

1953

JUNE - SEPT.

FOR JACK BENNY

REPLACEMENT

SUMMER

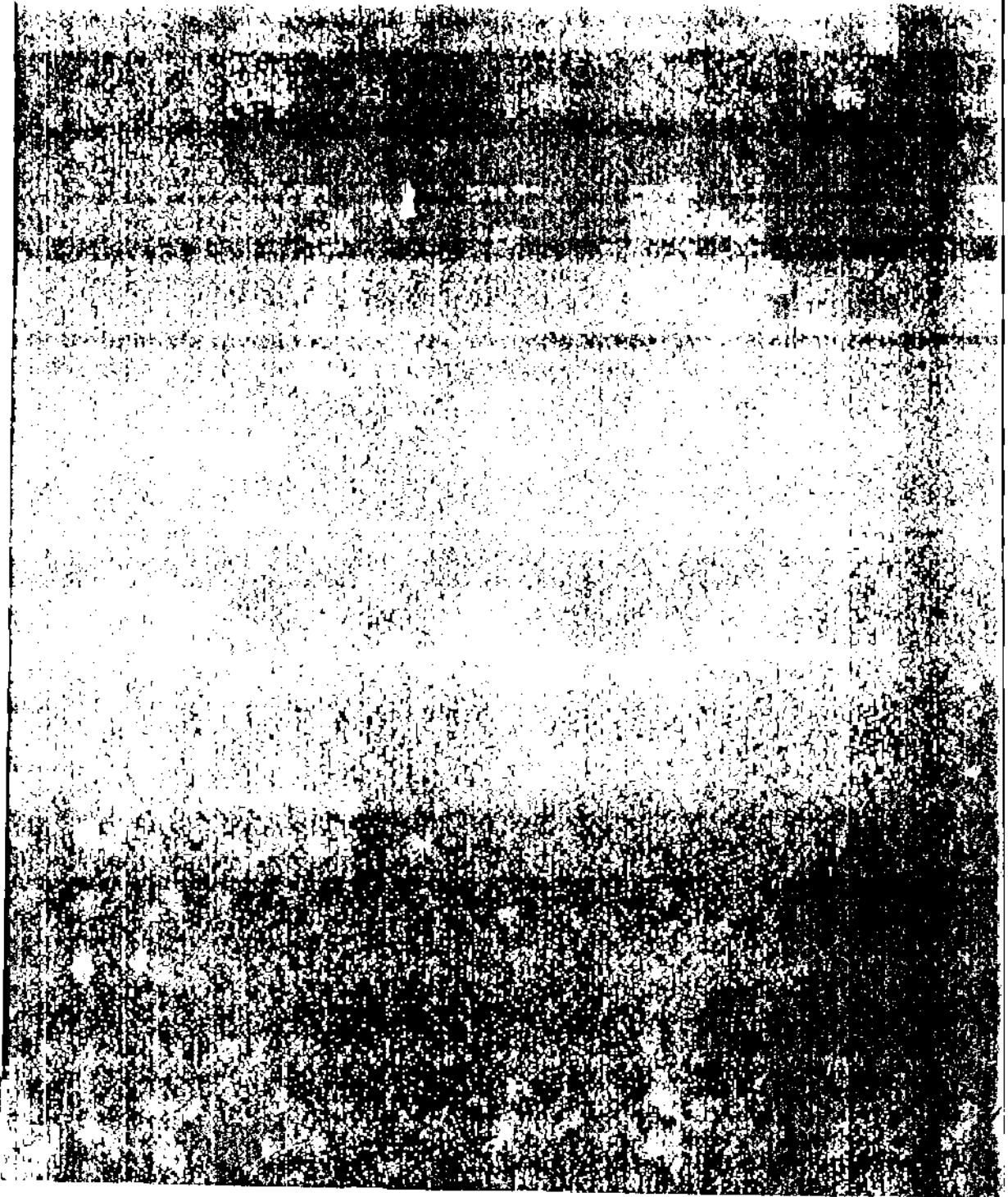
TIME

FOR FORWARD

LICKY STICKY

CONTINUED

RADIO



01X01 01B3883

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE June 14, 1953 Program # 1 Network: CBS Broadcast: 7:00-7:30 PM EDT
Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "HONEST AND TRULY" KENNY MARTIN & TRIO
2. "THE BREEZE" DOROTHY COLLINS
3. "SONG FROM MOULIN ROUGE" ORCHESTRA

COMMERCIAL NO. 1

4. "TALES FROM VIENNA WOODS" TWIN PIANOS
5. "MOTHER TALK" DOROTHY COLLINS
6. "PRETEND" KENNY GARDNER

COMMERCIAL NO. 2

7. "MY HEART STOOD STILL" DOROTHY COLLINS
8. "MEDLEY - "I'M IN THE MOOD FOR LOVE" ORCHESTRA
"BIRTH OF THE BLUES"
"DANCING IN THE DARK"

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

7:00-7:30 PM EDT

JUNE 14, 1953

SUNDAY

OPENING

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's Guy Lombardo Time, presented by Lucky Strike!
(APPLAUSE)

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (LONG CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and
Luckies taste better - cleaner, fresher, smoother.
Yes, Luckies are fresher. Just smoke 'em and
see! So, to get the better taste you want - and get
get it fresh - Be Happy - Go Lucky! Ask for a
carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

(MORE)

ATX01 0183885

GUY LOMBARDO TIME
JUNE 14, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring Your Lucky Star of the Week,
Dorothy Collins ... and starring GUY LOMBARDO
and his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0183886

GUY LOMBARDO TIME
/JUNE 14, 1953

-3-

LOMBARDO: Thank you, Andre Baruch. And a Happy-Go-Lucky "hello" to everyone! It's our pleasure to be with you as we start a brand new series of programs for Lucky Strike. We're here to take Jack Benny's place during the summer months.

And Each Sunday we'll bring you some of the latest hits and all-time favorites, too ... the songs we know you like ~~the~~ best because you've asked for them so often. And we'll also have an outstanding ~~female~~ guest vocalist as Your Lucky Star of the Week. Now, to get things going, here are Kenny Martin and the Trio, with a beautiful ballad, "HONEST AND TRULY".

("HONEST AND TRULY".MARTIN & TRIO)

(APPLAUSE)

ATX01 0183887

BARUCH: Now, Guy, it's time to introduce the very first
Lucky Star of the Week.

LOMBARDO: A real pleasure, Andre. Tonight we have a lovable
little Miss who has endeared herself to just about
everyone. We are happy to present the Sweetheart
of Lucky Strike ... Dorothy Collins.

(APPLAUSE)

COLLINS: Thank you very much, Guy. And hello, everybody.

LOMBARDO: Welcome to our new program, Dorothy! I understand
that ^{... well} you'll be quite a busy gal this Summer.

COLLINS: ^A Yes, I'll be making some personal appearances
around the country, and I might even do some
Summer stock. But first a few weeks vacation.

LOMBARDO: And after a full season on television you ^{deserve}
them. ^{And} ~~But~~ now Dorothy, how about your first
number?

COLLINS: ^{an old favorite of mine just that's not coming}
It's ~~a ballad, I have just recorded called~~ ^{to a ballad}
"THE BREEZE".

("THE BREEZE". DOROTHY COLLINS)

(APPLAUSE)

LOMBARDO: Thank you, Dorothy Collins. We'll hear more from
you later.

GUY LOMBARDO TIME
JUNE 14, 1953

-5-

BARUCH: *Say* You know, Guy, one of my favorite tunes
from Your Hit Parade this week is the
enchanting "SONG FROM MOULIN ROUGE."

LOMBARDO: Well a lot of people must be sharing your
enthusiasm, Andre. The tune is Survey Song
Number Two this week, and we'd like to play
it right now. Here is ^{the} "SONG FROM MOULIN ROUGE".

("SONG FROM MOULIN ROUGE". . . .THE ROYAL
CANADIANS)

(APPLAUSE)

ATX01 0183889

GUY LOMBARDO TIME
JUNE 14, 1953

-C-

COMMERCIAL NO. 1

BARUCH: For real, deep-down smoking enjoyment, Nothing -
no, nothing - beats better taste. And --

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

Lucky Strike! Lucky Strike!

BARUCH: Friends, there's no doubt about it ... your
enjoyment of a cigarette depends on its taste
and Luckies taste better - cleaner, fresher,
smoother. I'm sure you'd like to know why.
One reason is that Luckies are made better to
taste better. They're made round and firm and
fully packed, to draw freely and smoke evenly.
What's more, Luckies taste better because they're
made of long strands of fine, light, naturally
mild tobacco. LS/MFT - Lucky Strike means fine
tobacco. Yes, Luckies taste better ... and that
better taste reaches you in all its natural
freshness. That's because every pack of Luckies
is extra tightly sealed, to keep in that fresher
taste.

(MORE)

ATX01 0183890

GUY LOMBARDO TIME
JUNE 14, 1953

-D-

COMMERCIAL NO. 1 (CONT'D)

BARUCH:
(CONT'D) Remember, friends ... in a cigarette, nothing -
no, nothing - beats better taste. And Luckies
do taste better ... cleaner, fresher, smoother.
Be Happy - Go Lucky ... and ask for fresher
tasting, better-tasting Lucky Strike!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

~~Lucky Strike! Lucky Strike!~~

Collins: Luckies taste better!

Chorus: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0183891

GUY LOMBARDO TIME
JUNE 14, 1953

-6-

CRCH: (HIT AND FADE)

LOMBARDO: It's Twin Piano time, and tonight, our
keyboard duo would like to play ~~a waltz.~~
~~The Twin Pianos and~~ "TALES FROM VIENNA WOODS".

("TALES FROM VIENNA WOODS")

(APPLAUSE)

ATK01 0183892

GUY LOMBARDO TIME
JUNE 14, 1953

-7-

LOMBARDO: This time, it's a lovely new song, with an
old and beautiful theme ... Dorothy Collins,
Your Lucky Star of the Week, sings
"MOTHER TALK".

("MOTHER TALK" DOROTHY COLLINS)

(APPLAUSE)

ATX01 0183893

"GUY LOMBARDO TIME"
JUNE 14, 1953

-2-

BARUCH: *hey* Guy, how many tunes do you think have been written giving advice to people who feel discouraged and blue?

LOMBARDO: Probably hundreds, Andre. And here's Kenny Gardner to sing one of the very latest. It's the familiar ballad, "PRETEND."

(PRETEND. KENNY GARDNER)

GUY LOMBARDO TIME
JUNE 14, 1953

-E-

COMMERCIAL NO. 2

BARUCH: For the smoking enjoyment you want -- remember --

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

For Lucky Strike means fine tobacco --

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

Lucky Strike! Lucky Strike!

BARUCH: Friends, you ~~know~~, and I know, that what you really want in your cigarette is better taste. And the makers of Luckies know it too. That's why they make sure that Luckies are made better to taste better ... to taste cleaner, fresher, smoother. For example, Luckies are made of fine, light, naturally mild tobacco, with a wonderful aroma and a taste that's even better. As every smoker knows -- LS/MFT - Lucky Strike means fine tobacco. Then, too, Luckies are made round and firm and fully packed, to draw freely and smoke evenly. It all adds up to the fact that only fine tobacco, in a better-made cigarette, can give you better taste. Nothing - no, nothing - beats better taste! So why not Be Happy - Go Lucky! Ask for a carton of better-tasting Lucky Strike! (MORE)

ATX01 0183895

GUY LOMBARDO TIME
JUNE 14, 1953

-F-

COMMERCIAL NO. 2 (CONT'D)

COLLINS: Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

~~Lucky Strike! Lucky Strike!~~

Collins: Luckies taste better!

Chorus: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0183896

"GUY LOMBARDO TIME"
JUNE 14, 1953

-9-

ORCHESTRA: (HIT AND FADE)

LOMBARDO: *And* Here's a bright new version of a song from
"A Connecticut Yankee". Your Lucky Star of the
Week, Dorothy Collins sings, "MY HEART STOOD
STILL".

("MY HEART STOOD STILL. DOROTHY COLLINS)

(APPLAUSE)

ATX01 0183897

"GUY LOMBARDO TIME"
JUNE 14, 1953

-10-

BARUCH: *well* It's medley time Guy, and I see you have three
old favorites that are still great hits.

LOMBARDO: That's right, Andre, and how could anyone forget
such captivating melodies as "I'M IN THE MOOD FOR
LOVE", "BIRTH OF THE BLUES" and "DANCING IN THE DARK".

(MEDLEY: "I'M IN THE MOOD FOR LOVE"
"BIRTH OF THE BLUES"
"DANCING IN THE DARK" *THE ROYAL CANADIANS)

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" -- FADE FOR)

ATX01 0183898

"GUY LOMBARDO TIME"
JUNE 14, 1953

-G-

LOMBARDO: And so friends, we bid you good night until next week. Many thanks to Dorothy Collins, the Sweetheart of Lucky Strike, for a wonderful performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and Be Happy -- Go Lucky!

ORCHESTRA: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

ATX01 0183899

"GUY LOMBARDO TIME"
JUNE 14, 1953

-H-

BARUCH: This is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME" and "the sweetest music this side of heaven." Next week Dorothy Collins will be back with us as Your Lucky Star of the Week. Be sure to tune in every Thursday for "The American Way", featuring Horace Heidt for Lucky Strike. And in the meantime, friends, remember -- Nothing, no, nothing - beats better taste! And Luckies taste better - cleaner, fresher, smoother! Yes, Luckies are fresher - just smoke 'em and see! So Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky!
Be Happy -- Get Better Taste!
Be Happy -- Go Lucky

(LONG CLOSE) Get Better Taste TODAY!

(APPLAUSE)

ORCHESTRA: (BE HAPPY -- GO LUCKY -- FADE FOR)

BARUCH: Guy Lombardo Time is brought to you ~~transcribed~~ by Lucky Strike, product of The American Tobacco Company - America's leading manufacturer of cigarettes.

ORCHESTRA: ("BE HAPPY -- GO LUCKY" - UP AND OVER)

ANNOUNCER: THIS IS THE CBS RADIO NETWORK.

ATX01 0183900

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by
BATTEN, BARTON, ~~AS DUBOIS~~ DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE June 21, 1953 Network: CBS Broadcast: 7:00-7:30 PM EDT
Broadcast #2 Repeat: 9:30-10:00 PM EDT
(Taped June 9, 1953)

ROUTINE

OPENING COMMERCIAL

1. "JUST ANOTHER POLKA" KENNY GARDNER & TRIO
2. "I BELIEVE" DOROTHEE COLLINS
3. "APRIL IN PORTUGAL" ORCHESTRA

COMMERCIAL NO. 1

4. "CANNON BALL RAG" TWIN PIANOS
5. "DOGGIE IN THE WINDOW" DOROTHEE COLLINS
6. "SEVEN LONELY DAYS" KENNY GARDNER

COMMERCIAL NO. 2

7. "TO MAKE A LONG STORY SHORT" DOROTHEE COLLINS
8. MEDLEY - "WHISPERING"
"OBJECT OF MY AFFECTION"
"DEEP PURPLE" ORCHESTRA

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

JUNE 21, 1953

SUNDAY

(TAPED JUNE 9, 1953)

OPENING

BARUCH: This is "Guy Lombardo Time" for broadcast
June 21, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's Guy Lombardo Time, presented transcribed
by Lucky Strike!

(APPLAUSE)

(FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! ^{Sho-Y} (~~LONG~~-CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and
Luckies taste better - cleaner, fresher, smoother.
Yes, Luckies are fresher. Just smoke 'em and
see! So, to get the better taste you want - and
get it fresh - Be Happy - Go Lucky! Ask for a
carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

ATX01 0183902

GUY LOMBARDO TIME
JUNE 21, 1953

-B-

(TAPED JUNE 9, 1953)

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring Dorothy Collins as YOUR LUCKY STAR
of the week ... and starring
GUY LOMBARDO and his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRA CLIMAX)

Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATK01 0183903

GUY LOMBARDO TIME
JUNE 21, 1953

-3-

(TAPED JUNE 9, 1953)

LOMBARDO: *Thank you, Andie Baruch*
1 And a Happy-Go-Lucky "hello" to everyone!

