were Here"...

(MUSIC: WISH YOU WERE HERE (FISHER))

ATX01 0056061

COY: "Wish You Were Here"...and that was the voice of our "man of the moment"...because tonight we're in an "Eddie Fisher" mood...and we're ALWAYS in the mood to listen to this young lady...The Sweetheart of Lucky Strike...
(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 we smoked... what it was, exactly, you liked about a cigarette ... I'll bet the important word in your answer would be "taste". Because, gee, isn't good "taste" what everybody wants in a cigarette? Smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better! And there are two good reasons why that's true. In the first place, LS/MPT -- Lucky Strike means fine tobacco... naturally mild, good-tasting tobacco. And second, Luckies are made better to taste better. Made round, and firm and fully-packed to draw freely and to smoke evenly. And that, friends, is the whole story. That's exactly why Luckies taste better. Because Luckies are made with fine tobacco... and because they're made better. Why don't you try a carton soon. Be Happy -- Go Lucky. How 'bout it?

ATX01 0056063

(MUSIC: HOW DO YOU SPEAK TO AN ANGEL (FISHER) ...)

COY: Eddie Fisher singing... "How Do You Speak To An Angel"...
in a whisper?.....Or...out loud? ...Well, when you're Eddie
Fisher I guess it's just best to sing, don't you agree?...
Now, I hope you'll AGREE...it's time to Light up a Lucky
and enjoy yourself...and we'll try to make you "happy"
with another song that fits our mood tonight...our "Eddie
Fisher" mood...and it's hard to see how we can miss
with this next song...Again it's the music of Cole Porter
and the voice of Eddie Fisher...and the happy result is. .
"Night and Day"...

(MUSIC: NIGHT AND DAY (FISHER))

COY: "Night and Day"...one of the all-time-great songs sung
by Eddie Fisher...and I would say...it goes without saying
Mr. Fisher sings quite a song "Night"...OR..."day"...and,
you know...

(BETTER TASTE #107 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

-5-

ANNCR: It almost goes without saying, friends: one reason you smoke is for enjoyment. And that enjoyment comes from the taste of your cigarette. That's right, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? Better taste starts with fine tobacco and LS/MFT. Lucky Strike means fine tobacco. Fine, naturally mild, good-tasting tobacco. And then, Luckies are made to taste better. Carefully made with a constant check on quality during every step in their manufacture. That's why you can be sure that every Lucky you light is round and firm and fully packed to draw freely, smoke evenly and naturally taste better. So, remember, friends, when you're looking for smoking enjoyment, the sure way to find it is to reach for a Lucky! Because smoking enjoyment is all a matter of taste. And the fact is -- Luckies taste better. Cleaner, Fresher, Smoother. So, try a carton of Lucky Strike.

ATX01 0056065

COY: Alright...on we go with Your Happy Go Lucky Specialty Night...music to create a mood for the night...and we've tried to create a "romantic" mood...yes, we're in an "Eddie Fisher" mood...and I suppose you could pick no better last number in that kind of mood...then to turn Eddie's own signature number...You've heard him sing it many times..."Any Time"...

(MUSIC: ANY TIME (FISHER))

COY: Well...if you like a good song...sung by a great singer... then I'm sure you enjoyed our MOOD tonight...cause we've been in an "Eddie Fisher" mood!!!!

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

COY: Yes, you have just heard the Friday Night edition of Light Up Time...featuring Your Happy Go Lucky Specialty Night. Be sure to listen to Radcliffe Hall and the news 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 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)

mtf
2/17/54pm.

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-5

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 #

Live intro
trans. testimonial #5/A (Army Band)
Live Play (Side 5 - Band)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #51A (AMY VANDERBILT)
(USE WITH TRANSCRIPTION #51)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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!

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 8, 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....And Let's start right off tonight with a brand new one...Yes, here's a happy little tune that was on Your Hit Parade for the very first time Saturday night...and it made it s "appearance" by being Number FOUR on the Survey...Jo Stafford sings... "Make Love To Me"....

(MUSIC: - - - - MAKE LOVE TO ME ... (STAFFORD))

D.J.: A "newcomer" to Your Hit Parade... "Make Love To Me"... Song Number FOUR...and that was Jo Stafford's recording of it...Now, suppose we move on UP the Survey to Song Number THREE...and THIS one is no "stranger"...no, it's been around for several weeks now and one big reason for its popularity is this arrangement by Eddie Fisher.... Yes, "Oh Mein Papa" ...Survey Song Number THREE....

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

D.J.: The song that was Number THREE on the Survey last Saturday Night... "Oh Mein Papa"...and that was Eddie Fisher singing his usual fine song...and now, spotlight on the song that was Number FIVE on the Survey...an "old" song that's been dressed up "new" by the Four Aces... "Heart of my Heart"...the Number FIVE song on Your Hit Parade...

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

D.J.: Some "fancy" harmonizing by the Four Aces in their recording of Song Number FIVE... "Heart Of My Heart" ...and speaking of "heart"... let's listen now to a "sweetheart"...The Sweetheart of Lucky Strike....
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #33)
(SIDE 1 - BAND 6)

SEPTEMBER 22, 1953

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

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

GIRL: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

COLLINS: This is Dorothy Collins, friends. What is it that you enjoy about a cigarette. It's the taste, isn't it? Sure, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Why? Well, LS/MFT - Lucky Strike means fine tobacco - naturally mild, good-tasting tobacco. And then too, Luckies are made better to taste better - made round and firm and fully packed to draw freely - smoke evenly. What does it all add up to? Better taste, naturally. That's what you want in a cigarette -- so why not get it. Be Happy --- Go Lucky --- .

D.J.: Yes, friends...take Dorothy Collins' advice...BE happy...GO Lucky... (PAUSE)...Now, let's go on with Your Happy Go Lucky Hits of the Week...and here's the beautiful song that was Number TWO on the Survey... Tony Martin sings..."Stranger In Paradise"....

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

D.J.: Beautiful music from Broadway...from Kismet to be exact...Tony Martin's recording of "Stranger In Paradise"...Survey Song Number TWO...(PAUSE)... Now light up a Lucky and listen to ANOTHER newcomer to Your Hit Parade...Yes, this lovely song was on the Survey for the first time Saturday night...Frank Sinatra is responsible for this delightful version of "Young At Heart".... Survey Song Number SEVEN....

(MUSIC: _ _ _ _ YOUNG AT HEART ... (SINATRA)

D.J.: Lovely words and music that go by the name of "Young At Heart".... Frank Sinatra singing the song that was Number SEVEN on the Survey.... Now let's turn from "words and music" to just WORDS...

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

LOCAL ANNCR: Introducing America's comic poet-laureate, Ogden Nash!
(LIVE)
OGDEN NASH: 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 that than
(LIVE) poetry! Smoking enjoyment is all a matter of taste.
And the fact of the matter is -- Luckies taste better
...cleaner, fresher, smoother. 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.

D.J.: Alright, friends...let's listen to the BIG one...
Yes, here it is...(HARP GLISS)...Yes, this is the TOP
song...for the SECOND week in a row this lovely song
led all the others on Your Hit Parade...a beautiful
ballad from the movies...made even MORE beautiful
by the voice of Doris Day...She sings..."Secret Love"
SURVEY SONG NUMBER ONE!!!

(MUSIC: SECRET LOVE ..(DAY_)

D.J.: Well, there they are...the BIG songs of the day...and
because they ARE the TOP songs...you heard them on
Your Hit Parade!!!

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

D.J.: You have just heard the Monday Night edition of Light
Up Time... Your Happy Go Lucky Hits of the Week...as
recorded by outstanding artists of the day...and
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)

-7-

D.J.:

(SNEAK
THEME
IN)

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...

(THEME: - - - UP TO TIME)

'betty' /3/4/54/

ATX01 0056077

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

DATE 3/8

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 #102 (live))

ATX01 0056078

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(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

at

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM

MARCH 8, 1954

MONDAY

(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 Hits of the week....FIVE of the top
SEVEN songs played Saturday night on Your Hit Parade
(SNEAK as determined by Your Hit Parade Survey....And let's
THEME start right off tonight with a brand new one...Yes,
OUT) here's a happy little tune that was on Your Hit Parade
for the very first time Saturday night....and it
made it's "appearance" by being Number FOUR on the
Survey....Jo Stafford sings "Make Love to Me."

(MUSIC: _____ MAKE LOVE TO ME (STAFFORD)

COY: A "newcomer" to Your Hit Parade....Make Love To Me....
Song Number FOUR ...and that was Jo Stafford's
recording of it...Now, suppose we move on UP the Survey
to Song Number THREE....and THIS one is no "stranger"...
no, it's been around for several weeks now and one big
reason for it's popularity is this arrangement by
Eddie Fisher....Yes, "Oh, Mein Papa" ...Survey Song
Number THREE...

(MUSIC: _____ OH MEIN PAPA (FISHER)

ATX01 00560A1

COY:

The song that was Number THREE on the Survey last Saturday Night...."Oh Mein Papa" ...and that was Eddie Fisher singing his usual fine song....and now here's "another" song we kind of like, and we like the singer too....The Sweetheart of Lucky Strike....

COMMERCIALCOLLINS' TRANSCRIBED BETTER TASTE #33

(SIDE 1 - BAND 6)

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

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: 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 --.

COY: Yes, friends....take Dorothy Collins' advice...BE Happy
-- GO Lucky.... (PAUSE) Now, let's go on with Your Happy
Go Lucky Hits of the Week...and here's the beautiful song
that was Number TWO on the Survey....Tony Martin sings...
"Stranger in Paradise..."

(MUSIC: STRANGER IN PARADISE (MARTIN))

COY: Beautiful music from Broadway....from Kismet to be exact...
Tony Martin's recording of "Stranger in Paradise"...Survey
Song Number TWO...(PAUSE) ...Now light up a Lucky and
listen to ANOTHER newcomer to Your Hit Parade...Yes, this
lovely song was on the Survey for the first time Saturday
night....Frank Sinatra is responsible for this delightful
version of "Young At Heart"....Survey Song Number SEVEN...

(MUSIC: YOUNG AT HEART (SINATRA))

COY: Lovely words and music that go by the name of "Young At
Heart".....Frank Sinatra singing the song that was Number
SEVEN on the survey....Now let's turn from "words and music"
to just words.....

Live intro.

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

Live Tag

(SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

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

Naturally, I smoke Luckies. To put it poetically:

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

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

I'm picky about what I like

And for thirty years I've smoked Lucky Strike.

LOCAL ANNCR: Thanks, Ogden Nash. There's more truth to that than
(LIVE)

poetry. Smoking enjoyment is all a matter of taste.
And the fact of the matter is -- Luckies taste better....
cleaner, fresher, smoother..... 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.

COY: Alright, friends.....let's listen to the BIG one.....
Yes, here it is.....(HARP GLISS)....Yes, this is the TOP
song....for the SECOND week in a ROW...this lovely song
led all the others on Your Hit Parade....a beautiful
ballad from the movies....made even MORE beautiful by
the voice of Doris Day....she sings..."Secret Love"....
SURVEY SONG NUMBER ONE!!!!

(MUSIC: -- SECRET LOVE (DAY)

COY: Well, there they are....the BIG songs of the day....and
because they ARE the TOP songs.....you heard them on
Your Hit Parade.

(MUSIC: -- 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....and
featuring FIVE of the top SEVEN songs played 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 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
IN)

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...(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)

ml

ATX01 0056087

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 9-8

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Better Taste* #102 (use))

ATX01 0056088

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(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 0056090

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 9, 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
(SNEAK
THEME
OUT) tunes from musical shows and motion pictures, past and
present... Yes, these are some of the great songs from
Broadway and Hollywood...and responsible for so MANY of
those songs is the famous song writing team of today...
Rodgers and Hammerstein...and one of the scores they
turned out back in 1947 was for "Allegro".

out of
it came some beautiful music, like this that Frank
Sinatra sings..."A Fellow Needs a Girl"...

(MUSIC: -- A FELLOW NEEDS A GIRL (SINATRA))

D.J.: Frank Sinatra with "A Fellow Needs a Girl"...a beautiful
song that was introduced on Broadway back in 1947...and
just a year later, in 1948, cameras began grinding out in
Hollywood on a picture titled "Casbah"...and by the time
the picture was finished a couple of good songs had found
their way to the sound track...one of them Peggy Lee sings
now..."For Every Man There's a Woman"...Remember it?

(MUSIC: -- FOR EVERY MAN THERE'S A WOMAN (GOODMAN))

D.J.: "For Every Man There's a Woman"...featuring the voice of Peggy Lee...and I'm sure you recognized the "sound" of the Benny Goodman band...Yes, that was a bit of music from the "movies"...and now it's "back to Broadway" for our next song, and it's from a show that just opened a few days ago..."The Girl In Pink Tights"...and the audiences are applauding this music..."My Heart Won't Say Goodbye"... Tony Bennett sings it now...

(MUSIC: -- MY HEART WON'T SAY GOODBYE (BENNETT) --)

D.J.: Yes, if you have a "taste" for a good song, then I'm sure you enjoyed that one..."My Heart Won't Say Goodbye"...and.
COMMERCIAL..BETTER TASTE #108 (LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE #108

R 1/15/54

ANNOUNCER: You know, friends, like so many of the best things in life, smoking enjoyment is all a matter of taste. And as many millions of smokers have discovered for themselves, the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Sure they do -- for two mighty good reasons. The first one is that Luckies are made of fine, naturally mild, good-tasting tobacco. Practically the whole world knows -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. Put the two together -- fine tobacco in a better made cigarette -- and you just naturally get better taste! So, friends, why don't you and Luckies get together real soon? Be Happy -- Go Lucky. Go out and buy a carton. You'll find out -- Luckies honestly do taste better.

ATX01 0056093

(MUSIC: LITTLE FISH IN A BIG POND (SHORE, CLARK)...TO FINISH...)

D.J.: Yes, Dinah Shore and Buddy Clark singing "Little Fish In A Big Pond"...a song from the show "Miss Liberty"...which, by the way was the first "musical" that the famous Pulitzer prize winner, Robert Sherwood, tried his hand at, and, as you remember it was one of the big shows of 1949...Now, light up a Lucky and listen to music from one of the big shows of today..."Kismet" we're talking about...and this is one of the reasons the show is so big...This beautiful music that Percy Faith plays now..."Baubles, Bangles and Beads"...

(MUSIC: BAUBLES, BANGLES AND BEADS (FAITH))

D.J.: "Baubles, Bangles and Beads"...and I hope you enjoyed Percy Faith's beautiful arrangement of that music from "Kismet"...and when it comes to "enjoyment" I have something else in mind right at the moment...Yes...

COMMERCIAL...BETTER TASTE (MOISTURE) #119 (LIVE)

LUCKY STRIKE CIGARETTE
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #119

(R 1/15/54

ANNOUNCER:

As anyone who smokes will tell you, friends,
smoking enjoyment is all a matter of taste.
And the fact of the matter is - Luckies
taste better. Cleaner, Fresher, Smoother.
It's only natural that they should. First
of all, they're made of fine, mild, good
tasting tobacco. "IS/MFT, Lucky Strike
means fine tobacco". And then, Luckies
are made better to taste better - - carefully
made with hundreds of quality controls.
For example, the makers of Luckies keep
a sharp eye on the moisture content of
Luckies' fine tobacco. Why? Because they
know that if the tobacco is too moist --
your cigarette will burn too slowly --
or if it's not moist enough, it will taste
dry. So, Luckies' moisture content is
constantly checked to make sure that
every Lucky you light will draw freely,
smoke evenly and naturally taste better.
So, friends, Be Happy - Go Lucky ...
make your very next carton - Lucky Strike!

D.J.: Alright...let's go on with your Happy Go Lucky Night on Broadway, shall we...and our next song comes from the "movies"...A song that's been newly arranged by the Anita Kerr singers...Remember the picture "The Fleet's In"...yes, that was the one that starred Dorothy Lamour...and one of the songs she sang was titled "Not Mine" and it goes like this...

(MUSIC: NOT MINE (KERR))

D.J.: Yes, those are some of the songs that have had their "day" on the Great White Way...songs that have helped to make it GAY Broadway!!!

(MUSIC: M 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.

(SNEAK Tomorrow night at 10:30 (**)) more news and your happy go
(THEME lucky tunes country fashion...songs and singers that BELONG
(OUT) to America...This is (DISC JOCKEY) thanking you for being with us and reminding you that...

(TRANSCRIPTION...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 cigarette.

(MUSIC: 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 PM

DATE 3-9

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 Seal #114 (live))

RTX01 0056098

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #114

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Twenty ... better-tasting ... cigarettes.
Twenty ... fresher-tasting ... cigarettes.
That's just what you get when you open a pack of Luckies. It stands to reason that better taste in a cigarette must start with the tobacco, and LS/MFT -- Lucky Strike means fine tobacco. Light, naturally mild, good-tasting tobacco. Then, Luckies are actually made better -- made to taste better. Now, why are Luckies fresher-tasting? Because of the cellophane seal on each pack. Yes, every pack of Luckies is extra tightly sealed -- so that you get Luckies! better taste in all its natural freshness. There's no doubt that smoking enjoyment is all a matter of taste. And there's no doubt that Luckies taste better. Cleaner, Fresher, Smoother. So for real, deep-down smoking enjoyment ... Be Happy -- Go Lucky! Switch to a carton of better-tasting, fresher-tasting 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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

(6:25 - 6:45)
PM EST

MARCH 9, 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...

(SNEAK Yes, these are some of the great songs from Broadway and
THEME Hollywood...and responsible for so MANY of those songs is
OUT) the famous song writing team of today...Rodgers and
Hammerstein...and one of the scores they turned out back in
1947 was for "Allegro"...
out of it came some beautiful
music, like this that Frank Sinatra sings..."A Fellow Needs
a Girl"...

(MUSIC: A FELLOW NEEDS A GIRL (SINATRA)

COY: Frank Sinatra with "A Fellow Needs a Girl"...a beautiful
song that was introduced on Broadway back in 1947...and just
a year later, in 1948, cameras began grinding out in
Hollywood on a picture titled "Casbah"... and by the time the
picture was finished a couple of good songs had found their
way to the sound track...one of them Peggy Lee sings now...

"For Every Man There's a Woman ...Remember it?"

(MUSIC: FOR EVERY MAN THERE'S A WOMAN (GOODMAN)

ATX01 0056101

-2-

COY: "For Every Man There's a Woman"...featuring the voice of
Peggy Lee...and I'm sure you recognized the "sound" of the
Benny Goodman band..one of the "best" bands of all time...
and...
COMMERCIAL....BETTER TASTE #108 (LIVE)

ATX01 0056102

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE #108

(R 1/15/54)

ANNCR: You know, friends, like so many of the best things in life, smoking enjoyment is all a matter of taste. And as many millions of smokers have discovered for themselves, the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Sure they do -- for two mighty good reasons. The first one is that Luckies are made of fine, naturally mild, good-tasting tobacco. Practically the whole world knows -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. Put the two together -- fine tobacco in a better made cigarette -- and you just naturally get better taste! So, friends, why don't you and Luckies get together real soon? Be Happy -- Go Lucky. Go out and buy a carton. You'll find out -- Luckies honestly do taste better

(MUSIC: LITTLE FISH IN A BIG POND (SHORE: CLARK)...TO FINISH...)

COY: Yes, Dinah Shore and Buddy Clark singing "Little Fish In A Big Pond"...a song from the show "Miss Liberty"...which, by the way was the first "musical" that the famous Pulitzer prize winner, Robert Sherwood, tried his hand at, and, as you remember it was one of the big shows of 1949.... Now, light up a Lucky and listen to music from one of the big shows of today.... "Kismet" we're talking about...and this is one of the reasons the show is so big...This beautiful music that Percy Faith plays now.... "Baubles, Bangles and Beads"...

(MUSIC: BAUBLES, BANGLES AND BEADS (FAITH))

COY: "Baubles, Bangles and Beads"...and I hope you enjoyed Percy Faith's beautiful arrangement of that music from "Kismet"...and when it comes to "enjoyment" I have something else in mind right at the moment..Yes...
COMMERCIAL...BETTER TASTE (MOISTURE) #119 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #119

(REVISED 1/15/54)

ANNCR: As anyone who smokes will tell you, friends, smoking
enjoyment is all a matter of taste. And the fact of the
matter is - Luckies taste better. Cleaner, fresher, smoother.
It's only natural that they should. First of all, they're
made of fine, mild, good tasting tobacco. "IS/MFT, Lucky
Strike means fine tobacco." And then, Luckies are made
better to taste better -- carefully made with hundreds of
quality controls. For example, the makers of Luckies keep
a sharp eye on the moisture content of Luckies' fine
tobacco. Why? Because they know that if the tobacco is
too moist -- your cigarette will burn too slowly -- or if
it's not moist enough, it will taste dry. So, Luckies'
moisture content is constantly checked to make sure that
every Lucky you light will draw freely, smoke evenly and
naturally taste better. So, friends, Be Happy - Go Lucky ..
make your very next carton -- Lucky Strike.

COY: All right...let's go on with Your Happy Go Lucky Night on Broadway, shall we...and our next song comes from the "movies"...A song that's been newly arranged by the Anita Kerr singers...Remember the picture "The Fleet's In"...yes, that was the one that starred Dorothy Lamour...and one of the songs she sang was titled "Not Mine" and it goes like this...

(MUSIC: NOT MINE (KERR))

COY: Yes, those are some of the songs that have had their "day" on the Great White Way...songs that have helped to make it 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 Radcliffe Hall and the news tonight at 10:30 presented by Lucky Strike...and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes Country Fashion, songs and singers that BELONG to America.... (PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that...

(MUSIC: THEME OUT)

(TRANSCRIPTION...CONGA JINGLE)

COY: Remember, friends, smoking enjoyment is all a matter of
Taste. And the fact of the matter is Luckies taste better...
cleaner, fresher, smoother. So, Be Happy @o 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)

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE

9-9

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Better Taste (Deal)* #114 *(live)*)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #114

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Twenty ... better-tasting ... cigarettes.
Twenty ... fresher-tasting ... cigarettes.
That's just what you get when you open a pack of Luckies. It stands to reason that better taste in a cigarette must start with the tobacco, and LS/MFT -- Lucky Strike means fine tobacco. Light, naturally mild, good-tasting tobacco. Then, Luckies are actually made better -- made to taste better. Now, why are Luckies fresher-tasting? Because of the cellophane seal on each pack. Yes, every pack of Luckies is extra tightly sealed -- so that you get Luckies' better taste in all its natural freshness. There's no doubt that smoking enjoyment is all a matter of taste. And there's no doubt that Luckies taste better. Cleaner, Fresher, Smoother. So for real, deep-down smoking enjoyment ... Be Happy -- Go Lucky! Switch to a carton of better-tasting, fresher-tasting Lucky Strike.

(HUMAN INTEREST STORY)

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

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

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

SA
11/30/53

NBC

THE AMERICAN TOBACCO COMPANY

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON - WRC

"LIGHT UP TIME"

MARCH 10, 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
THEME
OUT) some of the OLD...some of them NEW...but ALL of them...
songs that BELONG to America... and here's one that's new
.....and it may have possibilities...It's sung tonight by

the guy that wrote it...."Dub" Dickerson is his name, and
the song is titled "Everything Depends on You".....

Incidentally, along the "country fashion" music circuit,
"Dub" is BILLED as "The Boy With the Grin in His Voice"...
well, let's see if we can "hear" that GRIN.....

