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RTK01 0093896



ATK01 0093897

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

DATE: Monday, September 3, 1951      Network: NBC      Broadcast: 2:55-3:00 PM EDST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

NEWS WITH KENNETH BANGHART

2:55-3:00 P.M. EDT

September 3, 1951

NBC

Good Afternoon. To the West Coast, Good  
Morning.

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Labor Day statements:

William Green says U S labor is pledged to  
strengthen defenses of free world.

Philip Murray attacks soviet system that  
kills liberty, puts unions in strait-jackets.

Salt Lake City: Despite holiday, workers on  
job at Kennecott Copper after six-day strike. Other  
copper firms still idle.

Honolulu: New contract averts strike in vast  
Hawaiian sugar industry.

-----

Prediction.

Doctor Howell Furman of Princeton tells American  
Chemical Society in New York: Man in next 25 years may  
solve most mysteries of life...combat most diseases.

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RTX01 0093899

-2-

This date in history.

September 3, 1783: U.S., BRITAIN SIGN TREATY  
RECOGNIZING SUCCESSFUL AMERICAN REVOLUTION.

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Airborne.

Mister Truman...wearing western-style hat...on  
non-stop flight to San Francisco to open Japanese peace  
conference.

-----

Hello, Tokio.

Voice of America beaming first broadcasts to  
Japan. Aim: to increase American-Japanese understanding.

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Tokio:

U N truce negotiators called from Korea for  
conferences with Ridgway. He may propose new plan to  
communists.

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Advanced U N truce base: "Heaters ordered...  
in case talks drag out until cold weather."

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ATX01 0093900

Moscow:

Stalin and Chinese Communist Leader Mao Tze-Tung .  
exchange messages...re-affirm their alliance.

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Hurricane.

Season's fourth reported 300 miles south of Puerto  
Rico. Not expected to hit land areas if it keeps on course,  
Hurricane Number Five boiling up in mid-Atlantic.

-----

Chicago:

Psychologist's survey shows children who have re-  
peated accidents are often rebels against strict parents.

-----

Lights Out.

McPherson, Kansas...population 10 thousand...without  
electricity. Lightning strikes power plant, causes fire, knocks  
out service.

-----

Who's WHO in the news?

She was one of opera's brightest stars. Never married...  
saying that's for people who don't sing. She leaves her native  
Scotland shortly for final American tour. She's still trim at 74.  
Mary Garden...that's WHO.

Explanation.

History books says Pilgrims shivered as they sailed for America 331 years ago this week. Now historian tells why. Pilgrims not wearing underwear. British adopted underclothes much later.

-----

Sands of time.

Walterweight Boxer George Flores...falling to recover from Madison Square Garden knockout last Wednesday...died today. Flores was 20.

-----

Doctor Serge Voronoff is dead in Switzerland.

Rejuvenation expert, he believed man might live 140 years with monkey glands. Voronoff was 85.

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Reunion.

Abraham Kroll, of Cleveland, met in Los Angeles by two children, nine grandchildren...eight great-grandchildren. Made first plane trip at 98...enjoyed it.

-----

Peoria, Illinois:

Oldest twins at annual convention of twins get prize. Mrs. Sallie Chamberlain and Mrs. Elizabeth Heitmeyer...of Kenwood, Ohio...are 85.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 3, 1951

MIDDLE COMMERCIAL

LAING: Friends, better-taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. No doubt about it, Luckies' fine tobacco and superior manufacturing methods always give you a better-tasting cigarette. Pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 0093903



-5-

Labor Day weather. Most of nation cool.  
Exceptions: south and southwest. Late readings 97 at  
Wichita Falls, Texas. 47 at Butte, Montana.

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No excuse. First, John Lang.

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(COMMERCIAL)

-----  
The fine was three pounds....eight dollars and  
forty cents. In Salisbury, England, today it was imposed  
on Robert Mount...for speeding. The judge was not impressed  
with Motorist Mount's explanation, which was "I had just  
bought a copy of the city traffic laws...and was preoccupied  
reading them as I drove along."

-----  
And that pinpoints the news for now.  
Until tomorrow, Goodbye Everyone.

ATX01 0093904

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 3, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and  
the News ... presented each week day at this  
same time by Lucky Strike ... the cigarette you  
can always depend on for smoother smoking and  
that rich true tobacco taste. Pick up a carton of  
Luckies today!

ATX01 0093905

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

**DATE**

Tuesday, September 4, 1951

**Network:**

NBC

**Broadcast:**

2:55-3:00 PM EST

- 8 21 1951
- I. Opening Billboard and brief commercial
  - II. Presentation of News
  - III. Middle Commercial
  - IV. Closing News Item
  - V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 4, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, ladies and gentlemen -- here's  
Kenneth Banghart and the News ... presented by  
Lucky Strike .... the cigarette that tastes  
better than any other cigarette you've ever  
smoked! Try a carton of Lucky Strike today.  
And now, from the NBC News Room in New York  
... Kenneth Banghart.

ATX01 0093907

NEWS WITH KENNETH RANDHART

2:55 PM

SEPTEMBER 4, 1951

N B C

Good afternoon. To the East Coast, Good Morning.

Top developments, as told by some afternoon headlines:

Washington Times Herald: REIS MARCHING ONE THOUSAND PLANES.

Trenton, New Jersey Times: AUTHOR LOUIS ADAMIC'S BODY FOUND IN FLAME-SWEPT HOUSE.

San Francisco Call-Bulletin: TRUMAN - RUSSIA SHOWDOWN.

Mystery.

Author Louis Adamic found dead in his Milford, New Jersey, farmhouse. Partly burned house filled with kerosene soaked rags. Adamic had bullet wound in head... rifle across knees. Writer on problems of foreign-born in U S A, he was working on final chapter of book about his native Yugoslavia. Coroner says it looks like suicide.

Tokyo:

Allied statement says communists have thousand planes ready... 400 thousand men on Korean front, including large number of Caucasians from communist bloc... Statement says it suggests possibility of communist air and ground offensive. New indications Ridgway may propose new site for armistice talks... maybe Hongkang.

The battlefront:

Most savage fighting since April surge in east Korea. Three U S divisions join South Koreans in limited offensive in hills.

San Francisco:

777 reporters from world over covering Japanese peace conference. Truman address tonight inaugurates coast-to-coast television. The latest: Japanese Premier Yoshida confers with Filipino and Indonesian delegates who are lukewarm to treaty terms.

ATK01 0033908

Germany next.

U S Commissioner for Germany John McCloy flying to Washington for Big Three meeting on peace settlement with West Germany.

Upset.

National tennis championships at Forest Hills, New York. Loris Hart, Wimbledon champion, defeated in semi-finals by 16 year old Maureen Connolly of California, youngest player ever to reach women's finals.

New York:

Chemists' convention bears: secret of protein structure now discovered. It may lead to synthetic foods...made in laboratory.

School's out.

On first day of school in Pottsville, Pennsylvania, area...20 teachers leave jobs. Reason: back salaries unpaid.

Capitol Hill:

Senate sets speed records. Under agreement to transact no business today...it recesses after eight seconds.

For the boys.

Army gives new course to trainees at Camp Atterbury, Indiana...to show gambling doesn't pay.

South Bend

Of about 90 expelled West Point Cadets...19 have applied for Notre Dame scholarships. Deadline past.

Privileges.

Canadian Indians get first new rights since 1860...now eligible for

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 4, 1951

MIDDLE COMMERCIAL

LAING:

Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things - what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right - there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better. They're always round and firm with no loose ends - packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior manufacturing methods make Luckies taste better than any other cigarette! Try a carton - soon. Back now to Kenneth Banghart.

ATX01 0093910

automobile loans. Squash to vote in tribal elections.

Darned.

South Africa considers Time Magazine article unfavorable to her...  
seizes all copies of newly-arrived issue.

Southampton, England:

Anthony Eden, back from U.S.A., says Americans more pessimistic about  
possibility of world war than Europeans.

Around the weather map...high and low. 95 at Jacksonville, Florida,  
at same time 85 at Rock Springs, Wyoming.

You too? First, John Lang.

(CONFIDENTIAL)

A farmer near Vincennes, Indiana, reported somebody was making off with  
his watermelons. Sheriff Francis Thomas drove out to investigate. The case was  
soon solved. At the edge of the watermelon patch the sheriff was met by a small  
boy. A small boy who asked: You come out to steal watermelons, too?

And that pinpoints the news for now. Until tomorrow, goodbye, everyone.



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 4, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Remember friends, Luckies' fine tobacco and superior manufacturing methods make Luckies taste better than any other cigarette! Get a carton today.

And be sure to tune in this Thursday evening when Your Hit Parade returns to the air over this same station, starring Guy Lombardo and his Royal Canadians. Consult your newspaper for the time. That's Your Hit Parade this Thursday evening, presented by Lucky Strike!

ATX01 0093912

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Network:	Broadcast:
Wednesday, September 5, 1951	NBC	2:55-3:00 PM EDST

## NEWS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 5, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
Banghart and the News ... presented by Lucky  
Strike, the cigarette that's always smooth,  
mellow -- better tasting by far! Try a carton  
of Luckies today. And now, from the NBC  
News Room in New York .... Kenneth Banghart.

ATX01 0093914

NEWS WITH KENNETH PAMPHART

2:55 PM

SEPTEMBER 5, 1951

N D C

Good afternoon. To the East Coast, Good Morning.

Top developments as papers around the country headline them:

San Francisco News: FIGHT STARTS ON TREATY.

New York Post: GI'S RIP RED LINE.

Washington Evening Star: HIGH OFFICIALS ATTEND RITES FOR SERGEANT KILLED IN KOREA.

San Francisco:

Russia defeated in first move against American-sponsored Japanese peace treaty. Gromyko demands that Communist China be invited as nation at war with Japan. Acheson, presiding, rules him out of order. Gromyko challenges ruling. Conference votes 15 to three, upholding Acheson. Russia, Poland, Czechoslovakia then attack rules proposed for conference.

Tape:

Sergeant John Rice...Korean war victim refused burial in Iowa cemetery because of his American Indian blood...is laid to rest in Arlington National Cemetery with full military honors. Senators, generals, and presidential representative attend. Mister Truman sends wreath of pink and white gladiolas.

Going up.

Price Boss Dieselle says order shortly will boost new car prices six to eight percent...to meet higher production costs.

Cut.

Steel for non-defense goods reduced to 75 percent of pre-Korean levels. Copper and aluminum for consumer items cut 25%.

ATK01 0093915

Danvers:

Government invokes Taft-Hartley law in strike that curtails strategic copper. Court orders workers to return to the job. Union said previously it would obey such an order.

Korea:

For first time in days, no notes exchanged between communists and allies.

Frontline:

American troops, in fierce battle, capture important ridge in East Korea. We say communists suffered 26 thousand casualties in August, despite limited fighting.

Pentagon:

Army reports three out of four wounded U N soldiers return to duty. Some amputees serve in rear area assignments.

Pottsville, Pennsylvania:

Walkout spreads among teachers not paid last term's salaries. 161 on strike down seven towns at school-opening time. Hundreds of pupils enjoy extended vacation.

From Broad Broadway:

New season opens with play, Lace on Her Petticoat. Says the critics: pleasant but pale.

Forecast:

Harvard's President James Conant tells New York chemists' convention world problems will be solved gradually, peacefully. No atomic war, no world war, because generals won't be able to guarantee killing it.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 5, 1951

MIDDLE COMMERCIAL

LAING:

Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of ... how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, Luckies' fine tobacco and quality of manufacture make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0093917

Idea.

Most pupils don't like Latin. Most like comic books. Brown University educator proposes: Write comic books...in Latin.

Kansas City:

Industrial area still clearing up from July flood imperilled again. People advised to evacuate. Work on dikes speeded, in hope of holding Kansas River.

Around the nation, weather extremes. Late readings. 95 at Corpus Christie, Texas. A crisp 52 at Seattle, Washington.

Try again. First, John Lang.

(COMMERCIAL)

A wedding in Axminster, England, has this story behind it:

In 1893, William Arnold asked: Will you marry me? Elisabeth Drew replied: you're too young. He married another. His wife died last year. Recently William proposed again to Elisabeth ... who said no 58 years ago. Finally, at 86, she said: I will.

And that pinpoints the news for now. Until tomorrow, goodbye, everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 5, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Friends, if you haven't tried a Lucky lately, do it soon. You'll agree with the millions who know - Luckies taste better than any other cigarette!

And be sure to tune in tomorrow evening when Your Hit Parade returns to the air over this same station, starring Guy Lombardo and his Royal Canadians. Consult your newspaper for the time. That's Your Hit Parade tomorrow evening, presented by Lucky Strike!

ATX01 0093919



# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

Network:

Broadcast:

DATE: Thursday, September 6, 1951

NBC

2:55-3:00 PM EST

**AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 6, 1951

OPENING COMMERCIAL

LAING:

Good afternoon friends, here's Kenneth  
Banghart and the News ... presented by  
Lucky Strike ... the cigarette of fine  
tobacco ... the cigarette that tastes  
better than any other. Try a carton -  
today. And now, from the NBC News Room  
in New York ... Kenneth Banghart.

ATX01 0093921

NEWS WITH KENNETH DANBART

2:55 PM

SEPTEMBER 6, 1951

N B G

Good afternoon. To the West Coast, Good Morning.

The news, as headlined by some afternoon papers:

Washington Evening Star: "UN UNIT SMASHES MCJ NET OF RED TRAP."

San Francisco Call-Solution: "PART OF BATTLEDAY BEEN DESPITE RUSSIA."

Flint, Michigan Journal: "FAME OUT IN FEES FOLLOWS" (an unusual baseball story.)

Korea:

Chinese attack on western front...first time in weeks...surround American unit, which breaks out after 16 hour battle...two of eight Chinese tanks knocked out. Second communist attack...by night...now reported. Does it foretell major offensives? Allied spokesman says too early to say.

Peiping Radio:

Broadcast claims communists have over 25 hundred planes for use in Korea. No mention of Ridgway's latest blistering response proposing new site for armistice talks.

San Francisco:

First Soviet delaying tactics out of way...Japanese peace conference falling on schedule...most workers if Russia has other moves to make. Delegates continue speeches.

Death notices:

King of Cambodia's gift to Mister Truman...an elephant...dies on voyage aboard slow boat.

Boy nickels:

ATX01 0093922

First, pennies...not nickels in short supply. Banks puzzled.

Data for Dixie.