It's our pleasure to be with you again tonight,
as we play the songs we know you like to hear
because you've asked for them so often. So,
to start off in a bright mood, here's Kenny
Gardner and the Trio, with "JUST ANOTHER POLKA".

("JUST ANOTHER POLKA".GARDNER AND TRIO)

(APPLAUSE)

ATX01 0183904

GUY LOMBARDO TIME
JUNE 21, 1953

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(TAPED JUNE 9, 1953)

~~ORCH: ("AIN'T SHE SWEET" - HIT AND FADE)~~

BARUCH: Time now to present Your Lucky Star of the Week.

And We're delighted to have the lovely guest of last week's show back with us tonight. She's the Sweetheart of Lucky Strike -- Dorothy Collins!

(APPLAUSE)

COLLINS: Thank you very much, and hello ~~again~~, Guy!

LOMBARDO: Welcome back again, Dotty! *And very nice* How *does* it feel to be taking it easy, after a season of TV?

COLLINS: Well, as much as we all enjoy appearing on Your Hit Parade, it's always nice to look forward to vacation time.

LOMBARDO: *And* Meanwhile, millions of televiewers are looking forward to next fall when they'll be seeing you, ~~as usual.~~ *But* Right now, ~~though~~; I'm sure they'll be happy to listen while you sing, "I BELIEVE".

("I BELIEVE" DOROTHY COLLINS)

(APPLAUSE)

LOMBARDO: Thank you, Dorothy Collins. We'd like some more, later on.

ATX01 0183905

GUY LOMBARDO TIME
JUNE 21, 1953

-5-

(TAPED JUNE 9, 1953)

BARUCH: *Say Guy* I see we have a tango coming up next, ~~Guy~~.
They always seem to rank high in popular
favor.

LOMBARDO: I guess a tango's no different than any
other type of tune, Andre. ^{*You know*} If it's got the
stuff, it goes places. For example, here
are the Royal Canadians playing "April in
Portugal".

("APRIL IN PORTUGAL" ORCHESTRA)

(Applause)

Commercial No. 1

GUY LOMBARDO TIME
JUNE 21, 1953

-C-

(TAPED JUNE 9, 1953)

COMMERCIAL NO. 1

BARUCH: For real, deep-down smoking enjoyment, Nothing --
no, nothing - beats better taste! And ...

COLLINS:
(SINGING) Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS:
(SINGING) Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco

COLLINS:
(SINGING) Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: Friends, if you want to get more enjoyment
out of smoking, here's all you have to do.
Switch to the cigarette that's definitely
fresher. That means Lucky Strike ... because
every pack is extra tightly sealed to keep in
Luckies' fresher taste. You know, true
freshness is extremely important to better
taste. And remember, in a cigarette, nothing -
no, nothing - beats better taste -- and Luckies
taste better -- not only fresher, but cleaner
and smoother, too.

(MORE)

ATX01 0183907

GUY LOMBARDO TIME
JUNE 21, 1953

-D-

(TAPED JUNE 9, 1953)

COMMERCIAL NO. 1 (CONT'D)

BARUCH:
(CONT'D)

First, they're made of fine tobacco.
LS/MFT - Lucky Strike means fine tobacco;
fine, light, naturally mild tobacco that
can't help tasting better. Second, Luckies
are made better to taste better -- made round
and firm and fully packed to draw freely and
smoke evenly. So, friends, get the better
taste you want in your cigarette... and
get it fresh. Be Happy - Go Lucky! Next
time, ask for a carton of Lucky Strike!

COLLINS:
(SINGING)

Luckies taste better!

CHORUS:

Cleaner, Fresher, Smoother!

~~Lucky Strike! Lucky Strike!~~

Collins: Luckies taste better!

*Chorus: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!*

ATX01 0183908

GUY LOMBARDO TIME
JUNE 21, 1953

-6-

(TAPED JUNE 9, 1953)

ORCH: (HIT AND FADE)

LOMBARDO: No doubt you've heard the "Twelfth Street Rag",
the "Maple Leaf Rag", and even "Tiger Rag".
Well, here's one of our favorite "rag" tunes,
~~and we think you'll like it too. The Twin~~
~~Pianos play,~~ the "Cannon Ball Rag".

("CANNON BALL RAG". TWIN PIANOS)

(APPLAUSE)

GUY LOMBARDO TIME
JUNE 21, 1953

-7-

(TAPED JUNE 9, 1953)

LOMBARDO: Time again for Your Lucky Star of the Week.
And just like most of us, Dorothy Collins
can't seem to resist puppies in pet shops
as she sings, "HOW MUCH IS THAT DOGGIE IN
THE WINDOW".

("DOGGIE IN THE WINDOW".DOROTHY COLLINS)

(APPLAUSE)

ATK01 0183910

GUY LOMBARDO TIME
JUNE 21, 1953

-8-

(TAPED JUNE 3, 1953)

BARUCH: You know, Guy, Kenny Gardner's next number
just goes to prove you can't always tell
about a song from its title.

LOMBARDO: I see what you mean. ^{well,} Here we have a
bright and catchy jump tune, with a name
that's downright plaintive. It's
"SEVEN LONELY DAYS" ... and here's Kenny
to sing it.

("SEVEN LONELY DAYS". KENNY GARDNER)

(Applause)

ATK01 0183911

GUY LOMBARDO TIME
JUNE 21, 1953

-E-

COMMERCIAL NO. 2

BARUCH: In a cigarette - Nothing - no, nothing - beats
better taste! And ...

COLLINS
(SINGING): Luckies taste better!

CHORUS: Cleaner, fresher, smoother!

COLLINS
(SINGING): Luckies taste better!

CHORUS: Cleaner, fresher, smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco

COLLINS
(SINGING): Luckies taste better!

CHORUS: Cleaner, fresher, smoother!
Lucky Strike! Lucky Strike!

BARUCH: Anyone who's ever settled back to really enjoy
a cigarette will agree that nothing - no,
nothing - beats better taste! And Luckies taste
better -- cleaner, fresher, ~~and~~ smoother! There
are two important reasons why that's true.
First of all, Luckies are made of fine tobacco.
Millions of people know LS/MFT, Lucky Strike
means fine tobacco -- fine, light, naturally
mild tobacco with a wonderful aroma and an even
better taste! And second -- Luckies are made
better to taste better. They're made round and
firm and fully packed to draw freely and smoke
evenly.

(MORE)

ATX01 0183912

GUY LOMBARDO TIME
JUNE 21, 1953

-F-

BARUCH:
(CONT'D)

So if you want a cigarette that tastes better --
Be Happy! Go Lucky! -- and get the better taste
of fine tobacco, in a better-made cigarette.
Remember nothing - no, nothing - beats better
taste. And --

COLLINS
(SINGING):

Luckies taste better!

CHORUS:

Cleaner, fresher, smoother!

~~Lucky Strike! Lucky Strike!~~

Collins:

Luckies taste better!

Chorus:

Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ATX01 0183913

GUY LOMBARDO TIME
JUNE 21, 1953
(TAPED JUNE 9, 1953)

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~~ORCHESTRA: (HIT AND FADE)~~

LOMBARDO: For her final offering tonight, your Lucky Star of the Week, Dorothy Collins, becomes a gal of few words. Dorothy sings her latest recording hit, "TO MAKE A LONG STORY SHORT..

("TO MAKE A LONG STORY SHORT"
DOROTHY COLLINS)

(Applause)

ATX01 0183914

GUY LOMBARDO TIME
JUNE 21, 1953
(TAPED JUNE 9, 1953)

-10-

BARUCH:

It's "Medley Time", Guy, and ~~the~~ *you know the*
tunes you've chosen for tonight's medley are
real classics. The more you hear them, the
better they sound.

LOMBARDO:

Yes, *Andie,* these three have been around for a long
time and I guess they always will be
because year in, *and* year out, folks keep right
on asking for "WHISPERING", "OBJECT OF MY
AFFECTION" and "DEEP PURPLE".

(MEDLEY: "WHISPERING"
"OBJECT OF MY AFFECTION"
"DEEP PURPLE . . . THE ROYAL CANADIANS)

(APPLAUSE)

ORCHESTRA:

("AULD LANG SYNE" FADE FOR)

ATX01 0183915

GUY LOMBARDO TIME
JUNE 21, 1953
(TAPED JUNE 9, 1953)

-G-

LOMBARDO:

And so, ^{Ladies} ~~Ladies and Gentlemen~~, we bid you good
night until next week. ~~To those of you at~~
~~home . . . and to our audience in the studio~~
~~... thanks for being with us.~~ And our thanks ^{of course}
to Dorothy Collins, the Sweetheart of Lucky
Strike, for her usual wonderful performance.
Until next week at this same time, this is
Guy Lombardo, saying "so long for now" and Be
Happy - Go Lucky!

ORCHESTRA:

("AULD LONG SYNE" -- TO CLIMAX AND OUT)

(APPLAUSE)

ATX01 0183916

GUY LOMBARDO TIME
JUNE 21, 1953
(TAPED JUNE 9, 1953)

-H-

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME", and "The Sweetest Music This Side of Heaven". On our next program, Your Lucky Star of the Week will be Sarah Vaughan. Be sure to tune in every Thursday for "The American Way", featuring Horace Heidt for Lucky Strike! And in the meantime, friends, remember ... nothing - no nothing - beats better taste! And Luckies taste better ... cleaner, fresher, smoother! Yes, Luckies are fresher - just smoke 'em and see! Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy - Go Lucky!
Be Happy - Get Better Taste!
Be Happy - Go Lucky!

(LONG CLOSE) Get Better Taste Today!

(APPLAUSE)

BARUCH: Our forests are among our most vital resources. Last year, through carelessness, forest fires destroyed millions of acres of valuable timber. This shameful waste weakens America ... Protect our forests!

(MORE)

ATX01 0183917

GUY LOMBARDO TIME
JUNE 21, 1953
(TAPED JUNE 9, 1953)

-I-

BARUCH:
(CONT'D) Don't toss away lighted matches or cigarettes.
Make sure every campfire is completely out.
Remember ... only you can prevent forest fires!

ORCHESTRA: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: Guy Lombardo Time is brought to you transcribed
by Lucky Strike, product of The American
Tobacco Company -- America's leading
manufacturer of cigarettes.

ORCHESTRA: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ANNOUNCER: THIS IS THE CBS RADIO NETWORK

ATX01 0183918

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BATTEN
PRODUCT LUBY SLIKE CIGARETTES

DATE June 28, 1953 Broadcast #3 Network: CBS Broadcast: 7:00-7:30 PM EDT
(Taped June 23, 1953) Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "YOUR CHEATING HEART" KENNY GARDNER
2. *"It's All In The Mind"*
"NICE WORK IF YOU CAN GET IT" SARAH VAUGHAN
3. "RUBY" ROYAL CANADIANS

COMMERCIAL NO. 1

4. "BUBBLE, BUBBLE, BUBBLE" TWIN PIANOS
5. "SPRING WILL BE A LITTLE LATE THIS YEAR" . . SARAH VAUGHAN
6. "NO OTHER LOVE" KENNY GARDNER

COMMERCIAL NO. 2

7. *"nice look if you can get it"*
"IT'S ALL IN THE MIND" SARAH VAUGHAN
8. MEDLEY: "I'LL BE SEEING YOU" ORCHESTRA
"BLUE HEAVEN"
"ALL OF ME"

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"GUY LOMBARDO TIME"

JUNE 28, 1953

7:00-7:30 PM EDT (TAPED JUNE 23, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
June 28, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! *Short* (~~LONG~~ CLOSE)

BARUCH: Nothing - no, nothing - beats better taste,
and Luckies taste better - cleaner, fresher,
smoother. Yes, Luckies are fresher. Just
smoke 'em and see! So, to get the better taste
you want - and get it fresh - Be Happy - Go
Lucky! Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

ATX01 0183920

-B-

GUY LOMBARDO TIME
JUNE 28, 1953

(TAPED JUNE 23, 1953)

OPENING BILLBOARD

BARUCH: Lucky Strike presents, "GUY LOMBARDO TIME" ... "the
sweetest music this side of heaven", featuring
Sarah Vaughan as Your Lucky Star of the Week ...
and starring Guy Lombardo and his Royal Canadians!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... Guy Lombardo!

(APPLAUSE)

ATXO1 0183921

GUY LOMBARDO TIME
JUNE 28, 1953

(TAPED JUNE 23, 1953)

LOMBARDO: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! It's nice to be with you
all again tonight. ^{And} Now to start ~~us~~ ^{our program} off ~~Kenny~~
Gardner and the trio step into the spotlight
with "YOUR CHEATING HEART".

("YOUR CHEATING HEART"GARDNER AND TRIO)

(APPLUASE)

GUY LOMBARDO TIME
JUNE 28, 1953

- 4 -

(TAPED JUNE 23, 1953)

BARUCH: Now's the time for your Lucky Star of the Week, Guy.

LOMBARDO: Right, and tonight we're happy to have with us the gal
with the sweet and swinging style ... the wonderful Miss
Sarah Vaughan!

(APPLAUSE)

SARAH: Thank you, Guy. I'm happy to be here.

LOMBARDO: Now that's a beautiful dress you have on, Sarah. Looks
like something fresh from Paris.

SARAH: Well, matter of fact it is, Guy. I bought it there on
my trip abroad.

LOMBARDO: You just got back, didn't you? How was it, Sarah?

SARAH: Oh, it was marvelous, Guy. You know Europeans love American
music and American singers.

LOMBARDO: Sounds like the tour was exciting ... and of course very
successful.

SARAH: It sure was ... and I'd love to do it again.

LOMBARDO: Well, you know anyplace can be exciting and it's all in the
mind. And by the way, Sarah, that's your song.

("IT'S ALL IN THE MIND" SARAH VAUGHAN)

(APPLAUSE)

ATX01 0183923

GUY LOMBARDO TIME
JUNE 28, 1953

-5-

(TAPED JUNE 23, 1953)

LOMBARDO: Andre, do you remember the song, "LAURA" ...
the one ~~used to~~ picture Gene Tierney's haunting
beauty in an old movie?

BARUCH: *Oh,* I sure do. It's become a classic.

LOMBARDO: Well, ^{there's} another song's just come out. It's
called "RUEY" and like "LAURA", it also
describes a beautiful woman. This time,
Jennifer Jones... in her recent movie,
"Ruby Gentry".

BARUCH: *hey, do you* Think this one will be a classic, too?

LOMBARDO: *well, you* Just listen ...

("RUBY".....THE ROYAL CANADIANS)

(APPLAUSE)

ATX01 0183924

GUY LOMBARDO TIME
JUNE 28, 1953

-C-

(TAPED JUNE 23, 1953)

COMMERCIAL NO. 1

BARUCH: For the smoking enjoyment you want, remember...

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: Yes, friends, light up a Lucky, and prove to yourself that Luckies really do taste better... cleaner, fresher, smoother. Here's why. First, Luckies are made of fine, light, truly mild tobacco ... Everybody knows, LS MFT ... Lucky Strike means fine tobacco. Then, Luckies are made better to taste better ... made round and firm and fully packed, to draw freely and smoke evenly. These are the facts, friends. Luckies are made of fine tobacco, and made better ... to bring you a better-tasting cigarette, and nothing - no nothing beats better taste.

(MORE)

ATX01 0183925

1. GUY LOMBARDO TIME
JUNE 28, 1953

(TAPED JUNE 23, 1953) -D-

COMMERCIAL NO. 1 CONT'D)

BARUCH:
(CONT'D)

So, for all the real, deep-down smoking
enjoyment you want ... Be Happy - Go Lucky!
Get the better taste ... the cleaner, fresher,
smoother taste ... of Lucky Strike!

ATX01 0183926

"GUY LOMBARDO TIME"
JUNE 28, 1953

-6-

(TAPED JUNE 23, 1953)

Music:

(Hit and fade)

LOMBARDO: It's Twin Piano time as Buddy Brennan and
Fritz Kreisler play the bright and lively tune,
"BUBBLE, BUBBLE, BUBBLE".

"BUBBLE, BUBBLE, BUBBLE"TWIN PIANOS)

(APPLAUSE)

ATX01 0183927

"GUY LOMBARDO TIME"
JUNE 28, 1953

-7-

(TAPED JUNE 23, 1953)

LOMBARDO: Now your Lucky Star of the Week, Sarah
Vaughan, with one of those nostalgic ballads
she does so well... "SPRING WILL BE A LITTLE
LATE THIS YEAR."