(MUSIC: -- EVERYTHING DEPENDS ON YOU (DICKERSON))

D.J.: Well, did you "hear" it....the GRIN, I mean..."Dub"
Dickerson singing "Everything Depends on You"...(PAUSE)...
Now, listen to a "country fashion" song that seems to be
"catching on" these days.....Probably a couple of good
reasons are it's waltz tempo and the "different" words...
"Pine Tree, Pine Over Me", it's called and it's been
recorded by just about everybody.....We've chosen to
play Molly Bee's arrangement. Listen.....

ATX01 0056111

(MUSIC: -- PINE TREE, PINE OVER ME (BAE))

D.J.: Yes, that was Molly Bae with a musical "plea"...to a tall, tall "tree"....."Pine Tree, Pine Over Me".....and now, spotlight on Kenny Roberts....and we've noticed that our kindly feelings toward "country fashion" music are "echoed" in this little song he sings now. See if you agree. It's titled "Hillbilly Style" which is about as close as you can get.....

(MUSIC: -- HILLYBILLY_STYLE_(ROBERTS))

D.J.: A little tune called "Hillbilly Style" and you can thank Kenny Roberts for it.....and, before we go on with more music.....suppose you consider these TWO WORDS.....
(COMMERCIAL....BETTER TASTE #103 (LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #103 (R 1/15/54)

ANNOUNCER: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that it just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment....by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

(MUSIC: -- TURKEY RUN (BIONDI)...TO FINISH...)

D.J.: Yes, sir...it's SURPRISING how far "country fashion" music has come.....those were the strings of Remo Biondi and an "original" called "Turkey Run".....he's the same, by the way, who played "Hoedown for Strings" on our program a few weeks back, and you seemed to like it(PAUSE)Now, light up a Lucky and listen to this NEXT musical contribution that I think you'll likeRose Maddox sings it. It's called "Breathless Love".....

(MUSIC: -- BREATHLESS LOVE) -- -- (MADDOX)

D.J.: That was Rose Maddox with "Breathless Love".....and I suppose if that were a "pop" song you'd call it a "torch song"....but it's "country fashion" music, so that makes it just "Sincere".....and here's a young lady who is ALWAYS "sincere".....and RIGHT TO THE POINT.....the Sweetheart of Lucky Strike.....

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

(SIDE 1 - BAND 3)

9/23/54

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 possibly want? Try a carton of Luckies.....soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy --
Go Lucky!

D.J.: Yes, friends, Dorothy Collins is RIGHT....Luckies DO taste BETTER....(PAUSE)....Now, let's move right along with Your Happy Go Lucky Tunes...."country, fashion"... and this next one is being "labeled" these days as a "Texas Polka"....and I guess it IS....It's set to the tempo of the polka....and it's about a little Texas town down the road apiece....called "Bandera"....and that's the name of the song, too..... Al Alberts tells you all about it.....

(MUSIC: BANDERA (ALBERTS))

D.J.: And so there they are.....a happy little combination of rhythm and song that come together in a package of 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

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

(THEME: _ _ UP TO TIME)

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

DATE 3-10

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 radio

Trans. testimonial

Live Day.

#53 (Rule Goldberg)
(Side 5 - Band 3)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #53 (RUBE GOLDBERG)
(USE WITH TRANSCRIPTION #53)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

LOCAL
ANNOUNCER:
(LIVE)

Here's the voice of pultzer-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
ANNOUNCER:
(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.

(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

at

WABC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 10, 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 here's one that's new...
and it may have possibilities... It's sung tonight by the
guy that wrote it..."Dub" Dickerson is the name, and
the song is titled "Everything Depends on You"...
Incidentally, along the "country fashion" music circuit,
"Dub" is BILLED as "The Boy With the Grin in His Voice"..
well, let's see if we can "hear" that GRIN...

(MUSIC: -- EVERYTHING DEPENDS ON YOU (DICKERSON))

COY: Well, did you "hear" it...the GRIN, I mean..."Dub"
Dickerson singing "Everything Depends on You"...(PAUSE)
Now, listen to a "country fashion" song that seems to be
"catching on" these days...Probably a couple of good reasons
are it's waltz tempo and the "different" words..."Pine
Tree, Pine Over Me", it's called and it's been recorded
by just about everybody...We've chosen to play Molly Bee's
arrangement. Listen...

(MUSIC: -- PINE TREE, PINE OVER ME (BEE))

ATX01 0056121

-2-

COY:

Yes, that was Molly Bee with a musical "plea"...to a tall,
tall "tree"...."Pine Tree, Pine Over Me"...Now, before
we go on with more music...suppose you consider these
TWO WORDS...

(COMMERCIAL...BETTER TASTE #103 (LIVE))

ATX01 0056122

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
BETTER TASTE #103 (R 1/15/54)

ANNCR: Better taste. That's something that has made millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that it just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment ... by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

(MUSIC: -- TURKEY RUN (BIONDI)...TO FINISH...)

COY: Yes, sir...it's SURPRISING how far "country fashion" music has come...those were the strings of Remo Biondi and an "original" called "Turkey Run"...he's the same, by the way, who played "Hoedown for Strings" on our program a few weeks back, and you seemed to like it... (PAUSE)...Now, light up a Lucky and listen to this NEXT musical contribution that I think you'll like ... Rose Maddox sings it. It's called "Breathless Love"...

(MUSIC: -- BREATHLESS LOVE(MADDOX))

COY: That was Rose Maddox with "Breathless Love"...and I suppose if that were a "pop" song you'd call it a "torch song"...but it's "country fashion" music, so that makes it just "Sincere"... and here's a young lady who is ALWAYS "sincere"...and RIGHT TO THE POINT...the Sweetheart of Lucky Strike...

(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 possibly want? Try a carton of Luckies....soon. You'll see that smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. So, you Be Happy --
Go Lucky!

COY: Yes, friends, Dorothy Collins is RIGHT...luckies DO taste BETTER...(PAUSE)...Now, let's move right along with Your Happy Go Lucky Tunes..."country fashion"...and this next one is being "labeled" these days as a "Texas Polka".... and I guess it IS...It's set to the tempo of the polka.... and it's about a little Texas town down the road apiece...called "Bandera"....and that's the name of the song, too... Al Alberts tells you all about it...

(MUSIC: -- BANDERA (ALBERTS))

COY: And so there they are...a happy little combination of rhythm and song that come together in a package of music called..."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

(SNEAK
THEME
OUT) we'll be back at 6:25 with your Happy Go Lucky Hits of Yesterday. Songs selected from Your Hit Parade programs

of the past 18 years...I know you'll enjoy it. (PAUSE)
Now, this is Jim Coy thanking you for being with us and reminding you that....

(TRANSCRIPTION....CONGA JINGLE)

COY:

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

MM
2/23/54

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

MON., WED., THUR., FRID., SAT.

DATE 3-10

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Live intro*
Trans. Testament # 53 (Pete Kolberg)
Live Yag. *(Side 5 - Band 3)*)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #53 (RUBE GOLDBERG)
(USE WITH TRANSCRIPTION #53)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

LOCAL
ANNOUNCER:
(LIVE)

Here's the voice of pultzer-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
ANNOUNCER:
(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.

(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 0056130

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 11, 1954

THURSDAY

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

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

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

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

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

(SNEAK a little "musical" history...and some just PLAIN "history"

THEMElike "what was one of the big events" back in 1937??

OUT) Well, that was the year of the Paris International
Exposition.....and in case any of your friends were
"missing" that summer....they were probably headed
for France, because Americans were jamming the tourist
ships to Europe.....and, appropriately enough, on Your
Hit Parade of May 3, 1937.....one of the big songs was
"Where Are You".....Here's Peggy Lee to sing it....

(MUSIC: -- WHERE ARE YOU) (LEE)

D.J.: Peggy Lee singing "Where Are You"....music from 1937....
(PAUSE).....Now, what was "new" a couple of years
"earlier"...in 1935.....Well, a new Broadway season
opened with "Porgy and Bess".....Helen Hayes portrayed
"Queen Victoria".. (MORE)

D.J.:
(CONT'D)

And radio listeners heard Your Hit Parade for the VERY FIRST TIME that year,...and on the program of May 25th they were singing about "Way Back Home"....and this is the way it sounds when Bing Crosby sings it....

(MUSIC: -- WAY BACK HOME -- (CROSBY))

D.J.: Bing Crosby singing "Way Back Home".....a song that's come down through the years since it was heard on Your Hit Parade back in 1935.....And...taking a "look" at history that's a little more "recent"....like 1945....the year the most popular "bird" around was the Ruptured Duck....and to the ex-servicemen who were sporting it on their lapels....THIS song from Your Hit Parade of July 21st that particular year probably had a "special" meaning....."You Belong To My Heart"....

(MUSIC: -- YOU BELONG TO MY HEART -- (MODERNAIRES))

D.J.: "You Belong To My Heart"....and those were The Modernaires...a fine vocal group we've been enjoying for a long time now....and, you know....

(COMMERCIAL.....BETTER TASTE (SEAL) #115 (LIVE))

LUCKY STRIKE CIGARETTES
ONE-MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #115

(R1/15/54)

ANNOUNCER: For many years now, many millions of smokers have been enjoying Lucky Strike cigarettes for one big reason. Because Luckies taste better. One reason for Luckies' better taste is the fine tobacco that goes into every Lucky. LS/MFT-- Lucky Strike means fine tobacco. Tobacco that is fine, naturally mild, good-tasting. And Luckies are made better, too. Carefully made with one thought in mind: to make them taste better. Cleaner, Fresher, Smoother. But there's something else that makes Luckies taste so much better. Each pack is extra tightly sealed -- so that every Lucky is as fresh and as good-tasting as the day it was made. Yes, the real freshness of every Lucky has a lot to do with its better taste. That real freshness has a great deal to do with your enjoyment of every Lucky you smoke. So if you haven't tried a Lucky lately, step up your smoking enjoyment, by stepping up to better-tasting, fresher-tasting Lucky Strike!

(MUSIC: TAKING A CHANCE ON LOVE (FITZGERALD).....TO FINISH...)

D.J.: And of course that was Ella Fitzgerald with "Taking a Chance On Love"....a song heard on Your Hit Parade March 13, 1943, a year that Broadway boasted such hits as "Lady in the Dark", "Arsenic and Old Lace" and the show from which that song came..."Cabin in the Sky"... Remember it?.....and I'm sure you remember, too....the year 1939.....On the WEST Coast, the San Francisco World's Fair.....in the EAST, the New York World's Fair....and in the "middle" of it all...Bob Hope and Shirley Ross....and "The Lady's In Love With You"....

(MUSIC: THE LADY'S IN LOVE WITH YOU (HOPE:ROSS) _)

D.J.: "The Lady's In Love With You"....a "movie" song from 1939....which Bob Hope and Shirley Ross made POPULAR, and it was heard on Your Hit Parade program May 30th that year...but, take it from me....WHATEVER the "year"... whatever the "day"...

(COMMERCIAL.....BETTER TASTE (MOISTURE) #116 (LIVE) _)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (MOISTURE) #116

(R1/15/54)

ANNOUNCER: You know, friends, for a cigarette to really taste good, it has to be fresh. And to be fresh, the tobacco inside must have just the right amount of moisture. Not too much -- or the cigarette will burn too slowly -- and not too little or it will taste dry. That's why the makers of Lucky Strike constantly check moisture content during every step of manufacture -- to make sure that Luckies' fine tobacco comes to you with all its good taste. For smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher smoother. First because - LS/MFT, Lucky Strike means fine tobacco. And second, because Luckies are made better - made under hundreds of quality controls like the tests for the proper moisture content -- to make sure that Luckies always do taste better. So, friends, for better taste every time -- Be Happy - Go Lucky -- make your cigarette -- Lucky Strike!

D.J.: And, right now...why don't YOU light up a Lucky and we'll listen to more music from other years....like this one from 1942, the year we all woke up one morning and there was.....RATIONING,....Yes, food, clothing and other items were rationed....but even though there were to be some "lean" days ahead we still enjoyed this song that was on Your Hit Parade November 21st, 1942...."Daybreak"

(MUSIC: DAYBREAK) (DORSEY)

D.J.: That was Frank Sinatra singing with Tommy Dorsey's orchestra....The song?....."Daybreak".....one of the many fine songs that's come down through the years....one of the many BIG songs that you've heard 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)

(**) SAN FRANCISCO -- 7:00 - 7:30 P.M.

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

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

SA

RTX01 0056137

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

DATE

3-11

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 #107 (Live)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

ANNOUNCER:

It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 11, 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

(SNEAK THEME OUT) by outstanding artists of the day...yes, a little "musical"
history...and some just PLAIN "history"...like "what was one
of the big events" back in 1937???. Well, that was the year
of the Paris International Exposition...and in case any of
your friends were "missing" that summer...they were probably
headed for France, because Americans were jamming the tourist
ships to Europe...and, appropriately enough, on Your Hit
Parade of May 3, 1937...one of the big songs was "Where Are
You"...Here's Peggy Lee to sing it...

(MUSIC: WHERE ARE YOU(LEE))

COY: Peggy Lee singing "Where Are You"....music from 1937....
(PAUSE)...Now, what was "new" a couple of years "earlier"...
in 1935...Well, a new Broadway season opened with "Porgy and
Bess"...Helen Hayes portrayed "Queen Victoria"...and radio
listeners heard Your Hit Parade for the VERY FIRST TIME
that year...and on the program of May 25th they were singing
about "Way Back Home"...and this is the way it sounds when
Bing Crosby sings it...

ATX01 0056141

[MUSIC: WAY BACK HOME (CROSBY)]

COY: Bing Crosby singing "Way Back Home"...a song that's come
down through the years since it was heard on Your Hit Parade
back in 1935...and you know...

(COMMERCIAL...BETTER TASTE (SEAL) #115 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL)#115

ANNCR: For many years now, many millions of smokers have been enjoying Lucky Strike cigarettes for one big reason. Because Luckies taste better. One reason for Luckies' better taste is the fine tobacco that goes into every Lucky. LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is fine, naturally mild, good-tasting. And Luckies are made better, too. Carefully made with one thought in mind: to make them taste better. Cleaner, Fresher, Smoother. But there's something else that makes Luckies taste so much better. Each pack is extra tightly sealed -- so that every Lucky is as fresh and as good-tasting as the day it was made. Yes, the real freshness of every Lucky has a lot to do with its better taste. That real freshness has a great deal to do with your enjoyment of every Lucky you smoke. So if you haven't tried a Lucky lately, step up your smoking enjoyment, by stepping up to better-tasting, fresher-tasting Lucky Strike!

(MUSIC: TAKING A CHANCE ON LOVE (FITZGERALD)...TO FINISH...)

COY: And of course that was Ella Fitzgerald with "Taking a Chance On Love"... a song heard on Your Hit Parade March 13, 1943, a year that Broadway boasted such hits as "Lady in the Dark", "Arsenic and Old Lace" and the show from which that song came..."Cabin in the Sky"... Remember it?... and I'm sure you remember, too...the year 1939... On the WEST Coast, the San Francisco World's Fair...in the EAST, the New York World's Fair...and in the "middle" of it all... Bob Hope and Shirley Ross...and "The Lady's In Love With You".

(MUSIC: THE LADY'S IN LOVE WITH YOU (HOPE: ROSS))

COY: "The Lady's In Love With You"...a "movie" song from 1939... which Bob Hope and Shirley Ross made POPULAR, and it was heard on Your Hit Parade program May 30th that year... but, take it from me...WHATEVER the "year"...whatever the "day"
(COMMERCIAL...BETTER TASTE (MOISTURE) #116 (LIVE))

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (MOISTURE) #116

-5-

(R1/15/54)

ANNCR: You know, friends, for a cigarette to really taste good, it has to be fresh. And to be fresh, the tobacco inside must have just the right amount of moisture. Not too much -- or the cigarette will burn too slowly -- and not too little or it will taste dry. That's why the makers of Lucky Strike constantly check moisture content during every step of manufacture -- to make sure that Luckies' fine tobacco comes to you with all its good taste. For smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. First because - LS/MFT, Lucky Strike means fine tobacco. And second, because Luckies are made better - made under hundreds of quality controls like the tests for proper moisture content-- to make sure that Luckies always do taste better. So, friends, for better taste every time -- Be Happy - Go Lucky -- make your cigarette -- Lucky Strike!

ATX01 0056145

COY: And, right now...why don't YOU light up a Lucky and we'll
(CONT'D) listen to more music from other years...like this one from
1942, the year we all woke up one morning and there was...
RATIONING....Yes, food, clothing and other items were
rationed...but even though there were to be some "lean"
days ahead we still enjoyed this song that was on Your Hit
Parade November 21st, 1942...."Daybreak"....

(MUSIC: DAYBREAK (DORSEY))

COY: That was Frank Sinatra singing with Tommy Dorsey's orchestra
...the song?..."Daybreak"...one of the many fine songs that's
come down through the years...one of the many BIG songs that
you've heard on...Your Hit Parade!!!!

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

(MUSIC: _THEME UP TO TIME)_

MM
2/23/54

ATX01 0056147

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE 3-11

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Better Taste* #107 (Live))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
Lucky Strike.

(HUMAN INTEREST STORY)

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

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

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

SA
11/30/53

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

MARCH 12, 1954

FRIDAY

SAN FRANCISCO, KNBC

7:00 - 7:30 P.M.

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

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

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

D.J. This is your Host (DISC JOCKEY) and tonight we feature
Your Happy Go Lucky Specialty Night...music to create a
mood for the night... and if you like to tap your toes to
a little jig...if you're ALREADY looking around for that
GREEN BOW TIE from last year...then you're going to like
(SNEAK
THEME
OUT) our mood tonight...Yes, we're in the "mood for an Irish
melody"...and it's TIME for it what with St. Patrick's
Day just around the corner...and come next Wednesday
we'll be "watchin' the faithful" marching down Fifth
Avenue...like this...

(MUSIC: ST. PATRICK'S DAY PARADE (DAY))

D.J. Yes, that was Dennis Day describing the BIG event of next
Wednesday... "St. Patrick's Day Parade"...and tonight,
because we're in the "mood for an Irish melody" we're
already thinking of the big day when there'll be "wearin'
O' the Green"...and they'll be selling shamrocks on every
corner...Next Wednesday, March 17th...Yes, it'll be a
"Great Day For The Irish"...

(MUSIC: IT'S A GREAT DAY FOR THE IRISH (GARLAND))

D.J. Yes, it's a great day for the Irish...and of course Judy Garland was singing of next Wednesday...and the song fits nicely into our "mood for an Irish melody" tonight... and so does this little musical narration about a man whose most "peaceful"...except when they "get his Irish up"... THAT'S when..."Clancy Lowered the Boom"...Ask the Ames Brothers...THEY KNOW...

(MUSIC: CLANCY LOWERED THE BOOM (AMES BR.))

D.J. Well, if you're in the "mood for an Irish melody" you came to the right place, 'cause that's the MOOD tonight... and that explains that song..."Clancy Lowered the Boom" sung by the Ames Brothers...and now here's one of our favorites that we're ALWAYS in the mood to hear... 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: _ _ _IT'S THE SAME OLD SHILELAGH (RYAN)...TO FINISH...)_ _ _

D.J. And what "mood for an Irish melody" could ESCAPE that little ditty...John Ryan singing "It's The Same Old Shilelagh"...Yes, I guess you could say our "mood" is a bit of a forecast of "things to come" what with St. Patrick's Day due next Wednesday...And some of the music you'll be hearing on that "great day" is THIS melody that Dinah Shore sings now...Light up a Lucky and listen to "The Kerry Dance"..

(MUSIC: _ _ _THE KERRY DANCE (SHORE)

D.J. Memories of happy days...Dinah Shore singing "The Kerry Dance"... Real pretty, hmmm? And we have ANOTHER pretty little "colleen" with us tonight...Yes....

Live intro.

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

Live Tag

(SIDE 5 - BAND 4)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ALICE BAUER TESTIMONIAL (ET #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.

D.J. All right...on we go with Your Happy Go Lucky Specialty Night...and like we said we're in the "mood for an Irish melody"...sort of a "warmup" for "Wednesday"...NEXT Wednesday when there'll be wearin' o' the green in celebration of St. Patrick's Day...and one chap whose sure to be sporting a shamrock is "Harry Lillis Crosby"...better known as BING...who asks "Who Threw the Overalls in Mrs. Murphy's Chowder"

(MUSIC: WHO THREW THE OVERALLS IN MRS. MURPHY'S CHOWDER (CROSBY) _

D.J. Sure and begorrah...we're been in the "mood for an Irish melody"...and we'll SEE you..in the St. Patrick's Day Parade...

(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...

(SNEAK (PAUSE) ...Monday night at 10:30 (**) more news and Your

THEME Happy Go Lucky Hits of the Week... SIX of the top SEVEN

OUT) songs played Saturday night on Your Hit Parade (Pause)...

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

TRANSCRIPTION...CONGA JINGLE

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

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

RK

ATX01 0056157

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

DATE

3-12

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 #104 (live))

ATX01 005615B

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

-2-

(MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

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

(LOCAL STATION IDENTIFICATION)

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

*TUESDAY - Your Happy Go Lucky Night on Broadway

*WEDNESDAY - Your Happy Go Lucky Tunes Country Fashion

*THURSDAY - Your Happy Go Lucky Hits of Yesterday

*FRIDAY - Your Happy Go Lucky Specialty Night

at

ATX01 0056160

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 PM EST

MARCH 12, 1954

FRIDAY

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

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

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

COY: Hello, this is Jim Coy...tonight we feature on records Your
Happy Go Lucky Specialty Night...music to create a mood for
the night...and if you like to tap your toes to a little
jig...if you're already looking around for that green bow
tie from last year...then you're going to like our mood

(SNEAK tonight...Yes, we're in the "mood for an Irish melody"...

THEME and it's TIME for it what with St. Patrick's Day just
OUT) around the corner...and come next Wednesday you'll be
"watchin' the faithful" marching down Fifth Avenue...like
this...

(MUSIC: ST. PATRICK'S DAY PARADE (DAY))

COY: Yes, that was Dennis Day describing the BIG event of next
Wednesday..."St Patrick's Day Parade"...and tonight,
because we're in the "mood for an Irish melody" we're
already thinking of the big day when there'll be "wearin'
O' the Green"...and they'll be selling shamrocks on every
corner...Next Wednesday, March 17th...Yes, it'll be a
"Great Day for the Irish"...

(MUSIC: IT'S A GREAT DAY FOR THE IRISH (GARLAND))

ATX01 0056161

-2-

COY:

Yes, it's a great day for the Irish...and of course Judy Garland was singing of next Wednesday...and the song fits nicely into our "mood for an Irish melody" tonight...and now..here's one of our favorites that we're ALWAYS in the mood to hear...The Sweetheart of Lucky Strike...

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #32

(SIDE 1 OF BAND 5)

ATX01 0056162

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/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!

(MUSIC: IT'S THE SAME OLD SHILELAGH (RYAN)...TO FINISH...)

COY: And what "mood for an Irish Melody" could escape that little ditty...John Ryan singing "It's The Same Old Shilelagh"... Yes, I guess you could say our "mood" tonight is a bit of a forecast of "things to come" what with St. Patrick's Day due next Wednesday...And some of the music you'll be hearing on that "great day" is this melody that Dinah Shore sings now...Light up a Lucky and listen to "The Kerry Dance"...

(MUSIC: THE KERRY DANCE (SHORE))

COY: Memories of happy days...Dinah Shore singing "The Kerry Dance"... Real pretty, hmmm? And we have ANOTHER pretty little "colleen" with us tonight....Yes.....