The southern battles up front in Miss America contest...brunette Lu Long Ogburn of North Carolina...blond Jeanne Hoody of Alabama.

It's here.

Defense Mobilizer Charles Wilson reports: Defense hits stride...pinch on civilian goods has eased.

Kansas City:

Mayor Truman, worried by new flood threat, hears: "Kansas City levees, expected to hold." Rain stops.

Growing.

Milwaukee hoisitory firm says men's feet getting larger...average sock, size now eleven and a half.

Capitol Hill:

Senate debating bills that would boost postal rates...give postal workers more pay...restore two-day mail delivery.

Protest.

Sailor distributes handbills complaining about food at Fairbridge, Maryland, navy base. Base may recommend court martial.

Carrollton, Illinois:

John D. Neuhauer has only one tooth. John had two teeth but one gave trouble and was pulled. John is one month old.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 6, 1951

MIDDLE COMMERCIAL

LAING:

Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points Luckies are unsurpassed. You see, in a cigarette, there's no substitute for fine tobacco - don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0093924

This date in history.

September 6, 1901: ASSASSIN SHOTS PRESIDENT McKinley.

Washington:

U S and Portugal sign mutual defense treaty, giving all Atlantic Port nations right to use military bases in Azores.

Quiet.

Complaints in Lower Merion Township, Pennsylvania, about barking in dog pound.  
Solution? A new...soundproof...dog pound.

Request.

Powerful British trade union congress asks government to nationalise British food business.

Washington report:

Americans not using nearly as much chlorine as butter.

Estimandis:

For celebration of town's anniversary, Wells, England, offers tickets for three thousand free beers. Only 70 people call for them.

The weather story. Late readings. A hot 71 at Brownsville, Texas. At same time only 51 in Seattle.

It's hopeless. First, John Lutz.

(CONFIDENTIAL)

In the Central Baseball League, the Flint Michigan Arrows are now 50 games ahead from first place. To see the Arrows get beat by Grand Rapids last night, only two fans went, and they paid for seats in Flint's stadium which seats 15 thousand. Looks like the

- 4 -

Arrows just aren't going anywhere. So...today's headline in the Flint Journal:  
FANS GET IN FIRE SOMEBODY.

And that pinpoints the news for now. Until tomorrow, goodbye everyone.

ATX01 0093926

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 6, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Remember, friends, Luckies are the best-tasting cigarette you've ever smoked. Try a carton -- today!

And be sure to tune in tonight when Your Hit Parade returns to the air over this same station, starring Guy Lombardo and his Royal Canadians. Consult your newspaper for the time. That's Your Hit Parade tonight, presented by Lucky Strike!

ATX01 0093927



# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Network:	Broadcast:
Friday, September 7, 1951	NBC	2:55-3:00 PM EDT

1381

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 7, 1951

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the  
News ... presented by Lucky Strike. If  
you haven't tried a Lucky lately, do it  
today. You'll agree -- Luckies taste better  
than any other cigarette. And now, from  
the NBC News Room in New York ...  
Kenneth Banghart.

ATX01 0093929

NEWS WITH KENNETH BANGHART

2:55 PM

SEPTEMBER 7, 1951

N E C

Good afternoon. To the West Coast, Good Morning.

Late developments, as some afternoon papers headline them:

San Francisco Call Bulletin: Gromyko GUARDED AS FBI HEARSOF PLOT.

New York World Telegram and Sun: ALLIES LASH BACK, KNOCK OUT 2,000 RETREATING REDS.

Los Angeles Daily News: FINE MARIA MONTEZ DEAD.

San Francisco:

Large force of police escorts Gromyko to Japanese peace conference after report that anti-communist White Russians plotted to kill soviet delegates by ramming car with truck on highway...but before Gromyko set out. May be coincidence.

After final speeches, treaty expected to be signed tomorrow. Indonesia decides to st

Paris:

Maria Montez...beautiful movie star...dead...apparently from drowning. Doctors believe auburn-haired actress fainted in filled bathtub. Miss Montez was living in Paris with her French husband.

Shake-up.

Checkoslovakia's communists list new leaders. Line-up omits strong Stalinists.  
Question: Is Checkoslovakia breaking tight tie with Moscow?

Salt Lake City:

Law officers converge on Bluff, Utah, where Navajo Indians reported rioting after annual dances.

United Nations:

Trygvis Lie says time has come for communists to prove they are serious about

ATX01 0093930

wanting Korean peace.

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Korea:

Communist note rejecting Ridgway denial of neutrality violation doesn't mention his proposal for new site in truce talks.

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Peiping Radio:

Broadcast claims captured South Korean soldier admits entering neutral zone five times on orders. No immediate allied comment.

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Battlefront:

Americans attack behind artillery barrage...drive communists off two hills on western front...where allied units broke out of Chinese traps. Communists suffer two thousand casualties in two days.

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New York:

Chemists' convention hears research underway may bring immunity against pneumonia... virus diseases.

---

Saint Louis:

Convention of old age specialists hears: time coming when hormones will give man of 70 the health of age 30/.

---

London:

Rocket experts say west racing with Russia to suspend space station high above Earth...as military base, and stopping place on way to Moon.

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Salem, Massachusetts:

Mrs. Edward Caron, who divorced one husband three times and remarried him, now sues

for fourth divorce.

---

Deep look.

Canada develops sea-going television camera that flashes underwater view to screen aboard ship.

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Richmond, Virginia:

Driver pulls downtown fire alarm. 11 engines race to put out fire in his carburetor.

---

Moscow:

Two Russian officials accused of signing false papers so their wives could get government paid vacations as top industrial workers.

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The weather map...high and low, A blazing 94 at Forth Worth, Texas. At same time a brisk 56 at Madison, Wisconsin.

*etc*

Made to measure. First, John Lang.

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(COMMERCIAL)

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Mister Truman has a neglected look, and needs a French model suit...says a Parisian tailor. Ted Lapidus is working on a gift for him...a creation of worsted in French blue.. with little Parisian tricks. The president's measurements? What trouble! But finally Washington sent them. Monsieur Truman usually wears ready-mades.

---

And that dresses up the news for now. Have a happy weekend. Until Monday, goodbye everyone.

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 7, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question. "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things - fine tobacco and perfect manufacturing methods. And on these two points Lucky Strike is unexcelled. You know -- LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world - always round and firm with no loose ends. So switch to Lucky Strike for the best-tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATX01 0093933

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 7, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Friends with the week-end coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike -- the best-tasting cigarette you've ever smoked! And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0093934





THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 10, 1951

OPENING COMMERCIAL

LAING:

Today, and every week day, Lucky Strike  
brings you Kenneth Banghart and the News.  
Friends, have you tried a Lucky lately?  
Maybe you've been missing something, because  
you can depend on Lucky Strike for a smoother,  
better-tasting smoke everytime! And now,  
from the NBC News Room in New York ....  
Kenneth Banghart....

ATX01 0093936

NEWS WITH KENNETH BANHEART

2:55 PM

SEPTEMBER 10, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The news as highlighted by some afternoon headlines:

Washington Evening Star : 30 SABRE JETS BATTLE 80 MIGS IN KOREA.

Cleveland Press: MEAT PACKERS SHUT PLANES...BLAME OPS.

New York Journal American: GUARD TRIAL OF 19 COPS.

New York:

19 retired or suspended policemen on trial. Charges: they took graft from 20 million dollar a year gambling ring. Witnesses get heavy guard.

Shutdown.

Cleveland's biggest independent meat packer closes...contends it loses money under government beef ceilings.

Washington:

Government draws up new order...to raise price of some beef cuts...because packers get less from hides and tallow.

Korea:

Allied fliers destroy or damage 500 communist vehicles in day. 30 U S jets fight 80 communist jets in second day of mighty air battles. Totals: two communist jets down...three damaged. No U S losses in either battle.

Battlefront:

ATK01 0093937

Fighting dwindles. U N says communists suffered 25 thousand casualties in two weeks. Rockets of type Russia used against Germans land behind allied lines.

Kaesong:

Allied officers investigate latest protest of neutrality violation. Bullets claimed shot from allied planes found fired from several different angles.

Pentagon:

Under rotation plan, all U S soldiers in Korea last winter to return home before cold weather.

Air record.

Air Force reports over one million flights...in year of Korean airlift.

The weaker sex.

Wedding in Raymond, New Hampshire. Groom, about to say I DO, faints. Best man to his aid. Best man faints. Bride remains calm.

Postwar item.

Ethiopia and Italy resuming diplomatic relations.

Qualified.

Notre Dame accepting 21 expelled West Point cadets under millionaire's offer to pay expenses. 39 cadets made formal application.

This date in history.

September 10, 1846: ELIAS HOWE GETS PATENT FOR SEWING MACHINE.

Juarez, Mexico:

22 year old Patricia McCormick of Texas fought her first bull yesterday. Now to be bullfighter  
at state's quilting college

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONEY, SEPTEMBER 10, 1951

MIDDLE COMMERCIAL

LAING:

Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 0093939

New Delhi:

India to make separate peace with Japan when San Francisco treaty goes into effect.  
Burma, which didn't sign either, also expected to make separate peace.

Innovation.

London policemen who ride bicycles allowed to replace helmets with caps. Helmets kept falling off.

San Diego, California:

Most Southern California tuna fisherman idle...ask congress for import tax on cheap Japanese tuna.

New York:

American toy makers expect stiff competition this Christmas from cheap Japanese playthings.

Saint Louis:

Scientists' convention told: Ederly people nicer than young ones. Reason: vanities, hostilities, tensions disappear under snow of old age.

By special courtesy of the U S weather bureau...late readings. A chilly 50 at Kalistelle, Montana. At same time 101 at Thermal, California.

Back again. First, John Lang.

(COMMERCIAL)

Remember Sad Sack? The Army's using him in a comic book, to get soldiers to re-enlist

The Army's sad sack to report in verse,  
says civilian job is even worse,  
this is why he's in a pickle;  
After all deductions, he gets a nickel.

And doesn't like it a single bit  
To find that nickel is counterfeit.  
Out of the Army, he just can't exist  
Sad Sack goes back...and re-enlists.

And that packs up the news for now. Until tomorrow, goodbye everyone.

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 10, 1951

CLOSING COMMERCIAL

LAING:            You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike ... the cigarette  
                  you can always depend on for smoother smoking  
                  and that rich true tobacco taste. Pick up  
                  a carton of Luckies today!

ATX01 0093941

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

DATE Tuesday, September 11, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EDT

9  
SEP 11 1951

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 11, 1951  
OPENING COMMERCIAL

LAING:                    Good afternoon, ladies and gentlemen --  
                          here's Kenneth Banghart and the News --  
                          presented by Lucky Strike ... the cigarette  
                          that tastes better than any other cigarette  
                          you've ever smoked! Try a carton of Lucky  
                          Strike today. And now, from the NBC News  
                          Room in New York ... Kenneth Banghart....

ATX01 0093943



NEWS WITH KENNETH BARNHART

2:55 PM

SEPTEMBER 11, 1951

H R C

Good afternoon. To the West Coast, Good Morning.

Late developments as seen headlines on the way to the stands tell them;

Washington Evening Star: AIR STRAFING OF NEUTRAL ZONE ADMITTED BY U. S.

San Francisco Call Bulletin: TRAIN 107 ESCAPE THRU RED IRON CURTAIN.

Lake Charles Louisiana American Press: REPAUY R AXES JUSTICE DEPARTMENT POSS: DETENTION

Washington:

Lawson, civic leaders in anti-gambling drive in Lake Charles, Louisiana. They are charged with defaming public officials and confessed racketeers. Senate crime probes ask federal investigation of indictments of crusaders.

Freedom bound.

Checkoslovakian train races across frontier to west Germany...107 passengers in three coaches...in most unusual escape from eastern Europe. Engineer and 10 passengers ask to stay in west Germany. Others to return on train to Czechoslovakia.

Korea:

Three messages crossed each other today:

Ridgway admits allied plane...by mistake, strafed Kaesong neutral area yesterday...first admission any communist charge had basis. Ridgway expresses regret at incident...says fliers to be disciplined.

Communist command rejects earlier note proposing new truce talk site...says Ridgway tries to escape responsibility for violations.

Question: Will admission that allied plane attacked Kaesong by mistake lead to new negotiations?

RTX01 0093944

Rome:

Italy not U S member...but Italian Red Cross sending field hospital to Korea.

Did it.

First woman ever to swim channel...England to France...Florence Chadwick, typist from San Diego, California. Conquers fog and choppy waters in 16 hours and 14 minutes.

Habit:

Britain, for change, has temporary over-supply of meat. Customers, used to one meat meal weekly, aren't buying.

Fake.

Yesterday, report of U S bomber in distress over Atlantic found false. Now, air and sea search for burning tanker off Florida called off. Another hour.

Reports:

U S home construction way above goal. Million new homes begun this year.

Applause.

Senator Taft joins Republicans praising Secretary Acheson's handling of Japanese peace conference.

Offer.

Hollywood studio wants Margaret Truman to portray herself in movie about Mike Russo...co-star with Robert Young.

New York:

Clothing manufacturer admits hiring arsonists to burn his plant off Fifth Avenue... to collect insurance. Killed in gasoline blast: policeman, mailman, arsonists, and one fireman.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 11, 1951

MIDDLE COMMERCIAL

LAING:

Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Kenneth Banghart.

ATX01 0093946

Formula.

Miss America...Tab's Lay Hutchins...advice to yourself, get plenty of rest,  
don't lead fast life...and maybe you'll be Miss America.

Brantford, Ontario

Monitors of Alexander Graham Bell to fight higher phone rates.

Opening nite.

London audience...hood to rindos on stage...runt at Gypsy Rose Lee's strip tease.

Capital Hill

Senators forging ahead on tax bill...add 10 percent tax on kitchen exhaust fans.

Weather extremes. Late readings. A shivery 81 at Livingston, Montana. At same time,  
a blistering 105 at El Centro, California.

Help yourself. First, John Lang.

(COMMERCIAL)

The Essex Trust Company, in Lynn, Massachusetts, trusts its depositors. It put  
10 dollars in coins in a glass bowl. A sign said: Stuck for change? Make your own from  
this fish bowl. That was two weeks ago. Now the coins in the bowl add up to the original  
10 dollars...and five cents over.

and that pinpoints the now for now. Until tomorrow, goodbye everyone.

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, September 12, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EDT

**AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 11, 1951  
CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Remember,  
friends, you can depend on Luckies' fine  
tobacco and superior workmanship to make  
Luckies taste better than any other cigarette!  
Get a carton today!