("SPRING WILL BE A LITTLE LATE THIS YEAR".....
.....SARAH VAUGHAN)

(APPLAUSE)

ATX01 0183928

GUY LOMBARDO TIME
JUNE 28, 1953

- 8 -

(TAPED JUNE 23, 1953)

BARUCH: I see, Guy, that Rodgers and Hammerstein have come up with another musical hit ... "Me and Juliet".

LOMBARDO: And, once again, ~~the~~ music gets a lot of the credit. Now here's one of the show's best songs, sung by Kenny Gardner ... "NO OTHER LOVE".

("NO OTHER LOVE" KENNY GARDNER)

(APPLAUSE)

ATX01 0183929

"GUY LOMBARDO TIME"
JUNE 23, 1953

-E-

(TAPED JUNE 23, 1953)

COMMERCIAL NO. 2

BARUCH: Say, friends, you know that taste is what really counts in a cigarette. The better the taste, the greater your enjoyment. And Luckies taste better... cleaner, fresher, smoother ... here's why. Luckies are made better to taste better ... made round and firm and fully packed, to draw freely and smoke evenly. Then too, Luckies taste better because they're made of fine, light, naturally mild tobacco. Yes, better taste in a cigarette must start with fine tobacco and LS/MFT - Lucky Strike means fine tobacco! So for the real, deep-down smoking enjoyment you want from your cigarette ... switch to Lucky Strike. Be Happy - Go Lucky! ... Remember nothing - no, nothing - beats better taste ... and ...

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ATX01 0183930

"GUY LOMBARDO TIME"
JUNE 28, 1953

-9-

(TAPED JUNE 23, 1953)

LOMBARDO: For her final song tonight, Your Lucky Star of the Week, Sarah Vaughan, does a number that's tailored to her own special style. The name of the tune....

~~"IT'S ALL IN THE MIND"~~. *"Nice work if you can get it."*
"Nice work if you can get it"
~~"IT'S ALL IN THE MIND"~~.....SARAH VAUGHAN)

(APPLAUSE)

"GUY LOMBARDO TIME"
JUNE 28, 1953

-10-

(TAPED JUNE 23, 1953)

BARUCH: It's medley time, Guy. And I see the tunes
you've chosen are "I'LL BE SEEING YOU", "BLUE
HEAVEN" and "ALL OF ME".

LOMBARDO: Right, Andre, and each one is a great standard
that we've had requests for many times. So
here are the Royal Canadians to play them.

(MEDLEY: "I'LL BE SEEING YOU"
"BLUE HEAVEN"
"ALL OF ME".....THE ROYAL CANADIANS)

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" -- FADE FOR)

ATX01 0183932

"GUY LOMBARDO TIME"
JUNE 28, 1953

-F-

(TAPED JUNE 23, 1953)

LOMBARDO: And so, ^{*folks*} ~~ladies and gentlemen~~, we bid you
good-night until next week. Our special thanks
to Sarah Vaughan for her wonderful performance.
Until next week at this same time, this is
Guy Lombardo, saying "so long for now" and ...
"Be Happy - Go Lucky"!

ORCH: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

(APPLAUSE)

ATX01 0183933

"GUY LOMBARDO TIME"
JUNE 28, 1953

-G-

(TAPED JUNE 23, 1953)

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME", and "the sweetest music this side of heaven", featuring Sarah Vaughan as Your Lucky Star of the Week. Be sure to tune in every Thursday for "THE AMERICAN WAY", featuring Horace Heidt for Lucky Strike! And in the meantime, friends, remember ... nothing - no, nothing - beats better taste! And Luckies taste better... cleaner, fresher, smoother! So, Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky!

(LONG
CLOSE) Get Better Taste Today!

(APPLAUSE)

ORCH: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: "GUY LOMBARDO TIME" is brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATX01 0183934



ATX01 0183935

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

~~AS BROADCAST~~

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 5, 1953 Broadcast #4 Network: GBS Broadcast: 7:00-7:30 PM EDST
(Taped June 23, 1953) Repeat: 9:30-10:00 PM EDST

ROUTINE

OPENING COMMERCIAL

1. "DOWN HEARTED" KENNY GARDNER
2. "A BLUES SERENADE" SARAH VAUGHAN
3. "NOW IS THE HOUR" KENNY MARTIN

COMMERCIAL NO. 1

4. "CAMELIA" TWIN PIANOS
5. "TENDERLY" SARAH VAUGHAN
6. "IF MUST BE TRUE" KENNY GARDNER &
QUARTET

COMMERCIAL NO. 2

7. "LINGER A WHILE" SARAH VAUGHAN
8. MEDLEY: "PARADISE" ORCHESTRA
"SENTIMENTAL ME"
"WITH A SONG IN MY HEART"

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

LUCKY STRIKE

"GUY LOMBARDO TIME"

JULY 5, 1953

(TAPED JUNE 23, 1953)
7:00-7:30 PM EDT

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
July 5, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!
(FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (LONG CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and
Luckies taste better - cleaner, fresher, smoother.
Yes, Luckies are fresher. Just smoke 'em and
see! So, to get the better taste you want -
and get it fresh - Be Happy - Go Lucky! Ask for
a carton of Lucky Strike!

ORCHESTRA: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

ATX01 0183937

GUY LOMBARDO TIME
JULY 5, 1953

-B-

(TAPED JUNE 23, 1953)

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring Sarah Vaughan as YOUR LUCKY STAR of
the week ... and starring...

GUY LOMBARDO and his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRA CLIMAX)

Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0183938

GUY LOMBARDO TIME
JULY 5, 1953

-3-

(TAPED JUNE 23, 1953)

LOMBARDO: Thank you, Andre Baruch. And a Happy-Go-Lucky
"hello" to everyone! It's nice to be with you
again tonight. Now to get things rolling,
here's Kenny Gardner to sing.....
"DOWNHEARTED".

("DOWNHEARTED"GARDNER AND TRIO)

(APPLAUSE)

ATX01 0183939

GUY LOMBARDO TIME
JULY 5, 1953

-4-

(TAPED JUNE 23, 1953)

BARUCH: Time again to meet your Lucky Star of the Week,
Guy.

LOMBARDO: Right, Andre, and tonight we welcome back last
week's guest, Miss Sarah Vaughan!
(APPLAUSE)

SARAH: Thank you very much, everyone.

LOMBARDO: Hello, Sarah. Glad you could be with us before
you leave town. Is your trip going to be business
or pleasure?

SARAH: Pleasure, Guy but definitely. My husband
and I are taking it real easy 'til fall ... a
nice, long holiday.

LOMBARDO: Then I suppose, in the fall, you and Nat "King" Cole
will start your annual concert tour.

SARAH: We will ... that is if Nat is on his feet again by
then.

LOMBARDO: Well, we're all pulling for him. Nat's a great
artist and a great guy.

SARAH: I'm with you on that, and if you don't mind, I'd
like to sing a little serenade to Nat.

LOMBARDO: Wonderful idea, Sarah. I know he'll like your
special treatment of "A BLUES SERENADE."

("A BLUES SERENADE".....SARAH VAUGHAN)

(APPLAUSE)

ATX01 0183940

GUY LOMBARDO TIME
JULY 5, 1953

-5-

(TAPED JUNE 23, 1953)

BARUCH: Guy, I wonder how you'd explain the amazing popularity over here of an English song a few years back, "NOW IS THE HOUR".

LOMBARDO: I think it was popular because basically it's a beautiful and simple song. It has the kind of qualities that make any song a hit ... regardless of what country it comes from. And here's Kenny Martin to do the vocal chorus.

("NOW IS THE HOUR".....KENNY MARTIN)

(APPLAUSE)

COMMERCIAL NO.1

ATX01 0183941

GUY LOMBARDO TIME
JULY 5, 1953

-C-

(TAPED JUNE 23, 1953)

COMMERCIAL NO. 1

BARUCH: For the smoking enjoyment you want, remember--

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco -

Richer-tasting fine tobacco.

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

BARUCH: Friends, for real smoking enjoyment, better
taste is what you want ... nothing - no nothing -
Cleaner, Fresher, Smoother.
beats better taste -- and Luckies taste better.
In the first place, LS/MFT - Lucky Strike means
fine tobacco fine, light, really mild
tobacco with its own natural good taste. Secondly
Luckies taste better because they're made better
... made round and firm and fully packed, to
draw freely and smoke evenly. And just as
important, every pack is extra tightly sealed
to bring you Luckies better taste in all its
natural freshness. So friends -- enjoy the better
taste of fine tobacco, in a better-made cigarette.
Be Happy - Go Lucky! Tomorrow, get your carton
of Lucky Strike!

ATX01 0183942

GUY LOMBARDO TIME
JULY 5, 1953

-6-

(TAPED JUNE 23, 1953)

ORCHESTRA: (HIG AND FADE)

LOMBARDO: Time to hear from the Twin Pianos, and tonight
we thought you'd enjoy something ~~just~~ a little *different*
~~off the beaten path~~. So, from the opera,
"LA TRAVIATA", here is a theme that we call
"CAMELIA"

("CAMELIA" TWIN PIANOS

(APPLAUSE)

ATX01 0183943

GUY LOMBARDO TIME
JULY 5, 1953

-7-

(TAPED JUNE 23, 1953)

LOMBARDO: Here again is Your Lucky Star of the Week ...
Sarah Vaughan. The title of her song just
about describes the way she sings it.
"TENDERLY",

("TENDERLY".....SARAH VAUGHAN)

(APPLAUSE)

RTX01 0183944

GUY LOMBARDO TIME
JULY 5, 1953

-8-

(TAPED JUNE 23, 1953)

BARUCH: If I'm not mistaken, Guy, this next song is one of the oldies that Bing Crosby really helped to make a hit.

LOMBARDO: That's right. Back in the days when "The Groaner" was just a crooner, he'd sing a thing called, "IT MUST BE TRUE." Here it is again, by Kenny Gardner and the Quartet.

("IT MUST BE TRUE".....KENNY GARDNER)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0183945

GUY LOMBARDO TIME
JULY 5, 1953

ED-

(TAPED JUNE 23, 1953)

COMMERCIAL NO. 2

BARUCH: I think most smokers will agree that in a cigarette, it's the taste that makes the difference ... and Luckies taste better ... cleaner, fresher, smoother. You see, Luckies are actually made better to taste better. They're made round and firm and fully packed, to draw freely and smoke evenly. Another reason Luckies taste better is fine tobacco! Fine, light, naturally mild tobacco with a wonderful aroma and a taste that's even better. Remember, friends ... for all the real, deep-down smoking enjoyment you want, nothing - no, nothing - beats better taste. And Luckies do taste better. So - Be Happy - Go Lucky! - switch to Lucky Strike, because ...

COLLINS: Luckies taste better

CHORUS: Cleaner, Fresher, Smoother

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco -
Richer-tasting fine tobacco

COLLINS: Luckies taste better

CHORUS: Cleaner, Fresher, Smoother
Lucky Strike! Lucky Strike!

ATX01 0183946

GUY LOMBARDO TIME
JULY 5, 1953

-9-

(TAPED JUNE 23, 1953)

LOMBARDO: And now we turn to a bouncy tempo and
once again Your Lucky Star of the Week. Here
is Sarah Vaughan with the tune --
"LINGER A WHILE".

("LINGER A WHILE".....SARAH VAUGHAN)

(APPLAUSE)

ATX01 0183947

GUY LOMBARDO TIME
JULY 5, 1953

-10-

(TAPED JUNE 23, 1953)

BARUCH: And finally, we wind up with one of those tasty
Lombardo medleys. Guy, what's on for tonight?

LOMBARDO: First "PARADISE", then "JEALOUS", then "SENTIMENTAL
ME". After that ^{identified with the wonderful Gene Krupa} the lovely song -- "WITH A SONG
IN MY HEART".

(MEDLEY: "PARADISE"
"JEALOUS"
"SENTIMENTAL ME"
"WITH A SONG IN MY HEART". THE ROYAL
CANADIANS

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" -- FADE FOR:)

ATX01 0183948

-E-

GUY LOMBARDO TIME
JULY 5, 1953

(TAPED JUNE 23, 1953)

LOMBARDO: And so, Ladies and Gentlemen, we bid you good night until next week. Our special thanks to Sarah Vaughan for her wonderful performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and Be Happy - Go Lucky!

ATX01 0183949

-P-

GUY LOMBARDO TIME
JULY 5, 1953

(TAPED JUNE 23, 1953)

BARUCH: And this is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME" and "the sweetest music this side of heaven," when Your Lucky Star of the Week will be June Valli. Be sure to tune in every Thursday for "The American Way", featuring Horace Heidt for Lucky Strike. And in the meantime, friends, remember -- Nothing, no nothing - beats better taste! And Luckies taste better - cleaner, fresher, smoother! So Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy - Go Lucky

(LONG CLOSE) Get Better Taste TODAY!

(APPLAUSE)

ORCHESTRA: (BE HAPPY - GO LUCKY - FADE FOR)

BARUCH: Guy Lombardo Time is brought to you transcribed by Lucky Strike, product of The American Tobacco Company - America's leading manufacturer of cigarettes.

ORCHESTRA ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATX01 0183950

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

A. Lombardo

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 12, 1953 Broadcast 7:30 Network: CBS Broadcast 7:30-7:30 PM EDT
(Taped June 30, 1953) Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "KEEP IT GAY" KENNY GARDNER & ~~QUARTET~~ *Trio*
2. "ALMOST LIKE BEING IN LOVE" JUNE VALLI
3. "JAPANSY" BILL FLANNIGAN & GUITAR

COMMERCIAL NO. 1

4. "JUST ONE OF THOSE THINGS" TWIN PIANOS
5. "I BELIEVE" JUNE VALLI
6. "DON't YOU CARE" KENNY MARTIN

COMMERCIAL NO. 2

7. *"Vaya Con Dios"* JUNE VALLI *Kenny Gardner*
8. "LOVE EVERY MINUTE YOU LIVE" JUNE VALLI
9. MEDLEY -- *Women* "I'M IN THE MOOD FOR LOVE"
"SUNNY SIDE OF THE STREET"
"DINNER AT EIGHT" ORCHESTRA

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

7:00-7:30 PM EDST

JULY 12, 1953

SUNDAY

(Taped June 30, 1953)

OPENING

BARUCH: This is "Guy Lombardo Time" for broadcast
July 12, 1953.

THEME: ("BE HAPPY -- GO LUCKY" -- 2 BARS WITH LONG TAG)

BARUCH: It's "Guy Lombardo Time," presented transcribed
by Lucky Strike!

(FULL VAMP)

CHORUS: Be Happy -- Go Lucky
Be Happy -- Get Better Taste
Be Happy -- Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing -- no, nothing -- beats better taste,
and Luckies taste better -- cleaner, fresher,
smoother. Yes, Luckies are fresher. Just smoke
'em and see! So, to get the better taste you
want -- and get it fresh -- Be Happy -- Go Lucky!
Ask for a carton of Lucky Strike!

ORCHESTRA: ("AULD LANG SYNE" -- ESTABLISH AND FADE FOR:)

ATX01 0183952

GUY LOMBARDO TIME
JULY 12, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven,"
featuring June Valli as YOUR LUCKY STAR OF THE
WEEK ... and starring GUY LOMBARDO and his
ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRA CLIMAX)

BARUCH: Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0183953

GUY LOMBARDO TIME
JULY 12, 1953

-3-

LOMBARDO: Thank you, Andre Baruch ... and a Happy-go-
Lucky "hello" to everyone! It's nice to
be with you again tonight ... and to start
things off with a rhythmic beat, here's
Kenny Gardner and the ^{Trio}~~Quartet~~ with "Keep It Gay"
~~"MY ONE AND ONLY HEART."~~

("KEEP IT GAY" GARDNER AND ^{Trio}~~QUARTET~~)

(APPLAUSE)

ATX01 0183954

GUY LOMBARDO TIME
JULY 12, 1953

BARUCH: Guy, it's time to introduce Your Lucky Star of the Week.

LOMBARDO: Right, and tonight we have a special treat ... Miss June Valli!
(APPLAUSE)

JUNE: Thank you very much, and Hi, Guy!