(LIVE INTRO)

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

(LIVE TAG)

(SIDE 5 - BAND 4)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ALICE BAUER TESTIMONIAL (ET #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.

COY: All right...on we go with Your Happy Go Lucky Specialty Night...and like we said we're in the "mood for an Irish melody"...sort of a "warmup" for "Wednesday"...NEXT Wednesday when there'll be wearin' o' the green in celebration of St. Patrick's Day...and one chap who's sure to be sporting a shamrock is "Harry Lillis Crosby"...better known as BING...who asks. "Who Threw the Overalls in Mrs. Murphy's Chowder"....

(MUSIC: WHO THREW THE OVERALLS IN MRS. MURPHY'S CHOWDER (CROSBY))

COY: Sure and begorrah...we've been in the "mood for an Irish melody"...and we'll SEE you...in the St. Patrick's Day Parade...

(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

(SNEAK_ be back at 6:25 with Your Happy Go Lucky Hits of the Week...

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

THEME Up 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...

(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 3-12

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 # *Better Taste #104 (New)*)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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, 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 they're round, firm, and fully-packed, to draw freely and smoke evenly. You'll get more enjoyment from smoking if you remember, smoking enjoyment is all a matter of taste. And the fact of the matter is Luckies taste better. Be Happy - Go Lucky. Get better taste. Next time ask for Lucky Strike.

(HUMAN INTEREST STORY)

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

10:30-11:00 P.M.

MARCH 15, 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...and whether you're
"young" or "old" I'm sure you'll enjoy this happy combination
of words and music that was Number FIVE on the Survey...Frank
(SNEAK
THEME
OUT)
Sinatra sings..."Young at Heart"...

(MUSIC: YOUNG AT HEART (SINATRA))

D.J.: Frank Sinatra's recording of "Young At Heart"...the beautiful
song that was Number FIVE on the Survey...Now, let's move on
UP the Survey to the song that was Number THREE...It's some
of the lovely music being heard these days in the Broadway
production of Klismet...and it's being heard on Your Hit
Parade TOO...Last Saturday night it was the Number THREE
song.."Stranger in Paradise"...Here's Tony Bennett to sing
it...

(MUSIC: STRANGER IN PARADISE (BENNETT))

ATX01 0056170

D.J.: "Stranger in Paradise"...and that was the voice of
Tony Bennett.... Beautiful music from Broadway that was
Number THREE on the Survey last Saturday night...Now...
what was, say Song Number SIX...Well, let's spotlight
Miss Dinah Shore, shall we ... and she'll sing it for
you...Survey Song Number SIX..."Changing Partners"...

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

D.J.: Survey Song Number SIX..."Changing Partners"...Dinah
Shore's recording of a little song that you seem to like
and that's a pretty good reason for playing it tonight...
and you, know....

(COMMERCIAL...BETTER TASTE #105 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
LIGHT UP TIME
BETTER TASTE #105 (R1/15/54)

ANNCR: Of all the reasons a person has for smoking,
one stands at the very head of the list.
That reason is ... enjoyment. Why
certainly! You smoke for enjoyment. And
what gives you enjoyment? Why it's the
taste of the cigarette. Yes, smoking
enjoyment is all a matter of taste. And
the fact of the matter is -- Luckies taste
better. Cleaner, Fresher, Smoother.
Luckies taste better for two reasons that
have really made cigarette history. First,
they're made of fine tobacco. LS/MFT --
Lucky Strike means fine tobacco ... fine,
naturally mild, good-tasting tobacco.
Then, Luckies are made better ... made
round and firm and fully packed, to draw
freely and smoke evenly. Yes indeed
made with fine tobacco. Made better....
Those are your reasons for always asking
for Luckies. Those are the things that
make Luckies taste better. So, Be Happy
-- Go Lucky. Next time you're shopping
ask for a carton of Lucky Strike!

D.J.: Now, on we go with Your Happy Go Lucky Hits of the Week... and here's the song that was Number FOUR on the Survey for the second week in a row...Jo Stafford sings it..."Make Love To Me"...

(MUSIC: MAKE LOVE TO ME ... (STAFFORD))

D.J.: Jo Stafford's recording of "Make Love To Me"...The song that was Number FOUR on Your Hit Parade last Saturday Night...and if the music sounded a bit like the old "Tin Roof Blues"...it WAS...but now it's dressed up new and called "Make Love To Me"...Alright, light up a Lucky and let's listen to Eddie Fisher's contribution to our music Yes, this is Survey Song Number TWO..."Oh Mein Papa"

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

D.J.: "Oh Mein Papa"...and that was the voice of Eddie Fisher ...and now, here's the voice of The Sweetheart of Lucky Strike....

(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?

ATX01 0056174

D.J.: Yes, friends... "How 'bout it?"... Why don't YOU... BE happy... GO Lucky... (PAUSE)... And now... here it is.. (HARP GLISS)... Yes, this is the BIG song... For the THIRD week straight... this lovely melody led all the others on Your Hit Parade.. movie music that was STILL right at the TOP last Saturday night.... Doris Day sings it... Survey Song Number ONE!!!! "SECRET LOVE"!!!!

(MUSIC: -- SECRET LOVE ... (DAY)

D.J.: And so... those are the TOP songs.. some slow.. some fast... 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... and 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)

-7-

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

peg/betty

ATX01 0056176

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 3-15

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 # Bitter Heat (Real) #109 (live))

ATX01 0056177

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE (SEAL) #109 1/15/54

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(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

SA

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 15, 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 Saturday night on Your Hit Parade as
determined by Your Hit Parade Survey...and whether you're
"young" or "old" I'm sure you'll enjoy this happy
combination of words and music that was Number FIVE on the
Survey...Frank Sinatra sings "Young At Heart".....

(MUSIC: YOUNG AT HEART(SINATRA))

COY: Frank Sinatra's recording of "Young at Heart"....the
beautiful song that was Number FIVE on the Survey...Now,
let's move on UP the Survey to the song that was Number
THREE....It's some of lovely music being heard these days
in the Broadway production of Kismet...and it's being
heard on Your Hit Parade TOO....Last Saturday night it
was Song Number THREE...."Stranger in Paradise"...Here's
Tony Bennett to sing it...

(MUSIC: STRANGER IN PARADISE (BENNETT))

COY: "Stranger in Paradise"...and that was the voice of Tony...
Bennett...Beautiful music that you seem to like and that's
a pretty good reason for playing it tonight...and, you know.
(COMMERCIAL...BETTER TASTE #105 (LIVE))

RTX01 0056180

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #105 (R 1/15/54)

ANNCR: Of all the reasons a person has for smoking, one stands at the very head of the list. That reason is...enjoyment. Why certainly! You smoke for enjoyment. And what gives enjoyment? Why it's the taste of the cigarette. Yes smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. Luckies taste better for two reasons that have really made cigarette history. First, they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. Then, Luckies are made better ... made round and firm and fully packed, to draw freely and smoke evenly. Yes indeed ... made with fine tobacco. Made better. Those are your reasons for always asking for Luckies. Those are the things that make Luckies taste better. So, Be Happy -- Go Lucky. Next time you're shopping ask for a carton of Lucky Strike!

-3-

COY: Now, on we go with Your Happy Go Lucky Hits of the Week...
and here's the song that was Number FOUR on the Survey for
the second week in a row...Jo Stafford sings it...
"Made Love To Me".....

(MUSIC: MAKE LOVE TO ME (STAFFORD))

COY: Jo Stafford's recording of "Make Love To Me"....The song
that was Number FOUR on Your Hit Parade last Saturday
night...and if the music sounded a bit like the old "Tin
Roof Blues"...it WAS....but now it's dressed up new and
called "Make Love To Me"....Alright, light up a Lucky
and let's listen to Eddie Fisher's contribution to our
music....Yes, this is Survey Song Number TWO..."Oh Mein
Papa"...

(MUSIC: ON MEIN PAPA (FISHER))

COY: "Oh Mein Papa"....and that was the voice of Eddie Fisher..
and now, here's the voice of The Sweetheart of Lucky
Strike....

(COMMERCIAL..COLLINS'TRANScribed TESTIMONIAL #2)

(SIDE 1 - BAND 1)

ATX01 0056182

THE AMERICAN TOBACCO COMPANY -4-
LUCKY STRIKE
"LIGHT UP TIME"
ONE-MINUTE COMMERCIAL
BETTER TASTE - STRAIGHT COLLINS
#2

9/23/53

COLLINS: Hi, friends. This is Dorothy Colline. 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?

MM

ATX01 0056183

COY: Yes, friends... "How 'bout it?"... Why don't YOU... Be happy
Go lucky... (Pause)... And now... here it is... (HARP GLISS)
Yes, this is the BIG song ... For the THIRD week straight...
this lovely melody led all the others on Your Hit Parade.
movie music that was STILL right at the TOP last Saturday
night... Doris Day sings it... Survey Song Number ONE!!!!
"SECRET LOVE"!!

(MUSIC: SECRET LOVE (DAY))

COY: And so ... those are the TOP songs... some slow... some fast...
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 of the day... and
featuring FIVE of the top SEVEN songs played Saturday
night on Your Hit Parade... Be sure to listen to Radcliffe
Hall and the news tonight at 10:30 presented by Lucky
(SNEAK Strike... and tomorrow night we'll be back at 6:25 with
THEME Your Happy Go Lucky Night on Broadway... popular tunes
OUT) 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)

-6-

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 Monday through Friday by Lucky
Strike product of the American Tobacco Company...America's
LEADING manufacturer of cigarettes...

(THEME: UP TO TIME)

ATX01 0056185

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE: 3-15

(TRANSCRIBED OPENING)

COLLINS:

Luckies taste better.

DUET:

Cleaner, fresher, smoother.

.....Lucky Strike....Lucky Strike!

HALL:
(LIVE)

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 Deal*) #109 (*Live*)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE (SEAL) #109 1/15/54

Bollen, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

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.

(HUMAN INTEREST STORY)

HALL:

And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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

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

mta
3/10/54

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 16, 1954

TUESDAY

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

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

FADE TO:)

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
on records your Happy Go Lucky Night on Broadway,
popular tunes from musical shows and motion pictures,
past and present...and BOTH the movies and the stage
are responsible for this first song ... Perhaps you saw
(SNEAK
THEME
OUT) "New Faces of 1953"...well, now they've made it into
a "movie" and it just opened on Broadway...In the cast
you'll see and hear sultry-voiced Eartha Kitt singing
a song she made famous..."C'est Si Bon"...from the
movie..."New Faces"...

(MUSIC: --- C'EST SI BON (KITTY)..)

D.J.: "C'est Si Bon"...Eartha Kitt singing music from the new
movie..."New Faces"...Now, let's go back a few years or
so to another night on Broadway...back to 1935 when an
audience first heard the memorable music of George
Gershwin...the marquee read "Forgy and Bess" and inside
they were listening to this music....

(MUSIC: --- SUMMERTIME (McMECHEN)..)

D.J.: That was music from "Porgy and Bess"...June McMechen and the chorus with "Summertime", familiar music that bears the distinctive mark of George Gershwin...and now, let's turn back to the movies for our next song inspiration...A movie called "Lucky Me"...a NEW picture, by the way...that features a pretty song that goes like this...

(MUSIC: I SPEAK TO THE STARS (WHITING)..)

D.J.: That was Margaret Whiting singing "I Speak to the Stars" ...a song from the new movie..."Lucky Me"...Say, speaking of "Lucky".....
I'd like to ask you a question if you don't mind...
(COMMERCIAL...BETTER TASTE (SEAL) #110 (LIVE)..)

R 1/15/54

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (SEAL) #110

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 0056191

(MUSIC: _ _ _ _ THIS CAN'T BE LOVE (COLE)...TO FINISH)

D.J.: The collective pen of Rodgers and Hart furnished the words and music to that song...Nat King Cole singing "This Can't Be Love"...Yes, it got its start in "The Boys From Syracuse" back in 1938...(Pause)..Now, light up a Lucky and we'll recall a musical memory from a few years later...1946...the Gay White Way was echoing to the music of "Call Me Mister"...One of the songs was "going Home Train"...and here is how the original cast of that show sounded when they sang it...

(MUSIC: _ _ _ _ GOING HOME TRAIN (GARRET-WINTERS)..)

D.J.: The voices of Lawrence Winters and Betty Garret, along with members of the original cast of "Call Me Mister" and one of the songs from that show..."Going Home Train" ...and, you know...whether you're "at home" or out socially...I'm sure you'll go along that...
(COMMERCIAL..BETTER TASTE #106 (LIVE)..)

REVISED 1/15/54

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #106

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 for 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 we go now with Your Happy Go Lucky Night on Broadway
...and this next song has been around since 1921...You
last heard it in a motion picture of last year called
"Somebody Loves Me" which portrayed the life of Blossom
Seeley...and a LOT of familiar songs were sung...like
"Way Down Yonder In New Orleans"...and here are Jo
Stafford and Frankie Laine to sing it now...

(MUSIC: _ _ _ _ WAY DOWN YONDER IN NEW ORLEANS (STAFFORD-LAINE)..)

D.J.: So there it is...music of the show-world ...music that
made memories...memories of Gay Broadway...

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

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

TC
3/2/54pm.

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 3-16

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL #

Luc intro
Yans. testimonial #59 (Alon Washam)
Luc tag. (Side 5 - Bends)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #59 (LEW WORSHAM)
(USE WITH TRANSCRIPTION #59)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

LEW
WORSHAM:
(SOUND
TRACK)

Hello folks. The club that I have in my hand 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
ANNOUNCER:
(LIVE)

Lew Worsham is right. Smoking enjoyment is 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.

(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

SA

ATX01 0056198

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 16, 1954

TUESDAY

(MUSIC: _ _ _ _ _ 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.....

(MUSIC: _ _ _ _ _ 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 BOTH the movies and the stage are
(SNEAK responsible for this first song...Perhaps you saw
THEME OUT) "New Faces of 1953"...well, now they've made it into
a "movie" and it just opened on Broadway...In the cast
you'll see and hear sultry-voiced Eartha Kitt singing
a song she made famous..."C'est Si Bon"...from the
movie..."New Faces"...

(MUSIC: _ _ _ _ _ C'EST SI BON (KITTT)...)

COY: "C'est Si Bon"...Eartha Kitt singing music from the
new movie..."New Faces"...Now, let's go back a few
years or so to another night on Broadway...back to 1935
when an audience first heard the memorable music of
George Gershwin...the marquee read "Porgy and Bess"
and inside they were listening to this music....

(MUSIC: _ _ _ _ _ SUMMERTIME (MCMECHEN)...)

ATX01 0056199

-2-

COY:

That was music from "Porgy and Bess"...June McMechen
and the chorus with "Summertime", familiar music that
bears the distinctive mark of George Gershwin....
(Pause)...Now...I'd like to ask you a question, if you
don't mind....

(COMMERCIAL...BETTER TASTE (SEAL) #110 (LIVE). .)

RTX01 0056200

(REVISED 1/15/54)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
WNBC - "LIGHT UP TIME"
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #110

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.

(MUSIC: _ _ _ _ THIS CAN'T BE LOVE (COLE) . . . TO FINISH _)

COY: The collective pen of Rodgers and Hart furnished the words and music to that song...Nat King Cole singing "This Can't Be Love"...Yes, it got its start in "The Boys From Syracuse" back in 1938...(PAUSE)...Now, light up a Lucky and we'll recall a musical memory from a few years later...1946...the Gay White Way was echoing to the music of "Call Me Mister"...One of the songs was "Going Home Train"...and here is how the original cast of that show sounded when they sang it.....

(MUSIC: _ _ _ _ GOING HOME TRAIN (GARRETT-WINTERS) . . .) _

COY: The voices of Lawrence Winters and Betty Garrett, along with members of the original cast of "Call Me Mister" and one of the songs from that show..."Going Home Train"...and, you know...whether you're "at home" or out socially....I'm sure you'll go along that....
(COMMERCIAL...BETTER TASTE #106 (LIVE). . .)

R 1/15/54

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #106

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 0056203

COY: On we go now with Your Happy Go Lucky Night on Broadway...and this next song has been around since 1921...You last heard it in a motion picture of last year called "Somebody Loves Me" which portrayed the life of Blossom Seeley...and a LOT of familiar songs were sung...like "Way Down Yonder In New Orleans"...and here are Jo Stafford and Frankie Laine to sing it now..

(MUSIC: _ _ _ _ WAY DOWN YONDER IN NEW ORLEANS (STAFFORD-LAINE) . .)

COY: So there it is...music of the show-world...music that made memories...memories of Gay Broadway...

(MUSIC: _ _ _ _ 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) _ _

BL
3/2/54

THE AMERICAN TOBACCO COMPANY

THE NEWS

10:30 - 10:35 PM EST

NEW YORK - WNBC

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

DATE: 5-6

(TRANSCRIBED OPENING)

COLLINS:

Luckies taste better.

DUET:

Cleaner, fresher, smoother.

.....Lucky Strike....Lucky Strike!

HALL:
(LIVE)

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
Years Septennial #59 (Am Woodman)
Live Day. (Side 5 - Band 5)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #59 (LEW WORSHAM)
(USE WITH TRANSCRIPTION #59)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

LEW
WORSHAM:
(SOUND
TRACK)

Hello folks. The club that I have in my hand 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
ANNOUNCER:
(LIVE)

Lew Worsham is right. Smoking enjoyment is 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.

(HUMAN INTEREST STORY)

HALL:

And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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

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

mta
3/10/54

ATX01 0056208

NBC
CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30-11:00 PM

MARCH 17, 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 of the

(SNEAK OLD ... some of the NEW...but ALL of them... songs that
THEME BELONG to America...and here's one that's fresh out of the
OUT) hills...as a matter of fact the "Lonesome Pine Fiddlers"
play and sing it for you...and you'll notice these boys
take a pretty positive approach about the whole thing...
"I'll Never Change My Mind"...they say...

(MUSIC: I'LL NEVER CHANGE MY MIND (FIDDLERS)) _

D.J.: "I'll Never Change My Mind"...and those were the Lonesome
Pine Fiddlers...playing it just like they do at the
Saturday night square dance...(PAUSE) ...Well, here's an
ODD one....Chuck Reed is "crying"...he's "sad"...about to
"go out of his mind"...Know why? His "Guitar's Out of
Tune"...well, that's the way the song goes...Listen....

(MUSIC: MY GUITAR'S OUT OF TUNE (REED)) _

D.J.: So, you see...ALL problems aren't BIG problems...like THAT one of Chuck Reeds'...His "Guitar's Out Of Tune"... Now, here's a country fashion song that sort of "defies" description..at least MY description...It's an "original" instrumental by Don Helms and The Drifting Cowboys that's called "Fish Tail"...Now, what can you say about THAT... except it's cute, it moves along, and you wind up humming along with it...but...let the song speak for itself...

(MUSIC: FISH TAIL (DRIFTING COWBOYS))

D.J: The Drifting Cowboys with a little tune called "Fish Tail."
And I still don't know what it means. Do you - but it's cute! And here's a young lady we think is pretty cute - the sweetheart of Lucky Strike -

(COMMERCIAL - COLLINS' TRANSCRIBED BETTER TASTE #31)

(SIDE 1 - BAND 4)

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: GEORGIA STEEL GUITAR (BYRD) ... TO FINISH)

D.J.: Pretty fancy guitar strummin', wouldn't you say...That was Jerry Byrd and the String Dusters with "Georgia Steel Guitar"...which, I suppose makes it different than any OTHER steel guitar...but, be that as it may...HERE'S something really "different"...a "yodel" ... to the tune of Sweet Leilani, and I think you'll like it...So, light up a Lucky and listen to Elton Britt...

(MUSIC: SWEET LEILANI (BRITT))

D.J.: And of course that was "Sweet Leilani"...and it was sung by Elton Britt...and I guess you noticed he's quite an authority on the "yodel"...and now, just let me quote one of the greatest authorities on "Sports"
(COMMERCIAL - TESTIMONIAL QUOTE #301- BILL CORUM)
(LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL QUOTE #301 (BILL CORUM)

2/18/54 REVISED

LOCAL
ANNCR:

Not long ago, Bill Corum, famous sports columnist and President of Churchill Downs, summed up the whole story behind the popularity of Lucky Strike cigarettes -- summed it up with a few mighty sound words. Here's what he said: "I smoke Luckies because they give me the enjoyment I like and they taste better than any other cigarette to me. End of quote. Luckies give him the enjoyment he wants from his cigarette because they taste better. It's as simple as that. No matter how you look at it -- smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better. Cleaner, fresher, smoother. It's easy to see why: First -- and who doesn't know this - LS/MFT -- Lucky Strike means fine tobacco. And second, Luckies are made better - made to draw freely, smoke evenly. Made to taste better. Yes, friends, the famous Lucky bullseye is your guide to better taste. So, Be Happy - Go Lucky ... with a carton of better-tasting Lucky Strike.

D.J. And now...let's move along with Your Happy Go Lucky Tunes
... country fashion ... and this next little hill-side
"gem" really jumps, so get set to tap your toes...and, even
though it seems we just got here time does have a habit
of catching up with one...so Pee Wee King and the Band
"chime in" with a not too subtle invitation that winds up
meaning... "Why Don't Y' All Go Home"...

(MUSIC: WHY DON'T Y' ALL GO HOME (KING))

D.J. Yes, Redd Stewart...WE'LL take the "hint"...WE'LL go on
HOME...but not before saying...hope oyou enjoyed this
country fashion music...

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

D.J. Yes, this Wednesday Night Edition of Light Up Time has
featured the latest news and your Happy Go Lucky Tunes
Country Fashion...songs and singers that BELONG TO America...
Tomorrow night at 10:30 (**) more news and your Happy Go
Lucky Hits of Yesterday, songs selected from Your Hit
Parade programs of the past 18 years.

(SNEAK
THEME (PAUSE) This is (DISC JOCKEY) Thanking you for being
OUT] with us and reminding you that.....

(TRANSCRIPTION...CONGA JINGLE)

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

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

(THEME: UP TO TIME)

AL/JAC

3/9/54

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 3-17

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste #102 (live))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(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

SA

ATX01 0056218

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 17, 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 OLD..some of them NEW....but ALL of them...songs

(SNEAK_ that BELONG to America... and here's one that's fresh
THEME out of the hills...as a matter of fact the "Lonesome
OUT) Pine Fiddlers" play and sing it for you....and you'll
notice these boys take a pretty positive approach about
the whole thing..."Ill Never Change My Mind".....they say...

(MUSIC: _ _ I'LL NEVER CHANGE MY MIND(FIDDLERS)

COY: "Ill Never Change My Mind".....and those were the
Lonesome Pine Fiddlers...playing it just like they do at
the Saturday night square dance..(PAUSE) Well, here's
an ODD one...Chuck Reed is "crying"...he's "sad"...about
to "go out of his mind"...Know why? His "Guitar's
Out of Tune"....well, that's the way the song goes...
Listen....

(MUSIC: _ _ MY GUITAR'S OUT OF TUNE (REED)

ATX01 0056219

COY:

So, you see...all problems aren't big problems.....
like that one of Chuck Reed's.....His "Guitar's Out Of
Tune".....Well, here's a young lady who is always In
tune I'm sure you'll agree...The Sweetheart of Lucky Strike..
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31)
(SIDE 1 - BAND 4)

ATX01 0056220

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: - GEORGIA STEEL GUITAR(BYRD).....TO FINISH)

COY: Pretty fancy guitar strummin', wouldn't you say.....
That was Jerry Byrd and the String Dusters with
"Georgia Steel Guitar".....which, I suppose makes it
different than any OTHER steel guitar....but, be that
as it may....HERE'S something really "different".....a
"yodel"...to the tune of Sweet Leilani, and I think
you'll like it...So, Light Up a Lucky and listen to
Elton Britt...