ATX01 0093949

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 12, 1951

OPENING COMMERCIAL

LAING:

Good afternoon, friends, here's Kenneth  
Banghart and the News ... presented by  
Lucky Strike, the cigarette that's always  
smooth, mellow -- better tasting by far!  
Try a carton of Luckies, today. And now,  
from the NBC News Room in New York .....  
Kenneth Banghart.....

ATX01 0093950

NEWS WITH KENNETH BANHART

2:55 PM

SEPTEMBER 12, 1951

N B C

Good afternoon. To the West Coast, Good morning.

News of the hour...as some afternoon papers headline it.

Washington Daily News: "MARSHALL QUITS AS DEFENSE BOSS".

New York Post: "GROSS FLEES".

Wausau, Wisconsin, Record Herald: "A FARM IN A DAY...A MIRACLE OF MODERN TIMES".

Six thousand neighbors pitch in...perform this work for Marine Veteran Frank Flees: build 5-room house, new barn, milk house and machine shed...clear farm of stones, plow 25 acres....all in one day. It happened in Galloway, Wisconsin.

Washington:

George Marshall resigns as defense secretary...had meant to leave earlier, for personal reasons. Tells Mister Truman he will always be available for temporary service. President tells 70-year-old general: "No man has given more distinguished and patriotic service." To succeed Marshall: Robert Lovett, now deputy secretary.

Getaway.

Bookmaker Harry Gross, who reported paying New York police million a year, was to be star-witness against policemen accused of taking graft. Gross escapes guards. Nationwide hunt finds no trace.

ATX01 0093951



Murder in Warsaw.

Top Polish propagandist...Stefan Martvka...shot to death by anti-communist agents. No details. On Warsaw Radio, he ridiculed western broadcasts.

West Germany:

One passenger on freedom train from Czechoslovakia is millionaire who gave up wealth to escape communism.

Can she cook?

Mr. Truman to visitors: "I can't say Margaret likes to cook as well as she likes to sing...but she is able to do it."

Call-up.

Six national guard divisions on active duty. Two more... 37th of Ohio...44th of Illinois...to be called up early in '52.

Korea:

Trucks moving up warm clothing for U N army. But allied field commander Van Fleet believes communists went to truce before winter. Allies advance in east. Western front quiet. Ridgway awaits reply to his admission Kaesong was attacked by mistake.

Woman's job.

Mrs. Jane Hegesan in race for sheriff in Saratoga County, New York. She says it needs good old-fashioned house-cleaning.

Dallahassee, Florida:

Opera Singer Lauritz Melchior transported too many wild geese north from Florida. Judge sorry to fine man who accepted southern hospitality...but Melchior must pay 20 dollars.

London:

Black headlines tell Britain: "King George's lung condition is serious."

White House:

Mr. Truman names Chester Bowles, wartime price administrator, and former governor of Connecticut, ambassador to India.

Garrett, Indiana:

Parents say one-room country school not adequate...picket it to keep pupils away for third day.

Barking limit.

New law in Hapeville, Georgia. If dog barks an hour he's only a pet. If he barks 61 minutes, he's a nuisance, and owner may be fined.

Inheritance.

Will of Mrs. Mary Leonard of Woodstock, Illinois, leaves 24 thousand dollars to "Duke"...a Labrador Retriever.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, IS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0093954

United Nations:

Tito draws U N's attention to incidents on Yugoslav-Albanian border.

Dighton, Massachusetts:

Month-old strike at textile mill. Union members besseige homes of non-strikers...who disperse crowd with gunfire.

Snow fell in Wyoming today. Late reading 46 at Rawlins, Wyoming. At same time 97 in Yuma, Arizona.

(COMMERCIAL)

Dash it all. First, John Lang.

The duke of Windsor speaks at a London dinner this month. British radio listeners hoped to hear him for the first time since his abdication speech 15 years ago. But the BBC decides not to broadcast the speech. Why? The dinner will promote the former king's Memoirs. The BBC policy: no advertising...free or otherwise.

And that pinpoints the news for now. Until tomorrow, goodbye everyone.

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# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, September 13, 1951 Network: NBC Broadcast: 2:55-3:00 PM EDT

## **AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 12, 1951

CLOSING COMMERCIAL

LAING:            You've been listening to Kenneth Banghart  
                  and the News ... presented each week day at  
                  this same time by Lucky Strike. Friends, if  
                  you haven't tried a Lucky lately, do it soon.  
                  You'll agree with the millions who know --  
                  Luckies taste better than any other cigarette!

ATX01 0093956

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 13, 1951

OPENING COMMERCIAL

LAING:                    Good afternoon, friends, here's Kenneth  
Banghart and the News ... presented by  
Lucky Strike ... the cigarette of fine  
tobacco ... the cigarette that tastes better  
than any other. Try a carton -- today. And  
now, from the NBC News Room in New York ....  
Kenneth Banghart.....

ATX01 0093957

NEWS WITH KENNETH BARNHART

2:55 PM

SEPTEMBER 13, 1951

H O C

Good Afternoon. So the West Coast, Good Morning.

-----  
Around the country for headlines: Some late ones  
Lakeland, Florida, League UNITED NATIONS SQUADRON FORMING.  
Washington Times Herald: ALLIES MAY CHECK AIRLINGS.  
Saint Louis Post Dispatch: CARES UPON THE NEW LINE.

-----  
First time.

The major league team ever did it before. Saint Louis Cardinals play  
two teams today. New York Giants in afternoon, Boston Braves tonight.

-----  
Fantastic!

Air Force forming first guided missile squadron at Cocoa, Florida...to  
handle new jet powered weapons...kind of bomber without pilot. May be one of  
fantastic weapons reported by president.

-----  
Visitor.

Governor Long, twice candidate for president, pays first call on  
Rector Truman. Reports on loss of far east. Didn't talk politics. In my's  
car...entering White House grounds...taken wrong driveway.

-----  
East Europe:

Poland reported in worst food shortage since war.

-----  
Anti-communist rioting in Latvia, Estonia, in Soviet Union. Three  
thousand battle police in attempt to free the young soldiers from Soviet hands.

ATK01 0093958



Return:

77 Czechs aboard escape train to West Germany go home by bus. It decides to stay. Americans may hold Czech train.

Russ:

U.S., Britain, France say Czechoslovakian airline flights over West Germany. Means long detours for flights to Paris and other points. Believed retaliation for Czechs' jailing of American Reporter William Davis.

London:

In new squabble on Iran in oil dispute... British ships to deliver no cargo to Iran.

This date in history:

September 13, 1811; FRANCIS SCOTT KEY WRITES STAR SPANGLED BANNER.

Korea:

Hidney gets new note from communist command. No hint what it says or when it will be made public. Peiping Radio says U N should admit responsibility for neutrality violations allies deny.

Battlefront:

Allies make small gains in fierce fighting in east. Perfect flying weather brings U S planes out in force.

Foreign note.

United States contracts for new embassy building in Sofia.

London:

Britain contracts for one million tons of Russian grain.

Washington:

British Foreign Secretary Morrison says trade with Russia vital, says  
Britain gains more than Russia.

Life, etc., imminent

to market next year, needless watermelon.

Who's who in the news?

A leading star of silent pictures, recently began personal appearance  
tour with movie David and Bathsheba, in which he has role. Throat infection  
in Boston cuts tour short. He's 68 now. Francis La Roche, artist's who.

New York:

Bookmaker Harry Gross, caught after escape to Atlantic City, now under  
heavy guard, in secret place.

Overdue.

French airliner missing on flight to North Africa. 39 aboard.

Donation.

Mrs. Fred Fisher, widow of Fisher Body Company founder, gives Notre Dame  
million dollar art collection.

Saint Louis:

Old age experts say: eat less for better health, but get your vitamins.  
wartime food shortages in Sweden reduced death rate.

Cold front moving east. Late readings: 55 at Intertown, South Dakota.  
At same time 100 at Thermal, California.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 13, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0093961

- 4 -

A private matter. First, John Lang.

(COMMERCIAL)

They said she'd have to submit to government regulations. Lydia Wlach  
...in her sixties...refused. Said first she'd close her bank in Port Hope,  
Michigan. Today she's paying depositors their half million dollars. We've  
run this bank like a scam run a bank...says Miss Wlach. And if anybody  
could nose up a house, it would be the government.

And that pinpoints the nose for net. Until tomorrow, goodbye everyone.

ATK01 0093962

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 13, 1951

CLOSING COMMERCIAL

LAING:        You've been listening to Kenneth Banghart and  
              the News ... presented each week day at this same  
              time by Lucky Strike. Remember, friends, you can  
              depend on Luckies for the best-tasting cigarette  
              you've ever smoked. Try a carton today!

ATX01 0093963

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

DATE Friday, September 14, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EDT

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 14, 1951

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the News..  
presented by Lucky Strike. If you haven't  
tried a Lucky lately, do it today. You'll  
agree -- Luckies taste better than any other  
cigarette. And now, from the NBC News  
Room in New York.... Kenneth Banghart....

ATX01 0093965

NEWS WITH LENORE HANBURY

2:55 PM

SEPTEMBER 14, 1951

N B C

Good afternoon, To the West Coast, Good Morning.

Latest developments as told by news headlines around the country:  
Washington: BIG THREE AGREE ON GERMAN PEACE.

Chicago Daily News: HURTS HAS WILL BEAT REIN CANCER SET UP.

And now Lancaster, Pennsylvania, has a report: BIG EMBEZZLEMENT.

Month ago, bank president in New Lancaster, Pennsylvania was charged with embezzling 600 thousand dollars. Now, assistant cashier of another bank in same city accused of taking 550 thousands. Said to have lost it playing stock market.

Report.

Chicago Daily News has story that General MacArthur may become top executive for group of medical workers for detection of cancer. He came from MacArthur.

Lancaster

The Three foreign ministers announce negotiations will begin promptly with West Germany, after peace agreement to bring her into European defense army as full partner. U.S., Britain and France also to try for Russian agreement on Austrian treaty.

Munich

German police, checking for possible spies among checks and cash carried on escape train, arrest seven. No immediate reason.

ATX01 0093966



Quarantine.

Ban of check planes from West German skies may cut Check airline ties with west Europe. Now Britain and France cancel airline service to Checkoslavia.

Reno:

Italy says consul in Check province mistreated, recalls his. Closes Check consulate in Milan.

Korea:

Fighting goes on in east. U S air commander in far east believes if communists launch big air offensive, Manchurian bases would be attacked. On truce talks, nothing new.

Papal proposal:

Pope Pius calls on nations to give church schools same aid given public schools.

Green light?

Congressman Hugh Scott of Pennsylvania quoted as saying talk with Eisenhower convinced him general would not refuse Ike for President draft.

Walbot:

Fighting went diggers in Canada works for higher pay.

Hickson identity.

Timothy Murray of New York proves his claim. Shows up as friend of at his side.

Government reports:

Detroit families have largest incomes. Half of Detroit families pay

at least four thousand A year. Summary up: Chicago...Seattle...San Francisco...  
Minneapolis. Light on lists New York.

There (auto, Indiana)

James (auto) admits tossing wife's clothes in incinerator. Says he  
just wanted to keep her home.

Cleveland:

Erie Railroad installs four-way phone system. Engine to rear car...  
one train to another...train to station...station to station.

Madison, Wisconsin:

Broad Street, was renamed MacArthur Street last month, 700 sign  
petition in opposition. Today it's changed back to Broad Street.

Fort San Houston, Texas:

Newly arrived Neo lists civilian occupation as stripper. Explains  
she stripped tobacco leaves in cigar factory.

New job.

Prince Alexander of Yugoslavia to be pilot for British airline. He was  
with washing machine firm.

The southeast's missing. Northwest's chivvying. Late readings:  
 5) at Miles City, Montana. At same time 200 at El Centro, California.

Age will tell. First, John Lang.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 14, 1951

MIDDLE COMMERCIAL

IAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know-- LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATX01 0093969

James McEachern of Miami applied for social security benefits. He was told to bring a birth certificate to prove he's 65. Said he: It's over 50. Don't know he'd have to show birth certificate. McEachern said he's never been able to prove he's over 65. Brought his son Robert. Son's age 65.

And that pleases the boss for now. Have a happy weekend. Until Monday, goodbye everyone.

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Friends, with the week-end coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike -- the best-tasting cigarette you've ever smoked! And now, until Kenneth Banghart returns next Monday, this is John Laing, wishing you a pleasant week-end.

ATX01 0093971

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, September 17, 1951 Network: NBC Broadcast: 2:55-3:00 PM. EDST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 17, 1951

OPENING COMMERCIAL

LAING:

Today, and every week day, Lucky Strike  
brings you Kenneth Banghart and the News.  
Friends, have you tried a Lucky lately?  
Maybe you've been missing something, because  
you can depend on Lucky Strike for a smoother,  
better-tasting smoke everytime! And now,  
from the NBC News Room in New York ....  
Kenneth Banghart....

ATX01 0093973

NEWS WITH KENNETH BANCART

2:55 PM

SEPTEMBER 17, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

---  
Around the nation for headlines. Some late ones:

Washington Evening Star: "TRUMAN DENOUNCES RUSSIAN TYRANNY".

New York Post: "CW READY FOR NEW TALKS".

Miami Daily News: "ALLIGATOR H ADS FOR EVER"LADES EXILE".

---  
Rescue.

Life of nine-year-old Maimi girl saved by boy playmate, aged 10. He pulls her from jaws of alligator that attacked while children were fishing. Alligator retreats.

---  
Capitol Hill;

Senator Douglas opposed Truman nomination of two federal judges for Illinois. Senate committee now pigeonholes nominations.

---  
This date in history:

September 17, 1787: "U.S. CONSTITUTION RATIFIED BY CONSTITUTIONAL CONVENTION".

---  
Today:

Constitution, Declaration of Independence, sealed in new glass cases. Mister Truman says soviet constitution has provisions

ATX01 0093974



-2-

similar to ours. Difference: Russian regime ignores law.  
President calls it most dreadful tyranny world has known.

---

Madrid:

Franco reported to have discussed restoration of monarchy  
with representative of Don Juan, pretender to the Spanish throne.

---

Korea:

Ridgway makes flying visit to front after telling communists  
he's ready to resume truce talks, but not mentioning Kaesong as  
conference site.

---

Battlefront:

Allied artillery breaks-up communist counterattacks on east  
front. In west, UN troops win hill after two-hour fight.

---

Fire.

California fighting hundred forest fires...most set by  
lightning...asks help from neighboring Arizona.