LOMBARDO: Hi, June. Say, I've been looking over a list of the places you visited on your recent tour and you've certainly been a busy girl, June.

JUNE: That I have. I visited most of the disc jockeys around the country and it was loads of fun.

GUY: And I suppose they're featuring many of your records.

JUNE: They are, Guy, and they treated me wonderfully.

GUY: Well you deserve it, June. And how about singing a favorite of mine?

JUNE: I'd love to!

GUY: Wonderful! Here's June Valli singing the beautiful song from "Brigadoon" ... "ALMOST LIKE BEING IN LOVE".

("ALMOST LIKE BEING IN LOVE" JUNE VALLI)

(APPLAUSE)

GUY LOMBARDO TIME
JULY 12, 1953

-5-

well
BARUCH: The title of the next tune sure is unusual, Guy.

How 'bout the music? That's your department.

LOMBARDO: I think you'll like it, Andre ... especially
Bill Flannigan's guitar ^{*chorus*} arrangement of ...
"JAPANSY".

("JAPANSY" BILL FLANNIGAN & GUITAR)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0183956

"GUY LOMBARDO TIME"
JULY 12, 1953
(Taped June 30, 1953)

-C-

COMMERCIAL NO. 1

BARUCH: Friends, the taste of your cigarette is all important, and remember ...

COLLINS: Luckies taste better!

CHORUS: Cleaner Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: Yes, Luckies do taste better -- cleaner, fresher, smoother ... and with good reason, too. First, LS/MFT -- Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco. Then too, Luckies are made better to taste better. Made round and firm and fully packed, to draw freely and smoke evenly. Yes, fine tobacco in a better made cigarette brings you Luckies' better taste, and nothing - no, nothing - beats better taste. So, Be Happy -- Go Lucky! Be sure you get the better taste ... the cleaner, fresher, smoother taste ... of Lucky Strike!

ATX01 0183957

GUY LOMBARDO TIME
JULY 12, 1953

-6-

ORCHESTRA: (HAT AND FADE)

LOMBARDO: It's Twin Piano time as Buddy Brennan and
~~Fritz Kreitzer~~ ^{Fred} play Cole Porter's ~~immortal~~

"JUST ONE OF THOSE THINGS".

("JUST ONE OF THOSE THINGS" . . . TWIN PIANOS)

(APPLAUSE)

ATX01 0183958

GUY LOMBARDO TIME
JULY 12, 1953

-7-

LOMBARDO: It's time again for Your Lucky Star of the
Week. And here's June Valli to tell you
about the confidence she has in faith.
She sings, "I BELIEVE".

("I BELIEVE" JUNE VALLI)

(APPLAUSE)

GUY LOMBARDO TIME
JULY 12, 1953

-8-

LOMBARDO: Now Kenny Martin sings the plaintive
tune that warns us not to treat hearts
carelessly . . . "DON'T YOU CARE".

("DON'T YOU CARE" KENNY MARTIN)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0183960

"GUY LOMBARDO TIME"
JULY 12, 1953
(Taped June 30, 1953)

COMMERCIAL NO. 2

BARUCH: If you smokers were asked what counts most in a cigarette, you'd probably say - taste. The better the taste -- the greater your smoking enjoyment. And the cigarette that tastes better -- every time -- is Lucky Strike! Millions of smokers know that Luckies taste better ... cleaner, fresher, smoother. The reasons for Luckies' better taste are simple. First, they're actually made better -- round and firm and fully packed to draw freely and smoke evenly. Second, they're made of fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. So remember: Taste is most important in your cigarette. Nothing, no - nothing - beats better taste. And Luckies do taste better. So, Be Happy - Go Lucky. You'll find ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

GUY LOMBARDO TIME
JULY 12, 1953

¹⁰
-9-

LOMBARDO: For her final number tonight, your Lucky
Star of the Week, June Valli has some
very good advice. She sings "LOVE
EVERY MOMENT YOU LIVE"

("LOVE EVERY MOMENT YOU LIVE" . . . JUNE VALLI)

(APPLAUSE)

ATX01 0183963

GUY LOMBARDO TIME
JULY 12, 1953

BARUCH: Medley time, again, Guy ... and I see the three songs you've chosen are all written by the old hit-maker Jimmy McHugh.

LOMBARDO: That's right, Andre. Jimmy is now celebrating his 30th year as a ~~song~~-composer. ^{And} The Royal Canadians are going to play three of Jimmy's very best -- "I'M IN THE MOOD FOR LOVE", "SUNNY SIDE OF THE STREET" and "DINNER AT EIGHT".

(MEDLEY: "I'M IN THE MOOD FOR LOVE"
"SUNNY SIDE OF THE STREET"
"DINNER AT EIGHT" . . . THE ROYAL CANADIANS

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE FADE FOR)

GUY LOMBARDO TIME
JULY 12, 1953

-G-

LOMBARDO: And so, Ladies and Gentlemen, we bid you good night until next week. And thanks June Valli for a really fine performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and Be Happy -- Go Lucky!

ORCHESTRA: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

(APPLAUSE)

ATX01 0183965

GUY LOMBARDO TIME
JULY 12, 1953

-H-

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME", and "The Sweetest Music This Side of Heaven", featuring June Valli as Your Lucky Star of the Week. Be sure to tune in every Thursday for "The American Way", starring Horace Heidt for Lucky Strike! And in the meantime, friends, remember ... nothing -- no nothing -- beats better taste! And Luckies taste better ... cleaner, fresher, smoother! Be Happy -- Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky!

(LONG CLOSE) Get Better Taste Today!

(APPLAUSE)

ORCHESTRA: (BE HAPPY -- GO LUCKY -- HIT AND FADE)

BARUCH: Guy Lombardo Time is brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

ORCHESTRA: ("BE HAPPY -- GO LUCKY" -- UP & OUT)

ATX01 0183966

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 19, 1953 Network: #6 CB Broadcast: 7:00-7:30 PM EDST
(Taped June 30) Broadcast #6 Repeat: 9:30-10:00 PM EDST

ROUTINE

OPENING COMMERCIAL

1. "MY ONE AND ONLY HEART" KENNY GARDNER & QUARTET
2. "NIGHT AND DAY" JUNE VALLI
3. "GETTING TO KNOW YOU" KENNY GARDNER

COMMERCIAL NO. 1

4. "RAINDROP SERENADE" TWIN PIANOS
5. "CRYING IN THE CHAPEL" JUNE VALLI
6. "I WONDER, I WONDER, I WONDER" KENNY GARDNER & TRIO

COMMERCIAL NO. 2

7. "APRIL IN PORTUGAL" BILL FLANNIGAN
8. "WHEN YOU'RE SMILING" JUNE VALLI
9. MEDLEY: "ONCE IN AWHILE"
"JOSEPHINE"
"HONEY"
"BECAUSE OF YOU" ORCHESTRA

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

7:00-7:30 PM EDST

JULY 19, 1953

SUNDAY

(Taped June 30, 1953)

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast July 19, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's GUY LOMBARDO TIME, presented transcribed by Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better taste
Be Happy - Go Lucky
Get Better Taste Today!
(SHORT CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and Luckies taste better - cleaner, fresher, smoother. Yes, Luckies are fresher. Just smoke 'em and see! So, to get the better taste you want - and get it fresh - Be Happy - Go Lucky! Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

(MORE)

ATX01 0183968

GUY LOMBARDO TIME
JULY 19, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring JUNE VALLI as Your Lucky Star of
the Week and starring GUY LOMBARDO and his
ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0183969

GUY LOMBARDO TIME
JULY 19, 1953

-3-

LOMBARDO: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! Now here's Kenny Gardner and
the quartet to open the show with the sprightly
tune "MY ONE AND ONLY HEART".

("MY ONE AND ONLY HEART" GARDNER AND
QUARTET)

(APPLAUSE)

ATX01 0183970

GUY LOMBARDO TIME
JULY 19, 1953

-4-

BARUCH: Time to introduce Your Lucky Star of the Week,
Guy.

LOMBARDO: A pleasure, Andre. And we have with us again
tonight ... Miss June Valli.

(APPLAUSE)

JUNE: Thanks, again everyone. Greetings, Guy.

GUY: Evening, June. ^{You know it} Nice to have you back. Say,
can I tell everybody about what's coming up
August 1st.

JUNE: You sure can.

GUY: Well, folks, June has been asked to sing at
Soldier's Field, Chicago, in the "Music Under
the Stars" festival. You know it's sponsored by
Down Beat Magazine. ^{June} Who else is going to be
there, June?

JUNE: ~~Let's see,~~ ^{well} there'll be Eddie Fisher, Patti Page
the Ray Anthony and Sauter-Finegan Orchestras and
lots of other stars.

GUY: ^{Um,} That's ^{mighty} good company you're keeping. In the mean-
time, what are you going to sing for us?

JUNE: First I'd like to do a Cole Porter tune that most
singers like to use as a "showcase" for their
style. It's the thrilling, "NIGHT AND DAY".
("NIGHT AND DAY")

(APPLAUSE)

ATX01 0183971

> GUY LOMBARDO TIME
JULY 19, 1953

-5-

BARUCH: Guy, I think it's safe to say that practically every tune Rodgers and Hammerstein turn out is bound to be a hit.

LOMBARDO: I agree, Andre, and from one of their greatest shows "THE KING AND I", Kenny Gardner now sings the lovely, "GETTING TO KNOW YOU".

("GETTING TO KNOW YOU".KENNY GARDNER)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0183972

GUY LOMBARDO TIME
JULY 19, 1953

-C-

(Taped June 30, 1953)

COMMERCIAL NO. 1

BARUCH: When choosing your cigarette, remember ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: Friends, taste makes the big difference between
cigarettes. Nothing - no, nothing - beats
better taste. And Luckies taste better ...
cleaner, fresher, smoother. Yes, Luckies taste
better because first: LS/MFT - Lucky Strike means
fine tobacco. Fine, light, mild tobacco that
naturally tastes better. Then, Luckies are
made better to taste better ... made round and
firm and fully packed to draw freely and smoke
evenly. And here's another fact that's
important to you as a smoker: Every Lucky you
smoke is really fresh because every pack is
extra tightly sealed to keep in that fresher
taste.

(MORE)

ATX01 0183973

GUY LOMBARDO TIME
JULY 19 1953

-D-

COMMERCIAL NO. 1 (CONT'D)

BARUCH:
(CONT'D)

So friends, be sure you get the better taste
of fine tobacco in a better-made cigarette.
Yes, Be Happy - Go Lucky. Next time, ask for
a carton of Lucky Strike!

ATX01 0183974

GUY LOMBARDO TIME
JULY 19, 1953

-6-

ORCH: (HIT AND FADE)

LOMBARDO: Twin Piano time...and the fingers of Buddy
Brennan and Fred Kreitzer fly over the keys,
playing, "RAINDROP SERENADE".

("RAINDROP SERENADE" TWIN PIANOS)

(APPLAUSE)

ATX01 0183975

GUY LOMBARDO TIME
JULY 19, 1953

-7-

LOMBARDO: June Valli, Your Lucky Star of the Week,
returns with the song she has recently
recorded ... "CRYING IN THE CHAPEL".

("CRYING IN THE CHAPEL". JUNE VALLI)

(APPLAUSE)

ATX01 0183976

GUY LOMBARDO TIME
JULY 19, 1953

-8-

LOMBARDO: Now, here's Kenny Gardner and the Trio to
sing a song about a fellow who hasn't been
getting much sleep lately. It's . . .
"I WONDER, I WONDER, I WONDER".

("I WONDER, I WONDER, I WONDER" . . . KENNY GARDNER &
TRIO)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0183977

GUY LOMBARDO TIME
JULY 19, 1953

-E-

(Taped June 30, 1953)

COMMERCIAL NO. 2

BARUCH: Friends, your enjoyment of a cigarette depends on its taste. Nothing - no, nothing - beats better taste, and Luckies taste better ... cleaner, fresher, smoother. You see, Luckies' better taste starts with fine, light, naturally mild tobacco. Then too, Luckies taste better because they're made better -- made round and firm and fully packed to draw freely and smoke evenly. No doubt about it, only fine tobacco in a better-made cigarette can give you all the real, deep-down smoking enjoyment you want. So -- Be Happy - Go Lucky. Ask for a carton of Lucky Strike. You'll find ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 018397B

GUY LOMBARDO TIME
JULY 19, 1953

-9-

LOMBARDO: Bill Flannigan and his guitar next with
the ever romantic ... "APRIL IN PORTUGAL".

("APRIL IN PORTUGAL" BILL FLANNIGAN)

(APPLAUSE)

ATK01 0183979

GUY LOMBARDO TIME
JULY 19, 1953

-10-

LOMEARDO: Your Lucky Star of the Week, June Valli, is
back to tell you what a smile can do, as she
sings ... "WHEN YOU'RE SMILING".

(WHEN YOU'RE SMILING. JUNE VALLI)

(APPLAUSE)

GUY LOMBARDO TIME
JULY 19, 1953

-11-

BARUCH: *well,* " It's medley time, Guy, and I see we have
another group of all-time favorites.

LOMBARDO: Right you are, Andre. The Royal Canadians
play "ONCE IN AWHILE", "JOSEPHINE", "HONEY",
AND "BECAUSE OF YOU".

(MEDLEY: "ONCE IN A WHILE" THE ROYAL CANADIANS)
"JOSEPHINE"
"HONEY"
"BECAUSE OF YOU"

(APPLAUSE)

ATX01 0183981

GUY LOMBARDO TIME
JULY 19, 1953

-F-

LOMBARDO: And so friends, we bid you good night until next week. Many thanks to June Valli, for a wonderful performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and Be Happy -- Go Lucky!

ORCH: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

RTX01 0183982

"GUY LOMBARDO TIME"
JULY 19, 1953

-G-

BARUCH: This is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will again present "GUY LOMBARDO TIME" and "the sweetest music this side of heaven", when your Lucky Star of the Week will be ^{June Nathan} ~~Giselle McKenzie~~. Be sure to tune in every Thursday for "THE AMERICAN WAY", starring Horace Heidt for Lucky Strike. And in the meantime, friends, remember -- Nothing, no, nothing - beats better taste! And Luckies taste better - cleaner, fresher, smoother! So Be Happy -Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky
(LONG
CLOSE) Get Better Taste TODAY!
(APPLAUSE)

ORCH: (BE HAPPY - GO LUCKY - FADE FOR)

BARUCH: Guy Lombardo Time is brought to you transcribed by Lucky Strike, product of The American Tobacco Company - America's leading manufacturer of cigarettes.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATX01 0183983

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE July 26, 1953
(Taped July 7, 1953)

Broadcast #7
Network:

Broadcast 7:00-7:30 PM EDT

Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "SEVEN LONELY DAYS" KENNY GARDNER
2. "SONG FROM MOULIN ROUGE" JUNE HUTTON
3. "AIN'T SHE SWEET" CLIFF GRASS

COMMERCIAL NO. 1

4. "PETIT WALTZ" BILL FLANNIGAN &
GUITAR
5. "SAY YOU'RE MINE AGAIN" JUNE HUTTON &
LOMBARDO TRIO
6. "TAKE IT EASY" KENNY GARDNER
& TRIO

COMMERCIAL NO. 2

7. "YOU" JUNE HUTTON
8. MEDLEY: "THEY SAY IT'S WONDERFUL" ORCHESTRA
"CHLOE"
"ALL OF ME"

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

JULY 26, 1953

7:00-7:30 PM EDST

(TAPED JULY 7, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
July 26, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and
Luckies taste better - cleaner, fresher smoother.
Yes, Luckies are fresher. Just smoke 'em and see
So, to get the better taste you want - and get
it fresh - Be Happy - Go Lucky! Ask for a carton
of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

(MORE)

ATX01 0183985

GUY LOMBARDO TIME
JULY 26, 1953

-E-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven", featuring
June Hutton as Your Lucky Star of the Week ... and
starring Guy Lombardo and his Royal Canadians!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... Guy Lombardo!

(APPLAUSE)

ATX01 0183986

GUY LOMBARDO TIME
JULY 26, 1953

-3-

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! To start the show tonight,
here's Kenny Gardner with a sad song in a gay
tempo ... "SEVEN LONELY DAYS".