(MUSIC: - SWEET LEILANI (BRITT))

COY: And of course that was "Sweet Leilani"....and it was
sung by Elton Britt....and I guess you noticed he's
quite an authority on the "yodel".....And now just let
me quote one of the greatest authorities on "sports"----
(COMMERCIAL-TESTIMONIAL QUOTE #301 (BILL CORUM) (LIVE))

LUCKY STRIKE CIGARETTES (2/18/54)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL QUOTE #301 (BILL CORUM)

LOCAL ANNCR: Not long ago, Bill Corum famous sports columnist and President of Churchill Downs summed up the whole story behind the popularity of Lucky Strike cigarettes -- summed it up with a few mighty sound words. Here's what he said: "I smoke Luckies because they give me the enjoyment I like and they taste better than any other cigarette to me." End of quote. Luckies give him the enjoyment he wants from his cigarette because they taste better. It's as simple as that. No matter how you look at it -- smoking enjoyment is all a matter of taste. And the fact of the matter is...Luckies taste better. Cleaner, fresher, smoother. It's easy to see why: First -- and who doesn't know this -- LS/MFT -- Lucky Strike means fine tobacco. And second, Luckies are made better -- made to draw freely, smoke evenly. Made to taste better. Yes, friends, the famous Lucky bullseye is your guide to better taste. So, Be Happy -- Go Lucky...with a carton of better-tasting Lucky Strike.

ek

ATX01 0056223

COY: And now...let's move along with Your Happy Go Lucky Tunes....country fashion....and this next little hill-side "gem" really jumps, so get set to tap your toes...and, even though it seems we just got here time does have a habit of catching up with one...so Pee Wee King and the Band "chime in" with a not too subtle invitation that winds up meaning..."Why Don't Y' All Go Home"....

(MUSIC: WHY DON'T Y' ALL GO HOME (KING))

COY: Yes, Redd Stewart...WE'LL take the "hint".....WE'LL go on HOME....but not before saying...hope you enjoyed this 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 Radcliffe Hall and the news tonight at 10:30 presented by IUCKY STRIKE.....
and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Hits of Yesterday...songs selected from
(SNEAK
THEME
OUT) 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

(SNEAK be happy, go lucky. Make your next carton.....

THEME 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)

MM
3/9/54

ATX01 0056225

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

3-17

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL;
(LIVE) 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* # 102 *(live)*)

ATX01 0056226

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102(R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

ATX01 0056228

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 18, 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

(SNEAK
THEME OUT) outstanding artists of the day...and Your Hit Parade of
July 22, 1944 is responsible for our first song tonight...
1944 the year Ernie Pyle won the Pulitzer Prize for
reporting...another Pulitzer Prize went to the musical
"Oklahoma"...and a "prize" spot on Your Hit Parade went to
the song "Sweet Lorraine"...Here's Nat King Cole to sing
it...

(MUSIC: _ _ _ SWEET LORRAINE (COLE)

COY: Music from Your Hit Parade of July 22, 1944 ... "Sweet
Lorraine"...and that was the voice of Nat King Cole...
Alright...turning now to the year 1950 ... sort of a
"musical" year...lot of ONE WORD song titles as a matter of
fact...Let's see...there was "If"...and i'm sure you
remember the 1950 version of "Wanderin'" ...and ANOTHER
one that got popular was "Dearie"...and so you heard it on
Your Hit Parade of March 25th that year...and it goes like
this...

(MUSIC: _ _ _ DEARIE (BOLGER-MERMAN)

ATX01 0056229

-2-

COY: "Dearie"...that's all...just "Dearie," one of 1950's
one word song titles...and you can be SURE those were
the voices of Ray Bolger and Ethel Merman...but now I'd
like to ask...

(COMMERCIAL...BETTER TASTE (MOISTURE) #117 (LIVE)

ATX01 0056230

LUCKY STRIKE CIGARETTES
BETTER TASTE (MOISTURE) #117

(R 1/15/54)

ONE MINUTE COMMERCIAL

ANNCR: When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough -- will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, Fresher, Smoother, Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So, friends, if you want your next cigarette -- and everyone after it -- to taste better -- Be Happy - Go Lucky -- ask for a carton of better tasting - Lucky Strike.

(MUSIC: SHRIMP BOATS (GRAY)...TO FINISH)

COY: Dolores Gray singing "Shrimp Boats" ... a song they were playing on Your Hit Parade not so long ago...January 5, 1952...the year that Broadway introduced "drama" called Dial "M" for Murder...and a "musical" called "Wish You Were Here"...(PAUSE) ... Now, light up a Lucky if you will and we'll see what was going on in 1945...well, the BIG news was..."rationing ENDS...on meat, butter and other commodities"...and one of the BIG SONGS was "Symphony"...so you heard it on Your Hit Parade program of December 15th, 1945...Here's Percy Faith to play it...

(MUSIC: SYMPHONY (FAITH))

COY: Beautiful music by Percy Faith in an arrangement of "Symphony"...and now...here's an "arrangement" we like ...introducing 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/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. E. Happy -- Go Lucky. You'll agree -- Luckies taste better!

COY: Yes, friends... Dorothy Collins is RIGHT...Luckies DO taste BETTER...(PAUSE) .. Alright, on with Your Happy Go Lucky Hits of Yesterday, and the year we have in mind now is 1946...a HAPPY year for a lot of "war brides" from Europe, England and Australia who were on their way to meet their ex-GI husbands...and in the spring of that year they joined millions of other Americans for that traditional Easter Parade...just like Judy Garland and Fred Astaire describe it now...

(MUSIC: EASTER PARADE (GARLAND-ASTAIRE) -

COY: Well that's some of the history that's been made these past few years...and those were some of the SONGS...they were the BIG songs...and, of course, 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 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)

-7-

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)
OUT) 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)

ATX01 0056235

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # *Getta Taste* #107 *(live)*)

ATX01 0056236

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 18, 1954

THURSDAY

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

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature your Happy Go Lucky Hits of Yesterday...songs

(SNEAK

THEME

OUT)

selected from Your Hit Parade Programs of the past 18 years....as recorded by outstanding artists of the day... and Your Hit Parade of July 22, 1944 is responsible for our first song tonight...1944 ...the year Ernie Pyle won the Pulitzer Prize for reporting ...another Pulitzer Prize went to the musical "Oklahoma"..and a "prize" spot on Your Hit Parade went to the song "Sweet Lorraine"....Here's Nat King Cole to sing it.....

(MUSIC: SWEET LORRAINE... (COLE)

D.J.: Music from Your Hit Parade of July 22, 1944 "Sweet Lorraine"... and that was the voice of Nat King Cole...Alright...turning now to the year 1950...sort of a "musical" year...lot of ONE WORD song titles as a matter of fact...Let's see...there was "If"...and I'm sure you remember the 1950 version of "Wanderin'" ...and ANOTHER one that got popular was "Dearie"..and so you heard it on Your Hit Parade of March 25th that year...and it goes like this....

ATX01 0056239

(MUSIC: - - - - DEARIE ... (BOLGER-MERMAN)

D.J.: "Dearie"...that's all....just "Dearie"...one of 1950's
one word song titles...and that was Ray Bolger and
Ethel Merman doing the singing...and, speaking of
Ethel Merman...1950 was quite a year for her...yes,
once again the First Lady of Musical Comedy delighted
Broadway audiences with her leading role in "Call Me
Madam"....Now, let's see, there was another song that
year that was pretty popular....Cole Porter wrote it
and called it "So In Love"...and it was also on Your
Hit Parade of March 25th, 1950...Listen to Patti
Page sing it.....

(MUSIC: - - - - SO IN LOVE ... (PAGE)

D.J.: Cole Porter music titled..."So In Love"...and, of
course that was the voice of Patti Page..THAT you can
be SURE of...but.....

(COMMERCIAL...BETTER TASTE (MOISTURE) #117 (LIVE)

(R 1/15/54)

LUCKY STRIKE CIGARETTES
BETTER TASTE (MOISTURE) #117

ONE MINUTE COMMERCIAL:

ANNCR: When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough -- will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, Fresher, Smoother. Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So, friends, if you want your next cigarette - and everyone after it -- to taste better -- Be Happy - Go Lucky -- ask for a carton of better tasting - Lucky Strike.

(MUSIC: _ _ _ _ SHRIMP BOATS ... (GRAY) ... TO FINISH)

D.J.: Dolores Gray singing "Shrimp Boats"...a song they were playing on Your Hit Parade not so long ago...January 5, 1952...the year that Broadway introduced "drama" called Dial "M" for Murder...and a "musical" called "Wish You Were Here"...(PAUSE)...Now, light up a Lucky if you will and we'll see what was going on in 1945.... well, the BIG news was..."rationing ENDS... on meat, butter and other commodities"...and one of the BIG SONGS was "Symphony"...so you heard it on Your Hit Parade program of December 15th, 1945...Here's Percy Faith to play it.....

(MUSIC: _ _ _ _ SYMPHONY ... (FAITH)

D.J.: Beautiful music by Percy Faith in an arrangement of "Symphony".... And now...here's an "arrangement" we like...introducing 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, friends...Dorothy Collins is RIGHT...Luckies DO taste BETTER...(PAUSE)...Alright, on with Your Happy Go Lucky Hits of Yesterday, and the year we have in mind now is 1946... a HAPPY year for a lot of "war brides" from Europe, England and Australia who were on their way to meet their ex-GI husbands...and in the spring of that year they joined millions of other Americans for that traditional Easter Parade...just like Judy Garland and Fred Astaire describe it now...

(MUSIC: _ _ _ _ EASTER PARADE ... (GARLAND-ASTAIRE)

D.J.: Well that's some of the history that's been made these past few years...and those were some of the SONGS... they were the BIG songs... and, of course, you heard them on Your Hit Parade....

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

D.J.: Yes, this Thursday night edition of "Light Up Time" has featured the latest news and your happy-go-lucky hits of yesterday...songs selected from your Hit Parade Programs of the past 18 years...as recorded by

(SNEAK
THEME
OUT)
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)

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

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

bmr

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 3/11

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 #107 *(live)*)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
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

SA

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

SAN FRANCISCO, KNBC

MARCH 19, 1954

FRIDAY

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...

(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 with Spring just a day away...how can you keep from being in the "mood for Spring"... and that's just exactly what our mood

(SNEAK is tonight...which means some of the beautiful music of THEME OUT) spring and romance...so, let's herald our "mood for Spring" with a song that tells the whole story..... "Symphony of Spring"...

(MUSIC: _ _ SYMPHONY OF SPRING (WINTERHALTER)

D.J. Pretty, hmmm? Hugo Winterhalter's chorus and orchestra with "Spring is Here"...and that's our mood tonight... our "mood for Spring"...and with Spring, 1954, just a day away...who can escape such a mood...well, Frank Sinatra CAN'T...and so out comes this lovely melody.... "Spring is Here"...

(MUSIC: _ _ SPRING IS HERE (SINATRA)

ATX01 0056249

D.J. Yes, the Spring of 1938 inspired that song..and that was when Rodgers and Hart wrote it... "Spring is Here"... and of course that was the voice of Frank Sinatra.... and here's the voice of Martha Tilton....with a touch of musical memory... memories of a "spring" gone by... "I'll Remember April"...

(MUSIC: I'LL REMEMBER APRIL (TILTON))

D.J. That was Martha Tilton singing a "song of spring".... "I'll Remember April"....which fits real nicely into our "mood for Spring"... And now, before we go on with that mood...let's pause to consider these two words...
COMMERCIAL.....BETTER TASTE #103 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE #103 (R 1/15/54)

ANNCR: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that is just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment ... by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

(MUSIC: -- APRIL SHOWERS (FISHER) ... TO FINISH...)

D.J. Eddie Fisher singing... "April Showers"...a song that's good ANYTIME...but EXTRA good when you're in the "mood for Spring"... and that's our mood tonight...So, light up a Lucky and dream along with us...of Spring...that time of year when a "young man's fancy turns"...and occasionally so does a young LADY'S ... Like Margaret Whiting sings..."It Might As Well Be Spring"...

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

D.J. The voice of Margaret Whiting in a "serenade" to spring... "It Might As Well Be Spring"...and, Margaret, in just a matter of "hours" it WILL be spring...and that should inspire SOMETHING...like perhaps a bit of poetry...so...
Live Intro.

COMMERCIAL..TRANSCRIBED TESTIMONIAL #52 (OGDEN NASH)

Live Tag

(SIDE 5 - BAND 2)

REVISED 9/22/53

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

ONE MINUTE COMMERCIAL:

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

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

Naturally, I smoke Luckies. To put it poetically:

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

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

I'm pernickety about what I like

And for thirty years I've smoked Lucky Strike.

LOCAL ANNCR:
(LIVE)

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

D.J. Well, let's go on with Your Happy Go Lucky Specialty Night..
..music to create a mood for the night...and tonight we're
in the "mood for Spring"...and with Spring just a day away
it makes the mood even nicer...to say nothing of the music
you think of when you think of Spring...the season of
"romance"...and that's a pretty good reason to introduce
our next song..."Love Is Sweeping the Country"...Here are
the Voices of Walter Schumann...

(MUSIC: LOVE IS SWEEPING THE COUNTRY (SCHUMANN))

D.J. Yes, there's "Romance in the Air"...and that's the way it
SHOULD be when you're in the "mood for Spring"...

(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
(SNEAK night...(PAUSE) Monday night at 10:30 (**) more news
THEME and Your Happy Go Lucky Hits of the Week.... SIX of the
OUT) 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.....
(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, Go THEME IN) 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.

(MUSIC: _ THEME...UP_TO TIME)

ac
3/2/54

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 7-9

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL # Better Taste (Mentore) #118 (live))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #118

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

ANNOUNCER:

Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture: Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarette -- Go Lucky! Ask for a carton of 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

SA

ATX01 0056258

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

()
6:25 - 6:45 PM

MARCH 19, 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 with Spring just a day away... how can you keep from being in the "mood for Spring"...

(SNEAK and that's just exactly what our mood is tonight...which THEME means some of the beautiful music of spring and romance...

(OUT) so, let's herald our "mood for Spring" with a song that tells the whole story..."Symphony of Spring"...

(MUSIC: SYMPHONY OF SPRING...(WINTERHALTER)

COY: Pretty, hmmm? Hugo Winterhalter's chorus and orchestra with "Symphony of Spring" and that's our mood tonight.. our "mood for Spring"...and with Spring, 1954, just a day away... who can escape such a mood...well, Frank Sinatra CAN'T... and so out comes this lovely melody..."Spring is Here"...

(MUSIC: SPRING IS HERE (SINATRA)

COY: Yes, the spring of 1958 inspired that song...and that was when Rodgers and Hart wrote it..."Spring is Here"...and of course that was Frank Sinatra...Now, before we go on with our "mood for Spring"...let's consider these two words...

COMMERCIAL ... BETTER TASTE... #103 (LIVE)

ATX01 0056259

"LIGHT UP TIME"
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #103 (R1/15/54)

ANNCR: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that it just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better. Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment - by asking for Lucky Strike -- the cigarette that does taste better. Cleaner, Fresher, Smoother.

(MUSIC: APRIL SHOWERS (FISHER)...TO FINISH...)

COY: Eddie Fisher singing..."April Showers"...a song that's good ANYTIME...but EXTRA good when you're in the "mood for Spring"...and that's our mood tonight...so, light up a Lucky and dream along with us...of Spring...that time of year when a "young man's fancy turns"...and occasionally so does a young LADY'S ...like Margaret Whiting sings....
"It Might As Well Be Spring.."

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

COY: The voice of Margaret Whiting in a "serenade" to spring...
"It Might As Well Be Spring"...and Margaret, in just a matter of "hours" it WILL be spring...and that should inspire SOMETHING...like, perhaps a bit of poetry...so...
Live Intro.

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

Live Tag

(SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

(REVISED 9/22/53)

ONE MINUTE COMMERCIAL:

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

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

I hope I'm not a crank, but I've got one foible,
I don't enjoy anything unless it's enjoyable.
I'm picky about what I like
And for thirty years I've smoked Lucky Strike.

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

COY: Well, let's go on with Your Happy Go Lucky Specialty Night...music to create a mood for the night...and tonight we're in the "mood for Spring"...and with Spring just a day away it makes the mood even nicer...to say nothing of the music you think of when you think of Spring...the season of "romance"...and that's a pretty good reason to introduce our next song..."Love Is Sweeping the Country"...Here are the Voices of Walter Schumann...

(MUSIC: _ _ _ _ LOVE IS SWEEPING THE COUNTRY (SCHUMANN)

COY: Yes, there's "Romance in the Air"...and that's the way it SHOULD be when you're in the "mood for Spring"...

(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

(SNEAK

happy, GO Lucky. Make YOUR next carton...Lucky Strike...

THEME

Light Up Time is brought to you on records Monday

IN)

through Friday by Lucky Strike, product of the American Tobacco Company...America's LEADING manufacturer of cigarettes...

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

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

2-16

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL;
(LIVE) 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 (Mortuar)* #118 (live))

ATX01 0056265

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #118

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

ANNOUNCER:

Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture. Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarette -- Go Lucky! Ask for a carton of Lucky Strike!

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

ATX01 0056267

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 PM

MARCH 22, 1954

MONDAY

(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 Hits of the Week...SIX
of the top SEVEN songs played last Saturday night on
Your Hit Parade...as determined by Your Hit Parade
Survey....and spotlight first tonight on a brand new
newcomer...yes, here's a happy little combination
(SNEAK of tune and tempo that made its first appearance on
THEME Your Hit Parade last Saturday night...Yes, it was the
OUT) Number SEVEN song....Here are the Four Knights to sing...
"I Get So Lonely"...Survey Song Number SEVEN...

(MUSIC: _ _ _ _ _ I GET SO LONELY (FOUR KNIGHTS))

D.J.: The Four Knights and their recording of a brand new song
that was Number SEVEN on the Survey last Saturday night..
and now, from that bit of rhythm to this bit of ballad..
beautiful ballad.....a song that Frank Sinatra helped to
make popular...right in the "charmed circle"...last
week...The song that was Number THREE on the Survey...
"Young At Heart"...

(MUSIC: _ _ _ _ _ YOUNG AT HEART (SINATRA))

ATX01 0056268

D.J.:

Frank Sinatra singing the beautiful song that was Number THREE last week... "Young At Heart"... and now, what was some of the other music heard on Your Hit Parade last Saturday night... let's move from one lovely ballad to another... and ANOTHER fine voice... the voice belongs to Eddie Fisher... the song was number FIVE on the Survey... "Oh Mein Papa"...

(MUSIC: OH MEIN PAPA (FISHER))

D.J.:

A recorded arrangement by Eddie Fisher... "Oh Mein Papa"... one of the "winners" on Your Hit Parade last Saturday night... and, speaking of "winners"...
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 GOLD: 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.

D.J.: Alright....more of Your Happy Go Lucky Hits of the Week...and this next little song was on Your Hit Parade for just the THIRD week last Saturday night... and, already it is...Number TWO on the Survey...."Make Love To Me" ...here it is played by the Commanders....

(MUSIC: MAKE LOVE TO ME (COMMANDERS))

D.J.: The tune that was Number TWO on the Survey last Saturday night..."Make Love To Me"...and that was the Commanders' recording of it...Now, suppose you light up a Lucky while we spotlight another BIG song from Your Hit Parade....Some of the beautiful music from the Broadway production of Kismet...Tony Martin sings.... "Stranger in Paradise"...Survey Song Number SIX....

(MUSIC: Tony Martin singing Survey Song Number SIX...."Stranger in Paradise"..."three words that add up to beautiful music...and, you know...

COMMERCIAL....BETTER TASTE #104 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104 (R 1/15/54)

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 It's TIME for the BIG one....Yes, friends.... here it is....Yes...this is the TOP song...For FOUR weeks in a row this lovely melody has led all the others on Your Hit Parade.....Last Saturday night, once again, it was right on TOP....Probably one of the reasons for its popularity and success is this delightful arrangement by Doris Day.....Here it is.... Survey Song Number ONE..."Secret Love"...

(MUSIC: _ _ _ _ SECRET LOVE (DAY)

D.J.: And so those are the BIG songs....Some are BALLADS.... some with a BEAT....but they're the TOP songs...and, they're the TOP songs....and, of course...you heard them on Your Hit Parade....

(MUSIC: _ _ _ _ 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...SIX of the top SEVEN songs played last Saturday night on Your Hit Parade....(PAUSE)Be sure to listen tomorrow night at 10:30 when there'll be more news and Your Happy Go Lucky Night On Broadway....popular tunes from musical shows and motion pictures both past and present....This is (DISC JOCKEY) Thanking you for being with us and reminding you that...

(SNEAK
THEME
OUT)

TRANSCRIPTION....CONGA JINGLE

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

(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

"LIGHT UP TIME"

CLEVELAND - WTAM

CHICAGO - WMAQ

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

10:30 - 11:00 PM

DATE 9-22

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 (Deal) #111 (live))

ATX01 0056275

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #11

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: Friends, as a smoker, you know how vitally important freshness is to your enjoyment of a cigarette. Well, the makers of Luckies know that too. That's why every pack of Luckies is extra tightly sealed -- to keep in the better taste that has made Luckies famous. Yes, any Lucky smoker will tell you that Luckies taste better - not only fresher, but cleaner and smoother, too. That's because fine, naturally mild, good-tasting tobacco goes into every Lucky. As you know, Lucky Strike means fine tobacco. And Luckies are definitely made better-- made round and firm and fully packed to draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette just naturally adds up to better taste for you. So next time you buy cigarettes, try a carton of 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

at

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 6:45 P.M.

MARCH 22, 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 Saturday night on Your Hit Parade as determined
by Your Hit Parade Survey...and spotlight first tonight on
a brand new newcomer...yes, here's a happy little combination
of tune and tempo that made its first appearance on Your

(SNEAK Hit Parade last Saturday night...Yes, it was the Number
THEME SEVEN song.....Here are the Four Knights to sing.... "I Get
OUT) So Lonely".....Survey Song Number SEVEN.....

(MUSIC: I GET SO LONELY (FOUR KNIGHTS))

COY: The Four Knights and their recording of a brand new song
that was Number Seven on the Survey last Saturday night...
and now, from that bit of rhythm to this bit of ballad....
beautiful ballad....a song that Frank Sinatra helped to
make popular...right in the "charmed circle" last week...
The song that was number THREE on the Survey....."Young
At Heart".....

(MUSIC: YOUNG AT HEART.....)

RTX01 0056278

-2-

COY: Frank Sinatra singing "Young At Heart"...one of the
"winners" on Your Hit Parade last Saturday night....and,
speaking of "winners".....

LIVE INTRO

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

(SIDE 5 - BAND 3)

ATX01 0056279

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: 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: 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.

COY: Alright...more of Your Happy Go Lucky Hits of the Week....and this next little song was on Your Hit Parade for just the THIRD week last Saturday night...and, already it is...Number TWO on the Survey...."Make Love To Me"...here it is played by the Commanders.....