---

Lost:

Missing on flight from Waco, Texas, to Dallas: 181 homing  
pigeons.

---

Hollywood:

Franchot Tone, hurt in fight over Actress Barbara Payton,  
proposes from hospital bed. She says "yes".

---

ATX01 0093975

Washington:

Robert Lovett sworn in as secretary of defense, succeeding George Marshall.

Amsterdam:

Sign tells delegates to world tobacco convention: "No smoking".

Teheran:

Averell Harriman in letter to Iranian premier...said to refuse to relay oil ultimatum to British...calling it step backward.

Cleveland:

Death comes to Alvanley Johnston...head of locomotive engineers quarter of a century. Johnston was 76.

At last.

House passes bill to permit women on Hawaiian juries. Vote is unanimous.

Distinction:

Former RFC official tells senators: "he saw nothing wrong in accepting small ham from government loan applicant...would not have accepted LARGE ham.

Report:

Admiral William Fichteler, chief US Navy Officer...says we now have carrier crews trained to handle small atomic bombs.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 17, 1951

MIDDLE COMMERCIAL

LAING:

Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 0093977

Please.

Mrs. Mary Sullivan celebrates birthday in Chicago. Family says she's 106. "Only 105...says she...don't go tacking on an extra year."

Return.

Arturo Toscanini flies back from Italy...for new season with NBC Symphony.

Bonn, Germany:

West Germany, and Big Three, start negotiations shortly on peace agreement.

Up.

Washington allows price increase in cured and corned beef... to include higher cost of processing.

High and low...the weather story. 96 at Beavmont, California. At same time 53 at Seattle, Washington.

Unexpected. First, John Lang.

(COMMERCIAL)

King George of Britain is in a predicament known to many a man. He returned to London early from a vacation in Scotland. The staff of Buckingham Palace war right in the middle of housecleaning and redecorating. Everything upside down. They say the king may move over to Windsor Castle...just to keep out of the way.

-5-

And that cleans-cut the news for now. Until tomorrow,  
Goodbye everyone.

ATX01 0093979

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 17, 1951

CLOSING COMMERCIAL

LAING:            You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike ... the cigarette  
                  you can always depend on for smoother smoking  
                  and that rich true tobacco taste. Pick up  
                  a carton of Luckies today!

ATX01 0093980

**KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, September 18, 1951 Networks: NBC Broadcast: 2:55-3:00 PM. EDT

**AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 18, 1951  
OPENING COMMERCIAL

LAINING:

Good afternoon, ladies and gentlemen --  
here's Kenneth Banghart and the News --  
presented by Lucky Strike ... the cigarette  
that tastes better than any other cigarette  
you've ever smoked! Try a carton of Lucky  
Strike today. And now, from the NBC News  
Room in New York ... Kenneth Banghart....

ATX01 0093982



NEWS WITH KENNETH BARNHART

2:55 PM

SEPTEMBER 18, 1951

F B I

Good afternoon. To the West Coast, Good Morning.

Around the nation for headlines. Some late ones:  
Baltimore News Post: MARYLAND BURNING HOME FIRE KILLS THREE.  
Washington Daily News: ALLIES ASSAULT REDS; LITTLE SURPRISED LINE.  
New York Journal American: GROSS ON STAND.

Colebville, Maryland:

Three elderly women perish as fire sweeps through wing of home for the aged. 10 others in hospitals with injuries or shock.

New York:

Gambler Harry Gross identifies each of 10 policemen being tried on graft charges. Says he paid police 700 dollars a month to protect just one betting room. Gives definitions. Fees pay off money. Cheating, not paying graft. He's just cleaned up.

It's law:

Congress overrides Truman veto, increases benefits for veterans with disabilities not service-connected. President objected to cost.

Trans-Pacific:

Team including Joe DiMaggio, other greats of U.S. baseball, to leave Japan. First game with Tokyo scheduled.

This date in history:

September 18, 1847: THE FIRST STEAMER VENTURE FROM NEW YORK.

ATX01 0093983

Today:

On hundredth birthday, President Truman congratulates the Times for maintaining high journalistic standards.

Korea:

U. S. officers meet tonight with communists to take up new charge that allies violated Korean neutrality zone. May discuss resumption of truce talks.

Battlefront:

Heavy fighting on west front; allied attack on hill stopped after all-day struggle. Allies advance in east.

Social item:

For first time since war, allied commander calls at Japanese palace. General and Mrs. Ridgway luncheon guests of Emperor Hirohito.

Fact of life:

Life insurance figures show one of every 12 Americans is past 65.

Hollywood:

Top stars head back from European tours, via beach bumper. Says she'll stay that way.

Reddy Henry, who said she was quitting screen, back for new series.

London:

Salisbury signed to give doctors more time George is advised to undergo further treatment. Structural changes in the lung, no details.

Others:

Acheson tells Atlantic pact members: Greece and Turkey would strengthen European defense system. They're expected to be brought into pact.

Capitol Hill:

Congress gives final approval to six million dollars in new military construction, including air bases within range of Russia.

Senate:

McMahon of Connecticut, head of congressional atomic energy committee, proposes mass production of atomic weapons, atomic army, navy and air force, to guarantee peace.

Airborne:

West German group to send up balloons with anti-communist leaflets, installations soviet zone of Germany.

Call up:

Communist Hungary reported drafting Catholic priests for military service.

Detroit:

James McCabe, in divorce suit, complains wife charged guests seven cents for a cup of coffee.

Caution:

Truman message to American War Relocation Convention in the West warns of serious post-war super-nationalism and attack individual rights for partisan purposes.

The weather man's late forecast: A blizzard 57 at El Centro, California, at same time, a crisp 56 at Portland, Oregon.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 18, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Kenneth Banghart.

ATX01 0093986

Here to stay. First, John Lang

(CAPTION)

A losing proposition. This year Columbus, Ohio, issued 11 licenses for  
one-horse wagons, one for a two-horse wagon, one for a two-horse buggy,  
bringing in 27 dollars and a half in taxes and buggy fees, less than the  
license plates cost. So, Columbus decides horse drawn vehicles no longer  
need licenses. The article is here to stay.

and that points the way for now. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 18, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Remember  
friends, you can depend on Luckies' fine  
tobacco and superior workmanship to make  
Luckies taste better than any other cigarette!  
Get a carton today!

ATKO1 0093988

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

DATE Wednesday, September 19, 1951 Network: <sup>MBC</sup> Broadcast: 2:55-3:00 PM EDT

**AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 19, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by  
                  Lucky Strike, the cigarette that's always  
                  smooth, mellow -- better tasting by far!  
                  Try a carton of Luckies, today. And now,  
                  from the NBC News Room in New York .....  
                  Kenneth Banghart....

ATX01 0093990



NEWS WITH KENNETH BARNHART

2:55 PM

SEPTEMBER 19, 1951

N H O

Good afternoon. To the West Coast, Good Morning.

Top stories, as told by afternoon headlines on the way to the readers:

New York Post: "GROSS DENIES JUDOR"

Indianapolis News: "SCHMICKER CALLS ASSEMBLY TO WELFARE SESSION"

Albuquerque Tribune: "MISSING ARMY OFFICER FOUND WANDERING HERE"

Army Captain Frederick Fogarty...missing six days from New Mexico atomic weapons center...found wandering in Albuquerque street. Wide search on because he knows of hush-hush atomic research. Tells authorities: "I had amnesia"

London:

Reporters called to 10 Downing Street for Attlee announcement. He calls for first general elections in six years...test of strength with Churchill's conservatives. Elections: October 25th.

New York:

Harry Gross...star witness against policemen in graft trial...for second day won't respond...tries to leave the stand. Judge cites him on many charges of contempt. warns

01X01 0093991

he will be kept on stand until he talks. Case against police may blow up if Gross keeps quiet.

Indianapolis:

Federal welfare funds denied Indians because relief rolls are open to public. Governor Spricker calls legislature into special session to deal with emergency.

Korea:

Allies agree to a meeting, communist liaison officers requested without telling reason. It's coming up. Do they want to talk truce? Last session concerned four unarmed South Korean soldiers...lost...who wandered into neutral area. Communists release them.

Air war:

Over a hundred jet fighters tangle over North Korea. One communist jet downed...five damaged. No report of U.S. losses.

Ottawa:

Denmark now joins other Atlantic Pact nations in plan to bring Greece, Turkey into defense system.

Nottingham, England:

Man accused of strangling a poor, unattractive woman stranger. Says his only motive was to commit perfect murder.

lids off.

Washington exempts from price control: tree doctoring, ...  
marriage fees of justices of the peace.

Payment.

Exiled King Zog of Albania reported buying Long Island  
estate... said to pay with bucket of jewels.

Just out.

New book by the late Gertrude Stein. Typical excerpt:  
"If he did something he did it and doing it he was doing it".

Hollywood:

Movie Starlet Betsy von Furstenberg announces her engagement  
to Nicky Hilton, former husband of Elizabeth Taylor.

Nuremberg, Germany:

Sauerkraut producers in beauty contest, to choose Miss Kraut  
of 1951.

Tehran:

Soviet spy sentenced to death. Iranian-Musalan talks  
on oil trade delayed. Retiring U.S. Ambassador Grady leaves,  
calling Iranian government a "mafia."

Washington:

Avroell Harriman offers to resume efforts to mediate.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 19, 1951

MIDDLE COMMERCIAL

LAING:

Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0093994

British-Iranian oil dispute... if Iran is ready for practical settlement.

#### Capitol Hill:

Senate committee says ITS tax increase bill would collect five and a half billion dollars more... about half what Mister Truman asked... considerable less than passed by House.

#### Protest.

Mrs. Leona Hunter tells Milwaukee judge: when she tries talking to her husband, he turns off hearing aid.

The northwest: cool. Southwest: hot. Late readings: 96 at Yuma, Arizona. At same time, 51 at Seattle.

Too much. Pirat, John Lang.

#### (COMMERCIAL)

A Louisville, Kentucky, law says: "Scales must be accurate." It makes no distinction as to underweight or overweight. In court: Ben Kelman, a grocer. His scales were off one ounce... in the customer's favor. The law's the law. The scales were wrong. Kelman, fined 20 dollars... for giving customers too much for their money.

And that's the way of the news for now. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 19, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart  
                  and the News ... presented each week day at  
                  this same time by Lucky Strike. Friends, if  
                  you haven't tried a Lucky lately, do it soon.  
                  You'll agree with the millions who know --  
                  Luckies taste better than any other cigarette!

ATK01 0093996

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

**DATE:** Thursday, September 20, 1951 **Network:** NBC **Broadcast:** 2:55-3:00 PM EDT

- Billboard*
- I. Opening Billboard and brief commercial
  - II. Presentation of News
  - III. Middle Commercial
  - IV. Closing News Item
  - V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 20, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by  
                  Lucky Strike ... the cigarette of fine  
                  tobacco ... the cigarette that tastes better  
                  than any other. Try a carton -- today. And  
                  now, from the NBC News Room in New York ....  
                  Kenneth Banghart.....

ATX01 0093998



NEWS WITH KENNETH BANGHART

2:55 PM

SEPTEMBER 20, 1951

N J C

Good afternoon. To the West Coast, Good Morning.

Around the nation for headlines. Some late ones:

Washington Evening Star: "ARK'S BID FOR TALKS ENCOURAGES ALLIES"

Minneapolis Star: "SISTER KENNY CELEBRATES 65TH YEAR"

Ann Arbor, Michigan, News: "THREE YOUTHS ADMIT KILLING"

Three 18-year-old boys admit killing Nurse Pauline Campbell near University of Michigan campus. Motive: robbery. In her purse: Dittel over a dollar.

New hope.

Allied statement says: "Communist agreement to renew peace talks may bring some sort of cease fire in Korea"; Ridgway reply expected any hour.

Battlefront:

For first time, helicopters move troops into combat. Almost a hundred shuttle-in to land 10 Marines at a tico on east-front hill...in sight of communists.

Minneapolis:

City's chimes ring out "Happy Birthday" for Sister Elizabeth Kenny. Anti-polio crusader, victim of incurable ailment, is 65. She's there to dedicate new wing to Kenny Institute.

01X01 0093999

London:

While Iran tries to trade oil to Russia, Britain signs to buy oil from communist Romania.

Rome:

Expectation of Conservative victory in coming elections send London stock market prices booming.

Paris:

Because of price rollback, butchers won't handle meat. Taxi drivers strike against rule they prove fitness to drive.

Wright Field, Ohio:

Salesmen booking air force contracts first must swear they won't offer gifts to anybody.

Hollywood:

Barbara Taylor...the reason actor Tom Neal beat up Franckel Tone...16888  
big role in new movie. She's reported too emotionally upset over fight.

Peace pipe.

California discontinues hundred-year-old fund set up to deal with Indian uprisings.

The name Vincent Impellitteri.

New York's mayor...Sicilian small town boy who made good...gets rousing welcome in Rome.

Saint Louis:

Seven-year-old who turned-in 250 dollars lost by ice cream plant and got free ice cream for month...gets second month's supply. Reason: "he's such a booster for product". First month he averaged a quart a day.

Chicago:

Major league clubs hope to select new baseball commissioner today.

Hollywood:

Divorced for the third time at age 37; Jackie Coogan, the "Kid" of silent pictures.

Scrivener, Pennsylvania:

Doctor tells Mrs. Mary O'Neill her home up high mountain too remote for woman her age. She'll move down. She's 119.

Truman news conference:

Point blank question: Will he run again? Reply: He'll announce in plenty of time. What's plenty of time? President smiles...explains: "Oh...some time before the convention".

Mr. Truman says force...not diplomacy...will prevent Russian aggression.

Ottawa:

Atlantic Pact nations reaffirm determination to build defense force...propose cooperation on foreign policy and economic affairs.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, IS/MFT -- Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette -- always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0094002

Opposition.

West German rearmament faces strong fight in parliament. Powerful socialist party protests plan to enter Eisenhower defense command.

Hot and cool. Late readings, '93 at West Palm Beach, Florida. At same time '97 at Lewiston, Montana.

Strangesafari. First, John Lang.

(COMMERCIAL)

A London shoe salesman... Colin Richards... is off for Africa. His idea: To put shoes on the barefoot natives. They'll see movies showing how popular shoes are other places. If the salesman can convert even a few natives, loudspeakers throughout the jungle country will broadcast testimonials such as: "I wear shoes because..."

And that ties-up the news for now. Until tomorrow, Goodbye everyone.