("SEVEN LONELY DAYS" KENNY GARDNER)

(APPLAUSE)

GUY LOMBARDO TIME
JULY 26, 1953

-4-

BARUCH: Time for Your Lucky Star of the Week, Guy.

GUY: Right you are, Andre, and tonight we're happy
to have with us ... June Hutton!
(APPLAUSE)

JUNE: Thanks, everybody. And hello, Guy.

GUY: Y'know June, it's a wonderful thing that a
girl like you ... a young girl like you has so
much singing experience.

JUNE: Well, I managed to get quite a bit, Guy ... with
my sister, Ina Ray ... then with Charlie Spivak.

GUY: Oh, you sang with Charlie, did you?

JUNE: Sure did. Charlie taught me a lot. Then I sang
with The Pied Pipers, and then ... well, I
decided to go out on my own.

GUY: June ... with your style and talent ... plus
such a good, solid background ... you were
bound to come a long way.

JUNE: You're sweet, Guy.

GUY: And now, what are you going to sing for us
tonight?

JUNE: Well, I'd like to do a lovely ballad that I
recorded for Capitol Records ... the song from
"MOULIN ROUGE".

("SONG FROM MOULIN ROUGE". . . JUNE HUTTON)

(APPLAUSE)

ATX01 0183988

GUY LOMEARDO TIME
JULY 26, 1953

-5-

GUY: Say, Andre, remember an expression of the 20's that was usually said when two fellows saw a pretty girl passing on the street?

BARUCH: Oh you mean, "23 skiddoo" or Does your Mother know you're out?" ...

GUY: Oh no, not those. It's the title of the tune Cliff Grass has for us now ... "AIN'T SHE SWEET"

("AIN'T SHE SWEET" CLIFF GRASS)

(APPLAUSE)

ATX01 0183989

GUY LOMBARDO TIME
JULY 26, 1953

-C-

COMMERCIAL NO. 1

BARUCH: The next time you want real, deep-down smoking
 enjoyment reach for a Lucky because ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
 For Lucky Strike means fine tobacco
 Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
 Lucky Strike! Lucky Strike!

BARUCH: Yes, friends, for the cigarette that really
 tastes better, light up a Lucky! Because
 Nothing -- no, nothing -- beats better taste.
 And you'll find that Luckies taste better ...
 cleaner, fresher, smoother. It's easy to see why
 when you consider that -- LS/MFT -- Lucky Strike
 means fine tobacco ... fine, light, naturally
 mild tobacco. And then -- Luckies are made
 better -- made round and firm and fully packed,
 to draw freely and smoke evenly. Yes, Luckies
 taste better because in a Lucky you get fine
 tobacco in a better made cigarette! So ... Be
 Happy -- Go Lucky! Remember -- Nothing -- no,
 nothing -- beats better taste. And Luckies do
 taste better -- cleaner, fresher, smoother!
 Make your very next carton Lucky Strike!

ATX01 0183990

GUY LOMBARDO TIME
JULY 25, 1953

-6-

ORCH: (HIT AND FADE)

GUY: Now, Bill Flannigan and his guitar take the
spotlight with "PETIT WALTZ".

("PETIT WALTZ" BILL FLANNIGAN &
GUITAR)

(APPLAUSE)

GUY LOMBARDO TIME
JULY 26, 1953

-7-

GUY: The Lombardo Trio join Your Lucky Star of
the Week, June Hutton, to sing a song that's
sweeping the country. "SAY YOU'RE MINE AGAIN".

("SAY YOU'RE MINE AGAIN". . . . JUNE HUTTON AND
LOMBARDO TRIO)

(APPLAUSE)

ATK01 0183992

GUY LOMBARDO TIME
JULY 26, 1953

-D-

COMMERCIAL NO.2

BARUCH: If you want complete smoking enjoyment, smoke the cigarette that tastes better. Smoke Lucky Strike! For -- Nothing -- no, nothing -- beats better taste. And Luckies do taste better ... cleaner, fresher, smoother. Luckies taste better because -- LS/MFT, Lucky Strike means fine tobacco ... fine, light, naturally mild tobacco that can't help tasting better. And Luckies are made better -- made round and firm and fully packed to draw freely and smoke evenly. And one more thing, friends, Luckies' better taste comes to you in all its natural freshness. Because every pack of Luckies is extra tightly sealed to keep in that fresher taste. So, be sure you get the better taste of fine tobacco, in a better made cigarette. Yes, Be Happy -- Go Lucky! Ask for a carton of Lucky Strike! You'll find ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0183994

"GUY LOMBARDO TIME"
JULY 26, 1953

-9-

GUY: For her final song tonight, Your Lucky Star of the
Week, June Hutton, sings the gay, lively favorite,
"YOU".

"YOU" JUNE HUTTON)

{APPLAUSE}

"GUY LOMBARDO TIME"
JULY 6, 1953

-10-

BARUCH: It's Medley Time, Guy, and I see the songs you've
picked are about the age-old themes of love and
longing.

GUY: You bet, Andre, and tonight The Royal Canadians
play three of the best ... "THEY SAY IT'S WONDERFUL
"CHLOE" and "ALL OF ME".

(MEDLEY: "THEY SAY IT'S WONDERFUL
"CHLOE"
"ALL OF ME"
THE ROYAL CANADIANS)

ORCHESTRA: ("AULD LANG SYNE" FADE FOR)

ATMO1 0183996

"GUY LOMBARDO TIME"
JULY 26, 1953

-E-

LOMBARDO: And so, ladies and gentlemen, we bid you good-night until next week. Our special thanks to June Hutton for her wonderful performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and ... "Be Happy - Go Lucky"!

ORCHESTRA: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

(APPLAUSE)

ATX01 0183997

"GUY LOMBARDO TIME"
JULY 26, 1953

-F-

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will present "GUY LOMBARDO TIME", and "the sweetest music this side of heaven", when Your Lucky Star of the Week will be Giselle McKenzie. And be sure to tune in every Thursday for "THE AMERICAN WAY" featuring Horace Heidt for Lucky Strike! In the meantime friends, remember ... nothing - no, nothing - beats better taste! And Luckies taste better ... cleaner, fresher, smoother! So, Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy - Go Lucky!

Get Better Taste Today! (LONG CLOSE)

(APPLAUSE)

ORCHESTRA: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: "GUY LOMBARDO TIME" is brought to you transcribe by Lucky Strike, product of The American Tobacco Company -- America's leading manufacture of cigarettes.

ORCHESTRA: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATX01 0183998

RTX01 0183999



GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 2, 1953
(Taped July 14, 1953)

Broadcast #8
Network: 880

Broadcast: 7:00-7:30 PM EDT
Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "THIRD MAN THEME" BILL FLANNIGAN & GUITAR
2. "LE FIACHE" GISELLE MCKENZIE
3. "I'M WALKING BEHIND YOU" BILL FLANNIGAN

COMMERCIAL NO. 1

4. "BLUE BELLS OF SCOTLAND" TWIN PIANOS
5. "I DIDN'T WANT TO LOVE YOU" GISELLE MCKENZIE
6. "DOWN HEARTED" KENNY GARDNER

COMMERCIAL NO. 2

7. "THE BREEZE" GISELLE MCKENZIE
8. MEDLEY: "DREAM"
"YOU'RE A SWEETHEART"
"LONG AGO AND FAR AWAY" ORCHESTRA

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

AUGUST 2, 1953

7:00-7:30 PM EDST (TAPED JULY 14, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
August 2, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today!
(SHORT CLOSE)

BARUCH: Nothing - no, nothing - beats better taste,
and Luckies taste better - cleaner, fresher,
smoother. Yes, Luckies are fresher. Just smoke
'em and see! So, to get the better taste you
want - and get it fresh - Be Happy - Go Lucky!
Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

ATK01 0184001

GUY LOMBARDO TIME
AUGUST 2, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring Giselle McKenzie as Your Lucky Star
of the Week ... and starring GUY LOMBARDO
and his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0184002

GUY LOMBARDO TIME
AUGUST 2, 1953

-3-

GUY: Thank you Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! And now to open the show,
here's Bill Flannigan and his guitar with the
haunting "THIRD MAN THEME".

("THIRD MAN THEME" BILL FLANNIGAN &
GUITAR)

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-4-

BARUCH: It's time to introduce Your Lucky Star of the Week,
Guy.

GUY: Right, Andre. Tonight ... to sing with the Royal
Canadians ... we have a sweet Canadian miss -
Giselle McKenzie.

(APPLAUSE)

GISELLE: Hello everyone. Hello, Guy.

GUY: Welcome to the show, Giselle ... and, by the way,
welcome to the Lucky Strike family. I understand
you're joining Your Hit Parade on television next
fall.

GISELLE: That's right, Guy ... and I'm quite thrilled about
it.

GUY: Well I think you'll have a lot of fun. And everyone
knows you'll do a swell job. Especially, after the
way you've been breaking records since you came from
Toronto!

GISELLE: Well, I've been lucky, I guess ... and everyone's
been so helpful.

GUY: Well right now we all want to hear that magic
McKenzie voice. What'll your first number be,
Giselle?

GISELLE: Well, it's a charming little French song about a
horse and buggy trotting through the streets of
Paris. It's called "Le Fiacre".

("LE FIACRE".....GISELLE MCKENZIE)

(APPLAUSE)

ATX01 0184004

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-5-

BARUCH: Well, Guy, I see we have another number coming up
from the versatile Mr. Flannigan.

GUY: Yes, Bill's going to do a song about a member of
a wedding who wishes he was the groom ...

"I'm Walking Behind You."

("I'M WALKING BEHIND YOU"BILL FLANNIGAN)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0184005

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-C-

COMMERCIAL NO. 1

BARUCH: If you want real, deep-down smoking enjoyment,
remember ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

BARUCH: Yes friends, it stands to reason: The cigarette
you'll enjoy most is the one that tastes better.
Nothing - no, nothing - beats better taste. And
Luckies do taste better -- cleaner, fresher,
smoother. One very important reason is LS, MFT -
Lucky Strike means fine tobacco. Fine, light,
naturally mild tobacco. Then, too, Luckies taste
better because they've made better. Made round and
firm and fully packed, to draw freely and smoke
evenly. What's more, every pack of Luckies is extra
tightly sealed to keep in their natural freshness.
So friends, remember: Nothing - no, nothing - beats
better taste. And Luckies taste better -- cleaner,
fresher, smoother. Yes, Be Happy - Go Lucky! Make
your next carton Lucky Strike!

ATX01 01B4006

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-6-

ORCH: (HIT AND FADE)

GUY: Twin Piano time ... and the fingers of Buddy
Brennan and Fred Kreitzer dance the highland
fling, as they play, "BLUE BELLS OF SCOTLAND."

("BLUE BELLS OF SCOTLAND" TWIN PIANOS)

(APPLAUSE)

ATX01 0184007

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-8-

GUY: Here's Kenny Gardner to sing about a romantic
 fellow who outsmarted himself. It's
 "DOWNHEARTED".

("DOWNHEARTED"KENNY GARDNER)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0184009

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-D-

COMMERCIAL NO. 2

BARUCH: Friends, you get real, deep-down smoking enjoyment from the cigarette that tastes better. And that cigarette is Lucky Strike! Yes, millions of smokers agree that Luckies do taste better -- cleaner, fresher, smoother. Now Luckies taste better because -- LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is light, mild, and with a wonderful taste all its own. Then, too, Luckies taste better because they're actually made better. That's right! Made round and firm and fully packed to draw freely and smoke evenly. So for real, deep-down smoking enjoyment -- remember: Nothing - no, nothing - beats better taste. And Luckies do taste better -- cleaner, fresher, smoother. Yes, Be Happy - Go Lucky - make your next carton Lucky Strike. You'll find ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0184010

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-9-

GUY: Giselle McKenzie, Your Lucky Star of the Week,
 sings about a "chain of events" she hopes will
 bring her man back to her. It's the delightful
 ... "THE BREEZE".

("THE BREEZE" GISELLE MCKENZIE)

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-10-

BARUCH: Medley Time, Guy, and what three tunes are you going to give the special Lombardo treatment this week?

GUY: Three of my favorite songs, Andre ... "DREAM", "YOU'RE A SWEETHEART" and "LONG AGO AND FAR AWAY".

(MEDLEY: "DREAM"
"YOU'RE A SWEETHEART"
"LONG AGO AND FAR AWAY"
...THE ROYAL CANADIANS)

(APPLAUSE)

ORCH: ("AULD LANG SYNE"FADE FOR)

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-E-

LOMBARDO: And so friends, we bid you good night for now
... And Giselle we're looking forward to having
you back with us next week at this same time.
So until then, this is Guy Lombardo, saying
"so long for now" and Be Happy -- Go Lucky!

ORCH: ("AULD LANG SYNE" -- TO CLIMAX OUT)

ATX01 0184013

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-G-

BARUCH: This is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will present "GUY LOMBARDO TIME" and "the sweetest music this side of heaven", when your Lucky Star of the Week again will be Giselle McKenzie. And be sure to tune in every Thursday for "THE AMERICAN WAY", starring Horace Heidt for Lucky Strike. In the meantime, friends, remember -- Nothing, no, nothing - beats better taste! And Luckies taste better - cleaner, fresher, smoother! So Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky

LONG CLOSE) Get Better Taste TODAY!

BARUCH: Here is an important announcement. Buying United States Savings Bonds is an ideal and convenient way to save for your future security. In addition, every U. S. Savings Bond you buy helps combat inflation ... helps keep America strong.

You can buy U. S. Savings Bonds through the pay-roll savings plan ...
... the Bond-a Month plan ... or directly at any bank or post-office. So invest more in U. S. Savings Bonds. Buy them regularly.

ATX01 0184014

"GUY LOMBARDO TIME"
AUGUST 2, 1953

-H-

ORCH: (BE HAPPY - GO LUCKY - FADE FOR)

BARUCH: Guy Lombardo Time is brought to you transcribed
by Lucky Strike, product of The American Tobacco
Company - America's leading manufacturer of
cigarettes.

ORCH: ("BE HAPPY - GO LUCKY" UP AND OVER)

ATX01 0184015

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS PROMOTED BY
PRODUCT: LUCKY STRIKE CIGARETTES

August 9, 1953

(Taped July 14, 1953)

Broadcast #9 Network:

7:00-7:30 PM EDST

Broadcast #6-10:00 PM EDST

Repeat:

ROUTINE

OPENING COMMERCIAL

1. "NO OTHER LOVE" KENNY GARDNER
2. "SAY YOU'RE MINE AGAIN" GISELLE MCKENZIE
3. "VAYA CON DIOS" VOCAL DUET, KENNY GARDNER, BILL FLANNIGAN

COMMERCIAL NO. 1

4. "BARCAROLLE" TWIN PIANOS
5. "WATERMELON WEATHER" GISELLE MCKENZIE
6. "RUBY" ROYAL CANADIANS

COMMERCIAL NO. 2

7. "WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBIN' ALONG" GISELLE MCKENZIE
8. MEDLEY: "SAILBOAT IN THE MOONLIGHT"
"SWEETHEARTS ON PARADE"
"I DON'T KNOW MEY"
"EASY TO LOVE" ROYAL CANADIANS

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

AUGUST 9, 1953

7:00-7:30 PM EDST (TAPED JULY 14, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
August 9, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!

(FULL VAMP)

CHORUS: Be Happy -- Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing -- no, nothing - beats better taste,
and Luckies taste better -- cleaner, fresher,
smoother. Yes, Luckies are fresher. Just smoke
'em and see! So, to get the better taste you
want - and get it fresh - Be Happy - Go Lucky!
Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" - ESTABLISH AND FADE FOR:)

ATX01 0184017

GUY LOMBARDO TIME
AUGUST 9, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven,"
featuring Giselle McKenzie as YOUR LUCKY STAR
OF THE WEEK ... and starring GUY LOMBARDO and
his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRA CLIMAX)

BARUCH: Now here is your host ... GUY LOMBARDO!

(APPLAUSE)

ATX01 0184018

< GUY LOMBARDO TIME
AUGUST 9, 1953

-3-

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! To start the show tonight,
here's Kenny Gardner with a beautiful love-song
from "Me and Juliet".... "NO OTHER LOVE".