(MUSIC: _ _ _ _ _ MAKE LOVE TO ME (COMMANDERS))

COY: The tune that was Number TWO on the Survey last Saturday night...."Make Love To Me".....and that was the Commanders' recording of it...Now, suppose you Light up a Lucky while we spotlight another BIG song from Your Hit Parade....some of the beautiful music from the Broadway production of Kismet.....Tony Martin sings...."Stranger in Paradise".....Survey Song Number SIX.....

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

COY: Tony Martin singing Survey Song Number SIX.... "Stranger in Paradise"....."three words" that add up to beautiful music....and, you know..... COMMERCIAL....BETTER TASTE #104 (LIVE)

REVISED 1/15/54

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104

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.

RTX01 0056282

COY:

And now it's TIME for the BIG one....Yes, friends... here it is (HARP GLISS)....Yes....this is the TOP song....for FOUR weeks in a row this lovely melody has led all the others on Your Hit Parade....Last Saturday night, once again, it was right on TOP.... Probably one of the reasons for its popularity and success is this delightful arrangement by Doris Day... Here it is....Survey Song Number ONE!!!! "Secret Love".....

(MUSIC: _ _ _ _ SECRET LOVE (DAY)

COY:

And so those are the big songs....Some are ballads... some with a beat...but they're the TOP 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 of the day...and

(SNEAK

THEME

OUT)

featuring FIVE of the top SEVEN songs played 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 at 6:25 with Your Happy Go Lucky Night on Broadway... popular tunes from musical shows and motion pictures both past and present...Now, this is Jim Coy thanking you for being with us and reminding you that....

TRANSCRIPTION....CONGA JINGLE

COY:

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

(SNEAK
THEME
IN)

(THEME: _ _ _ _ UP TO TIME)

mta
3/17/54

RTX01 0056284

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

8-22

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL:
(LIVE) 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 (deal) # 11 (live))

ATX01 0056285

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #111

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

Friends, as a smoker, you know how vitally important freshness is to your enjoyment of a cigarette. Well, the makers of Luckies know that too. That's why every pack of Luckies is extra tightly sealed -- to keep in the better taste that has made Luckies famous. Yes, any Lucky smoker will tell you that Luckies taste better - not only fresher, but cleaner and smoother, too. That's because fine, naturally mild, good-tasting tobacco goes into every Lucky. As you know, Lucky Strike means fine tobacco. And Luckies are definitely made better-- made round and firm and fully packed to draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette just naturally adds up to better taste for you. So next time you buy cigarettes, try a carton of Lucky Strike!

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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.)

pmk
3/12/54 pm

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 23, 1954

TUESDAY

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

(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 FIRST VOCAL TAG...FADE TO:)

D.J.: This is your host (DISC JOCKEY) and tonight we feature on records your Happy Go Lucky Night on Broadway popular tunes from musical shows and motion pictures, past and present...and our first song tonight is from the "movies" ...a "movie" of the present...one that's showing on the silver screens around the country right now...the Hollywood tribute to the great Glenn Miller... Yes, I'm speaking of The Glenn Miller Story, and in addition to all the fine Miller songs you hear a "Love Theme" called "Too Little Time"...June Hutton sings it now...

(MUSIC: - - - - - TOO LITTLE TIME (HUTTON)

D.J.: Music from the movies...June Hutton singing "Too Little Time"...and, if it's alright with you we might as well STAY with a bit of Hollywood music...Do you remember "The Bishop's Wife"...a nice story starring Cary Grant, Loretta Young and David Niven...and one of the niciest parts of it all is that a song came out of it. (MORE)

ATX01 0056288

D.J.: And Nat King Cole recorded it...and they called it
(CONT'D) "Lost April.."

(MUSIC: _ _ _ LOST APRIL (COLE))

D.J: Pretty, hmmm? Nat King Cole singing "Lost April"....
music from the picture, The Bishop's Wife....as a
matter of fact the ONLY song heard in that picture
...But these nights on Broadway there are a LOT of songs
being heard in John Murray Anderson's "Almanac"....
This is one that's just recently been added to the
score....Eddie Fisher sings "Anema E. Core"....

(MUSIC: _ _ _ ANEMA E CORE (FISHER))

D.J.: A new song by Eddie Fisher...."Anema E. Core"...a song
that's just been added to the score of songs for the
current Broadway production of "Almanac"...And now...
here's the Sweetheart of Lucky Strike... She has a few
choice words for you...

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/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.

(MUSIC: THE GENTLEMAN IS A DOPE (STAFFORD)...TO FINISH)

D.J.: Jo Stafford singing "The Gentleman is a Dope"...a song that Rodgers and Hammerstein were inspired to write for the score of "Allegro"...a show that Broadway audiences first started applauding back in 1945....Now, light up a Lucky if you will and let's turn from Broadway to Hollywood once again...Music from a picture that starred Fred Astaire and Jane Powell...a movie called "Royal Wedding"...Remember it? Well, then perhaps you'll remember the song..."I Left My Hat in Haiti"...Here's Danny Kaye to sing it...

(MUSIC: I LEFT MY HAT IN HAITI (KAYE))

D.J.: A song from Hollywood that had its beginning in 1951... Yes, this seemed like a good "time" to have Danny Kaye sing "I Left My Hat In Haiti"... and speaking of "time" ... you know...
COMMERCIAL...TESTIMONIAL QUOTE #302 (KRAMER)...(LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL QUOTE #302 (JACK KRAMER)

3/1/54

LOCAL
ANNCR:

If you smoke, chances are that within the next 24 hours you'll be stepping up to a tobacco counter somewhere for a pack of cigarettes. Before you get to that, counter, think about your present brand. Ask yourself if you've been really enjoying it...thoroughly enjoying all 20 cigarettes in every pack. If even just a bit of doubt creeps into your mind - then get yourself a pack of Luckies. Here's why: (BEAT) smoking enjoyment is all a matter of taste. And the fact of the matter is... Luckies taste better. Taste better for two excellent reasons: Every Lucky is made of fine, light, naturally mild tobacco, and every Lucky is made better to taste better. On the subject of taste, Jack Kramer -- America's greatest professional tennis player, has come up with a pretty sound statement. Jack said - "I smoke Luckies.. The reason I smoke them is I think they taste better." End quote. So the next time you buy cigarettes, take a tip from Jack Kramer -- switch to Lucky and smoke the cigarette that tastes better. Cleaner, fresher, smoother.

D.J.: And now...suppose we go on with Your Happy Go Lucky Night on Broadway and here is music from a show that's responsible for many "happy" nights on Broadway right now...Yes, the current production of "Can Can" which features some of that wonderful music by Cole Porter... One of the songs is called "It's All Right With Me".. The voice of Bob Manning...

(MUSIC: _ _ _ _ IT'S ALL RIGHT WITH ME (MANNING)

D.J.: And there you have some of the music and song from Broadway ... the Gay White Way of yesterday and today...

(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 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 cigarette.

(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

DATE 8-23

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 #102 (live))

ATX01 0056295

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 23, 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...

(SNEAK and our first song tonight is from the "movies"....a "movie
THEME of the present...one that's showing on the silver screens
OUT) around the country right now...the Hollywood tribute to

the great Gleen Miller....Yes, I'm speaking of The Glenn
Miller Story, and in addition to all the fine Miller songs
you hear a "Love Theme" called "Too Little Time"....June
Hutton sings it now...

(MUSIC: TOO LITTLE TIME (HUTTON))

COY: Music from the movies...June Hutton singing "Too Little
Time"...and, if it's alright with you we might as well
STAY with a bit of Hollywood music.. Do you remember
"The Bishop's Wife"...a nice story starring Cary Grant,
Loretta Young and David Niven....and one of the nicest
parts of it all is that a song came out of it, and Nat
King Cole recorded it....and they called it "Lost April"..

(MUSIC: LOST APRIL (COLE))

RTX01 0056298

-2-

COY:

Pretty, hmmm? Nat King Cole singing "Lost April"...
music from the picture, The Bishop's Wife...as a matter
of fact the ONLY song heard in that picture...Now, here's
the Sweetheart of Lucky Strike...She has a few "choice"
words for you ALONG with a familiar little song...
Listen.....

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

(SIDE 1 - BAND #5)

ATX01 0056299

SEPTEMBER 22, 1953

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!

(MUSIC: THE GENTLEMAN IS A DOPE (STAFFORD)...TO FINISH...)

COY: Jo Stafford singing "The Gentleman is a Dope"...a song that Rodgers and Hammerstein were inspired to write for the score of "Allegro"....a show that Broadway audiences first started applauding back in 1945....Now, light up a Lucky if you will and let's turn from Broadway to Hollywood once again Music from a picture that starred Fred Astaire and Jane Powell...a movie called "Royal Wedding"...Remember it? Well, then perhaps you'll remember the song..."I Left My Hat In Haiti"...Here's Danny Kaye to sing it....

(MUSIC: I LEFT MY HAT IN HAITI(KAYE))

COY: A song from Hollywood that had its beginning in 1951.. Yes, this seemed like a good "time" to have Danny Kaye sing "I Left My Hat in Haiti"....and speaking of "time"..You know...

(COMMERCIAL...TESTIMONIAL QUOTE #302 (KRAMER) (LIVE))

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL QUOTE #302 (JACK KRAMER)

-5-

3/1/54

LOCAL
ANNCR:

If you smoke, chances are that within the next 24 hours you'll be stepping up to a tobacco counter somewhere for a pack of cigarettes. Before you get to that counter, think about you present brand. Ask yourself if you've been really enjoying it...thoroughly enjoying all 20 cigarettes in every pack. If even just a bit of doubt creeps into your mind - then get yourself a pack of Luckies. Here's why:(BEAT) smoking enjoyment is all a matter of taste. And the fact of the matter is... Luckies taste better. Taste better for two excellent reasons: Every Lucky is made of fine, light, naturally mild tobacco, and every Lucky is made better to taste better. On the subject of taste, Jack Kramer - America's greatest professional tennis player, has come up with a pretty sound statement. Jack said - "I smoke Luckies. The reason I smoke them is I think they taste better." End quote. So the next time you buy cigarettes, take a tip from Jack Kramer -- switch to Lucky and smoke the cigarette that tastes better. Cleaner, fresher, smoother.

ATX01 0056302

COY: And now...suppose we go on with Your Happy Go Lucky Night on Broadway and here is music from a show that's responsible for many "happy" nights on Broadway right now...Yes, the current production of "Can Can" which features some of that wonderful music by Cole Porter...One of the songs is called "It's All Right With Me"....The voice of Bob Manning...

(MUSIC: IT'S ALL RIGHT WITH ME (MANNING))

COY: And there you have some of the music and song from Broadway...the Gay White Way of yesterday and today.

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

COY: This Tuesday night edition of Light Up Time has featured Your Happy Go Lucky Night on Broadway...Be sure to listen to Radcliffe Hall and the news tonight at 10:30 presented by Lucky Strike...and tomorrow night we'll be back at 6:25 with Your Happy Go Lucky Tunes Country Fashion, songs and singers that BELONG to America....(PAUSE) Now, this is Jim Coy thanking you for being with us and reminding you that....

(MUSIC: THEME OUT)

(TRANSCRIPTION...CONGA JINGLE)

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

(MUSIC: SNEAK THEME IN)

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

(MUSIC: UP TO TIME)

MM
3/10/54

ATX01 0056304

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

3-23

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL: Good evening, ladies and gentlemen. This is Radcliffe
(LIVE) 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* #102 *(live)*)

RTX01 0056305

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #102 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

ATX01 0056307

NBC

THE AMERICAN TOBACCO COMPANY

CLEVELAND -WTAM
CHICAGO -WMAQ
WASHINGTON-WRC

"LIGHT UP TIME"

MARCH 24, 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 you Happy Go Lucky Tunes Country Fashion....

(SNEAK some of them OLD...some of them NEW...but ALL of them....
THEME songs that BELONG to America...and, like we've said before..
OUT) you'll find that most of these songs tell a story...a
story of days gone by...like that first one that describes
an Indian...a "wooden" Indian named "Kaw-Liga"...who fell
in "love" and the story goes like this...

(MUSIC: KAW-LIGA (WILLIAMS))

D.J. So goes the story of "Kaw-Liga"...and that was Hank Williams
with his guitar TELLING the story...And now here's Mary
Rose Bruce with a kind of a "love song"..."Said the Little
Moment"...Well, the "little moment" is LOVEand it
warns "don't let it pass you by"....which is pretty
good advice, so here it is....

(MUSIC: SAID THE LITTLE MOMENT (BRUCE))

ATX01 0056308

D.J.:

Mary Rose Bruce with "Said The Little Moment"...so, look to the FUTURE, hmmm? Don't let that "little moment" pass YOU by....Even though it would appear that's just what's happened to Carl Butler...Yes, he "gambled" on love...and LOST ...and so he sings.."I Just Said Goodbye To My Dreams".

(MUSIC: I JUST SAID GOODBYE TO MY DREAMS (BUTLER))

D.J.:

"I Just Said Goodbye to My Dreams"...and that was the voice of Carl Butler...and now, for the moment...let's look BACK just a little...Yes....

{COMMERCIAL...BETTER TASTE #101}
{LIVE}

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #101

(R 1/15/54)

ANNCR: Friends, think back for just a minute to that last cigarette you smoked. Wasn't the taste of that cigarette the thing that you really enjoyed? Of course it was. Smoking enjoyment is all a matter of taste. And many millions of smokers will tell you that Luckies taste better. Cleaner, Fresher, Smoother. One reason is fine tobacco. You know LS/MFT --- Lucky Strike means fine tobacco. Tobacco that is light, naturally mild, good-tasting. And another, Luckies are made better. Made to draw freely. Made to smoke evenly. Made to give you what you want from your cigarette. Better taste! So, for all the real deep-down smoking enjoyment you want, ask for the cigarette that definitely does taste better. Lucky Strike. Get a carton -- and Be Happy - Go Lucky!

(MUSIC: SIMPLE SIMON (ATKINS)...TO FINISH...)

D.J.: Well, if that bore some traces of the old nursery rhyme..
"Simple Simon"....I guess it SHOULD have.../cause that's
what it's called..."Simple Simon"....and that was an
original arrangement by Chet Atkins and his Gallopin'
Guitar....and it kind of "galloped", didn't it...Now,
why don't you light up a Lucky while Sonny James sings of
how much he needs you....Like a "door needs a lock"...
like a "ship needs a dock"...."THAT'S HOW I NEED YOU"...

(MUSIC: THAT'S HOW I NEED YOU (JAMES))

D.J.: That was Sonny James...and you can tell HE'S got things
pretty well figured out.."That's How I need You"....and I
hope you "enjoyed" it...and, you know...

(COMMERCIAL...BETTER TASTE (MOISTURE) #119)

(LIVE)

(REVISED 1/15/54)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #119

ANNCR: As anyone who smokes will tell you, friends, smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. It's only natural that they should. First of all, they're made of fine, mild, good tasting tobacco. "LS/MFT, Lucky Strike means fine tobacco." And then, Luckies are made better to taste better -- carefully made with hundreds of quality controls. For example, the makers of Luckies keep a sharp eye on the moisture content of Luckies' fine tobacco. Why? Because they know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough, it will taste dry. So, Luckies' moisture content is constantly checked to make sure that every Lucky you light will draw freely, smoke evenly and naturally taste better. So friends, Be Happy - Go Lucky...make your very next carton -- Lucky Strike.

D.J.: And now...on we go with "Your Happy Go Lucky Tunes....
country fashion..and here's is one of the greatest of all
folk singers...with one of the songs that helped to make
him famous...Nobody knows exactly where it started.....but
it's come down through years and it always makes a
lot of people happy...Yes, listen to Burl Ives singing
"The Crawdad Song"...

(MUSIC: THE CRAWDAD SONG (IVES))

D.J.: So...there they are...songs that tell a story...some of
them new...some of them old....but they all bear the
mark..."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
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....

(SNEAK
THEME
OUT)

(TRANSCRIPTION...CONGA JINGLE)

(**) SAN FRANCISCO - 7:00 PM

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

(SNEAK Lucky, Make your next carton...Lucky Strike!!!!

THEME "Light Up Time" on records is brought to you Monday

IN) through Friday by Lucky Strike...product of the

American Tobacco Company. America's leading manufacturer of cigarettes.

(THEME: UP TO TIME)

MM

ATX01 0056314

MILLICENT: Good thoughts...have them for your brother's and my child yet to be born....not the children of a pretty little widow who just didn't play her cards right all the way... she was getting there..oh, yes -- until I arrived----

VICTORIA: You're right Millicent...When your child is born -- it should come first.

MILLICENT: Victoria, we can't say that to him in those terms.....as a matter of fact when Anthony broached the subject to me I was very agreeable to Ellen Browns' little beasts being in his will...however....I assure you I don't mean it....I assure you too that I would fight the thing in every court available ----

VICTORIA: I think Ellen has been very unsympathetic to Anthony --- I think.....

MILLICENT: Of course she has...she hasn't had the grace to let him go completely and yet there she is making very good time with Michael Forsyth and still a romantic figure to my husband -

VICTORIA: Millicent.....

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

DATE 3-24

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 Deal) # 112 (live)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #112

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

ANNOUNCER:

Friends, when you buy a pack of Luckies ...
when you unravel the red cellophane tab
and take out a cigarette and light up --
well, you'll be enjoying a cigarette that
tastes as fresh as the day it was made.
That's because every pack of Luckies is
extra tightly sealed to keep in the
freshness ... the better taste ... that
has made Luckies so popular with millions
of smokers. You see, the makers of Luckies
know, just as you do, that smoking enjoyment
is all a matter of taste. That's why they
do everything humanly possible to keep
Luckies better tasting. That's why fine
tobacco goes into every Lucky Strike.
LS/MFT -- Lucky Strike means fine tobacco.
Fine, light, naturally mild tobacco. And
Luckies taste better because they are
made better -- made round and firm and
fully packed -- to draw freely -- to smoke
evenly. So, for a better-tasting, fresher-
tasting cigarette -- Be Happy -- Go Lucky
... made your next carton 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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 24, 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
(THEME
OUT) of them OLD.....Some of them NEW.....but ALL of them..
songs that BELONG to America.... and, like we've said
before...you'll find that most of these songs tell a
story...a story of days gone by....like that first
one that describes an Indian...a "wooden" Indian named
"Kaw-Liga"....who fell in "love" and the story goes
like this.....

(MUSIC: _ _ _ _ KAW-LIGA (WILLIAMS)

COY: So goes the story of "Kaw-Liga"..and that was Hank
Williams with his guitar TELLING the story...And now
here's Mary Rose Bruce with a kind of a "love song"
"Said the Little Moment"...Well, the "little moment"
is LOVE.....and it warns "don't let it pass you by"
which is pretty good advice, so here it is.....

(MUSIC: _ _ _ _ SAID THE LITTLE MOMENT (BRUCE)

ATX01 0056319

COY:

Mary Rose Bruce with "Said The Little Moment".....SO,
look to the FUTURE, hmmm? Don't let that "little
moment" pass YOU by....and now, for the moment let's
look BACK just a little.....Yes.....
COMMERCIAL....BETTER TASTE #101 (LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #101 (R 1/15/54)

ANNCR: Friends, think back for just a minute to the last cigarette you smoked. Wasn't the taste of that cigarette the thing that you really enjoyed? Of course it was. Smoking enjoyment is all a matter of taste. And many millions of smokers will tell you that Luckies taste better. Cleaner, Fresher, Smoother. One reason is fine tobacco. You know LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is light naturally mild, good-tasting. And another, Luckies are made better. Made to draw freely. Made to smoke evenly. Made to give you what you want from your cigarette. Better taste! So, for all the real deep-down smoking enjoyment you want, ask for the cigarette that definitely does taste better. Lucky Strike. Get a carton -- and Be Happy -- Go Lucky.

(MUSIC: SIMPLE SIMON (ATKINS) ...TO FINISH...)

COY: Well, if that bore some traces of the old nursery rhyme...."Simple Simon"....I guess it SHOULD have... cause that's what it's called..."Simple Simon"....and that was an original arrangement by Chet Atkins and his Gallopin' Guitar...and it kind of "galloped"... didn't it...Now, why don't you light up a Lucky while Sonny James sings of how much he needs you....Like a "door needs a lock"....like a "ship needs a dock"... "THAT'S How I need You"...

(MUSIC: THAT'S HOW I NEED YOU (JAMES))

COY: That was Sonny James...and you can tell HE'S got things pretty well figured out..."That's How I Need You".... and I hope you "enjoyed" it....and, you know...
COMMERCIAL....BETTER TASTE (MOISTURE) #119 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTE
"LIGHT UP TIME"
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #119

(REVISED 1/15/54)

ANNCR: As anyone who smokes will tell you, friends, smoking
enjoyment is all a matter of taste. And the fact of the
matter is - Luckies taste better. Cleaner, fresher,
smoother. It's only natural that they should. First
of all, they're made of fine, mild, good-tasting
tobacco. "LS/MFT, Lucky Strike means fine tobacco."
And then, Luckies are made better to taste better --
carefully made with hundreds of quality controls.
For example, the makers of Luckies keep a sharp eye
on the moisture content of Luckies' fine tobacco.
Why? Because they know that if the tobacco is
too moist -- your cigarette will burn too slowly. --
or if it's not moist enough, it will taste dry.
So, Luckies' moisture content is constantly checked to
make sure that every Lucky you light will draw freely,
smoke evenly, and naturally taste better. So, friends,
Be Happy - Go Lucky....make your very next carton...
Lucky Strike.

COY: And now.....on we go with Your Happy Go Lucky
Tunes.....country fashion....and here is one of the
greatest of all folk singers....with one of the songs
that helped to make him famous....Nobody knows exactly
where it started....But, it's come down through years
and it always makes a lot of people happy...Yes, listen
to Burl Ives singing, "The Crawdad Song".....

(MUSIC: THE CRAWDAD SONG (IVES))

COY: So....there they are....songs that tell a story....
some of them new...some of them old.....but they all
bear the mark....."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

(SNEAK

THEME

OUT)

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)

-7-

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)

mta

3/10/54

ATX01 0056325

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

3-24

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL: Good evening, ladies and gentlemen, This is Radcliffe
(LIVE) 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 Seal* # 112 *(live)*)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #112

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

Friends, when you buy a pack of Luckies ...
when you unravel the red cellophane tab
and take out a cigarette and light up --
well, you'll be enjoying a cigarette that
tastes as fresh as the day it was made.
That's because every pack of Luckies is
extra tightly sealed to keep in the
freshness ... the better taste ... that
has made Luckies so popular with millions
of smokers. You see, the makers of Luckies
know, just as you do, that smoking enjoyment
is all a matter of taste. That's why they
do everything humanly possible to keep
Luckies better tasting. That's why fine
tobacco goes into every Lucky Strike.
LS/MFT -- Lucky Strike means fine tobacco.
Fine, light, naturally mild tobacco. And
Luckies taste better because they are
made better -- made round and firm and
fully packed -- to draw freely -- to smoke
evenly. So, for a better-tasting, fresher-
tasting cigarette -- Be Happy -- Go Lucky
... made your next carton Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

ATX01 0056328

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 25, 1954

THURSDAY

*preempted in part
due to Oscar awards.*

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

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
your Happy Go Lucky Hits of Yesterday...songs selected
from Your Hit Parade Programs of the past 18 years...
as recorded by outstanding artists of the day...and all
(SNEAK those years have left their mark on music...as well as
THEME memories...Let's turn back to 1948, not so long ago by all
OUT) standards...but already TELEVISION was moving closer...
that year, for instance, saw the first telecast of an
American symphony...that was the first year that an opera
was televised...Yes, the TV "golden age" was beginning...
and on Your Hit Parade of January 10th that year...1948...
they were singing "Golden Earrings"...like Peggy Lee sings
it now...