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 20, 1951

CLOSING COMMERCIAL

LAING:        You've been listening to Kenneth Banghart and  
              the News ... presented each week day at this same  
              time by Lucky Strike. Remember, friends, you can  
              depend on Luckies for the best-tasting cigarette  
              you've ever smoked. Try a carton today!

ATX01 0094004

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Friday, September 21, 1951 Network: NBC Broadcast: 2:55-3:00 PM EDT

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 21, 1951

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the News..  
presented by Lucky Strike. If you haven't  
tried a Lucky lately, do it today. You'll  
agree -- Luckies taste better than any other  
cigarette. And now, from the NBC News  
Room in New York.... Kenneth Banghart....

ATX01 0094006



NEWS WITH KENNETH BANGHART

2:55 PM

SEPTEMBER 21, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

---

Around the country long distance...for afternoon headlines.  
Some late ones.

Washington Times Herald: "UN OPENS BIG TANK DRIVE".

Montgomery, Alabama, Journal: "TELEPHONE STRIKE TO CONCLUDE  
HERE".

Cleveland Press: "10-FOOT MASTODON TUSK UNEARTHED".

---

Scientists digging up ancient fossils in bog near Willard,  
Ohio. Important find today: 10-foot tusk of elephant-like  
mastodon...15 thousand years old.

---

Korea:

Greatest UN tank force of war attacks on central front  
to test communist buildup. Infantry follows. Planes swarm  
above. Ground forces withdraw for night after light-to-heavy  
opposition.

---

Tokio:

Ridgway reply to communist proposal to renew truce talks  
reported completed. May be delivered today.

---

ATK01 0094007

Book-burning.

Army comic book shows "Sad Sack"...disillusioned about private life, re-enlisting. Senator Capehart of Indiana called it socialistic. Army to burn comic books.

Montgomery, Alabama:

400 on strike at telephone company. Reason: repairman refused to cross a picket line...docked for time lost. Amount involved: three dollars 42 cents. Now union orders: back to work.

Buckingham Palace:

Doctors visit King George third time in 24 hours. Says unconfirmed report: they order lung operation of exploratory nature.

From broad Broadway:

A new play, "Out West of Eighth," about Rodeo folks. The critics say: "No".

Open up.

Craft case against New York policemen wrecked when Gambler Harry Gross clammed-up. Judge orders his secret testimony before grand jury read in open court.

Giveaway.

Chicago Manufacturer Louis Narowitz...retiring...plans

to turn over two and a half million dollar business to his employees. Says they've earned it.

—  
Washington:

Ban on travel of military men's dependents to Japan... imposed at Korean outbreak... to end in early November.

—  
Capitol Hill:

Suggestion: oust Russian reporters from congressional press galleries. Washington newsmen decide: Russians stay. Say principles of free press can't be upheld by weakening them.

—  
Ban.

Alberta, Canada, prohibits use of airplanes in hunting game. Says: not sporting.

—  
Right.

Year ago, Lloyd's of London gave Toronto exhibition 50 to one odds: No war in year. Today war risk policy expires as show opens in peace.

—  
Line on a headliner of yesteryear.

Cordell Hull, 79, in Bethesda naval hospital since May. Released today...greatly improved.

—  
Okay.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 21, 1951

MIDDLE COMMERCIAL

IAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know-- LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco -- don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATK01 0094010

-4-

Wage stabilization question: All right to give employees Christmas turkeys like last year? Says Washington: Go ahead...but no extra dressing.

Autumn arrives Sunday. Cold front moving eastward brings first real snowstorm of season to Rockies. Late readings 35 at Denver, Colorado. At same time 89 at Tampa, Florida.

It's a girl. First, John Lang.

(COMMERCIAL)

Mrs. Lloyd Brooks of Pittsfield, Massachusetts, is 36. She has just become the mother of a 12th child...a girl. "I love her very much"...says Mrs. Brooks..."but I'd still like to have a son". Her question: whether to call it a family...or hope again for a boy. Twelve children thus far...all girls.

And that pins-up the news for now. Have a happy weekend. Until Monday, Goodbye everyone.

ATX01 0094011

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Friends, with the week-end coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike -- the best-tasting cigarette you've ever smoked! And now, until Kenneth Banghart returns next Monday, this is John Laing, wishing you a pleasant week-end.

ATX01 0094012

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

NBC

Broadcast: 2:55-3:00 PM EDT

Monday, September 24, 1951

Network:

DATE: \_\_\_\_\_

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 24, 1951

OPENING COMMERCIAL

LAING:           Today, and every week day, Lucky Strike  
                  brings you Kenneth Banghart and the News.  
                  Friends, have you tried a Lucky lately?  
                  Maybe you've been missing something, because  
                  you can depend on Lucky Strike for a smoother,  
                  better-tasting smoke everytime! And now,  
                  from the NBC News Room in New York ....  
                  Kenneth Banghart...

ATX01 0094014



NEWS WITH KENNETH HANCOCK

2:55 PM

SEPTEMBER 24, 1951

N B O

Good afternoon. To the West Coast, Good Morning.

Around the country for headlines: Some late ones:  
Washington Evening Star: "ALLIES REJECT KARSONG AS SITE  
OF TALKS".

Augusta, Georgia, Herald: "8 CONVICTS FLEE BUFOOD PRISON".  
The Brooklyn Eagle has a feature: "DODGER FAN LINES UP FOR  
SERIES".

Here's a headline not yet in type: KING GAINS STRENGTH.  
King George...all or part of one lung removed...reported  
in good spirits after restful night. Queen Elizabeth only  
member of family allowed to see him. Eight doctors, eight  
nurses, in attendance. Latest reports: King gaining  
strength.

Worried-looking duke of Windsor arrives from Paris...goes  
to home of Queen Mother Mary. Fan greet former king on arrival.

Break:

Eight of Georgia's most celebrated criminals escape new  
prison at Buford, Georgia...one guard gains buckshot from tower.  
Posse may have them surrounded in woods.

ATK01 0094015

Korea:

Allies tell communists Kaesong not suitable armistice talk site. One reason: too close to communist supply roads being attacked. After liaison officers meet, communists send note... contents not told. Second session tonight on resuming cease-fire talks.

Battlefront:

58 thousand communist casualties reported in five weeks... including 28 hundred captured. Battleship New Jersey opens big guns on communists in East Korean hills... but Americans lose weak hold on high peak.

Capitol Hill:

Italy's Premier De Gasperi tells joint session of congress: "Italian peace treaty... limiting rearmament... unfair". Says strong, united Europe could defend itself.

Belgrade:

Marshal Tito charges Russian planes being repainted with satellite insignia in warlike preparation against Yugoslavia. He urges satellites to break with Moscow.

Now quarters:

Pennies and nickel coins. Now quarters. We're asked to turn in all excess coins.

Korea:

Allies tell communists Kaesong not suitable armistice talk site. One reason, too close to communist supply roads being attacked. After liaison officers meet, communists send note...contents not told. Second session tonight on resuming cease-fire talks.

Battlefront:

58 thousand communist casualties reported in five weeks... including 28 hundred captured. Battleship New Jersey opens big guns on communists in East Korean hills...but Americans lose weak hold on high peak.

Capitol Hill:

Italy's Premier De Gasperi tells joint session of congress: "Italian peace treaty, limiting rearmament, unfair". Says strong, united Europe could defend itself.

Belgrade:

Marshal Tito charges Russian planes being repainted with satellite insignia in warlike preparation against Yugoslavia. He urges satellites to break with Moscow.

Now quarters:

Pennies and nickel cards. Now quarters. We're asked to turn in all silver coins.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 24, 1951

--- MIDDIE COMMERCIAL

IAING: Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 0094018

750 a month from American Lithofold...one printing company...  
for soliciting business from firms under his jurisdiction.

Fall nip covers most of nation, but extreme south still  
simmers. Late readings: 92 at Jacksonville, Florida. Chilly  
33 at Williston, North Dakota snowing.

First in line. First, John Lang

(COMMERCIAL)

The Brooklyn Dodgers have not clinched the National League  
pennant. But one fan is so sure they will...he's in line for  
the world series...at Brooklyn's Ebbets Field. Samuel Maxwell...  
62...has a chair, warm clothes and blankets. Friends to  
bring his meals. He just can't wait for the series. Or can  
he? It begins...in 11 days...

And that pinpoints the news for now. Until tomorrow,  
goodbye everyone!

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, SEPTEMBER 24, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and  
the News ... presented each week day at this  
same time by Lucky Strike .... the cigarette  
you can always depend on for smoother smoking and  
that rich true tobacco taste. Pick up a carton  
of Luckies today!

ATX01 0094020

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

---

**PRODUCT: LUCKY STRIKE CIGARETTES**

NBC

2:55-3:00 PM EDST

Tuesday, September 25, 1951

Network:

Broadcast: \_\_\_\_\_

DATE: \_\_\_\_\_

*Handwritten signature*

- I. Opening Billboard and Brief Commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 25, 1951

OPENING COMMERCIAL

LAING: Good afternoon, ladies and gentlemen --  
here's Kenneth Banghart and the News --  
presented by Lucky Strike ... the cigarette  
that tastes better than any other cigarette  
you've ever smoked! Try a carton of Lucky  
Strike today. And now, from the NBC News Room  
in New York ... Kenneth Banghart....

ATK01 0094022



NEWS WITH KENNETH BANGHART

2:55 P.M.

SEPTEMBER 25, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

-----  
Around the nation long distance for afternoon headlines. Some late  
ones:

Washington Evening Star: REDS STALK OUT. RIDGWAY ASKS THEM TO RETURN.

Chicago Daily News: I'LL MARRY PUPIL...FIRED TEACHER VOWS.

New York Post: GAMBLING JURY DEMANDS: SWEEP OUT CROOKED POLICE.

-----  
Grand jury demands drastic shakeup of New York police department...  
calls it dominated by corrupt officers who take graft to protect gamblers...  
or know of conspiracy.

-----  
Amboy, Illinois:

High school teacher Stanley Gibbon fights dismissal for dating 17 year  
old pupil. They plan to be married.

-----  
Buckingham Palace:

Two doctors' bulletins. ONE: After another restful night, King George  
continues to gain strength. TWO: The king had a comfortable day and has  
been able to take some nourishment.

-----  
Korea:

At latest meeting, communists insist on taking up charges of neutrality  
violation which allies denied. Communists won't discuss conditions for  
resuming truce talks...walk out. Now Ridgway suggests they return to discuss  
conditions.for resumin

-----  
ATX01 0094023

Air war: :

Fierce battle above North Korea. 37 U S jets fight twice as many communist jets. Result: five communist planes downed...five damaged. No U S losses.

Coming up.

The United States, Britain and France to announce agreement releasing Italy from peace treaty's arms restrictions...by-passing Russian opposition.

White House:

Mister Truman talks with Italy's Premier De Gasperi...promises to help build Italian defense.

Nationwide:

Government investigators descend on 500 slaughter houses in 125 cities ...surprise attack on black market in beef.

From broad Broadway.

A new play, Twilight Walk, is a murder story. Critics say: Good try.

Hollywood:

Mickey Rooney divorced by third wife, Martha Vickers, who charges: bad temper.

Return.

Archaeologists back from far north bring new evidence Indians came to America over ice bridge from Siberia...some 10 thousand years ago.

Shopping report.

Survey of grocers shows sharp increase in shoplifting.

Capitol Hill:

Two former U S tax collectors admit being paid thousands by American Lithofold Corporation for getting printing orders. Say many federal tax agents have outside businesses.

No wonder.

Why did women laundry workers scream in Bloomington, Indiana? Out of one laundry bag crawled five snakes.

Moscow:

Soviet scientists dispute theory Earth is cooling off. They insist it's getting warmer.

Teheran:

All British oil technicians ordered to leave in 10 days. Government opponent tells Iranian parliament: oil policy driving nation toward communist domination.

London:

Attlee calls cabinet to consider whether to resist expulsion order.

San Francisco:

Jacob Solomon says wealthy wife lives in miserly fashion...asks alimony of 15 hundred a month.

Oops, sorry.

Listeners in Seattle correct me on a couple of weather readings there. Thanks. Now we'll double check. Today's late readings from the U.S. weather bureau: a chilly 35 at Minot, North Dakota. At same time 90 at Jacksonville, Florida.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 25, 1951

MIDDLE COMMERCIAL

IAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Kenneth Banghart.

ATK01 0094026

- 4 -

Changeover. First, John Lang.

-----  
(COMMERCIAL)  
-----

A penny used to buy a handful of goodies. No more. And this report from a toy company in Hackensack, New Jersey: It will make no more penny banks. Just those that take nickels, dimes and quarters. The company says most children don't show appreciation for anything less than a dime. The penny has lost its appeal.

-----  
And that pinpoints the news for now. Until tomorrow, goodbye everyone.  
-----

ATX01 0094027

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, SEPTEMBER 25, 1951

CLOSING COMMERCIAL

IAING:           You've been listening to Kenneth Banghart  
                  and the News ... presented each week day at  
                  this same time by Lucky Strike. Remember  
                  friends, you can depend on Luckies' fine  
                  tobacco and superior workmanship to make Luckies  
                  taste better than any other cigarette! Get a  
                  carton today!

ATX01 0094028

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, September 26, 1951 Network: NBC Broadcast: 2:55-3:00 PM EDT

## **AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 26, 1951

OPENING COMMERCIAL

LAING: Good afternoon, friends, here's Kenneth  
Banghart and the News ... presented by  
Lucky Strike, the cigarette that's always  
smooth, mellow -- better tasting by far!  
Try a carton of Luckies, today. And now,  
from the NBC News Room in New York ...  
Kenneth Banghart....

ATX01 0094030



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NEWS WITH KENNETH BANGHART

2:55 PM

SEPTEMBER 26, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

---  
Listeners ask how we get late headlines. I'll explain.

By telephone. Ottawa Evening Journal: "ROYAL TOUR POSTPONED".

By radio: London Evening Star: "BRITISH ENVOY DELIVERS  
PROTEST".

By teletype: San Francisco Call-Bulletin: 14 RED JETS RIPPED.  
256 STAGE BATTLES".

---  
London:

Princess Elizabeth...heir to British throne...delays trip  
to Canada one or two weeks...to remain close to king. Morning  
bulletin calls his condition good. Later one says he keeps  
gaining strength...but next week or 10 days will be anxious  
period.

---  
Buckingham Palace gate;

Old lady who's kept watch outside palace for years at  
critical times...ends latest vigil...convinced king will recover.