("NO OTHER LOVE".....KENNY GARDNER)

(APPLAUSE)

ATX01 0184019

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-4-

BARUCH: Time to introduce Your Lucky Star of the Week, Guy.

GUY: Swell, Andre ... and tonight the Royal Canadians
welcome back that sweet Canadian miss,
Giselle McKenzie!
(APPLAUSE)

GISELLE: Thanks, everyone. Hello, Guy.

GUY: Glad to have you back again, Giselle. You know
after doing two shows with us, you're certainly no
stranger to the Lucky Strike family.

GISELLE: You're right, Guy, but don't forget that I was on
television with Jack Benny, too.

GUY: Why, of course, oh sure, how could I overlook it.
Well tell me, how'd you like working with Jack?

GISELLE: Oh, it was wonderful. Why, he even took me to see
his famous vault way down under his house.

GUY: (LAUGH) Oh yes, sure we've all heard about the vault. Say
Giselle, Jack isn't really as stingy as he makes
himself out to be, is he?

GISELLE: Oh, certainly not, Guy. Jack's the sweetest, most
generous entertainer in the world.

GUY: *You know that* Well, I thought so all the time. *And* Now, how 'bout
a song.

GISELLE: Fine. First I'd like to sing one that's currently
very popular ... "SAY YOU'RE MINE AGAIN".
("SAY YOU'RE MINE AGAIN" GISELLE MCKENZIE
(APPLAUSE)

ATX01 0184020

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-5-

BARUCH: Guy, I notice a bit of Old Spain is with us
tonight ... you're playing
"VAYA CON DIOS".

GUY: Right you are, Andre. It means "God be with you"
... and it's a duet by Kenny Gardner and
Bill Flannigan.

("VAYA CON DIOS" VOCAL DUET:
KENNY GARDNER
BILL FLANNIGAN)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0184021

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-C-

COMMERCIAL NO. 1

BARUCH: Friends, next time you buy a carton of cigarettes
remember this:

COLLINS: Luckies taste better!
(SINGING)

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco.

Richer tasting fine tobacco.

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

BARUCH: Yes, when it comes to really enjoying a cigarette
-- Nothing - no, nothing - beats better taste.
And Luckies taste better - cleaner, fresher,
smoother. Luckies taste better because they're
actually made better. Made round and firm and
fully packed, to draw freely and smoke evenly.
Then, too, Luckies taste better because they're
made of fine tobacco. LS/MFT -- Lucky Strike
means fine tobacco ... fine, light, naturally
mild tobacco with a wonderful aroma and even
better taste. So for real deep-down smoking
enjoyment reach for a Lucky -- the cigarette that
tastes better. Yes, next time you buy cigarettes,
ask for a carton of better-tasting Lucky Strike.

ATX01 0184022

"GUY LOMBARDO TIME"
AUGUST 9, 1953

ORCHESTRA: (HIT AND FADE)

GUY: It's Twin Piano Time. Buddy Brennan and Fred
Kreitzer and one of their favorites ... "Barcarolle".

("BARCAROLLE" TWIN PIANOS)

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-7-

GUY: Right about now ... another song from Your
Lucky Star of the Week, Giselle McKenzie ...
she relaxes to the mood of summer as she
sings of ... "WATERMELON WEATHER".

("WATERMELON WEATHER" GISELLE MCKENZIE)

(APPLAUSE)

ATX01 0184024

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-8-

GUY: Now the Royal Canadians musically describe a very
beautiful woman, with the haunting, "RUBY".

("RUBY".....THE ROYAL CANADIANS)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0184025

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-D-

COMMERCIAL NO. 2

BARUCH: Have you smoked a fresh cigarette lately? You have
- if you've smoked a Lucky Strike. For Luckies are
definitely fresher -- and it takes real freshness to
bring you complete smoking enjoyment. You can prove
that to yourself -- just smoke 'em and see! You'll
find that Luckies taste better - not only fresher
but cleaner and smoother, too. That's because
they're made of fine, light, naturally mild tobacco
... and because they're made better - every Lucky
is made round and firm and fully packed, to draw
freely and smoke evenly ... and every pack of
Luckies is extra tightly sealed to bring you that
better taste in all its natural freshness. So
Be Happy - Go Lucky! Get the better taste you want
in a cigarette - and get it fresh! Remember:
Nothing -- no, nothing - beats better taste. And ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ATX01 0184026

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-9-

GUY: For her last number tonight, Giselle McKenzie,
your Lucky Star of the Week, returns to sing about
a pleasant little bird that puts everyone in a good
mood. It's "WHEN THE RED, RED ROBIN COMES BOB,
BOB, BOBBIN' ALONG".

("WHEN THE RED, RED ROBIN COMES BOB, BOB, BOBBIN'
ALONG"GISELLE MCKENZIE)

(APPLAUSE)

ATX01 0184027

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-10-

BARUCH: Medley Time, Guy, and I see two of the songs you're going to play were written by our own Carmen Lombardo back in 1944 and '45.

GUY: That's right, Andre. They're "A SAILBOAT IN THE MOONLIGHT" ^{and} "SWEETHEARTS ON PARADE", then, "I DON'T KNOW WHY" and Cole Porter's, "EASY TO LOVE".

(MEDLEY: "SAILBOAT IN THE MOONLIGHT"
"SWEETHEARTS ON PARADE"
"I DON'T KNOW WHY"
"EASY TO LOVE" THE ROYAL CANADIANS

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE"FADE FOR)

ATX01 018402B

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-E-

LOMBARDO: And so, Ladies and Gentlemen, we bid you good night for now. And thanks, Giselle McKenzie for a really fine performance. Until next week at this time, this is Guy Lombardo, saying "so long for now" and Be Happy -- Go Lucky!

ORCHESTRA: ("AULD LANG SYNE" -- TO CLIMAX AND OUT)

(APPLAUSE)

ATX01 0184029

"GUY LOMBARDO TIME"
AUGUST 9, 1953

-F-

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will present "GUY LOMBARDO TIME", and "the sweetest music this side of heaven", when Your Lucky Star of the Week will be Eugenie Baird. And be sure to tune in every Thursday for "THE AMERICAN WAY", featuring Horace Heidt for Lucky Strike! In the meantime, friends, remember ... nothing - no, nothing - beats better taste! And Luckies taste better ... cleaner, fresher, smoother! So, Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky!

(LONG CLOSE) Get Better Taste Today!

(APPLAUSE)

ORCH: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: "GUY LOMBARDO TIME" is brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATX01 0184030

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

~~NO BROADCAST~~

PRODUCT: LUCKY STRIKE CIGARETTES

CBS

Broadcast #

Network:

Broadcast 7:00-7:30 PM EDST

Repeat 8:30-10:00 PM EDST

DATE August 16, 1953

(Taped July 21, 1953)

OPENING COMMERCIAL

1. "THERE'S ALWAYS SOMEONE YOU CAN'T FORGET" . . . KENNY GARDNER
2. "BE GOOD TO YOURSELF" . . . EUGENIE BAIRD
3. "I BELIEVE" . . . KENNY GARDNER

COMMERCIAL NO. 1

4. "CAFE MOZART" . . . FLANNIGAN &
GUITAR
(& TWIN PIANOS)
5. "WHY SHOULD I WANT YOU" . . . EUGENIE BAIRD
6. "BLUE DANCING SHOES" . . . LOMBARDO TRIO

COMMERCIAL NO. 2

7. "YOU, YOU, YOU" . . . EUGENIE BAIRD
3. MEDLEY: "ALL THE THINGS YOU ARE"
"MUSIC, MAESTRO, PLEASE"
"Blue Room" "EASY TO LOVE" . . . THE ROYAL
CANADIANS

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

AUGUST 16, 1953

7:00-7:30 PM EDST (TAPED JULY 21, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
August 16, 1953

THEME: (BE HAPPY -- GO LUCKY" -- 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME, presented transcribed
by Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky
Be Happy -- Get Better Taste
Be Happy -- Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing -- no, nothing -- beats better taste, and
Luckies taste better -- cleaner, fresher, smoother.
Yes, Luckies are fresher. Just smoke 'em and see!
So, to get the better taste you want -- and get
it fresh -- Be Happy -- Go Lucky! Ask for a
carton of Lucky Strike!

ORCHESTRA: ("AULD LANG SYNE" ESTABLISH AND FADE FOR---)

RTKO1 0184032

THE AMERICAN TOBACCO COMPANY -B-
LUCKY STRIKE CIGARETTES
"GUY LOMBARDO TIME"
AUGUST 16, 1953

(TAPED JULY 21, 1953)

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME"
... "the sweetest music this side of heaven",
featuring Eugenie Baird as Your Lucky Star
of the Week ... and starring Guy Lombardo
and his Royal Canadians!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... Guy Lombardo!

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-3-

Revised 7/15/53

(TAPED JULY 21, 1953)

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky "hello" to everyone! We're starting off tonight with a song about that "special" someone in everyone's life. Kenny Gardner sings, "THERE'S ALWAYS SOMEONE YOU CAN'T FORGET".

("THERE'S ALWAYS SOMEONE YOU CAN'T FORGET" ...

KENNY GARDNER)

(APPLAUSE)

BTX01 0184034

BARUCH: It's time for Your Lucky Star of the Week, Guy.

GUY: Fine, Andre. This evening we're glad to welcome the wonderful ... the versatile Eugenie Baird!

(APPLAUSE)

ENGENIE: Thank you, ^{very much} Guy, and hello everyone ^{Guy}. ~~... tell me,~~ ~~Guy~~, what do you mean by "versatile"?

GUY: Well Genie, besides being an excellent song stylist, you also have your own disc jockey show.

ENGENIE: That's right.

GUY: And you also write a column in Silver Screen Magazine!

EUGENIE: I do, ~~just that~~.

GUY: Well, I'd call that being versatile.

EUGENIE: ^{Well,} You're very flattering, Guy. ^{You know} Actually, I'm in a lucky spot ^{you know} ... playing all ~~the~~ new records, and writing about them too. Gives me a chance to keep up to date.

GUY: Well now that you're tonight's Lucky Star of the Week, how 'bout giving us a song?

EUGENIE: Love to, Guy. ^{As a matter of fact,} It's a song I use to open my disc jockey show ... it's ^{called} "BE GOOD TO YOURSELF".

GUY: Well, be good to us, Eugenie, and sing it.

^{Eugenie:} ~~E. A.~~
("BE GOOD TO YOURSELF "EUGENIE BAIRD)

(APPLAUSE)

THE AMERICAN TOBACCO COMPANY -5-
LUCKY STRIKE
"GUY LOMBARDO TIME"
AUGUST 16, 1953

(TAPED JULY 21, 1953)

BARUCH: *Suy* There's no question, Guy, that your next song
has proved itself as being really great.

GUY: Yes, Andre, and I think that's because it's a
song of real inspiration in these troubled times.
Here's Kenny Gardner to sing the beautiful ...
"I Believe".

("I BELIEVE" KENNY GARDNER)

(APPLAUSE)

COMMERCIAL NO. 1

ATK01 0184036

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-C-

(TAPED JULY 21, 1953)

COMMERCIAL NO. 1

BARUCH: For complete smoking enjoyment, remember ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: That's right, friends. When it comes to real
smoking enjoyment, nothing -- no, nothing -- beats
better taste! And Luckies taste better -- cleaner,
fresher, smoother. Now, Luckies better taste
starts with fine tobacco ... LS/MFT Lucky Strike
means fine tobacco -- fine, light, naturally mild
tobacco that can't help tasting better. Then too,
Luckies are made better to taste better ... made
round and firm and fully packed, to draw freely
and smoke evenly. Remember, friends -- only fine
tobacco, in a better-made cigarette, can give you
a better-tasting smoke. (C O N T I N U E D)

ATX01 0184037

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-D-

(TAPED JULY 21, 1953)

COMMERCIAL NO. 1 (CONTINUED)

BARUCH:
(cont'd) So for your own real, deep-down smoking
 enjoyment - Be Happy -- Go Lucky! Make your
 next carton ... better-tasting Lucky Strike!

ATX01 018403B

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-6-

ORCHESTRA: (HIT AND FADE)

GUY: Now, Bill Flannigan and his guitar ...
with ~~Buddy Bronman and Fred Kreitzer at~~
the Twin Pianos ... take us on an "old
world" tour to the "CAFE MOZART".

("CAFE MOZART" FLANNIGAN &
GUITAR, TWIN PIANOS)

(APPLAUSE)

RTX01 0184039

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-7-

GUY: Your Lucky Star of the Week, Eugenie Baird,
returns with a lovely ballad that she has
just recorded ... "WHY SHOULD I WANT YOU."

("WHY SHOULD I WANT YOU" . . . EUGENIE BAIRD)

(APPLAUSE)

ATX01 0184040

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-3-

Revised July 15, 1953

GUY: Next ... the Lombardo Trio and the story of a lovely,
moon-lit night ... and a girl who danced her way into
a fellow's heart in "BLUE DANCING SHOES".

("BLUE DANCING SHOES".....LOMBARDO TRIO)

(APPLAUSE)

COMMERCIAL NO. 2

ATX01 0184041

"GUY LOMBARDO TIME"
AUGUST 16, 1953

COMMERCIAL NO. 2

BARUCH: Friends ... are you really getting all the smoking enjoyment your cigarette should give? If not, then switch to Lucky Strike. Because Luckies taste better ... cleaner, fresher, smoother. Actually, Luckies are made better to taste better ... made round and firm and packed just right to draw freely and smoke evenly! Then, too, Luckies taste better because they're made of fine tobacco. Everybody knows LS/MFT - Lucky Strike means fine tobacco ... long strands of light, naturally mild tobacco with a wonderful aroma and an even better taste! So, for your own real, deep-down smoking enjoyment, remember -- nothing -- no, nothing -- beats better taste! And Luckies taste better -- cleaner, fresher, smoother. Yes, pick up a carton and you'll agree ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-9-

GUY: For her last song this evening, your Lucky Star
of the Week, Eugenie Baird, and the lilting love
song, "YOU, YOU, YOU".

("YOU, YOU, YOU".....EUGENIE BAIRD)

(APPLAUSE)

ATX01 0184043

"GUY LOMBARDO TIME"
AUGUST 16, 1953

BARUCH: It's Medley Time, Guy, and by coincidence you've
picked ~~three~~ ^{four} of my favorite songs *of mine!*

GUY: And I'm sure they're everybody's favorites,
Andre. The Royal Canadians play, "*Blue Room* ALL THE THINGS
YOU ARE", "MUSIC MAESTRO, PLEASE", and "EASY TO
LOVE".

(MEDLEY: "ALL THE THINGS YOU ARE"
"MUSIC MAESTRO, PLEASE"
"Blue Room" "EASY TO LOVE" THE ROYAL
CANADIANS

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-F-

LOMBARDO: And so friends, we bid you good night for now ...
And Eugenie Baird we're looking forward to having
you back with us next week at this same time. So,
until then, this is Guy Lombardo, saying "so long
for now" and Be Happy -- Go Lucky!

ORCH: ("AUED LANG SYNE" -- TO CLIMAX OUT)

ATK01 0184045

"GUY LOMBARDO TIME"
AUGUST 16, 1953

-G-

BARUCH: This is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will present "GUY LOMBARDO TIME" and "the sweetest music this side of heaven", featuring Eugenie Baird as your Lucky Star of the week. And, be sure to tune in every Thursday for "THE AMERICAN WAY", starring Horace Heidt for Lucky Strike. In the meantime, friends, remember -- Nothing, no, nothing - beats better taste! And Luckies taste better -- cleaner, fresher, smoother! So Be Happy -- Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky
(LONG
CLOSE) Get Better Taste TODAY!