(MUSIC: GOLDEN EARRINGS (LEE))

D.J.: Peggy Lee singing "Golden Earrings"...a song from 1948...
Now, suppose we look up some music and a memory from
1946...that was the year that frozen foods first hit the
grocery big time...and many a weary husband came home from
work to find the little lady waiting for the steak to
thaw...and on Your Hit Parade of October 26th they were
"asking" for "Five Minutes More"...

(MORE)

ATX01 0056329

D.J.: Yes, here's Frank Sinatra to sing... "Give Me Five Minutes
(CONT'D) More"...

(MUSIC: FIVE MINUTE MORE (SINATRA))

D.J.: A song from Your Hit Parade of October 26, 1946... Frank Sinatra singing "Five Minutes More"... and now... what was some of the "history" and "music" being made back in say... 1941... Well, the good neighbor policy was in full swing south of the Border... Carmen Miranda was in full swing north of the Border... and on Your Hit Parade of March 15th, 1941... there was a serenade to "my pretty little poppy"... "Amapola"...

(MUSIC: AMAPOLA (DORSEY))

D.J.: Yes, that was Jimmy Dorsey's famous arrangement of a song from 1941... "Amapola"... and now... we'd like to take just about ONE minute to bring you up to date on a very important point...

COMMERCIAL... BETTER TASTE #105 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #105 (R 1/15/54)
MARCH 11, 1954

ANNCR: Of all the reasons a person has for smoking, one stands at the very head of the list. That reason is...enjoyment. Why certainly! You smoke for enjoyment. And what gives you enjoyment? Why it's the taste of the cigarette. Yes, smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. Luckies taste better for two reasons that have really made cigarette history. First, they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco ... fine, naturally mild, good-tasting tobacco. Then, Luckies are made better...made round and firm and fully packed, to draw freely and smoke evenly. Yes indeed...made with fine tobacco. Made better. Those are your reasons for always asking for Luckies. Those are the things that make Luckies taste better. So, Be Happy -- Go Lucky. Next time you're shopping ask for a carton of Lucky Strike!

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

D.J.: A song from 1951...the year Franklin Institute of Philadelphia sent a "balloon train," containing delicate instruments, some 20 miles up into the stratosphere to study cosmic rays...but on Your Hit Parade of May 12th we were settling for such "simple" problems as "How High the Moon"...and that of course was Mary Ford and Les Paul...Now, let's light up a Lucky and turn to way back in 1936...and close to the "end" of the baseball season... 21-year old Joe DiMaggio was to become the rookie of the year...and on Your Hit Parade of August 29th one of the songs was "Until the Real Thing Comes Along"...

(MUSIC: UNTIL THE REAL THING COMES ALONG (TORME))

D.J.: Yes, that was the "velvet fog"...Mel Torme...with "Until the Real Thing Comes Along"...music from way back in 1936...and it still sounds kind of "new" and "fresh" today, doesn't it...and...

COMMERCIAL...BETTER TASTE (MOISTURE) #116 (LIVE)

(R1/15/54)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
BETTER TASTE (MOISTURE) #116
ONE MINUTE RADIO COMMERCIAL

ANNCR: You know, friends, for a cigarette to really taste good, it has to be fresh. And to be fresh, the tobacco inside must have just the right amount of moisture. Not too much -- or the cigarette will burn too slowly -- and not too little or it will taste dry. That's why the makers of Lucky Strike constantly check moisture content during every step of manufacture -- to make sure that Luckies' fine tobacco comes to you with all its good taste. For smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, fresher, smoother. First because - LS/MFT, Lucky Strike means fine tobacco. And second, because Luckies are made better -- made under hundreds of quality controls like the tests for proper moisture content -- to make sure that Luckies always do taste better. So, friends, for better taste every time -- Be Happy -- Go Lucky -- make your cigarette -- Lucky Strike!

ATX01 0056333

D.J.: All right...on with Your Happy Go Lucky Hits of Yesterday...and NOT so many "yesterdays" ago...the year 1952, actually...we saw an UPSURGE in travel...Yes, American's were on the move...not only from coast to coast...but that year saw the biggest travel boom abroad of all time...and there was a "travel" song on Your Hit Parade of September 13th, 1952...but it was ALSO a "love" song...and it sounded like this...Jo Stafford sings it...

(MUSIC: -- YOU BELONG TO ME (STAFFORD))

D.J.: Music marked with memories...the TOP songs that have come down through the years...and 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 (SNEAK yesterday...as selected from your Hit Parade Programs THEME of the past 18 years...as recorded by outstanding artists OUT) 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)

(**) SAN FRANCISCO -- 7:00 - 7:30 P.M.

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...Make
THEME 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)

ek

ATX01 0056335

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

*preempted in part
due to Oscar Awards*

CLEVELAND - WTAM
CHICAGO - WMAQ
WASHINGTON, D.C. - WRC (MONDAY THROUGH FRIDAY)

SAN FRANCISCO - KNBC

10:30 - 11:00 PM

DATE 3-25

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~~)

NEWSCASTER: "And now, before we go on with the news -- here's the
Sweetheart of Lucky Strike " --

(COMMERCIAL) COLLINS' TRANSCRIBED BETTER TASTE #9

(SIDE 1 -- BAND 3)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (9/23/53)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE-STRAIGHT COLLINS #9

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

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

(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

at

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 25, 1954

THURSDAY

*preempted in part
due to Oscar Awards*

(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 all those years have left their mark on music... as well as memories... Let's turn back to 1948, not so long ago by all standards ...but already TELEVISION was moving closer...that year, for instance, saw the first telecast of an American symphony.... that was the first year that an opera was televised... Yes, the TV "golden age" was beginning...and on Your Hit Parade of January 10th that year...1948...they were singing "Golden Earrings" ... like Peggy Lee sings it now....

(SNEAK
THEME
OUT)

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

COY: Peggy Lee singing "Golden Earrings"...a song from 1948... Now, suppose we look up some music and a memory from 1946 ...that was the year that frozen foods first hit the grocery big time...and many a weary husband came home from work to find the little lady waiting for the steak to thaw...and on Your Hit Parade of October 26th they were "asking" for "Five Minutes More"...Yes, here's Frank Sinatra to sing..."Give Me Five Minutes More"....

ATX01 0056339

(MUSIC: FIVE MINUTES MORE ... (SINATRA)

COY: A song from Your Hit Parade of October 26, 1946...Frank Sinatra singing "Five Minutes More"...and now...we'd like to take just about ONE minute to bring you up to date on a very important point....

(COMMERCIAL....BETTER TASTE #105 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
LIGHT UP TIME
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #105
(R 1/15/54)

ANNCR: Of all the reasons a person has for smoking,
one stands at the very head of the list.
That reason is ... enjoyment. Why
certainly! You smoke for enjoyment. And
what gives you enjoyment? Why it's the
taste of the cigarette. Yes, smoking
enjoyment is all a matter of taste. And
the fact of the matter is -- Luckies taste
better. Cleaner, Fresher, Smoother.
Luckies taste better for two reasons that
have really made cigarette history. First,
they're made of fine tobacco. LS/MFT --
Lucky Strike means fine tobacco ... fine,
naturally mild, good-tasting tobacco.
Then, Luckies are made better ... made
round and firm and fully packed, to draw
freely and smoke evenly. Yes indeed
made with fine tobacco. Made better.
Those are your reasons for always asking
for Luckies. Those are the things that
make Luckies taste better. So, Be Happy
-- Go Lucky. Next time you're shopping
ask for a carton of Lucky Strike!

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

COY: A song from 1951... the year Franklin Institute of Philadelphia sent a "balloon train", containing delicate instruments, some 20 miles up into the stratosphere to study cosmic rays...but on Your Hit Parade of May 12th we were settling for such "simple" problems as "How High The Moon"...and that of course was Mary Ford and Les Paul.... Now, let's light up a Lucky and turn to way back in 1936...and close to the "end" of the baseball season...21-year old Joe DiMaggio was to become the rookie of the year...and on Your Hit Parade of August 29th one of the songs was "Until The Real Thing Comes Along"...

(MUSIC: -- UNTIL THE REAL THING COMES ALONG ... (TORME)

COY: Yes, that was the "velvet fog"...Mel Torme...with "Until The Real Thing Comes Along"...music from way back in 1936...and it still sounds kind of "new" and "fresh" today, doesn't it...and...

(COMMERCIAL...BETTER TASTE (MOISTURE) #116 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
LIGHT UP TIME
BETTER TASTE (MOISTURE) #116
ONE MINUTE RADIO COMMERCIAL

(R 1/15/54)

ANNCR: You know, friends, for a cigarette to really taste good, it has to be fresh. And to be fresh, the tobacco inside must have just the right amount of moisture. Not too much -- or the cigarette will burn too slowly -- and not too little or it will taste dry. That's why the makers of Lucky Strike constantly check moisture content during every step of manufacture -- to make sure that Luckies' fine tobacco comes to you with all its good taste. For smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, fresher, smoother. First because - LS/MFT, Lucky Strike means fine tobacco. And second, because Luckies are made better - made under hundreds of quality controls like the tests for proper moisture content -- to make sure that Luckies always do taste better. So, friends, for better taste every time -- Be Happy - Go Lucky -- make your cigarette -- Lucky Strike!

COY: All right...on with Your Happy Go Lucky Hits of Yesterday...and NOT so many "Yesterdays" ago...the year 1952, actually...we saw an UPSURGE in travel...Yes, Americans were on the move...not only from coast to coast...but that year saw the biggest travel boom abroad of all time...and there was a "travel" song on Your Hit Parade of September 13th, 1952 ...but it was ALSO a "love" song...and it sounded like this...Jo Stafford sings it...

(MUSIC: -- YOU BELONG TO ME... (STAFFORD))

COY: Music marked with memories...the TOP songs that have come down through the years...and 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 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
(SNEAK BETTER...Cleaner, fresher, smoother...SO BE Happy
THEME Go 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!

(MUSIC: -- THEME UP TO TIME)

'betty'
2/11/54/

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

3-25

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother
... Lucky Strike ... Lucky Strike!

HALL:
(LIVE) 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~~ # _____)

HALL: "And now, before we go on with the news, here's the
Sweetheart of Lucky Strike " —

(COMMERCIAL) COLLINS' TRANSCRIBED BETTER TASTE #9

(SIDE 1 — BAND 3)

*preempted in part
due to Oscar nominations*

RTX01 0056346

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (9/23/53)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE-STRAIGHT COLLINS #9

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

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

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 26, 1954

FRIDAY

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

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

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

COY: Hello, this is Jim Coy...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 musical

(SNEAK memories...the music and rhythm of days gone by...Yes,
THEME tonight we're in a "Roaring 20's mood"...the "two-beat" of
OUT) Dixieland...rag-time...Those were the days of the
Charleston and the Black Bottom...the Varsity Drag...So,
join us in our "mood" tonight, won't you...and this first
little tune will give you an idea of what we mean....

(MUSIC: -- THE VARSITY DRAG... (ELGART))

COY: Yes, that was the happy little rag-time beat of the Varsity
Drag... part of the tune and tempo that was so popular back
there in the 20's...and that sort of explains our mood
tonight...our "Roaring 20's" mood...and perhaps this
"dixie-land" treatment of "It's A Long, Long Way To
Tipperary" will explain our mood even better...Listen to
Jimmy Dorsey's orchestra and the voice of Claire Hogan....

(MUSIC: -- IT'S A LONG, LONG WAY TO TIPPERARY... (DORSEY))

ATX01 0056349

-2-

COY: Jimmy Dorsey's old band with "It's A Long, Long Way To Tipperary"... and that "dixie-land" arrangement should remind you of the "Roaring 20's" and that's our mood tonight...and, now for the moment we'd like to depart from this "rhythm of the 20's" for a bit of "conga" rhythm we kind of like....

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

(SIDE 1 - BAND 6)

ATX01 0056350

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: BIG NOISE FROM WINNETKA ... (MARTERIE) ... TO FINISH ...)

COY: A new arrangement by Ralph Marterie of a bit of familiar "dixie-land" called "The Big Noise From Winnetka"...some music that the great "jazz" artists, Ray Bauduc and Bob Haggart, wrote once upon a time..Now, I would say is the "time" for you to light up a Lucky and enjoy more of this music of the "Roaring 20's"...cause that's our "mood" tonight...and here's a "tasty" little dixie-land number called "Hors D'Oeuvre"...Bob Crosby plays it....

(MUSIC: HORS D'OEUVRE ... (CROSEY)

COY: That was Bob Crosby and a happy little tune titled "Hors D'Oeuvre"...some of the "best" in the dixie-land to fit our "Roaring 20's" mood tonight...and...

(COMMERCIAL...BETTER TASTE #108 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
LIGHT UP TIME
ONE MINUTE COMMERCIAL
BETTER TASTE #108

(R 1/15/54)

ANNCR: You know, friends, like so many of the best things in
 life, smoking enjoyment is all a matter of taste. And
 as many millions of smokers have discovered for
 themselves, the fact of the matter is Luckies taste
 better. Cleaner, Fresher, Smoother. Sure they do --
 for two mighty good reasons. The first one is that Luckies
 are made of fine, naturally mild, good-tasting tobacco.
 Practically the whole world knows -- LS/MFT, Lucky Strike
 means fine tobacco. And then, Luckies are made better to
 taste better. Put the two together -- fine tobacco in a
 better made cigarette -- and you just naturally get
 better taste! So, friends, why don't you and Luckies get
 together real soon? Be Happy -- Go Lucky. Go out and
 buy a carton. You'll find out -- Luckies honestly do
 taste better.

COY: And so..let's go on with Your Happy Go Lucky Specialty Night...music to create a mood for the night...and tonight we're in a "Roaring 20's" mood...the music of the Clara Bow-Charleston era....the phythm of dixie-land and rag-time...and I guess you couldn't BE in a mood like that without running across THIS song by Pee Wee Hunt...Yes, "Twelfth Street Rag.".....

(MUSIC: _ _ TWELFTH STREET RAG ... (HUNT)

COY: And so...we've been in a "mood"....a "Roaring 20's" mood... and if it made you remember those gay days of music and song...I'm sure you enjoyed it...

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

(SNEAK
THEME
OUT)

(TRANSCRIPTION...CONGA JINGLE)

-7-

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

'betty'
3/11/54/

ATK01 0056355

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

3-26

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL:
(LIVE)

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 #

Luxer's testimonial #59
Lew Winsham
Luc Fay (Bills 5 - Bands)

ATX01 0056356

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #59 (LEW WORSHAM)
(USE WITH TRANSCRIPTION #59)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

LEW
WORSHAM:
(SOUND
TRACK)

Hello folks. The club that I have in my hand 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
ANNOUNCER:
(LIVE)

Lew Worsham is right. Smoking enjoyment is 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.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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.)

pmk
3/12/54 pm

CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30 - 11:00 P.M.

MARCH 26, 1954

FRIDAY

SAN FRANCISCO, KNBC

7:00 - 7:30 P.M.

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

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

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

D.J.: This is your Host (DISC JOCKEY) and tonight we feature
Your Happy Go Lucky Specialty Night...music to create a
mood for the night...and tonight...we're in the mood for
musical memories...the music and rhythm of days gone by...

(SNEAK Yes, tonight we're in a "Roaring 20's mood...the "two-
THEME beat" of Dixieland...rag-time....Those were the days of
OUT) the Charleston and the Black Bottom....the Varsity Drag...
So, join us in our "mood" tonight, won't you...and this
first little tune will give you an idea of what we mean...

(MUSIC: THE VARSITY DRAG (ELGART))

D.J.: Yes, that was the happy little rag-time beat of the Varsity
Drag...part of the tune and tempo that was so popular back
there in the 20's...and that sort of explains our mood
tonight...our "Roaring 20's" mood...and perhaps this
"dixie-land" treatment of "It's A Long, Long Way To
Tipperary" will explain our mood even better...Listen
to Jimmy Dorsey's orchestra and the voice of Claire
Hogan....

(MUSIC: IT'S A LONG, LONG WAY TO TIPPERARY (DORSEY))

D.J.: Jimmy Dorsey's old band with "It's a Long, Long Way to Tipperary"... and that "dixie-land" arrangement should remind you of the "Roaring 20's" and that's our mood tonight...and when you think of that era of "flagpole sitting" and "marathon dances"...you also think of this next music that bears the name of a dance...The "Black Bottom"...

(MUSIC: _BLACK BOTTOM_(JONES)_)

D.J.: Yes, yes...."rag-time" to the tune of the "Black Bottom".... by Spike Jones...and, now for the moment we'd like to DEPART from this "rhythm of the 20's" for a bit of "conga" rhythm we kind of like...

(COMMERCIAL....COLLINS' TRANSCRIBED TESTIMONIAL #33)

(SIDE 1 - BAND 6)

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

-3-

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: 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 0056361

(MUSIC: BIG NOISE FROM WINNETKA (MARTERIE)...TO FINISH...)

D.J.: A new arrangement by Ralph Marterie of a bit of familiar "dixieland" called "The Big Noise From Winnetka"...some music that the great "jazz" artists, Ray Bauduc and Bob Haggart, wrote once upon a time....Now, I would say is the "time" for you to light up a Lucky and enjoy more of this music of the "Roaring 20's"....cause that's our "mood" tonight...and here's a "tasty" little dixie-land number called "Hors D'Oeuvre".... Bob Crosby plays it.....

(MUSIC: HORS D'OEUVRE (CROSBY))

D.J.: That was Bob Crosby and a happy little tune titled "Hors D'Oeuvre" ...some of the "best" in dixie-land to fit our "Roaring 20's" mood tonight....and....

(COMMERCIAL...BETTER TASTE #108 (LIVE))

LUCKY STRIKE CIGARETTES
ONE MINUTE COMMERCIAL
BETTER TASTE #108 (R 1/15/54)

ANNCR: You know, friends, like so many of the best things in life, smoking enjoyment is all a matter of taste. And as many millions of smokers have discovered for themselves, the fact of the matter is Luckies taste better. Cleaner, Fresher, Smoother. Sure they do -- for two mighty good reasons. The first one is that Luckies are made of fine, naturally mild, good-tasting tobacco. Practically the whole world knows ---- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. Put the two together -- fine tobacco in a better made cigarette -- and you just naturally get better taste! So, friends, why don't you and Luckies get together real soon? Be Happy -- Go Lucky. Go out and buy a carton. You'll find out-- Luckies honestly do taste better.

D.J.: And so...let's go on with Your Happy Go Lucky Specialty Night...music to create a mood for the night...and tonight we're in a "Roaring 20's" mood...the music of the Clara Bow-Charleston era ...the rhythm of dixie-land and rag-time ...and I guess you couldn't BE in a mood like that without running across THIS song by Pee Wee Hunt...Yes, "Twelfth Street Rag".....

(MUSIC: TWELFTH STREET RAG (HUNT))

D.J.: And so...we've been in a "mood"...a "Roaring 20's " mood... and if it made you remember those gay days of music and song....I'm sure you enjoyed 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 played Saturday night on Your Hit Parade (PAUSE) This is (DISC JOCKEY) thanking you for being with us and reminding you that....

(TRANSCRIPTION...CONGA JINGLE)

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

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

MM

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

DATE 3-26

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 # *Lux intro*)

Transcribed Testimonial #59

(Lew Worsham)

Lew Kay. (Beds - Bands)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #59 (LEW WORSHAM)
(USE WITH TRANSCRIPTION #59)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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

LEW
WORSHAM:
(SOUND
TRACK)

Hello folks. The club that I have in my hand 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
ANNOUNCER:
(LIVE)

Lew Worsham is right. Smoking enjoyment is 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.

(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

at

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 29, 1954

MONDAY

(THEME: LIGHT UP TIME... AFTER FIRST VOCAL 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_ and suppose we listen first to the song that was Number
THEME_ THREE,... "Make Love To Me" ... and here's Jo Stafford
OUT)_ to sing it...

(MUSIC: MAKE LOVE TO ME ... (STAFFORD))

D.J.: Yes, that was Jo Stafford's recording of "Make Love To Me"
...the happy little song that was Number THREE on the
Survey last Saturday night...and now, let's see...what
else was on Your Hit Parade last week...well, here's the
song that was Number SEVEN... and it's been around quite
awhile...probably because of this arrangement sung by
Eddie Fisher..."Oh Mein Papa"....

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

D.J.: One of the BIG songs on Your Hit Parade last week... That
was Eddie Fisher singing "Oh Mein Papa"...And now to
ANOTHER top singing star in his own right...Tony Bennett..
who is one of the reasons this next beautiful song was on
Your Hit Parade last week...The song from Broadway...

(MORE)

ATX01 0056369

D.J.: "Stranger In Paradise"... Listen to Survey Song Number
(CONT'D) SIX...

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

D.J.: Recorded music from Kismet...the Number SIX song...
"Stranger In Paradise"... and that was the voice of
Tony Bennett...and here's the voice of the Sweetheart
of Lucky Strike...
(COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #6 --
(SIDE 1 - BAND 2)

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

ONE-MINUTE COMMERCIAL:

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!

D.J.: Yes, friends... you WILL agree...Luckies DO taste BETTER..
(PAUSE) And now...back to the music of Your Hit Parade
...and let's listen next to the song that made it's
"second" appearance last Saturday... and DID it by being
Number FIVE on the Survey...The Four Knights sing "I Get
So Lonely"....

(MUSIC: -- I GET SO LONELY ... (FOUR KNIGHTS)

D.J.: "I Get So Lonely"... and that was the Four Knights'
recorded arrangement of Survey Song Number FIVE...Now...
suppose you light up a Lucky...and we'll move on UP the
Survey... Let's STOP at Song Number TWO, shall we...and I
think you'll find it a "pleasant pause" because IN that
spot last week was this beautiful song..."Young At Heart"
...Frank Sinatra sings Survey Song Number TWO...

(MUSIC: -- YOUNG AT HEART ... (SINATRA)

D.J.: Frank Sinatra singing "Young At Heart"...the beautiful
music that was Number TWO on Your Hit Parade...and before
we turn to the song that was right at the TOP...I'd like
you to consider for the moment....

(COMMERCIAL...BETTER TASTE #103 (LIVE)

LUCKY STRIKE CIGARETTES
BETTER TASTE #103
ONE MINUTE RADIO COMMERCIAL
(R 1/15/54)

ANNCR: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that it just naturally has to give you better taste. The way Luckies are made is important to better taste, too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment ... by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

D.J.: All right, friends...on we go with Your Happy Go Lucky Hits of the Week...and here it is!!! YES...here is the BIG song...For the FIFTH week in a row this beautiful song from the movies led all the others..right at the TOP on Your Hit Parade last Saturday night...and here is the lovely lady that helped to make it popular...Doris Day sings "Secret Love"!!!! Survey Song Number ONE!!!!

(MUSIC: _ _ SECRET LOVE . . . (DAY)

D.J.: Well there you have the BIG songs of the day...and because they are the "big" songs...the TOP songs...you heard them on Your Hit Parade!!!!