---  
Grave turn.

Britain reported determined to stay in Iran...warns Iran  
must face consequences if oil technicians are expelled. Both

ATXO1 0094031

seller on "how to win friends and influence people". Married woman much younger. Now announces he's going to be a father at age 63. Dale Carnegie...that's WHO.

---

Reduction.

University of New Hampshire develops midget vegetables... cuts down waste and storage space. Watermelons under three pounds...tomatoes size of thumbnail...midget squash.

---

Detroit:

Brewers' convention hears: Pilgrims might have landed in Virginia instead of New England...if Mayflower hadn't run short on food...and beer.

---

Los Angeles:

Chiropractor Ruth Drown found guilty of selling worthless machines she claimed would cure most dreaded diseases...even if patient was miles away.

---

Green light.

The U S A, Britain, France announce: Italy...despite peace treaty restrictions...may re-arm as full partner in western buildup against communism.

---

Arlington Memorial Bridge:

Dedication of statues given by Italy. Mister Truman says if Russia keeps Italy out of U N, other way must be found to

Britain and Iran appealing to Mister Truman to help settle crisis.  
British ambassador may see president.

Korea;

Biggest jet battle of all time...over 250 planes involved...  
as communists try to block attack on rail lines. 14 communist  
jets damaged or destroyed. No report on allied losses.

Kaesong;

U N demand that conditions for new truce talks be decided  
before meetings still delays them. Communists request another  
preliminary session tonight.

New York;

Giants...one game behind Brooklyn in torrid National League  
race...hopefully accepting applications for world series tickets.

Capture.

Armed Japanese soldier caught sleeping on beach on Guam...  
six years after world war two.

Cleveland;

Jury finds Mrs. Bernice Smey guilty of assault and battery  
for using paddle on high school principle who gave her son a  
swift kick.

Who's WHO in the news?

First famous as teacher of public speaking...wrote best

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 26, 1951

MIDDLE COMMERCIAL

IAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things - what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0094034

-4-

make her member of world family.

-----  
Moose Jaw, Saskatchewan:

Courtroom too cold. Court postponed until new stove is installed.

-----  
Late readings from the U S weather bureau. A shivery 27 at Cutbank, Montana, At same time 90 at Miami.

-----  
Something for Santa. First, John Lang.

-----  
(COMMERCIAL)

-----  
Only recently an Alaskan oil worker heard there's no pole at the North Pole. He built one...a nine-foot steel pole... painted it red and white like a peppermint stick. A plane will fly over the North Pole...drop the red and white pole by Christmas time. Then, when children ask: "Is there really a pole at the North Pole?"...the answer will be: Yes indeed.

-----  
And that pinpoints the news for now. Until tomorrow, Goodbye everyone.

-----  
ATX01 0094035

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, SEPTEMBER 26, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart  
                  and the News ... presented each week day  
                  at this same time by Lucky Strike. Friends,  
                  if you haven't tried a Lucky lately, do it soon.  
                  You'll agree with the millions who know --  
                  Luckies taste better than any other cigarette!

ATX01 0094036

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, September 27, 1951 Network: NBC Broadcast: 2:55-3:00 PM EDST

NS 11/20/51

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 27, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by  
                  Lucky Strike ... the cigarette of fine  
                  tobacco ... the cigarette that tastes better  
                  than any other. Try a carton -- today. And  
                  now, from the NBC News Room in New York ...  
                  Kenneth Banghart....

ATX01 0094038



NEWS WITH KENNETH BANGHART

2:55 PM

SEPTEMBER 27, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long-distance for afternoon headlines. Some late ones.

Washington Evening Star: "TRUMAN ASKS LISTING OF INCOME  
BY FEDERAL AND PARTY WORKERS"

Ottawa Evening Journal: "ROYAL TOUR STARTS OCTOBER 9"

San Francisco News: "TRUMAN DUSTS SMYTH"

President suspends James G. Smyth, San Francisco tax  
collector, pending investigation. He's said to have failed  
to detect and stop irregularities. Of eight others suspended,  
one is accused of juggling tax accounts, one of embezzling.

This date in history:

September 27, 1940: GERMANY, ITALY, JAPAN SIGN AXIS PACT.

Today:

Italy, who turned against Japan after Mussolini's overthrow,  
plans to end state of war with Japan.

Request:

Walter Truman asks Congress to require Federal employees,  
national party leaders, congress members, generals and admirals

ATX01 0094039

to file annual statements of all income, including gifts.  
Purpose: to discourage improper conduct...unfounded suspicions.

Hearing.

Democratic National Chairman Boyle tells senators he  
accepted eight law cases involving federal agencies while  
ACTING party chairman...gave them up later. Says: nothing  
improper...never used influence.

Buckingham Palace:

King George continues to improve. Princess Elizabeth now  
starts Canadian tour October ninth...only one week's delay.  
Duke of Windsor visits palace.

Atonement.

On eve of Jewish new year, West Germany offers to pay...  
within ability..for property losses Jews suffered at Nazi  
hands. Jews and state of Israel invited to negotiate.

Baseball note:

Warren Giles of Cincinnati Reds accepts presidency of  
National League.

New York:

Mrs. Lane Bryant Malsin who was Miss Lane Bryant...  
founded the chain of women's wear stores bearing her name.  
is dead at 72.

**Korea:**

No reply yet to Ridgway proposal that truce talks resume in "no man's land". Allied statement asks whether communists really want armistice.

**Battlefront:**

Allied planes in heavy attack on communist artillery on east Korean hills. In third day of jet battles, two communist planes damaged. One allied plane damaged but returns.

**Oil crisis:**

Mr. Truman believed to urge moderation in message to Attlee. We ask Iran to cancel order expelling British technicians. Attlee cabinet hoping U.S. can mediate.

**Stamford, Connecticut:**

Mrs. Willie Luncford gets around to reporting missing husband. Last saw him after an argument. In 1944.

**Purchase:**

Albuquerque, New Mexico, firm reports customer bought check-protector machine, paying with bogus check.

**Inquisitive:**

Congressman Hugh Scott of Pennsylvania notes present congress has conducted 130 investigations, passed only 106 laws.

---

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 27, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette - always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0094042

Capitol Hill:

Senate votes to remove tax exemption from expense allowances of president, vice-president, members of congress. Effective 1953.

Weather:

Temperature dips below freezing in Northern Plains states. Ahead of cold front, strong winds and tornadoes in midwest. Late readings. 29 at Lewiston, Montana. South still hot. 91 at Laredo, Texas.

Wife to wife. First, John Lang.

(COMMERCIAL)

In Watford, England, today, Mrs. Hilda Bolton charged her husband with bigamy. They have been married 16 years. As evidence of the bigamy, Mrs. Bolton showed the judge a telegram her husband sent her from Ireland. The telegram read, "Happily married today. Writing. Signed, Jack and Gella".

And that pinpoints the news for now. Until tomorrow, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, SEPTEMBER 27, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
the News ... presented each week day at this  
same time by Lucky Strike. Remember, friends,  
you can depend on Luckies for the best-tasting  
cigarette you've ever smoked. Try a carton today!

ATX01 0094044

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

NBC

Broadcast: 2:55-3:00 PM EDST

DATE: Friday, September 28, 1951

Network:

*AS 2:55-3:00 PM*

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 28, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News...  
                  presented by Lucky Strike. If you haven't  
                  tried a Lucky lately, do it today. You'll  
                  agree - Luckies taste better than any other  
                  cigarette. And now, from the NEC News  
                  Room in New York ... Kenneth Banghart....

ATX01 0094046



NEWS WITH KENNETH BANQUART

2:55 P.M.

SEPTEMBER 26, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Top developments. As some afternoon papers headline them:  
New York World Telegram and Sun: PERON FIGHTS ARMY REVOLT.  
Washington Evening Star: BENTON CHARGES McCARTHY LIED, CALLS  
FOR OUSTER.

Minneapolis Star: THAT RING IN TONE'S RARE WEDDING BELLS.

Buenos Aires:

Argentine radio reports revolt against President Peron and wife  
Eva. Led by two retired generals. Conflicting broadcasts. Report:  
rebellion suppressed. No violence. All calm. Report: Government planes  
bomb rebel bases. Report: Peron to address workers who struck opposing  
revolt. Report: Rebels flee in tanks. Report: rebels captured.  
Countless rumors. Right now: confusing.

Minneapolis:

Franchot Tone, face still swollen from fight over Barbara Payton,  
flies to Minnesota to marry her.

Hearing.

Senator Benton of Connecticut tells senate committee McCarthy of  
Wisconsin guilty of perjury and deception...should be ousted from congress.  
Says one towering lie was McCarthy charge that General Marshall was part  
of infamous conspiracy.

ATK01 0094047

London:

King George makes steady progress.

Washington:

Two U S army battalions to try out new greenish-grey winter uniform... with service coat replacing Eisenhower jacket. May be first color change in army uniform in 50 years.

Coincidence.

30 miles from hospital on lonely Wisconsin road, expectant mother Mrs. Laverne Anderson tells husband: I'll never make it. Along comes car with three doctors on vacation. Mother and baby boy doing fine.

Tokio:

General Omar Bradley arrives for review of Korean war, cease fire prospects. No late development on truce.

The war:

Air attack cuts communist rail lines. They rely on trucks. Today allied planes destroy 500 trucks...damage 500.

Pentagon:

New estimate of communist casualties: one million 325 thousand.

Any more?

Six Japanese who held out on Guam since Pacific war gave up this week. Now two more...maybe last...are captured.

Lift.

Migrating hummingbird that fell exhausted in Montreal...to be flown south by airliner.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 28, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know-- LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATX01 0094049

Detroit:

Joseph De Lemare tells court he told wife: It's either me or the horses. She put on hat...headed for the races.

Your health.

Survey shows U S perhaps healthiest of lands. Swedes live longer in Minnesota than in Sweden.

Army ruling:

90 West Point cadets fired for cheating, eligible for reappointment to academy or other army schools if they meet requirements. But West Point chances slim.

Weather story.

Vegetable crops in midwest hurt by Arctic air that chills two-thirds of nation. Late readings 37 at Fargo, North Dakota. But at same time, Yuma, Arizona 93.

Go slow. First, John Lang.

(COMMERCIAL)

Near Beaminster, England...Peter Tunstall saw a sign that said Go Slow. He stopped. He tore the sign down...wrote on it he was disgusted by the bad English. Please re-write and re-erect, he wrote. What happened? In court Tunstall explained the sign should have read: Go Slowly. He was fined two pounds. The sign was re-erected. It still reads: Go Slow.

And that pinpoints the news for now. Unt Have a happy weekend. Until Monday, goodbye, everyone.

ATX01 0094050

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, SEPTEMBER 28, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
                  the News...presented each week day at this  
                  same time by Lucky Strike. Friends, with the  
                  week-end coming up you'll want to be sure of  
                  plenty of smoking enjoyment for you and your  
                  friends. So stock up on Lucky Strike -- the  
                  best-tasting cigarette you've ever smoked! And  
                  now, until Kenneth Banghart returns next Monday,  
                  this is John Laing, wishing you a pleasant  
                  week-end.

ATK01 0094051

ATX01 0094052

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, October 1, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

AS PRESENTED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 1, 1951

OPENING COMMERCIAL

LAING:           Today, and every week day, Lucky Strike  
                  brings you Kenneth Banghart and the News.  
                  Friends, have you tried a Lucky lately?  
                  Maybe you've been missing something, because  
                  you can depend on Lucky Strike for a smoother,  
                  better-tasting smoke everytime! And now,  
                  from the NBC News Room in New York ....  
                  Kenneth Banghart....

ATX01 0094054



NEWS WITH KENNETH BANORANT

2:55 PM

OCTOBER 1, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the country for afternoon headlines.

New York World Telegram and Sun: PITCHING EDGE FAVORS GIANTS.  
Olney, Illinois, Daily Mail: OLNEY AND RICHMOND COUNTY IN  
NATIONAL LIMELIGHT.

Richmond, Virginia, News Leader: NO GENERAL GRANT IN  
CONFEDERATE STATES OF AMERICA.

Playoff.

For the National League Pennant...the score now: Giants  
2 Dodgers 1 in the bottom of the 5th inning.

No sirree.

Crossword puzzle in Richmond News-Leader says: Confederate  
general in five letters. Puzzle's answer: G. R. A. N. T.  
Paper expects to hear about THAT for some time.

In the middle.

Census bureau reports cornfield near Olney, Illinois, is  
new center of U.S. population. Ceremony planned to dedicate  
spot with marker.

ATX01 0094055

-2-  
This date in history:

October 1, 1936: FRANCO TAKES OVER IN SPAIN.

Today:

This so-called proof Spain's no police state; Franco pardons an estimated 25 thousand workers jailed in strikes last spring.

Paris:

Five nations near agreement on details for West European army. One question: pay of soldiers in one-uniform army.

Korea:

Generals Bradley, Ridgway tour frontline. Allied statement says of truce talks, communists must realize time for bluffing is over. U N ready to strike hard if they want war.

Peiping:

From communist command, on new negotiation site, silence.

Up:

Remember: "Shave and a haircut, two bits". No longer. New rate in Buffalo, New York, shave and a haircut, two bucks.

Gatlinburg, Tennessee:

Governors' conference. Tennessee's Browning wouldn't mind Eisenhower as Democrats' candidate in '52, but thinks he'll

be Truman. Georgia's Talmadge...anti-Truman...for Eisenhower.  
Some Republican governors see Ike on GOP slate, but most favor  
Taft.

London:

Britain orders her oil technicians from Iran, as demanded  
by Iranians. All to leave by Thursday.

United Nations:

Security Council meeting now...to take up British protest  
against Iran.

Winner:

Miss Europe of 1951 is curvaceous Swiss blond. Bust and  
hips 36. Her ambition: a husband.

Copenhagen:

New economic pact between U.S. and Denmark signed by first  
woman to sign treaty for United States...Ambassador Eugenie  
Anderson.

Las Vegas, Nevada:

First atomic tests involving troops expected in Nevada desert  
in few days. Men to withdraw to safe positions before blast.

Shawneetown, Illinois:

Two men charged with breaking into city jail to rob a  
prisoner.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 1, 1951

MIDDLE COMMERCIAL

LAING: Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 009405B

New Orleans:

Two disabled ships reported tossing in high waves about 90 miles out in Gulf. Tropical storm building up.

Toledo, Ohio:

Two brothers who say Bible forbids them to join union, lose jobs because railroad has union shop agreement.

Search.