(APPLAUSE)

ORCH: (BE HAPPY -- GO LUCKY - FADE FOR)

BARUCH: Guy Lombardo Time is brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

ORCH: ("BE HAPPY -- GO LUCKY" - UP AND OVER)

ATX01 0184046

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 23, 1953 Broadcast #11 Network CBS Broadcast: 7:00-7:30 PM EDT
(Taped July 21, 1953) Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "DON'T YOU CARE" KENNY MARTIN
2. "THEY DIDN'T BELIEVE ME" EUGENIE BAIRD
3. "KEEP IT GAY" KENNY GARDNER

COMMERCIAL NO. 1

4. "NOLA" TWIN PIANOS
5. "NO OTHER LOVE" EUGENIE BAIRD
6. "APRIL IN PORTUGAL" ROYAL CANADIANS

COMMERCIAL NO. 2

7. "I'M GONNA GIVE MY HEART A PAT ON THE BACK" EUGENIE BAIRD

8. MEDLEY: "STARDUST"
"Rose Room" "SWEETHEART OF SIGMA CHI"
 "SMOKE GETS IN YOUR EYES" ROYAL CANADIANS

CLOSING COMMERCIAL

-A-
THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

AUGUST 23, 1953

7:00-7:30 PM EDT

(Taped July 21, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast ..
August 23, 1953.

THEME: ("BE HAPPY -- GO LUCKY -- 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!
(FULL VAMP)

CHORUS: Be Happy -- Go Lucky
Be Happy -- Get Better Taste
Be Happy -- Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing -- no, nothing -- beats better taste,
and Luckies taste better -- cleaner, fresher,
smoother. Yes, Luckies are fresher. Just smoke
'em and see! So, to get the better taste you
want -- and get it fresh -- Be Happy -- Go
Lucky! Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" -- ESTABLISH AND FADE FOR:)

(CONT'D)

ATX01 0184048

GUY LOMBARDO TIME
AUGUST 23, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" . . .
"the sweetest music this side of heaven",
featuring Eugenie Baird as YOUR LUCKY STAR
OF THE WEEK . . . and starring GUY LOMBARDO and
his ROYAL CANADIANS!

(SLIGHT PAUSE FOR ORCHESTRA CLIMAX)

BARUCH: Now here is your host . . . GUY LOMBARDO!

(APPLAUSE)

RTX01 0184049

GUY LOMBARDO TIME
AUGUST 23, 1953

-3-

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! It's nice to be with you
again tonight. ^{And} To start the show, Kenny
Martin raises the question that lovers have
been asking for centuries
"DCN'T YOU CARE".

("DON'T YOU CARE" KENNY MARTIN)

(APPLAUSE)

ATX01 0184050

GUY LOMBARDO TIME
AUGUST 23, 1953

-4-

BARUCH: Guy, it's time to bring on Your Lucky Star of the Week.

GUY: Mustn't keep the lady waiting, Andre. Tonight, it gives us great pleasure to again present ... Eugenie Baird!

(APPLAUSE)

EUGENIE: *Gee* Thanks, Guy. Wonderful to be back.

GUY: Last week, Eugenie, we learned ^{that} you were a very busy girl making a successful career out of singing.

EUGENIE: *Well*, I've been trying, Guy.

GUY: Well, tell us something about your background.

EUGENIE: *Well now* Let's see ... I started in radio, back in Pittsburgh. Then I sang with Glen Gray's orchestra ... then with Paul Whiteman, and after ^{went out to the coast} that I ~~sang~~ on Bing Crosby's radio show.

GUY: *Oh* You were with Bing, eh. ^{well you know} That's quite a feather in your bonnet! But you haven't mentioned the biggest plum yet!

EUGENIE: What's that, Guy:

GUY: Why, you played the lead in the National Company of "South Pacific"! ^{How} How many girls get a chance like that?

EUGENIE: *Oh* Once in a lifetime, Guy. ^{you know, though} "When I told my friends ^{you know} about getting the job," they didn't believe me.

(CONT'D)

ATX01 0184051

GUY LOMBARDO TIME
AUGUST 23, 1953

-4A-

GUY: *And you know*
By some strange coincidence, Eugenie, that's
the title of your first number.

EUGENIE: (LAUGHS) *Now* I wonder how that happened.

~~GUY: Eugenie Baird sings, "THEY DIDN'T BELIEVE ME".~~

("THEY DIDN'T BELIEVE ME"EUGENIE BAIRD)

(APPLAUSE)

ATX01 0184052

GUY LOMBARDO TIME
AUGUST 23, 1953

-5-

BARUCH: Guy, if I ever tried writing a Broadway musical,
I'd sure follow the advice of the next tune.

GUY: If you did, you might well come up with a hit,
Andre. Kenny Gardner and the Trio sing,
"KEEP IT GAY".

("KEEP IT GAY". KENNY GARDNER &
TRIO)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 0184053

GUY LOMBARDO TIME
AUGUST 23, 1953

-C-

COMMERCIAL NO. 1

BARUCH: Next time you buy cigarettes, ask for Lucky Strike,
because

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer-tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

BARUCH: Friends, the taste of your cigarette is all-
important. For in a cigarette, nothing -- no,
nothing - beats better taste! And Luckies taste
better ... cleaner, fresher and smoother. You
see, Luckies' better taste really begins with
fine tobacco. Yes, LS/MFT -- Lucky Strike means
fine tobacco - long strands of light, mild,
good-tasting tobacco with a wonderful aroma.
Then too, Luckies taste better because they're
made better. Made to give you a cleaner, fresher,
smoother-tasting smoke. So, friends, remember
how important better taste is to your enjoyment
of a cigarette.

(CONT'D)

ATX01 0184054

GUY LOMBARDO TIME
AUGUST 23, 1953

-D-

COMMERCIAL NO. 1 (CONT'D)

BARUCH;
(CONT'D)

Remember that Lucky Strike gives you the better
taste of fine tobacco, in a better made
cigarette. But most of all, remember to pick
up a carton of Luckies tomorrow. Yes, Be
Happy - Go Lucky!

ATX01 01B4055

GUY LOMBARDO TIME
AUGUST 23, 1953

-6-

ORCH: (HIT AND FADE)

GUY: It's Twin Piano time. Buddy Brennan and
Fred Kretzer play their sparkling arrangement
of ~~Vincent Lopez' famous~~ "NOLA".

("NOLA" TWIN PIANOS)

(APPLAUSE)

GUY LOMBARDO TIME
AUGUST 23, 1953

-7-

GUY: And now here's Eugenie Baird, Your Lucky
 Star of the Week, with a song of contentment
 and happiness. . . "NO OTHER LOVE".

("NO OTHER LOVE" EUGENIE BAIRD)

(APPLAUSE)

ATX01 0184057

BARUCH: Y'know, Guy, they say that June is the favorite month of songwriters. Well, I have another candidate. April. Everybody knows "April Showers", "April in My Heart", and "April in Paris".

GUY: And I have ^{more} one to add to your list, ^{Andie} ... listen as the Royal Canadians play.
"APRIL IN PORTUGAL".

("APRIL IN PORTUGAL".THE ROYAL CANADIANS)

. (APPLAUSE)

COMMERCIAL NO. 2

"GUY DOMBARDO TIME"
AUGUST 23, 1953

-E-

COMMERCIAL NO. 2

BARUCH: With all you hear about cigarette smoking today, one fact stands out: It's the taste of a cigarette that counts! And Luckies taste better ... cleaner, fresher, smoother. Here's why: Luckies are made better to taste better ... made round and firm and fully packed, to draw freely and smoke evenly to bring you a better-tasting smoke. Then, too, better taste in a cigarette must begin with fine tobacco. And -- LS/MFT -- Lucky Strike means fine tobacco ... fine, light, mild tobacco with its own wonderful aroma and a taste that's even better. Remember: in a cigarette nothing -- no, nothing -- beats better taste. And Luckies do taste better -- cleaner, fresher, smoother! So, for all the deep down smoking enjoyment you want, Be Happy -- Go Lucky, make your next carton Lucky Strike, and you'll find

...

COLLINS: Luckies taste better!
CHORUS: Cleaner, Fresher, Smoother!
COLLINS: Luckies taste better!
CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

ATX01 0184059

"GUY LOMBARDO TIME"
AUGUST 23, 1953

GUY: In her last number tonight, Your Lucky Star of the
Week, Eugenie Baird, is proud of herself for picking
the "right" fellow. She sings,
"I'M GONNA GIVE MY HEART A PAT ON THE BACK".

(I'M GONNA GIVE MY HEART A PAT ON THE BACK"
EUGENIE BAIRD)

(APPLAUSE)

"GUY LOMBARDO TIME"
AUGUST 23, 1953

-10-

BARUCH: Medley Time again, Guy, and I suggest that the folks listening in pick partners ... 'cause the next ~~three~~ ^{four} tunes ^{really} make you feel like dancing.

GUY: They sure do, Andre. Who can resist, "STARDUST",
"THE SWEETHEART OF SIGMA CHI", ^{"Roo Room"} and
"SMOKE GETS IN YOUR EYES".

(MEDLEY: "STARDUST" . . . ORCHESTRA)
^{"Roo Room"} "SWEETHEART OF SIGMA CHI"
"SMOKE GETS IN YOUR EYES"

(APPLAUSE)

ORCHESTRA: ("AULD LANG SYNE" . . . FADE FOR)

ATX01 0184061

"GUY LOMBARDO TIME"
AUGUST 23, 1953

-F-

LOMBARDO: And so, Ladies and Gentlemen, we bid you good night until next week. And thanks Eugenie Baird for a really fine performance. Until next week at this same time, this is Guy Lombardo, saying "so long for now" and Be Happy --- Go Lucky!

ORCHESTRA: ("AULD LANG SYNE" -- TO CLIMAX AND CUT)
(APPLAUSE)

ATX01 0184062

"GUY LOMBARDO TIME"
AUGUST 23, 1953

-G-

BARUCH: This is Andre Baruch, inviting you to be sure to listen next Sunday when Lucky Strike will present GUY LOMBARDO TIME and "the sweetest music this side of heaven," when Your Lucky Star of the Week will be Eileen Barton. And be sure to tune in every Thursday for "The American Way" featuring Horace Heidt for Lucky Strike. In the meantime, friends, remember -- nothing, no - nothing - beats better taste! And Luckies taste better - cleaner, fresher, smoother! So be Happy - Go Lucky! Make your next carton Lucky Strike.

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy - Go Lucky

(LONG CLOSE) Get Better Taste Today!

BARUCH: Friends, just three weeks from tonight Jack Benny and all the gang will be back for a new season of great entertainment! Remember the date -- September 13th, right at this time and over this station - for THE JACK BENNY PROGRAM!

(APPLAUSE)

ORCHESTRA: (BE HAPPY - GO LUCKY -- FADE FOR:)

BARUCH: GUY LOMBARDO TIME is brought to you transcribed by Lucky Strike, product of The American Tobacco Company - America's leading manufacturer of cigarettes.

ORCHESTRA" (BE HAPPY - GO LUCKY -- UP AND OVER)

ATX01 0184063

GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS PRESENTED

PRODUCT: LUCKY STRIKE CIGARETTES

DATE August 30, 1953 Broadcast #12
(Taped July 28, 1953)

Network: CBS

Broadcast: 7:00-7:30 PM EDT
Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "MY ONE AND ONLY HEART"KENNY GARDNER & QUARTET
2. "ANYTIME, ANYWHERE"EILEEN BARTON
3. "BEAUTIFUL OHIO"ROYAL CANADIANS

COMMERCIAL NO. 1

4. "CANADIAN CAPERS"TWIN PIANOS
5. "TOYS"EILEEN BARTON
6. "STOLEN LOVE"KENNY GARNER, TRIO & GUITAR

COMMERCIAL NO. 2

7. "I AIN'T GONNA DO IT"EILEEN BARTON
8. MEDLEY: "MY HAPPINESS"
"IT'S MAGIC" *Travel*
"DANCING ON THE CEILING"ROYAL CANADIANS

CLOSING COMMERCIAL

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

AUGUST 30, 1953

7:00-7:30 PM EDST

(TAPED JULY 28, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast August 30, 1953

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed by
Lucky Strike!

ORCH: (FULL VAMP)

CHORTS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing - no, nothing - beats better taste, and Luckies
taste better - cleaner, fresher smoother. Yes, Luckies
are fresher. Just smoke 'em and see! So, to get the
better taste you want - and get it fresh - Be Happy -
Go Lucky ! Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

ATX01 0184065

"GUY LOMBARDO TIME"
AUGUST 30, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME"... "the
sweetest music this side of heaven", featuring Eileen
Barton as Your Lucky Star of the Week ... and
starring Guy Lombardo and his Royal Canadians!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... Guy Lombardo!

(APPLAUSE)

ATX01 0184066

"GUY LOMBARDO TIME"
AUGUST 30, 1953

-3-

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! To get the show rolling in a
bright mood, here's Kenny Gardner and the Quartet with
the sprightly tune, "MY ONE AND ONLY HEART".

("MY ONE AND ONLY HEARTKENNY GARDNER & QUARTET)

(APPLAUSE)

ATX01 0184067

"GUY LOMBARDO TIME"
AUGUST 30, 1953

-4-

BARUCH: Time for Your Lucky Star of the Week, Guy.

GUY: And she's a little girl who's no stranger to us, Andre.

Here is Eileen Barton!

(APPLAUSE)

EILEEN: Hi, Guy, ^{and} Hi, everyone.

GUY: Eileen, I bet you don't remember the last time we did a show together for Lucky Strike.

EILEEN: Why, Guy ... of course I do. Let's see, it was the U.S. Naval Training Center at Bainbridge, Maryland.

GUY: Good girl. ~~That was~~ ^{And wasn't it a} lot of fun! ^{Yes} Those sailors really loved you!

EILEEN: It's always a thrill entertaining for the fellows in the service, Guy.

GUY: Well, what have you been doing with yourself, since then, Eileen?

EILEEN: ^{well} Mostly ~~and~~ ^{theater} dates, Guy. Recently I spent a week in Miami, and another in ^{Atlantic City} Syracuse and ^{Chicago} Geneva.

GUY: Well I'm glad you got back in time to be with us. Now what's your first ^{song} ~~number~~ going to be?

EILEEN: ^{well} I'd like to start with a beautiful song about a girl who's really in love ... and I mean really. It's "ANYTIME, ANYWHERE".

("ANYTIME, ANYWHERE".....EILEEN BARTON)

(APPLAUSE)

ATX01 0184068

"GUY LOMBARDO TIME"
AUGUST 30, 1953

-5-

ANDRE: Guy, I see we have a ^{he saluting the "Buckeyes" state tonight.} ~~"state" song coming up.~~

GUY: That's right, and this one's dedicated to all ^{its loyal} ~~"Buckeyes"~~ ^{listeners} who happen to be tuned in. The Royal
Canadians play, "BEAUTIFUL OHIO"

("BEAUTIFUL OHIO"ROYAL CANADIANS)

(APPLAUSE)

COMMERCIAL NO. 1

GUY LOMBARDO TIME
AUGUST 30, 1953

-C-

COMMERCIAL NO. 1

BARUCH: For real, deep-down smoking enjoyment,
remember ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
For Lucky Strike means fine tobacco
Richer tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

BARUCH: That's right, friends. Smoking enjoyment
can be summed up this way: The cigarette
you enjoy most is the cigarette that tastes
better. Nothing - no, nothing - beats better
taste. And Luckies do taste better --
cleaner, fresher, smoother. One very
important reason is - LS/MFT - Lucky Strike
means fine tobacco. Fine, light, naturally
mild tobacco. Then, too, Luckies taste better
because they're made better. Made round and
firm and fully packed, to draw freely and
smoke evenly. What's more, every pack of
Luckies is extra tightly sealed to keep in
their natural freshness.

(MORE)

ATX01 0184070

GUY LOMBARDO TIME
AUGUST 30, 1953

-D-

COMMERCIAL NO 1 (CONT'D)

BARUCH;
(CONT'D)

So friends, remember: Nothing - no, nothing -
beats better taste. And Luckies taste
better -- cleaner, fresher, smoother. Yes,
Be Happy - Go Lucky! Make your next carton
a carton of Lucky Strike.

ATX01 0184071

GUY LOMBARDO TIME
AUGUST 30, 1953

-6-

(TAPED JULY 28, 1953)

ORCHESTRA: (HIT AND FADE)

GUY: It's Twin Piano Time, as the Royal Canadians,
Buddy Brennan and Fred Kretzer "cut" some
"CANADIAN CAPERS".

("CANADIAN CAPERS"TWIN PIANOS)

(APPLAUSE)

ATX01 0184072

GUY LOMBARDO TIME
AUGUST 30, 1953

-7-

(TAPED JULY 28, 1953)

GUY: Your Lucky Star of the Week, Eileen Barton,
 returns with a ditty about people who "play" with
 love. She sings, "TOYS".