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

D.J.: You have just heard the Monday night edition of Light UP Time... Your Happy Go Lucky HITS of the Week...as recorded by outstanding artists of the day...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

(SNEAK there'll be more news and Your Happy Go Lucky Night on THEME Broadway...popular tunes from musical shows and motion OUT) pictures both past and present...This is (DISC JOCKEY) thanking you for being with us and reminding you that... (TRANSCRIPTION...CONGA JINGLE)

D.J.: 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)_

'Betty'

3/24/54/

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 3-29

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

(NEWS ROUNDUP - 3 MINUTES)

(COMMERCIAL #

Live Intro
Transcribed Testimonial #51A
(Amy Vanderbilt)
Line Tag (Side 5 - Band 1)

ATX01 0056376

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #51A (AMY VANDERBILT)
(USE WITH TRANSCRIPTION #51)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

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

at

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

6:25 - 5:45 P.M.

MARCH 29, 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 Saturday night on Your Hit Parade....
 as determined by Your Hit Parade Survey...and suppose we
(SNEAK listen first to the song that was Number THREE..."Make
THEME Love To Me".....and here's Jo Stafford to sing it...
OUT)

(MUSIC: MAKE LOVE TO ME (STAFFORD))

COY: Yes, that was Jo Stafford's recording of "Make Love To Me"
 the happy little song that was Number THREE on the Survey
 last Saturday night...and now,let's see...what else was
 on Your Hit Parade last week...well, here's the song that
 was Number SEVEN...and it's been around quite awhile...
 probably because of this arrangement sung by Eddie Fisher,
 "Oh Mein Papa".....

(MUSIC: OH MEIN PAPA (FISHER))

COY: One of the BIG songs on Your Hit Parade last week..."Oh
 Mein Papa"....and that was the voice of Eddie Fisher
 and here's the voice of the Sweetheart of Lucky Strike...
(COMMERCIAL ... COLLINS' TRANSCRIBED BETTER TASTE #6)
(SIDE 1 - BAND 2)

ATX01 0056379

THE AMERICAN TOBACCO COMPANY -2-
LUCKY STRIKE
"LIGHT UP TIME"
ONE-MINUTE COMMERCIAL
BETTER TASTE - STRAIGHT COLLINS
#6

9/23/53

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

One important reason for this is -- LS/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!

ATX01 0056380

COY: Yes, friends...you WILL agree...Luckies DO taste BETTER...
(Pause) And now...back to the music of Your Hit Parade....
and let's listen next to the song that made its "second"
appearance last Saturday...and DID it by being Number FIVE
on the Survey...The Four Knights sing "I Get So Lonely"...

(MUSIC: I GET SO LONELY (FOURKNIGHTS))

COY: "I Get So Lonely"....and that was the Four Knights' recorded
arrangement of Survey Song Number FIVE...Now...suppose you
light up a Lucky...and we'll move on UP the Survey...Let's
stop at Song Number TWO, shall we...and I think you'll find
it a "pleasant pause" because IN that spot last week was
this beautiful song.."Young At Heart"...Frank Sinatra sings
Survey Song Number TWO....

(MUSIC: YOUNG AT HEART (SINATRA))

COY: Frank Sinatra singing "Young At Heart"....the beautiful
music that was Number TWO on Your Hit Parade....and before
we turn to the song that was right at the TOP...I'd like
you to consider for the moment...

(COMMERCIAL...BETTER TASTE #103)

(LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
"LIGHT UP TIME"
ONE-MINUTE RADIO COMMERCIAL
BETTER TASTE #103 (R 1/15/54)

-4-

ANNCR: Better taste. That's something that has made many millions of friends for Lucky Strike cigarettes. Now why does every Lucky taste better? Well, for two excellent reasons. First, Luckies taste better because they are made with fine tobacco. Tobacco that is so fine, so light, so mild - that is just naturally has to give you better taste. The way Luckies are made is important to better taste too. They are made better! Made to draw freely. Made to smoke evenly. Made to taste better. Yes, from the buying of the tobacco -- to the sealing of the pack -- every single step in the manufacture of Luckies is done with one thought in mind: to make them taste better than any other cigarette. There are many millions of smokers all over the country who will tell you that Luckies taste better. So why don't you step up your smoking enjoyment...by asking for Lucky Strike -- the cigarette that does taste better! Cleaner, Fresher, Smoother!

ATX01 0056382

COY: Alright, friends..on we go with Your Happy Go Lucky Hits of the Week...and here it is!!! (HARP GLISS)...Yes...here is the BIG song...for the FIFTH week in a row this beautiful song from the movies led all the others...right at the TOP on Your Hit Parade last Saturday night...and here is the lovely lady that helped to make it popular...Doris Day sings "Secret Love"!!! Survey Song Number ONE!!!

(MUSIC: SECRET LOVE (DAY))

COY: Well there you have the BIG songs of the day...and because they are the "big" songs...the TOP songs...you heard them on Your Hit Parade!!!

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

COY: You have just heard the Monday night edition of Light Up Time.... Your Happy Go Lucky Hits of the Week...as recorded by outstanding artists of the day...and featuring FIVE of the top SEVEN songs played 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 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)

-6-

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

(THEME: _ _ _ UP TO TIME)

mm

ATX01 0056384

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

3-29

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL;
(LIVE)

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 #51A
(Amy Vanderbilt)
Live Tag (*side 5 - Band 1*)

ATX01 0056385

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 9/22/53)
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL #51A (AMY VANDERBILT)
(USE WITH TRANSCRIPTION #51)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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.)

pmk
3/12/54 pm

ATX01 0056387

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

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

"LIGHT UP TIME"

MARCH 30, 1954

TUESDAY

(MUSIC: _ _ _ _ _ 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.....

(MUSIC: _ _ _ _ _ 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
(SNEAK and present.. and let's go back tonight to the 20's...
THEME OUT) 1925, to be exact...which saw the FIRST of "Garrick
Gaieties"...a show which was to have TWO "sequels"...
one in 1926 and another in 1930....but the FIRST one
produced what wound up being the finest song.... Rodgers
and Hart wrote it and they called it "Manhattan"...and
I think you'll agree Lee Wiley does very well by it...
Listen.....

(MUSIC: _ _ _ _ _ MANHATTAN (WILEY)

COY: A little "ode" to a town on the Hudson called "Manhattar.
...and that was Lee Wiley singing one of the all time
great Broadway songs...and then along about 1930 there
was ANOTHER show on Broadway dedicated to the SAME
piece of "real estate" and they called it... "The New
Yorkers"....Cole Porter wrote the score and out of it
came this song...

(MUSIC: _ _ _ _ _ LOVE FOR SALE (DORSEY)

ATX01 0056388

COY: Yes, that was Tommy Dorsey playing "Love for Sale"...
which was first heard along Broadway in the show "The
New Yorkers"....back in 1930...and here's a "side-light"
that might interest you...the CAST for that show included
the current "television team" of Jimmy Durante and
Eddie Jackson...and you can be sure the audience ENJOYED
them...and, you know...
(COMMERCIAL...BETTER TASTE #106 LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
WNBC - "LIGHT UP TIME"
ONE MINUTE ANNOUNCEMENT
BETTER TASTE #106

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: PICK YOURSELF UP (HEATH)...TO FINISH...)

COY: That was an unusual arrangement by Ted Heath of music by Jerome Kern... "Pick Yourself Up" ... Remember it?... Well, you do if you saw the picture "Swing Time" which was showing on Broadway in 1936... "movie" music written by and EX-Broadway composer by the name of Jerome Kern who some two years EARLIER had "headed for Hollywood"... (PAUSE) ... Now, suppose you light up a Lucky and let's listen to a bit of "movie" music from TODAY ... a brand new picture titled "Lucky Me" ... and here's Doris Day to sing one of the songs from it ... Beautiful music called "The Blue Bells of Broadway"...

(MUSIC: THE BLUE BELLS OF BROADWAY (DAY))

COY: Doris Day with a beautiful new ballad from the picture "Lucky Me"... "The Blue Bells of Broadway"... Real pretty music... and now... let's turn from "pretty music" to a ██████████ ^{"POINTED"} observation"... and I'm sure you'll agree
(COMMERCIAL - BETTER TASTE (SEAL) #113 (LIVE)...)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #113
"LIGHT UP TIME"

(R 1/15/54)

ANNCR: Friends, there is no doubt that smoking enjoyment is all a matter of taste. Without good taste there simply is no enjoyment. Well, millions of smokers will tell you that Luckies taste better. -- that Luckies give you more real deep-down smoking enjoyment than any other cigarette. Many things are responsible for Luckies' better taste. The tobacco that goes into them. It's fine, naturally mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. The way Luckies are made -- that helps make them taste better, too. Luckies are actually made better -- made round and firm and fully packed to draw freely, smoke evenly. And Luckies taste better because they come to you fresh. That's right. Each pack of Luckies has an extra tight cellophane seal -- a seal so tight that every Lucky reaches you in all its natural freshness. So get the better taste -- the fresher taste that only Lucky Strike can give you. Tomorrow get a canton of Luckies. Be Happy -- Go Lucky!

COY: Now...let's go on with Your Happy Go Lucky Night on Broadway...and here's a lovely song from a show that opened on the Gay White Way just this month... "The Girl in Pink Tights"....The critics seemed to LIKE it...More importantly...the audiences seem to LIKE it...and one good reason why people are ENJOYING the show could well be this SONG that Tony Bennett sings now..."My Heart Won't Say Goodbye"...

(MUSIC: _ MY HEART WON'T SAY GOODBYE (BENNETT) ... _)

COY: Yes...some are new...some are old...but they're the BIG songs...the songs that make Broadway...the Great White Way...

(MUSIC: _ 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)

AC/BL
3/15/54

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

() ()
10:30 - 10:35 PM EST

THE NEWS

3-30

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL;
(LIVE)

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 (Moisture) #117 (Live)*)

ATX01 0056395

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #117

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough -- will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, Fresher, Smoother. Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So, friends, if you want your next cigarette -- and everyone after it -- to taste better -- Be Happy - Go Lucky -- ask for a carton of better tasting - Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

MARCH 30, 1954

TUESDAY

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

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
on records your Happy Go Lucky Night on Broadway,
popular tunes from musical shows and motion pictures,
past and present.... and let's go back tonight to the 20's
(SNEAK
THEME -
OUT)
....1925, to be exact.... which saw the FIRST of "Garrick
Gaieties"...a show which was to have TWO "sequels"..one in
1926 and another in 1930...but the FIRST one produced what
wound up being the finest song...Rodgers and Hart wrote it
and they called it "Manhattan"...and I think you'll agree
Lee Wiley does very well by it....Listen....

(MUSIC: -- MANHATTAN ... (WILEY)

D.J.: A little "ode" to a town on the Hudson called "Manhattan"
...and that was Lee Wiley singing one of the all time
great Broadway songs...and then along about 1930 there was
ANOTHER show on Broadway dedicated to the SAME piece of
"real estate" and they called it..."The New Yorkers"...
Cole Porter wrote the score and out of it came this song...

(MUSIC: -- LOVE FOR SALE ... (DORSEY)

D.J.: Yes, that was Tommy Dorsey playing "Love For Sale"...which was first heard along Broadway in the show "The New Yorkers"...back in 1930...and here's a "side-light" that might interest you... the CAST for that show included the current "television team" of Jimmy Durante and Eddie Jackson...(PAUSE)...Just a year later...1931... Broadway featured ANOTHER musical that saw Fred Astaire and his sister, Adele, dancing together...and some of the music they danced to went like this....

(MUSIC: -- NEW SUN IN THE SKY... (LANG)

D.J.: "New Sun In The Sky"...music from back in the 30's... and a show called "The Bandwagon"...and SINCE then audiences have enjoyed that same show on the silver screen...a "movie" version of "The Bandwagon"...and, you know....

(COMMERCIAL...BETTER TASTE (MOISTURE ¹⁰⁶ (LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #106 (R 1/15/54)

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: _ _ _ _ PICK YOURSELF UP (HEATH)...TO FINISH...)

D.J.: That was an unusual arrangement by Ted Heath of music by Jerome Kern... "Pick Yourself Up"... Remember it?... Well, you do if you saw the picture, "Swing Time" which was showing on Broadway in 1936... "movie" music written by an EX-Broadway composer by the name of Jerome Kern who some two years EARLIER had "headed for Hollywood"... (Pause)... Now, suppose you light up a Lucky and let's listen to a bit of "movie" music from TODAY... a brand new picture titled "Lucky Me"... and here's Doris Day to sing one of the songs from it Beautiful music called "The Blue Bells of Broadway..."

(MUSIC: _ _ _ _ THE BLUE BELLS OF BROADWAY) _ (DAY) _

D.J.: Doris Day with a beautiful new ballad from the picture "Lucky Me"... "The Blue Bells of Broadway"... Real pretty music... and now... let's turn from "pretty music" to a "pointed observation...." and I'm sure you'll agree --

(COMMERCIAL BETTER TASTE (SEAL) #113 (LIVE))

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #113

ANNCR: Friends, there is no doubt that smoking enjoyment is all a matter of taste. Without good taste there simply is no enjoyment. Well, millions of smokers will tell you that Luckies taste better -- that Luckies give you more real deep-down smoking enjoyment than any other cigarette. Many things are responsible for Luckies' better taste. The tobacco that goes into them. It's fine, naturally mild, good-tasting tobacco. LS/MFT -- Lucky Strike means fine tobacco. The way Luckies are made -- that helps make them taste better, too... Luckies are actually made better -- made round and firm and fully packed to draw freely, smoke evenly. And Luckies taste better because they come to you fresh. That's right. Each pack of Luckies has an extra tight cellophane seal -- a seal so tight that every Lucky reaches you in all its natural freshness. So get the better taste -- the fresher taste that only Lucky Strike can give you. Tomorrow get a carton of Luckies. Be Happy -- Go Lucky!

D.J.: Now...let's go on with your Happy Go Lucky Night on Broadway..and here's a lovely song from a show that opened on the Gay White Way just this month..."The Girl in Pink Tights"...The critics seemed to LIKE it...More importantly ...the audiences seem to LIKE it...and one good reason why people are ENJOYING the show could well be this SONG that Tony Bennett sings now..."My Heart Won't Say Goodbye"...

(MUSIC: MY HEART WON'T SAY GOODBYE (BENNETT)...)

D.J.: Yes...some are new..some are old...but they're the BIG songs...the songs that make Broadway...the Great 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 singers that BELONG to America. This is (DISC JOCKEY) thanking you for being with us and reminding you that...
(TRANSCRIBED CONGA JINGLE)

(SNEAK
THEME
OUT)

(**) 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 [REDACTED]
Monday through Friday by Lucky Strike -- produce of the
American Tobacco Company -- America's leading manufacturer
of cigarettes.

(MUSIC: _ _ THEME UP TO TIME)

'betty'/tc
3/15/54pm

ATX01 0056404

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

DATE 3-30

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 (Moisture) #117 (Line))

RTX01 0056405

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE COMMERCIAL
BETTER TASTE (MOISTURE) #117

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

When you buy a pack of cigarettes, are you sure they're going to be really fresh? You can be if your cigarette is Lucky Strike. And one big reason why -- is the carefully controlled moisture content of Luckies' fine tobacco. The makers of Luckies know that if the tobacco is too moist -- your cigarette will burn too slowly -- or if it's not moist enough -- will taste dry. So, Luckies' moisture content is constantly checked during every step of their manufacture. That's important, friends, because smoking enjoyment is all a matter of taste. And the fact of the matter is - Luckies taste better. Cleaner, Fresher, Smoother. Why? First of all, because they're made of fine, naturally mild, good-tasting tobacco. Who doesn't know that -- LS/MFT, Lucky Strike means fine tobacco. And then, Luckies are made better to taste better. So, friends, if you want your next cigarette -- and everyone after it -- to taste better -- Be Happy - Go Lucky -- ask for a carton of better tasting - Lucky Strike.

-2-

(MONDAY THROUGH FRIDAY)

(FINAL HUMAN INTEREST STORY)

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

(LOCAL STATION IDENTIFICATION)

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

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

at

ATX01 0056407

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

() ()
10:30 - 10:35 PM EST

THE NEWS

3-31

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL:
(LIVE) 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 # _____)

Hall: "And now before we go on with the News
here's the Sweetheart of Lucky Strike.
(Commercial) Coke fans.
Better Taste #2 (Pills - Brand 1)

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES 9/23/53
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE - STRAIGHT COLLINS #2

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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?

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

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

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

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.)

pmk
3/12/54 pm

WNBC - NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

MARCH 31, 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 OLD...some of them NEW....but ALL of them...songs

(SNEAK that BELONG to America.... and you'll find these songs in
THEME every "shape" and "size"...Some come out telling a story,
OUT) be it sad or gay...some come out to the "call" of a
SQUARE dance...some are heard to the tempo of the waltz...
like our FIRST one tonight...and the LEAST that can be
said for IT is...it's "A Mighty Pretty Waltz"...

(MUSIC: _ A MIGHTY PRETTY WALTZ (KING)_)

COY: That was "A Mighty Pretty Waltz"...(that's the TITLE of the
song, incidentally)...played by Pee Wee King and his
Golden West Cowboys...and, by the way...Mr. King is
quite an "authority" on the WALTZ...You see, he WROTE that
now famous country fashion song...Tennessee Waltz.....
Remember?....Alright, on we go and here's Betty Cody
with what I would say amounts to a sizeable order..."Tear
Down the Mountains"...

(MUSIC: _ TEAR DOWN THE MOUNTAINS (CODY)_)

ATX01 0056411

-2-

COY:

Yes, that was Betty Cody with a fairly "new" country
fashion song called.. "Tear Down The Mountain"....and now,
here's a gentleman who has had considerable to say about
mountains, the moon, ANTHING you might find in "poetry"...

Yes...

(Live intro.)

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

(SIDE 5 - BAND 2)

live tag

ATX01 0056412

THE AMERICAN TOBACCO COMPANY -3-
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

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

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

I hope I'm not a crank, but I've got one foible,
I don't enjoy anything unless it's enjoyable.

I'm pernickety about what I like

And for thirty years I've smoked Lucky Strike.

LOCAL ANNCR:
(LIVE)

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

3-31-54

-4-

REVISED

(MUSIC: YOUR CHEATIN' HEART (WILLIAMS)...TO FINISH...)

COY: So goes the song... "Your Cheatin' Heart"....yes, that was Hank Williams singing a little "country fashion" melody that was good enough to get popular not so long ago, and I'm sure you recognized it... Now, why don't you light up a Lucky and we'll enjoy more of this music of America...like this one, for instance...the "setting" is Laredo, Texas....that makes it "western"...The "voice" belongs to Burl Ives....so THAT makes it "interesting"...Let's listen to "Cowboy's Lament"...

(MUSIC: COWBOY'S LAMENT (IVES))

COY: And that was "Cowboy's Lament"..a real classic of the old West...and I hope you enjoyed it...and you know...
(COMMERCIAL...BETTER TASTE (MOISTURE) #118 (LIVE))

RTX01 0056414

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTE
"LIGHT UP TIME"
BETTER TASTE (MOISTURE) #118

REVISED 1/15/54

ONE MINUTE COMMERCIAL:

ANNCR: Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture. Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarettes--
Go Lucky! Ask for a carton of Lucky Strike!

COY: Alright....time for one more of these Happy Go Lucky Tunes... "country fashion"....and let's make it one of the all-time greats [REDACTED] a Western song... "Cool Water", it's called, a cowboy ballad written by Bob Nolan...one of [REDACTED] the "Sons of the Pioneers"....so I guess it's logical that they should sing it....So, here they are with "Cool Water"....

(MUSIC: COOL WATER (SONS OF THE PIONEERS))

COY: And so these are some of the songs...from out of the hills from out of the West ... songs 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..

(SNEAK songs selected from Your Hit Parade Programs of the past
THEME 18 years. I know you'll enjoy it. (PAUSE) Now this is
OUT) Jim Coy thanking you for being with us and reminding you that.

(TRANSCRIPTION...CONGA JINGLE)

-7-

COY: 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 happy
THEME go lucky. Make your next carton... Lucky Strike. "Light
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)

MM

ATX01 0056417

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

DATE 3-31

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 # _____)

News-caster: "And now, before we go on with the news, here's the Sweetheart of Lucky Strike."

(Commercial) Chas transcribed

Better Taste #2 (side 1 - Band 1)

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES 9/23/53
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE - STRAIGHT COLLINS #2

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., ELdorado 5-5800

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?

(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

at

NBC
CLEVELAND, WTAM
CHICAGO, WMAQ
WASHINGTON, WRC

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

10:30-11:00 PM

MARCH 31, 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 of

(SNEAK the OLD... some of the NEW...but ALL of them... songs that
THEME BELONG to America ... and you'll find these songs in every
OUT) "shape" and "size" ... Some come out telling a story, be
it sad or gay...some come out to the "call" of a SQUARE
dance...some are heard to the tempo of the waltz... like
our FIRST one tonight...and the LEAST that can be said for
IT is... it's "A Mighty Pretty Waltz" ...

(MUSIC: A MIGHTY PRETTY WALTZ (KING)

D.J. That was "A Mighty Pretty Waltz"...(that's the TITLE of the
song, incidentally) ...played by Pee Wee King and his
Golden West Cowboys...and, by the way...Mr. King is quite
an "authority" on the WALTZ ...You see, he WROTE that now
famous country fashion song...Tennessee Waltz...Remember?..
Alright, on we go and here's Betty Cody with what I would
say amounts to a sizeable order... "Tear Down the Mountains"

(MUSIC: TEAR DOWN THE MOUNTAINS (CODY)

ATX01 0056421

D.J. Yes, that was Betty Cody with a fairly "new" country fashion song called..."Tear Down the Mountain"...but now let's "come down to earth", shall we...get a bit more "realistic" ...like..."How's The World Treating You" which is a pretty familiar line...and it's a "line" that Eddie Arnold, the Tennessee Plowboy, is going to sing about right now...

(MUSIC: HOW'S THE WORLD TREATING YOU (ARNOLD))

D.J. "How's The World Treating You"...Eddy Arnold with a little of "rhythm and rhyme"...and here's a gentleman who has had considerable experience with "rhyme"...ANYTHING you might find in "poetry"... Yes...

Live Intro.

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

Live Tag

(SIDE 5 - BAND 2)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
"LIGHT UP TIME"
OGDEN NASH TESTIMONIAL #52

REVISED 9/22/53

ONE MINUTE COMMERCIAL:

LOCAL ANNCR: Introducing America's comic poet-laureate, Ogden Nash!
(LIVE)
OGDEN NASH: Somebody once went through my poems and made a list
(SOUND TRACK) 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 that than
(LIVE) poetry! Smoking enjoyment is all a matter of taste.
And the fact of the matter is -- Luckies taste better..
cleaner, fresher, smoother. For two good reasons...
First LS/MFT -- Lucky Strike means fine tobacco and
fine tobacco means better taste. Second, Luckes are
made better to draw freely and smoke evenly ... that,
too, means better taste for you ... So, Be Happy --
Go Lucky.

(MUSIC: YOUR CHEATIN' HEART (WILLIAMS) ... TO FINISH...)

D.J.: So goes the song... "Your Cheatin' Heart"... yes, that was Hank Williams singing a little "country fashion" melody that was good enough to get popular not so long ago, and I'm sure you recognized it... Now, why don't you light up a Lucky and we'll enjoy more of the music of America... like this one, for instance... the "setting" is Laredo, Texas... that makes it "western"... The "voice" belongs to Burl Ives... so THAT makes it "interesting"... Let's listen to "Cowboy's Lament"....

(MUSIC: COWBOY'S LAMENT (IVES))

D.J.: And that was the "Cowboy's Lament"... a real classic of the old West... and I hope you enjoyed it... and, you know...