Young couple vanished in Arizona desert in July. Now thousand-dollar award offered for information. Officials fear searchers themselves may lose way in wastelands.

By courtesy of the U.S. weather bureau, late readings. At Klamath Falls, Oregon 51. At same time, a blistering 94 at Wink, Texas.

All set, First, John Lang.

(COMMERCIALS)

A new drive is on in England. Dry up the mystery stories. The British Temperance League complains private eyes only drink whisky, whisky, whisky. If it gets its way, the private eye will spit out a 38 caliber bullet, smole into the neck of soda fountain... and demand: Orange Juice, Straight. Make it a double.

And that drives up the news for now. Until tomorrow, Goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 1, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike .... the cigarette  
                  you can always depend on for smoother smoking and  
                  that rich true tobacco taste. Pick up a carton  
                  of Luckies today!

ATK01 0094060

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 2, 1951 .. Network: NBC Broadcast: 2:55-3:00 PM EST

AR 2:55-3:00 PM

- I. Opening Billboard and Brief Commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 2, 1951

OPENING COMMERCIAL

LAING: Good afternoon, ladies and gentlemen --  
here's Kenneth Banghart and the News --  
presented by Lucky Strike ... the cigarette  
that tastes better than any other cigarette  
you've ever smoked! Try a carton of Lucky  
Strike today. And now, from the NBC News Room  
in New York ... Kenneth Banghart....

ATX01 0094062



NEWS WITH KENNETH BANZHART

2:55 PM

OCTOBER 2, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—  
Around the nation long distance for afternoon headlines,  
Some late ones:

Rockford, Illinois, Register-Republic: BOOK YOUTH IN 15  
THOUSAND DOLLAR HOLDUP.

San Francisco Call-Bulletin: GRILL FRIEND IN PEEP-HOLE  
MURDER CASE.

Brooklyn Eagle: HERE WE GO...ROBBIE'S HOME RUN SCORES TWO.

—  
Just in.

In the second game for the National League Flag it's the  
Dodgers 3 Giants 0 in the top of the 5th inning.

—  
Rockford, Illinois:

FBI arrests 17-year-old boy as lone gunman who held up  
Wisconsin bank yesterday for 15 thousand dollars.

—  
San Francisco:

Police call it "Bloody Monday". Jealous husband confessed  
killing wife. Wealthy man killed in locked penthouse, by gunman  
who fired through peephole. Elsin cocktail bar waitress found

ATX01 0094063

to be member of prominent Rhode Island family.

—  
Surprise.

Winston Churchill, in campaign speech, hints he's for coalition government under conservative leadership, to end party strife in British economic struggle.

—  
Arrival.

First American fliers reach Malta, in Mediterranean, U.S., Britain to join in island's defense.

—  
White House:

Checkoslovakia latest country to lose U S trade concessions. Mister Truman signs the order.

—  
Korea:

All allied planes return safely from battles involving 193 jets. Six...perhaps seven...communist jets destroyed.

General Bradley, ending Korean tour, doesn't think communists can hurt us. On truce talks: nothing new.

—  
Greetings.

Mister Truman writes Cordell Hull: In the name of the nation which you have served so long and so faithfully, I salute you. Hull is 80 today.

---

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 2, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Kenneth Banghart.

ATK01 0094065

Courtland, Minnesota, population 300, hires traffic cop to deal with speeding. In three weeks he's said to have made almost 300 arrests.

Obituary.

Congressman Karl Stefan, who represented Nebraska 18 years, died today in Washington. Stefan was 67.

Vienna:

Austria to contribute timber worth over a hundred million dollars to U.N.'s Korean aid program.

Storm.

High winds dumping torrential rains on southern Florida. Late temperature readings 95 at Abilene, Texas. At same time 47 at Helena, Montana.

Tied up. First, John Lang.

(COMMERCIAL)

Taxi driver Abraham Sanon was charged with tying up traffic at a busy Detroit intersection. His explanation, he put out his hand to signal for a left turn. A woman came over and started shaking hands. He couldn't get loose. Says Sanon, I never saw her before in my life. The judge suspended sentence.

---

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 2, 1951

CLOSING COMMERCIAL

LAING:        You've been listening to Kenneth Banghart  
                 and the News ... presented each week day at  
                 this same time by Lucky Strike. Remember  
                 friends, you can depend on Luckies' fine  
                 tobacco and superior workmanship to make Luckies  
                 taste better than any other cigarette! Get a  
                 carton today!

ATX01 0094067

And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.

**KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

---

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 3, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

NO BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 3, 1951

OPENING COMMERCIAL

IAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by  
                  Lucky Strike, the cigarette that's always  
                  smooth, mellow -- better tasting by far!  
                  Try a carton of Luckies, today. And now,  
                  from the NBC News Room in New York ...  
                  Kenneth Banghart....

ATX01 0094070



NEWS WITH KENNETH SHERBURN

2:55 P.M.

OCTOBER 3, 1951

N.B.C.

Good afternoon. To the West Coast, Good Morning.

Around the country few afternoon headlines. Some late ones:

New Kensington, Pennsylvania, Dispatch: FOURTH LOCAL BANKER KABBED.

Evansville, Indiana, Press: YIP, CHRISTMAS SEASON IS ON...AT LEAST

IN SANTA CLAUS.

New York World Telegram and Sun: IT'S JACKPOT DAY, WITH FOOTERS BILD,

Critical.

Third and deciding game in the playoff. Right now it's Dodgers 1  
Giants 0 in the sixth inning.

New Kensington, Pennsylvania

Fourth banker in year arrested in that small city. Teller at  
bank previously located of half a million charged with taking 26 thousand  
dollars to pay slot machines.

Korea

Seventh day passes without resumption of truce  
talks at new place. U.N. artillery has been fired barrage. Allied tank  
forces in action. Against communist forces. Or is it start of U.N. offensive?  
Allied troops partial withdrawal. General MacArthur flying home from  
Korean tour.

Anderson, Alabama

On this October third, a woman with name to Mrs. M. J. Child.

ATX01 0094071

Santa Claus, Indiana

Large Christmas tree...lighted at ceremony last night...will glow steadily through December 25th

Washington

Because of recent irregularities...US revenue bureau orders check of income tax returns of all its tax officials.

Hearing

Subcommittee at Largo Phillip Jessup tells senators pro-communist charges against him by Senator McCarthy of Wisconsin a mixture of barefaced falsehood and distortion. Suggests McCarthy may have lied deliberately.

this date in history.

October 1, 1925: ITALY INVADES ETHIOPIA

Abadan, Iran

British give up world's largest oil refinery they built up...technicians moving out on barges

London

Foreign Secretary Morrison promised to keep trying for Lhasan settlement...but won't risk war by using force

Frankfurt, Germany

East Europe defense forces begin night air war...some 100 thousand American troops, British troops taking part.

Offet

in many...billions

Eight.

Hogansburg, New York, residents say propeller-driven ball...four feet wide...glided near there. Washington: Nothing known of such a contraption. Could it be balloon in cosmic ray research?

Kelena, Washington.

Horde of tiny crabs...thousands...on the hop near there.

Oak Ridge, Tennessee:

Florida's Governor Warren tells congressional conference Senator Kefauver of Tennessee is ambitious political chrysalis. Florida governor had been criticised by Kefauver crime committee.

New York:

Lieutenant General Hugh Irwin, chief of staff to Farquhar in first world war, died today at his desk. Irwin was head of Empire State Building.

Capitol Hill:

Senate Republicans to fight confirmation of Chester Conley as ambassador to India...contend former CIA chief not qualified.

Storm:

Winds that caused Florida waves now full hurricanes in Atlantic...should pass east of North Carolina...to impact with storm waves off coast.

Temperature: 10th reading...at Atlanta...today...will show like

a chilly 39 at Raleigh, N.C.

Total rain...first...last

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 3, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things - what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world, Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0094074

The perfect husband? A women's club in Otley, England has just held a contest for the best description of the ideal man. Many good descriptions there were...but first prize went to the woman who said: The perfect husband is one I could yap at, without fear of being answered back.

And that pinpoints the new s for men. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 3, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Friends,  
if you haven't tried a Lucky lately, do it soon.  
You'll agree with the millions who know --  
Luckies taste better than any other cigarette!

ATX01 0094076

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**KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, October 4, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER, 4, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by  
                  Lucky Strike ... the cigarette of fine  
                  tobacco ... the cigarette that tastes better  
                  than any other. Try a carton -- today. And  
                  now, from the NBC News Room in New York ...  
                  Kenneth Banghart....

ATX01 0094078



NEWS WITH KENNETH BANZHART

2:55 PM

OCTOBER 4, 1951

N B C

Good afternoon. To the West Coast; Good Morning.

Checking the afternoon papers for headlines. Some late ones.  
Washington Evening Star; NOTES ON KOREA TRUCE RENEWED.

Hoboken, New Jersey Observer; MORETTI SLAIN.

New York Post; HERE WE GO AGAIN.

World Series.

First Game...Score now Giants 2 Yankees 1 in the top of  
the 6th inning.

Four men. Four shots.

Willie Moretti...called nationwide crime ringleader...shot  
to death by four men in New Jersey restaurant. He'd testified  
freely before senate crime committee. Frank Costello said to  
have told him: "Go west for your health." Police say former  
pals eliminated Moretti for talking too much.

Korea:

Truce messages on again. My Communists, let's meet now  
at Kaesong. They reject new offer proposed by Ridgway. Ridgway  
right back. All right. You have a lot of no man's land.

ATX01 0094079

Battlefront:

Five allied divisions...troops of nine nations shoulder to shoulder...attack on west front. Greatest gain: four miles. Communists stop drive in places with counterattack.

Approved.

75-year-old Polish D.P. asked what she'll do for work here... says: "Baby sitting". New York immigration agents say: "Okay"

Storm.

Gales ground two ships along Virginia shore but hurricane winds veer out to sea...missing east coast.

Moscow:

Papers ignore White House report of second atomic bomb blast in Russia.

News conference.

Mr. Truman says he offered John Foster Dulles ambassadorship to Japan. But Dulles preferred to stay here, help keep GOP from going isolationist. President says 95 per cent of our secrets have been printed by newspapers and magazines. He defends order against release of further security information.

For Euclid, Ohio:

Two-year-old Bobby Taylor of Euclid, critically ill in May...now improving in Boston hospital. He's had 30 blood transfusions in all.

From broad Broadway.

New murder comedy, Remains to Be Seen, by Lindsay and Crouse. Most critics say: Good show.

Wall Street:

New York stock exchange taking first census of U S stockholders. Estimates run from five to 20 million.

Hearing:

Warren Austin, chief U S delegate to U N., defends Philip Jessup against Senator McCarthy's charges... says he needs men like Jessup on U N delegation. Austin calls him loyal American to the very fiber of his being.

Decision.

Fling, Michigan, construction workers call off two-week deer-hunting holiday... to rush work on defense plants.

Reduction.

New York judge notes that people find it hard enough getting along... imposes fines of five, ten and 25 cents on minor offenders.

Gold:

Mine near Butter Creek, California, reports richest strike in years... gold ore worth 500 dollars a ton.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 4, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette - always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0094082

Teheran:

If U N security council claims say-so in oil dispute,  
Iranian premier plans to walk out.

Hot and cool. Late temperature readings. 92 at Dallas,  
Texas. At same time 46 in Minot, North Dakota.

Something new. First, John Lang.

(COMMERCIAL)

Series report.

The Giants now lead 5-1 bottom of 6th.

The Duke of Bedford announces in England; he's produced  
a special breed of parrots. Homing parrots that can be taught  
to talk. Let loose by day, they come home at night. Now,  
will the duke's birds make the homing PIGEON obsolete? Will  
we have homing parrots...delivering messages by word of mouth?

And that pinpoints the news for now. Until tomorrow,  
Goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 4, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and  
the News ... presented each week day at this  
same time by Lucky Strike. Remember, friends,  
you can depend on Luckies for the best-tasting  
cigarette you've ever smoked. Try a carton today!

ATX01 0094084

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

Friday, October 5, 1951

Network:

NBC

Broadcast: 2:55-3:00 PM EST

DATE \_\_\_\_\_

*[Faint, illegible handwritten text]*

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 5, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News...  
                  presented by Lucky Strike. If you haven't  
                  tried a Lucky lately, do it today. You'll  
                  agree - Luckies taste better than any other  
                  cigarette. And now, from the NBC News  
                  Room in New York ... Kenneth Banghart....

ATX01 0094086



NEWS WITH KENNETH BANHART

2:55 PM

OCTOBER 5, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—  
Around the country for afternoon headlines. Some late ones.

San Francisco Call Bulletin: I WAS DRUNK...PEEPHOLE SLAYER  
SAYS.

Scranton, Pennsylvania, Times: DRILLING FOR GAS CONTINUES.

Chicago Daily News: GLASS PROPHECY COMES TRUE.

—  
World Series.

Second Game. Score now Yankees 3 Giants 1 in the bottom  
of the 8th inning.

—  
Rock Island, Illinois:

High school students get time off to watch series on  
television.

—  
San Francisco:

Man who wanted to marry victim's wife confesses shooting  
husband dead through peephole of his front door. "I was drunk,"  
he says.

—  
Pentagon:

Defense Department asks congress for immediate 10 per cent  
cost of living pay boost for military, to match raises of

ATX01 0094087

other government employes.

Scranton, Pennsylvania:

Drillers find natural gas near there...close to surface.  
Boom predicted.

This date in history.

October 5, 1502; COLUMBUS DISCOVERS COSTA RICA ON FOURTH VOYAGE.

Today:

Washington announces Spanish Navy Lieutenant Christopher Columbus, a direct descendent, will come here for Columbus Day next week.

Buckingham Palace:

King George, still gaining, signs proclamation dissolving Parliament for new elections.

Paris:

11 thousand taxi drivers snarl traffic to protest order they prove driving ability.

Korea:

Communists give way on one part of west front...resist U.N offensive elsewhere. Jet battles get bigger. 220 planes involved today. One Communist jet downed...two damaged. No report of allied losses.

On truce talks; nothing new.

From broad Broadway:

Uta Hagen stars in Shaw's Saint Joan. Critics say:  
Splendid.

Off North Carolina:

The freighter Southern Isles breaks in two...sinks in  
stormy Atlantic before life boats can be lowered. 18 seamen  
missing or dead. Only six known survivors.

Agriculture Department:

Record number of beef cattle on ranges. Many cattlemen  
hoping for end of controls...not marketing.