("TOYS"ELLEEN BARTON)

(APPLAUSE)

ATX01 0184073

GUY LOMBARDO TIME
AUGUST 30, 1953

-8-

(TAPED JULY 28, 1953)

~~BARUCH:~~ Shades of the old "shootin' iron", ~~Guy, you got a~~
~~right fine number a comin' up next.~~

GUY: ~~Sure do, and Kenny Gardner, The Lombardo Trio,~~
~~and Bill Flannigan and his guitar are going to~~
~~give us a sad tale of "heart-rustlin'" ^{and} ~~in~~~~
~~It's "STOLEN LOVE".~~

("STOLEN LOVE".....GARDNER, TRIO & GUITAR)

(APPLAUSE)

COMMERCIAL NO. 2

ATK01 0184074

GUY LOMBARDO TIME
AUGUST 30, 1955

-E-

COMMERCIAL NO. 2

BARUCH: Friends, a cigarette that tastes better is just bound to give you more real, deep-down smoking enjoyment. And millions of smokers agree that cigarette is Lucky Strike! Yes, Luckies do taste better -- cleaner, fresher, smoother. Luckies taste better because first -- LS/MFT -- Lucky Strike means fine tobacco. Tobacco that is light and mild, with a wonderful aroma and a taste that's even better. Then, too, Luckies taste better because they're actually made better. That's right! Made round and firm and fully packed to draw, freely and smoke evenly. So when it comes to real, deep-down smoking enjoyment -- remember this above all else: Nothing -- no, nothing -- beats better taste. And Luckies do taste better -- cleaner, fresher, smoother. Yes, Be Happy -- Go Lucky -- and get yourself a carton of Luckies because ...

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

ATX01 0184075

GUY LOMBARDO TIME
AUGUST 30, 1953

-9-

(TAPED JULY 28, 1953)

GUY: For her last number tonight, Your Lucky Star of
the Week, Eileen Barton sings one of her latest
Coral recordings, "I AIN'T GONNA DO IT".

("I AIN'T GONNA DO IT"EILEEN BARTON)

(APPLAUSE)

ATX01 0184076

GUY LOMBARDO TIME
AUGUST 30, 1953

-10-

(TAPED JULY 28, 1953)

BARUCH: Medley Time, now, on "Guy Lombardo Time". What three songs get the special Lombardo touch tonight, Guy?

GUY: The Royal Canadians are going to play, "MY HAPPINESS", "~~IT'S MAGIC~~"^{"Lullaby"}, and the delightful, "DANCING ON THE CEILING".

(MEDLEY: "MY HAPPINESS"
"~~IT'S MAGIC~~"^{"Lullaby"}
"DANCING ON THE CEILING...THE ROYAL
CANADIANS)

ORCH: ("AULD LANG SYNE"FADE FOR)

ATX01 0184077

Y GUY LOMBARDO TIME
AUGUST 30, 1953

-F-

(TAPED JULY 28, 1953)

LOMBARDO: And so, ladies and gentlemen, we bid you
goodnight until next week. Our special thanks
to Eileen Barton for her wonderful performance.
Until next week at this same time, this is Guy
Lombardo, saying "so long for now" and ...
"Be Happy - Go Lucky"!

ORCH: ("AULD LANG SYNE" --- TO CLIMAX AND OUT)

(APPLAUSE)

ATK01 0184078

GUY LOMBARDO TIME
AUGUST 30, 1953

-G-

(TAPED JULY 28, 1953)

BARUCH: This is Andre Baruch, inviting you to listen next Sunday when Lucky Strike will present "GUY LOMBARDO TIME", and "the sweetest music this side of heaven", when Your Lucky Star of the Week will again be Eileen Barton. And be sure to tune in every Thursday for "THE AMERICAN WAY", featuring Horace Heidt for Lucky Strike! In the meantime friends, remember ... nothing - no, nothing -- beats better taste! And Luckies taste better ... cleaner, fresher, smoother! So, Be Happy - Go Lucky! Next time, get a carton of Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky!
Get Better Taste Today! (LONG CLOSE)

(APPLAUSE)

ORCH: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: Friends, just two weeks from tonight Jack Benny and all the gang will be back for a new season of great entertainment. Remember the date -- September 13, right at this time and over this station -- for the JACK BENNY PROGRAM!

ORCH: ("BE HAPPY - GO LUCKY" - UP AND OVER)

ATK01 0184079

GUY LOMBARDO TIME
AUGUST 30, 1953

-H-

BARUCH: "GUY LOMBARDO TIME" has been brought to you
transcribed by Lucky Strike, product of The
American Tobacco Company -- America's leading
manufacturer of cigarettes.

ORCHESTRA: ("BE HAPPY - GO LUCKY" - UP AND FADE)

ATX01 0184080

RTX01 0184081



GUY LOMBARDO TIME

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

AS BROADCAST

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: September 6, 1953
(Taped July 28, 1953)

Broadcast #13 Network: CBS

Broadcast: 9:30 PM EDT
Repeat: 9:30-10:00 PM EDT

ROUTINE

OPENING COMMERCIAL

1. "TERRY'S THEME" ROYAL CANADIANS
2. "GYPSY IN MY SOUL" EILEEN BARTON
3. "SEPTEMBER SONG" KENNY GARDNER

COMMERCIAL NO. 1

Roamin' on the Plains

4. "SQUARE DANCE" TWIN PIANOS
5. "P.S. I LOVE YOU" EILEEN BARTON
6. *Where Love Goes*
"JUST ANOTHER POLKA" KENNY GARDNER & TRIO

COMMERCIAL NO. 2

7. "HE ASKED ME" EILEEN BARTON
8. MEDLEY: "COQUETTE"
"HAWAIIAN PARADISE"
"GOOD NIGHT, SWEETHEART" ROYAL CANADIANS

*"Shine on
Sammy Mason"*

CLOSING COMMERCIAL

-A-

THE AMERICAN TOBACCO COMPANY

"GUY LOMBARDO TIME"

SEPTEMBER 6, 1953

7:00-7:30 PM EDST

(TAPED JULY 28, 1953)

SUNDAY

OPENING

BARUCH: This is "GUY LOMBARDO TIME" for broadcast
September 6, 1953.

THEME: ("BE HAPPY - GO LUCKY" - 2 BARS WITH LONG TAG)

BARUCH: It's "GUY LOMBARDO TIME", presented transcribed
by Lucky Strike!

ORCH: (FULL VAMP)

CHORUS: Be Happy - Go Lucky
Be Happy - Get Better Taste
Be Happy - Go Lucky
Get Better Taste Today! (SHORT CLOSE)

BARUCH: Nothing - no, nothing - beats better taste,
and Luckies taste better - cleaner, fresher,
smoother. Yes, Luckies are fresher. Just
smoke 'em and see! So, to get the better
taste you want - and get it fresh - Be Happy
- Go Lucky! Ask for a carton of Lucky Strike!

ORCH: ("AULD LANG SYNE" ESTABLISH AND FADE FOR)

(MORE)

ATX01 0184083

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-B-

OPENING BILLBOARD

BARUCH: Lucky Strike presents "GUY LOMBARDO TIME" ...
"the sweetest music this side of heaven",
featuring Eileen Barton as Your Lucky Star of
the Week ... and starring Guy Lombardo and his
Royal Canadians!

(SLIGHT PAUSE FOR ORCHESTRAL CLIMAX)

Now here is your host ... Guy Lombardo.

(APPLAUSE)

RTX01 0184084

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-3-

GUY: Thank you, Andre Baruch ... and a Happy-Go-Lucky
"hello" to everyone! To start things off,
the Royal Canadians play the lovely song
that's captured hearts all over the world,
"TERRY'S THEME".

("TERRY'S THEME" THE ROYAL CANADIANS)

(APPLAUSE)

ATX01 0184085

ATK01 0184086

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-4-

BARUCH: Here it is, time for Your Lucky Star of the Week,
Guy.

GUY: Right, Andre, and tonight we're lucky to have
a return visit from ... Eileen Barton!

(APPLAUSE)

EILEEN: Thank you, Guy ... and everyone.

GUY: Eileen, I hear that you're headed out Hollywood
way pretty soon.

EILEEN: *well,* True, Guy. But first I'm doing shows in
Reno, Nevada ... ~~and~~ Las Vegas, too.

GUY: Well, the club owners in those towns are
"betting on a sure thing" by putting you into
their programs. You'll be a big hit, *Eileen.*

EILEEN: *well,* ^{*you*} Thanks, Guy. I'm really looking forward to
the trip.

GUY: And ^{*say*} don't stay out' ^{*there*} in movieland too long.
Remember you have lots of friends back ^{*here.*} ~~east.~~

EILEEN: Oh, I'll come back. It's ^{*well...*} just that I ^{*should*} like
to travel. I guess it's the ...
"GYPSY IN MY SOUL".

GUY: Tell us all about it, Eileen!

("GYPSY IN MY SOUL". . . . EILEEN BARTON)

(APPLAUSE)

ATX01 0184087

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-5-

GUY: When I first heard this next song performed,
~~Andre~~, it was one of the most deeply moving
experiences I've ever had.

~~ANDRE:~~ Who sang it, Guy?

GUY: ~~It was the late Walter Huston in Kurt Weill's~~
"Knickerbocker Holiday" ^{sang it in} when he sang ~~it~~
"SEPTEMBER SONG." Here's Kenny Gardner to
do it now.

("SEPTEMBER SONG". KENNY GARDNER)

(APPLAUSE)

COMMERCIAL NO. 1

ATX01 01B4088

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-C-

COMMERCIAL NO. 1

BARUCH: For complete smoking enjoyment, remember:

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

For Lucky Strike means fine tobacco

Richer tasting fine tobacco!

COLLINS: Luckies taste better!

CHORUS: Cleaner, Fresher, Smoother!

Lucky Strike! Lucky Strike!

BARUCH: There's one fact that stands out when it comes to really enjoying a cigarette. Nothing -- no, nothing -- beats better taste. And Luckies taste better -- cleaner, fresher, smoother. Luckies taste better because they're actually made better. Made round and firm and fully packed, to draw freely and smoke evenly. Then, too, Luckies taste better because they're made of fine tobacco. LS/MFT -- Lucky Strike means fine tobacco... fine, light, naturally mild tobacco with a wonderful aroma and even better taste.

(MORE)

ATX01 0184089

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-D-

COMMERCIAL NO. 1 (CONT'D)

BARUCH:
(CONT'D)

So for the real, deep-down smoking enjoyment of a better-tasting cigarette, reach for a Lucky -- the cigarette that's made better to taste better -- to taste cleaner, fresher, smoother. So, next time you buy cigarettes, ask for a carton of better-tasting Lucky Strike.

ATX01 0184090

GUY LOMBARDO TIME
SEPTEMBER 6, 1953

-6-

ORCH: (HIT AND FADE)

GUY: It's Twin Piano Time, ^{with} and Buddy Brennan and
Fred Kreitzer ^{with a bit of old Scotland} ~~are partners in a hand-clapping~~ ---
~~square dance routine~~ . . . "Turkey In The Straw"
~~"Old Joe Clark," "Fiddler's Dream."~~
"Ramin Su The Gleanin'"

(~~"SQUARE DANCE"~~ TWIN PIANOS)
"Ramin Su The Gleanin'"

(APPLAUSE)

ATX01 0184091

"GUY LOMBARDO TIME"
SEPTEMBER 6, 1953

-7-

GUY: Now, Your Lucky Star of the Week, Eileen Barton,
sings, a love letter set to music . . .
"P. S. I LOVE YOU."

("P. S. I LOVE YOU" EILEEN BARTON)

(APPLAUSE)

ATX01 0184092

"GUY LOMBARDO TIME"
SEPTEMBER 6, 1953

GUY: Say Andre, have you seen the new movie version of
 "Gentlemen Prefer Blondes yet?"

ANDRE: I sure have, Guy, and it's great!

GUY: Then you caught the new song they introduced in the
 picture ... "When Love Goes Wrong".

ANDRE: Right again, Guy, and I'm looking forward to Kenny Gardner
 singing it now.

("WHEN LOVE GOES WRONG" KENNY GARDNER & TRIO)

(APPLAUSE)

COMMERCIAL NO. 2

COMMERCIAL NO. 2

BARUCH: There are millions of smokers who will agree that freshness is vitally important to the taste of a cigarette, and Luckies definitely taste fresher. That's one reason why they give you such complete smoking enjoyment. Prove it to yourself -- just light up a Lucky! You'll find that Luckies taste better -- not only fresher but cleaner and smoother, too. That's because they're made of fine, light, naturally mild tobacco... and because they're made better -- every Lucky is made round and firm and fully packed, to draw freely and smoke evenly ... and every pack of Luckies is extra tightly sealed to bring you that better taste in all its natural freshness. So Be Happy -- Go Lucky! Get the better taste you want in a cigarette -- and get it fresh! Remember: Nothing - no, nothing - beats better taste. And ...

COLLINS: Luckies taste better!
CHORUS: Cleaner, Fresher, Smoother!
COLLINS: Luckies taste better!
CHORUS: Cleaner, Fresher, Smoother!
Lucky Strike! Lucky Strike!

* "GUY LOMBARDO TIME"
SEPTEMBER 6, 1953

-9-

GUY: As her final number for the evening, Eileen
Barton, your Lucky Star of the week, sings
her latest Coral recording, "HE ASKED ME".

("HE ASKED ME" EILEEN BARTON)

(APPLAUSE)

X "GUY LOMBARDO TIME"
SEPTEMBER 6, 1953

-10-

BARUCH: It's Medley Time, Guy, ~~and~~ ^{and} ~~as this is the~~
~~last show of the season,~~ I'm anxious to hear
what ^{four} ~~three~~ tunes you picked.

GUY: ~~I asked the boys in the band what they wanted to~~
~~play, and the decision was unanimous.~~ ^{Andie, they're} "COQUETTE",
^{"Shine On Shaded Moon"} "HAWAIIAN PARADISE", and the wonderful, old
number which says the "dance is over"
"GOOD NIGHT, SWEETHEART".

(MEDLEY: "COQUETTE"
"HAWAIIAN PARADISE"
"GOOD NIGHT, SWEETHEART"
ROYAL CANADIANS)

*"Shine On
Shaded Moon"*

ORCHESTRA: ("AULD LANG SYNE" FADE FOR)

"GUY LOMBARDO TIME"
SEPTEMBER 5, 1953

-P-

LOMBARDO: And so friends, we bid you good night for now. Many thanks to Eileen Barton, for a wonderful performance. The Royal Canadians and I have enjoyed being with you this summer while Jack Benny was on vacation. I know you're all looking forward to his return. Until we meet again "so long for now" and Be Happy -- Go Lucky!

ORCHESTRA: ("AULD LANG SYNE" TO CLIMAX AND OUT)

ATX01 0184097

"GUY LOMBARDO TIME
SEPTEMBER 6, 1953

--G--

BARUCH: GUY LOMBARDO TIME has been presented by Lucky Strike, featuring a guest vocalist as Your Lucky Star of the week and starring Guy Lombardo and his Royal Canadians.- Thank you, Guy, and thanks to your great crew -- it's been wonderful having you with us. Next week Jack Benny, Mary Livingstone, Bob Crosby, Dennis Day, Rochester, and Don Wilson return from their vacations all set for another season of fun and laughter. So be sure to hear the JACK BEENY PROGRAM at this time ~~and~~ over this same station, presented by Lucky Strike! And in the meantime friends, remember ... nothing -- no, nothing -- beats better taste! And Luckies taste better ... cleaner, fresher, smoother! So, Be Happy -- Go Lucky! Next time, get a carton of Lucky Strike!

ORCHESTRA: (FULL VAMP)

CHORUS: Be Happy -- Go Lucky!

Get Better Taste Today! (LONG CLOSE)

(APPLAUSE)

ORCHESTRA: (BE HAPPY - GO LUCKY - HIT AND FADE)

BARUCH: "GUY LOMBARDO TIME" has been brought to you transcribed by Lucky Strike, product of The American Tobacco Company -- America's leading manufacturer of cigarettes.

ORCH: ("BE HAPPY - GO LUCKY" - UP AND FADE)

ATX01 0184098