(COMMERCIAL..BETTER TASTE (MOISTURE) #118 (LIVE)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
LIGHT UP TIME
BETTER TASTE (MOISTURE) #118
ONE MINUTE COMMERCIAL

(R 1/15/54)

ANNCR: Common sense will tell you, friends, that smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. And why not? It's known the world over that LS/MFT -- Lucky Strike means fine tobacco -- fine naturally mild, good-tasting tobacco. And then, Luckies are made better to taste better. Constant checks of quality made during Luckies' manufacture, mean that you enjoy all the better taste of Luckies' fine tobacco. For example, the moisture content of the tobacco is carefully maintained in every phase of manufacture. Checked to make sure every Lucky you light is not too moist and not too dry, but just right to draw freely, smoke evenly and naturally taste better. So, if you want to Be Happy with the taste of your cigarette -- Go Lucky! Ask for a carton of Lucky Strike!

D.J.:

Remember, friends, smoking enjoyment is all a matter of taste...and the fact of the matter is Luckies taste better...cleaner, fresher, smoother, so be Happy, go Lucky. Make your next carton... Lucky Strike!!!!

(SNEAK
THEME
IN)

"Light Up Time" 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)

'betty'
3/17/54/

D.J.: Alright...time for one more of these Happy Go Lucky Tunes ... "country fashion"...and let's make it one of the all-time greats [REDACTED], a Western song... "Cool Water", it's called, a cowboy ballad written by Bob Nolan...one of the [REDACTED] "Sons of the Pioneers"... so I guess it's logical that they should sing it....So, here they are with "Cool Water" ...

(MUSIC: -- COOL WATER (SONS OF THE PIONEERS)

D.J.: And so these are some of the songs...from out of the hills....from out of the West....songs 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 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.....

(SNEAK
THEME
OUT)

(TRANSCRIPTION...CONGA JINGLE)

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

1111

RTX01 0056427

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

THE NEWS

() ()
10:30 - 10:35 PM EST

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL:
(LIVE)

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 #104 (live)*)

RTX01 0056428

★ RADIO ★

BBDO

TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104 (R 1/15/54)

Botten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800'

ANNOUNCER:

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

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

WNBC-NEW YORK

THE AMERICAN TOBACCO COMPANY

REVISED

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

"LIGHT UP TIME"

APRIL 1, 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
(SNEAK_ Parade programs of the past 18 years...as recorded by
THEME outstanding artists of the day...And here at the end of an
OUT) "April Fools' Day"...we promise...no "tricks"...just
"tunes"...tunes of years gone by that matched some of the
"history" gone by...and what was some of the BIG news of
1936....Well, that was the year Social Security went into
effect...the year Life magazine was founded...and what was
the BIG song...THIS was one of them..."The Way You Look
Tonight"...and you heard it on Your Hit Parade September
19th...1936...

(MUSIC: _ THE WAY YOU LOOK TONIGHT) (GOODMAN)

COY: Yes, music by Benny Goodman...back when Peggy Lee was
singing with that great band..."The Way You Look Tonight"..
a big song from 1936Now moving up through the years
to 1951....that was the year "The King and I" started its
"run" on Broadway. Audiences "decided" they liked it - and
so it's STILL "running" but on your Hit Parade of November
15, 1951..things were "Undecided"...and the Ames Bros. have
that song for you now

ATX01 0056431

(MUSIC: UNDECIDED (AMES BROS.))

COY: The Ames Brothers with "Undecided"Well, suppose we
"decide" right now to listen to the Sweetheart of Lucky
Strike

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

(SIDE 1 - BAND 4)

SEPTEMBER 22, 1954

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: --- WHEEL OF FORTUNE (STARR)...TO FINISH....)

COY: "Wheel of Fortune"...and that was Kay Starr singing the song that she helped to make POPULAR...and it was heard on Your Hit Parade of March 16, 1952...the year the Pulitzer Prize for Fiction went to "The Caine Mutiny"... just a year earlier...in 1951...BOXING was part of the big news...Sugar Ray Robinson "lost" and then "won" the middleweight title..."thanks" to Randy Turpin...and on Your Hit Parade program of July 21st that year they were singing..."Because of You"...

(MUSIC: --- BECAUSE OF YOU) (BENNETT)

COY: And that was the voice of Tony Bennett with "Because of You"...a song from Your Hit Parade of July 21, 1951and if you like a good song...I'm sure you liked that...and...

(COMMERICAL.....TESTIMONIAL QUOTE #303 (PHILLIPS)....

(LIVE)

2/18/54

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
TESTIMONIAL QUOTE #303 (H.I. PHILLIPS)

LOCAL
ANNOUNCER:

Say, if you like poetry, here's something that may give you a little chuckle. Listen:

I like the cigarette I smoke
(A statement free from bunk or hoke)
There is no reason for it, brother,
Except I don't like any other!

That's straight from the typewriter of H.I. Phillips - the noted syndicated columnist. It's part of a statement that Mr. Phillips made regarding the cigarette he smokes - Lucky Strike. In another part of the statement he said -- "Long ago I found Luckies had the taste that suited me and I've stuck to them through the years. I smoke Lucky Strike for enjoyment and relaxation." End of quote.

Yes, indeed, the word - enjoyment - that's the main thing you smoke for. Well, smoking enjoyment is all a matter of taste. And the fact of the matter is.... Luckies taste better. They just have to because they're made of fine tobacco and they're made better. For quite some time now we've been asking smokers to Be Happy - Go Lucky. If you haven't tried Luckies why not take care of that next time you buy cigarettes. Believe me, Luckies do taste better.

ATX01 0056435

COY: And now...on we go with Your Happy Go Lucky Hits of Yesterday...and here's one from a "yesterday" back in 1950...a year of "odd" song-titles...like "I Said My Pajamas"... "Sam's Song"...and then there was "Hoop-Dee-Dee"...but there was one lovely song that was right to the point...and Miss Patti Page helped to make it popular.... "All My Love" it's called, and you heard it on Your Hit Parade program of September 9th, 1950...

(MUSIC: _ _ _ _ ALL MY LOVE) _ (PAGE)

COY: Yes, "history" and music sort of go hand-in-hand down through the years...and those are some of the BIG songs you heard 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. (PAUSE)
Light Up Time is brought to you Monday through Friday
by Lucky Strike...product of the American Tobacco
Company...America's LEADING manufacturer of cigarettes.

(SNEAK
THEME
OUT)

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

SA

ATX01 0056437

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

DATE 4-1

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 #104 (live))

RTX01 0056438

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #104 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

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 reans 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.

(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

at

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

THE AMERICAN TOBACCO COMPANY

REVISED

"LIGHT UP TIME"

APRIL 1, 1954

THURSDAY

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

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

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

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

D.J.: This is your host (DISC JOCKEY) and tonight we feature
your Happy Go Lucky Hits of Yesterday... songs selected
(SNEAK from Your Hit Parade Programs of the past 18 years... as
THEME recorded by outstanding artists of the day... and here at
OUT the end of an "April Fools' Day" ... we promise... no "tricks
... just "tunes"... tunes of years gone by that matched
some of the "history" gone by... and what was some of the
BIG news of 1936 ... Well, that was the year Social Security
went into effect... the year Life magazine was founded... and
what was the BIG song... THIS was one of them... "The Way
You Look Tonight"... and you heard it on Your Hit Parade
September 19th... 1936...

(MUSIC: THE WAY YOU LOOK TONIGHT... (GOODMAN))

D.J.: Yes, music by Benny Goodman... back when Peggy Lee was
singing with that great band... "The Way You Look Tonight"
... a big song from 1936... Now... moving up through the
years to 1948... kind of a "sad" year for New Yorkers.. cause
it marked the "end of an era".. Yes it was "farewell" to the
5 cent subway ride.. fares went up to 10 cents.. and on Your
Hit Parade of February 7, 1948.. they were singing a song of
"farewell". Here's Gracie Field's to sing.. "Now is the Hour".

ATX01 0056441

(MUSIC: NOW IS THE HOUR (FIELDS))

D.J.: Gracie Fields singing music from Your Hit Parade of February 7, 1948...a pretty song..Now let's take up the year 1951... that was the year "The King And I" started its "run" on Broadway...Audiences "decided" they like it...and so it's STILL running...but on Your Hit Parade of November 15, 1951, things were "Undecided".. And the Ames Brothers have that song for you now....

(MUSIC: UNDECIDED (AMES BROS.))

D.J.: The Ames Brothers with "Undecided"...well, suppose we "decide" right now to listen to the voice of the Sweetheart of Lucky Strike

COMMERCIAL...COLLINS' TRANSCRIBED BETTER TASTE #31

(SIDE 1 - BAND 4)

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: -- WHEEL OF FORTUNE... (STARR)... TO FINISH...)

D.J.: "Wheel of Fortune"...and that was Kay Starr singing the son that she helped to make POPULAR...and it was heard on Your Hit Parade of March 15, 1952...the year the Pulitzer Prize for Fiction went to "The Caine Mutiny"...just a year earlier...in 1951...BOXING was part of the big news... Sugar Ray Robinson "lost" and then "won" the middleweight title..."thanks" to Randy Turpin...and on Your Hit Parade program of July 21st that year they were singing... "Because of You"....

(MUSIC: -- BECAUSE OF YOU... (BENNETT)

D.J.: And that was the voice of Tony Bennett with "Because Of You"... a song from Your Hit Parade of July 21, 1951... and if you like a good song...I'm sure you liked that... and....

(COMMERCIAL...TESTIMONIAL QUOTE #303 (PHILLIPS)...(LIVE)

2/18/54

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
LIGHT UP TIME
TESTIMONIAL QUOTE #303 (H.I. PHILLIPS)

LOCAL
ANNCR:

Say, if you like poetry, here's something that may give you a little chuckle. Listen:

I like the cigarette I smoke
(A statement free from bunk or hoke)
There is no reason for it, brother,
Except I don't like any other!

That's straight from the typewriter of H. I. Phillips - the noted syndicated columnist. It's part of a statement that Mr. Phillips made regarding the cigarette he smokes - Lucky Strike. In another part of the statement he said - "Long ago I found Luckies had the taste that suited me and I've stuck to them through the years. I smoke Lucky Strike for enjoyment and relaxation." End of quote. Yes, indeed, the word - enjoyment - that's the main thing you smoke for. Well, smoking enjoyment is all a matter of taste. And the fact of the matter is ... Luckies taste better. They just have to because they're made of fine tobacco and they're made better. For quite some time now we've been asking smokers to Be Happy - Go Lucky. If you haven't tried Luckies why not take care of that next time you buy cigarettes. Believe me, Luckies do taste better.

D.J.: And now...on we go with Your Happy Go Lucky Hits of Yesterday... and here's one from a "yesterday" back in 1950... a year of "odd" song-titles...like "I Said My Pajamas"... "Sam's Song"...and then there was "Hoop-Dee-Doo"...but there was one lovely song that was right to the point...and Miss Patti Page helped to make it popular... "All My Love" it's called, and you heard it on Your Hit Parade program of September 9th, 1950....

(MUSIC: -- ALL MY LOVE...PAGE)

D.J.: Yes, "history" and "music" sort of go hand-in-hand down through the years...and those are some of the BIG songs you heard 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)

(**) 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 Lucky... Make YOUR next carton ... LUCKY STRIKE!!!!
(SNEAK
THEME
IN)
(PUASE) 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)

'betty'
3/17/54/

RTX01 0056447

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

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

SAN FRANCISCO, KNBC

APRIL 2, 1954

FRIDAY

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...

(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 tonight we're sort of in the mood to "reminisce"...recall some pleasant memories of a day gone by...I suppose you could call it a "mood for dreaming"..a "dreamy mood"..and that just might serve to result in some nice music...music that goes like this...

(MUSIC: DREAM (PIED PIPERS))

D.J.: And those were the voices of the Pied Pipers with music called "Dream"...and that serves to "establish" our mood tonight...our "mood for dreaming"...but perhaps you would like to include in YOUR mood this evening...memories of a time gone by...a pleasant spring afternoon spent in the shade of a tree...a "willow" tree if you please...Well, let Camarata set the scene with this arrangement of "Willow Weep For Me"...

(MUSIC: WILLOW WEEP FOR ME (CAMARATA))

ATX01 0056448

D.J.: The sweeping strings of Camarata in an arrangement of "Willow Weep For Me"...and that sort of sets a scene for "romance," wouldn't you say...and when you're in a "mood for dreaming" like our mood tonight...romance has its place...and so Dick Haymes makes THIS lyrical suggestion... "Let's Fall In Love".....

(MUSIC: LET'S FALL IN LOVE (HAYMES))

D.J.: Dick Haymes singing "Let's Fall In Love"...sort of a "dreamy" type song...which is a pretty good "reason" to include it in our "Mood for dreaming" tonight...and, you know... (COMMERCIAL...BETTER TASTE #105 (LIVE))

(R 1/15/54)

LUCKY STRIKE CIGARETTES
BETTER TASTE (#105)

ONE MINUTE RADIO COMMERCIAL

ANNCR: Of all the reasons a person has for smoking, one stands at the very head of the list. That reason is... enjoyment. Why certainly! You smoke for enjoyment. And what gives you enjoyment? Why it's the taste of the cigarette. Yes smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, Fresher, Smoother. Luckies taste better for two reasons that have really made cigarette history. First, they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco...fine, naturally mild, good-tasting tobacco. Then, Luckies are made better...made round and firm and fully packed, to draw freely and smoke evenly. Yes indeed...made with fine tobacco. Made better. Those are your reasons for always asking for Luckies. Those are the things that make Luckies taste better. So, Be Happy - Go Lucky. Next time you're shopping ask for a carton of Lucky Strike!

(MUSIC: THE MOST BEAUTIFUL GIRL IN THE WORLD (DORSEY)...
TO FINISH...

D.J.: Music for a "mood"...and our mood tonight is for "dreaming"...and for the moment we were thinking about "The Most Beautiful Girl In the World" ...thanks to that music by Tommy Dorsey...And now, suppose you light up a Lucky and we'll see what Bob Manning has in mind for our "mood for dreaming"...Well, HIS choice of "the most beautiful girl" is someone called "Venus Di Milo" ...Hmmm, I wonder who SHE is...Let's find out...

(MUSIC: VENUS DI MILO (MANNING)

D.J.: And so...Bob Manning "dreams" of "Venus Di Milo" and now, for a few seconds let's switch from "music" to "mathematics" ...and let's consider the problem of "ten plus ten"...Of course the answer is TWENTY...and if you SMOKE...THIS becomes a pretty important answer... because...

COMMERCIAL...BETTER TASTE (SEAL) #114 (LIVE)

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #114

ANNCR: Twenty...better-tasting...cigarettes.

Twenty...fresher-tasting...cigarettes.

That's just what you get when you open a pack of Luckies. It stands to reason that better taste in a cigarette must start with the tobacco, and LS/MFT -- Lucky Strike means fine tobacco. Light, naturally mild, good-tasting tobacco. Then, Luckies are actually made better -- made to taste better. Now, why are Luckies fresher-tasting? Because of the cellophane seal on each pack. Yes, every pack of Luckies is extra tightly sealed -- so that you get Luckies' better taste in all its natural freshness. There's no doubt that smoking enjoyment is all a matter of taste. And there's no doubt that Luckies taste better. Cleaner, Fresher, Smoother. So for real, deep-down smoking enjoyment...Be Happy -- Go Lucky! Switch to a carton of better-tasting, fresher-tasting Lucky Strike.

D.J.: Alright...here's another song that might add to the enjoyment of our "mood" tonight...our "mood for dreaming"... and if you happen to cherish a memory or so from an autumn of yesterday then I'm SURE you'll like this next song...Yes, here on this evening in SPRING...let's listen to a song of FALL...AND Monica Lewis is responsible for it...The beautiful..."Autumn Leaves"...

(MUSIC: _ AUTUMN LEAVES (LEWIS))

D.J.: So goes our "mood" tonight...our "mood for dreaming"...and I hope we leave you with..PLEASANT dreams...

(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...

(SNEAK (PAUSE) Tonight's broadcast, by the way, marks the end of
THEME this series of Light Up Time programs...I sincerely hope that
OUT you've enjoyed them as much as we've enjoyed presenting them
...Now...This is (DISC JOCKEY) thanking you for being with
us and reminding you that...
(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, (SNEAK cleaner, fresher, smoother. So BE Happy, Go Lucky...Make THEME your next carton...Lucky Strike....(PAUSE) Light Up Time on IN) records has been brought to you by Lucky Strike...product of the American Tobacco Company...America's LEADING manufacturer of cigarettes.

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

al - ek - pm

ATX01 0056454

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

DATE 42

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 # Pittes. Brite # 104 (low))

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER:

It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
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

at

WNBC, NEW YORK

THE AMERICAN TOBACCO COMPANY

"LIGHT UP TIME"

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

APRIL 2, 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
(SNEAK create a mood for the night.... and tonight we're sort
THEME of in the mood to "reminisce" ...recall some pleasant
(OUT) memories of a day gone by... I suppose you could call
it a "mood for dreaming" ...a "dreamy mood"...and that
just might serve to result in some nice music...music
that goes like this...

(MUSIC: -- DREAM (PIED PIPERS) --

COY: And those were the voices of the Pied Pipers with music
called "Dream"...and that serves to "establish" our
mood tonight...our "mood for dreaming"...but perhaps you
would like to include in YOUR mood this evening
memories of a time gone by...a pleasant spring afternoon
spent in the shade of a tree...a "willow" tree if you
please...Well, let Camarata set the scene with this
arrangement of "Willow Weep For Me."...

(MUSIC: -- WILLOW WEEP FOR ME (CAMARATA) --

RTX01 0056458

COY:

The sweeping strings of Camarata in an arrangement of "Willow Weep for Me"...dreamy music which is a pretty good "reason" to include it in our "mood for dreaming" tonight...and, you know....

(COMMERCIAL...BETTER TASTE #105 (LIVE))

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #105 (R 1/15/54)

ANNCR: Of all the reasons a person has for smoking, one stands at the very head of the list. That reason is... enjoyment. Why certainly! You smoke for enjoyment. And what gives you enjoyment? Why it's the taste of the cigarette. Yes smoking enjoyment is all a matter of taste. And the fact of the matter is -- Luckies taste better. Cleaner, fresher, smoother. Luckies taste better for two reasons that have really made cigarette history. First, they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco...fine, naturally mild, good-tasting tobacco. Then, Luckies are made better... made round and firm and fully packed, to draw freely and smoke evenly. Yes indeed...made with fine tobacco. Made better. Those are your reasons for always asking for Luckies. Those are the things that make Luckies taste better. So, Be Happy -- Go Lucky. Next time you're shopping ask for a carton of Lucky Strike!

(MUSIC: THE MOST BEAUTIFUL GIRL IN THE WORLD (DORSEY)...TO FINISH)

COY: Music for a "mood"...and our mood tonight is for
"dreaming"...and for the moment we were thinking about
"The Most Beautiful Girl In the World"...thanks to that
music by Tommy Dorsey...and now, suppose you light up a
Lucky and we'll see what Bob Manning has in mind for
our "mood for dreaming"...Well, HIS choice of "the most
beautiful girl" is someone called "Venus Di Milo" ...
Hmmm, I wonder who SHE is...Let's find out...

(MUSIC: VENUS DI MILO (MANNING))

COY: And so...Bob Manning "dreams" of "Venus Di Milo"...and
now, for a few seconds let's switch from "music" to
"mathematics"...and let's consider the problem of "ten
plus ten"...of course the answer is TWENTY...and if you
SMOKE...THIS becomes a pretty important answer...because..
COMERCIAL...BETTER TASTE (SEAL) #114 (LIVE)

LUCKY STRIKE CIGARETTES (R 1/15/54)
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE (SEAL) #114

ANNCR: Twenty...better-tasting...cigarettes.
 Twenty...fresher-tasting...cigarettes.
 That's just what you get when you open a pack of Luckies.
 It stands to reason that better taste in a cigarette
 must start with the tobacco, and LS/MFT -- Lucky Strike
 means fine tobacco. Light, naturally mild, good-tasting
 tobacco. Then, Luckies are actually made better --
 made to taste better. Now, why are Luckies fresher-
 tasting? Because of the cellophane seal on each pack.
 Yes, every pack of Luckies is extra tightly sealed --
 so that you get Luckies' better taste in all its natural
 freshness. There's no doubt that smoking enjoyment is
 all a matter of taste. And there's no doubt that Luckies
 taste better. Cleaner, Fresher, Smoother. So for real,
 deep-down smoking enjoyment...Be Happy -- Go Lucky!
 Switch to a carton of better-tasting, fresher-tasting
 Lucky Strike.

COY: Alright...here's another song that might add to the enjoyment of our "mood" tonight...our "mood for dreaming" ...and if you happen to cherish a memory or so from an autumn of yesterday then I'm SURE you'll like this next song...Yes, here on this evening in SPRING...let's listen to a song of FALL...and Monica Lewis is responsible for it...The beautiful..."Autumn Leaves"...

(MUSIC: AUTUMN LEAVES (LEWIS))

COY: So goes our "mood" tonight...our "mood for dreaming"... and I hope we leave you with...PLEASANT dreams...

(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 tonight's broadcast marks the end of this series of Light Up Time programs...which I hope you've enjoyed...and I think you'll enjoy our new series which starts Monday night at 6:25 ... when it'll be "Time for Music"...Our program Monday will feature the "Top Songs from Tin Pan Alley"... And 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 Strike..
THEME Light Up Time has been brought to you on records by
OUT) Lucky Strike, product of the American Tobacco Company...
America's LEADING manufacturer of cigarettes...

(MUSIC: THEME: UP TO TIME)

AL

ATX01 0056464

NEW YORK - WNBC

THE AMERICAN TOBACCO COMPANY

() ()
10:30 - 10:35 PM EST

THE NEWS

4-2

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

(TRANSCRIBED OPENING)

COLLINS: Luckies taste better

DUET: Cleaner, fresher, smoother

... Lucky Strike ... Lucky Strike!

HALL:
(LIVE) 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* #107 *(live)*)

ATX01 0056465

★ RADIO ★
BBDO
TELEVISION

LUCKY STRIKE CIGARETTES
ONE MINUTE RADIO COMMERCIAL
BETTER TASTE #107 (R 1/15/54)

Batten, Barton, Durstine & Osborn, Inc., 383 Madison Ave., New York 17, N. Y., Eldorado 5-5800

ANNOUNCER: It almost goes without saying, friends:
one reason you smoke is for enjoyment. And
that enjoyment comes from the taste of your
cigarette. That's right, smoking enjoyment
is all a matter of taste. And the fact of
the matter is -- Luckies taste better.
Cleaner, Fresher, Smoother. And why not?
Better taste starts with fine tobacco and
LS/MFT. Lucky Strike means fine tobacco.
Fine, naturally mild, good-tasting tobacco.
And then, Luckies are made to taste better.
Carefully made with a constant check on
quality during every step in their
manufacture. That's why you can be sure
that every Lucky you light is round and firm
and fully packed to draw freely, smoke
evenly and naturally taste better. So,
remember, friends, when you're looking for
smoking enjoyment, the sure way to find it
is to reach for a Lucky! Because smoking
enjoyment is all a matter of taste. And
the fact is -- Luckies taste better. Cleaner,
Fresher, Smoother. So, try a carton of
Lucky Strike.

(HUMAN INTEREST STORY)

HALL: And that's the News for tonight, brought to you by Lucky Strike. Listen tomorrow evening at 6:25 for "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, next time you buy, make your cigarette, Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

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

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

pmk
3/12/54 pm

ATX01 0056467