OPS:

A meat packers association said to have told members: We  
must first defeat slaughter quotas...if we're to end price  
control.

Hanford, California:

Two months ago, doctors startled to hear unborn infant  
crying. Now, baby's born to Mrs. Beatrice Alvarez...a healthy  
girl.

Capitol Hill:

Congressman Sutton of Tennessee knocks out gunman who  
tries to hold him up in early morning.

Fort Wayne, Indiana:

Woman in movies turns to look at laughing man behind her.  
Sees he's man wanted in killing. Police come, arrest him.

Warning.

Aviation Week Magazine tells aircraft industry: Build  
quieter planes. Noise bringing squawks.

It's a big country. Late weather readings. 95 at  
Washington, D.C. At same time 35 at Cheyenne, Wyoming.

Right. First, John Lang,

(COMMERCIAL)

Frank Martin was graduated from Newton, Illinois, High  
School 38 years ago, and the class prophet predicted: Frank  
will become vice president of the Illinois Central Railroad  
and come back in his private car and invite us to have dinner  
with him. How? Frank Martin has just become a vice president  
of the Illinois Central. Next week he returns to his hometown  
on a special car. EVERYBODY'S invited to dinner.

And that pinpoints the news for now. Have a happy weekend.  
Until Monday, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 5, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know-- LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this Lucky Strike is the best made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATX01 0094091

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 5, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the News...presented each week day at this same time by Lucky Strike. Friends, with the week-end coming up you'll want to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike -- the best-tasting cigarette you've ever smoked! And now, until Kenneth Banghart returns next Monday, this is John Laing, wishing you a pleasant week-end.

ATX01 0094092

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Monday, October 8, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

NO BROADCAST!

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 8, 1951

OPENING COMMERCIAL

LAING: Today, and every week day, Lucky Strike  
brings you Kenneth Banghart and the News.  
Friends, have you tried a Lucky lately?  
Maybe you've been missing something, because  
you can depend on Lucky Strike for a smoother,  
better-tasting smoke everytime! And now,  
from the NBC News Room in New York ....  
Kenneth Banghart....

ATX01 0094094



NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 8, 1951

N B O

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Late ones:

Washington Daily News: RIDGWAY ACCEPTS RED OFFER TO PARLEY.

Saint Louis Post Dispatch: HORNSEY SIGNS TO MANAGE BROWNS  
FOR NEXT THREE YEARS.

The Montreal Herald tells me its coming edition will carry  
this two-word streamer: HEARTY WELCOME.

Arrival.

21-gun salute. Thousands cheer. Princess Elizabeth, Prince  
Philip land at Montreal airport. Princess phones London to  
report safe arrival.

Buckingham Palace:

First day since lung operation...no medical bulletin on  
King George. Reason: uninterrupted improvement.

World Series.

Fourth Game...Polo Grounds. Score now Yankees 4, Giants  
1 in the bottom of the 6th inning.

The name: Rogers Hornsby, one of baseball's greatest.

ATX01 0094095

Hornsby signs to manage Saint Louis Browns. Salary not reported...but largest Browns ever paid.

Korea:

Ridgway agrees to meeting of liaison officers to discuss renewal of armistice negotiations. Says communist proposal for talks six miles below Kaesong meets fundamental requirement. Talks re-open tomorrow night.

Battlefront:

Allied troops gain in east and west...going hard and slow.

This date in history:

October 8th 1871; FIRE SWEEPS CHICAGO; REPORTED STARTED IN MRS. O'LEARY'S BARN.

Question.

Seante committee takes up this: Are crimes committed on airplanes state or federal offenses?

New York:

Federal grand jury investigating possible monopoly in championship boxing.

Washington:

Supreme Court refuses to reconsider conviction of 11 top communist party leaders. Seven now serving terms. Four are fugitives.

New York:

Ailing premier of Iran arrives to argue oil case in U N...  
accuses British of exploitation.

Cairo:

Egypt ends talks with Britain on treaty revisions. Egyptian  
premier calls for repeal of agreement...ouster of British from  
Suez Canal.

Charlottesville, Virginia:

Army deserter who hid in woods five years arrested by FBI  
on mountain path.

Amidon, North Dakota:

Decision expected soon whether to put out underground fire.  
In 75 years it's burned through three miles of coal deposit.

Looking ahead.

Pan American airline plans aircouch tourist service to Europe  
next summer...round trip under 500 dollars.

Bulletin for Cotton Belt:

Hot, dry September weather causes 360 thousand bale drop  
in cotton forecast. Crop still is bumper one.

Washington:

House committee considers new tariffs on tuna...hears West  
Coast fishermen can't compete with Japanese.

Bargain.

Fishermen protesting cheap Japanese tuna enter retail business on San Francisco waterfront. Tuna going quickly at half usual price.

Report.

Las Vegas, Nevada, Morning Sun says Mister Truman may witness atomic combat maneuvers in Nevada desert. White House spokesman knows of no such plan.

Capitol Hill:

President ignored Senator Douglas in naming two men to federal bench in Illinois. Now senate committee votes to reject the Truman nominees.

By special courtesy of the U S weather bureau...high and low. Late readings 43 at Pellston, Michigan. At same time 90 at Tucson, Arizona.

Newcomers. First, John Lang.

(COMMERCIAL)

In the birth notices: twins and triplets...and the welcome word: everybody's doing fine. The triplets...two girls and a boy...are news because their father John Osker of Oliver Springs, Tennessee...is 76 years old. The twins...boys...were born in

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 8, 1951

MIDDLE COMMERCIAL

LAING: Friends, better taste in anything depends on two things: What it's made of ... and how it's put together. And on these two points Luckies are unsurpassed. That's why Lucky Strike is a truly better-tasting cigarette. First, Luckies are famous for fine tobacco -- there's just no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. Second, Luckies are made better -- always round and firm with no loose ends. Yes, you can depend on Luckies' fine tobacco and superior workmanship to give you a better-tasting cigarette. So, pick up a carton of Luckies today. Back now to Kenneth Banghart.

ATX01 0094099

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 8, 1951

CLOSING COMMERCIAL

LAING:        You've been listening to Kenneth Banghart and  
              the News ... presented each week day at this  
              same time by Lucky Strike .... the cigarette  
              you can always depend on for smoother smoking and  
              that rich true tobacco taste. Pick up a carton  
              of Luckies today!

ATX01 0094100

Los Angeles to Mrs. Barbara Pollaccia. This is enough...says  
the mother...who's ill.

And that pinpoints the news for now. Until tomorrow,  
Goodbye everyone.

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 9, 1951

Network: KDU

Broadcast: 2:56-3:00 PM EST

AS BROADCAST

- I. Opening Billboard and Brief Commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 9, 1951

OPENING COMMERCIAL

LAING: Good afternoon, ladies and gentlemen --  
here's Kenneth Banghart and the News --  
presented by Lucky Strike ... the cigarette  
that tastes better than any other cigarette  
you've ever smoked! Try a carton of Lucky  
Strike today. And now, from the NBC News  
Room in New York .... Kenneth Banghart.....

ATX01 0094103

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 9, 1951

N B C

Good afternoon. To the West Coast, Good Morning.  
Around the nation for afternoon headlines. Some late ones:  
Washington Times Herald; ALLIES AWAIT NEW TRUCE MESSAGE.  
Norfolk, Virginia, Ledger Dispatch; DISASTER NARROWLY

AVERTED.

Boston Post: GOES TO BED ON BUSY HUB SIDEWALK.

World Series.

Fifth Game. One-Sided. Score now Yankees 10 Giants  
1 in the top of the 7th-inning. Yankees still batting.

Norfolk, Virginia;

Freighter rams small U S Navy vessel 12 miles off North  
Carolina...rips hole in hull. No casualties on either vessel.  
They're limping to port.

Korea:

In three hours...communists to deliver new note. May  
agree to meet U N officers at new site to discuss truce talks.

Battlefront;

Americans gain on west front. Chinese stop allied drive  
in eastern hills.

ATX01 0094104

Capitol Hill:

Senate committee votes unanimously to investigate charge of Benton of Connecticut...that McCarthy of Wisconsin should be ousted from congress for perjury and fraud.

This date in history.

October 9, 1867: U.S. PAYS RUSSIA SEVEN MILLION DOLLARS FOR ALASKA.

Saint Louis:

Surprise visitor leads ladies of Eastern Star in singing "Star Spangled Banner". Also sings four solos. She's Margaret Truman.

Mutiny.

Four crew members of Polish trawler lock-up others...take boat to Swedish port...ask for political asylum.

Cairo:

Crowds celebrate Egypt's move to expel British from Suez and Sudan. Police guard British embassy.

London:

Britain insists Egypt live up to treaty that has five years to run.

Favorite son:

Ohio Republicans name Senator Taft their candidate for presidential nomination. He's expected to declare soon.

White House:

Mister Truman gives up early morning walks. Too busy.

From broad Broadway:

Revival. Jerome Kern-Oscar Hammerstein's "Music in the Air". Critics say: "script dated. Songs still tops".

East Berlin:

Russia opens new embassy, ..built with marble from Hitler's chancellery.

On the way.

Christopher Columbus of Spain, ..explorer's descendant...  
FLYING here for Columbus Day. Indians to meet plane.

Quebec:

Princess Elizabeth begins Canadian tour in green velvet dress, matching hat, short mink jacket, brown suede pumps.  
Only jewelry: maple-leaf clip in diamonds.

Paris:

Gloria Swanson's 19-year-old daughter Michelle giving up promising movie career for marriage.

Find.

University of Chicago men uncover oldest village ever...  
50-hut town in Iraq dates back to five thousand B.C.

New York:

Mrs. Birma Randall collapses and dies in fire after  
dropping her four small children into blanket from third floor  
of burning building.

Late.

Postcard mailed in 1895 delivered in Topeka, Kansas, today...  
56 years later.

Soberga, Sweden:

One farmer paints words cow...horse...on his livestock  
in white, so elk hunters won't mistake them.

The weather map. Late readings. A scorching 95 at Phoenix,  
Arizona. At same time a chilly 45 at Alpena, Michigan.

To bed. First, John Lang.

(COMMERCIAL)

A rash statement. Chick Norris of Boston Radio Station  
WBZ said on the air: "takes only a minute to make a bed".  
Women listeners demanded he prove it. Norris said he would...  
or he'd make his bed and sleep on the sidewalk. Took him five

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 9, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better than any other cigarette, and here's why. Taste in anything depends on two things -- what it's made of ... how it's put together. And in cigarettes you must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT -- Lucky Strike means fine tobacco. In addition, Luckies are made better -- you can depend on that! They're always round and firm with no loose ends -- packed just right to give you complete smoking enjoyment. Yes, Luckies' fine tobacco and superior workmanship make Luckies taste better than any other cigarette! Try a carton -- today. Back now to Kenneth Banghart.

ATX01 0094108

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 9, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart  
and the News ... presented each week day at  
this same time by Lucky Strike. Remember  
friends, you can depend on Luckies' fine  
tobacco and superior workmanship to make  
Luckies taste better than any other cigarette!  
Get a carton today!

ATX01 0094109

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minutes to make a bed. Slept last night on cold, windy  
Boston street. He tells me: no more rash statements.

—

And that pinpoints the news for now. Until tomorrow,  
Good-bye everyone.

—



# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 10, 1951

Network: NBC

Broadcast: 2155-3100 PM EST

20 OCT 1951

- I. Opening Billboard and Brief Commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 10, 1951

OPENING COMMERCIAL

LAING:

Good afternoon, friends, here's Kenneth  
Banghart and the News ... presented by  
Lucky Strike, the cigarette that's always  
smooth, mellow -- better tasting by far!  
Try a carton of Luckies, today, and now,  
from the NBC News Room in New York....  
Kenneth Banghart...

ATX01 0094112

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NEWS WITH KENNETH BANCHART

2:55 PM

OCTOBER 10, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

---  
Around the nation for afternoon headlines. Some late ones:

Miami Daily News: BARUCH...INVITED TO TELL ATOMIC PLANS TO  
RUSSIA...DIDN'T GO.

New York Journal American: BILLY ROSE AND WIFE PART.

Columbus, Ohio, Dispatch: ONLY A DREAM, AND C.I. WILL SAY.

---  
World Series

All-important sixth game. Score now Giants 1 Yankees 4  
in the bottom of the 6th inning.

---  
Disclosure.

Miami Daily News breaks the story. Bernard Baruch says  
Russians invited him to Moscow in '48 and '49 to discuss his  
plan to control atomic bomb. Says it's up to administration  
to tell why he didn't go.

---  
Korea:

Allied, communist officers pick site in no man's land  
for new truce talks. Tents going up. Another preliminary  
meeting tonight, with this prediction: Renewal of full scale  
negotiations soon.

---  
ATX01 0094113

Battlefront:

GI's behind 50 tanks attack in eastern hills...drive eight miles before pulling back.

Shopping note:

G.I.'s in Korea begin Christmas shopping...by order blank.

New York Journal American reports:

Billy Rose and former swimming star Eleanor Holm plan divorce. From them; no immediate comment.

Up.

As winter travel south starts, government grants 27 southern railroads fare increase of 10 per cent.

Laredo, Texas:

Gus Hall...first of four bail-jumping communist party leaders...delivered at border by Mexican police. FBI flies him to Texarkana, Texas.

Item for Illinois.

Congressman Peter Mack of Illinois off in small plane to tell people over the world: "We want peace."

Slowdown.

New York garbage collectors slow up work or report sick... in fight for 40-hour week.

Rome, Georgia:

Wife suing for divorce whips out pistol in courthouse...  
kills woman she says stole her husband.

---

Quebec:

Princess Elizabeth toys with food at first formal dinner  
of Canadian tour. Doesn't touch her wine. Tonight; dinner  
in Ottawa.

---

Admission.

Christopher Columbus of Spanish navy...explorer's descendent...  
lands at New York...says he failed examinations in navigation.

---

Cairo:

Riot squads called out to control demonstrations for  
ouster of British. Western offices stoned.

---

Getaway.

Prisoner telephones Dayton, Ohio, jail with news: "He's  
escaped".

---

Syracuse, New York:

Blaze that damaged two-story home blamed on 70-year-old  
woman's pipe. Pipe caught papers afire.

---

Capitol Hill:

Congress approves bill waiving immigration quotas so  
Congressman Bentsen of Texas can bring adopted baby from Norway.

---

-4-

Government report;

66 thousand disabled Americans rehabilitated for jobs  
in last year...a record.

Tipsy.

British Columbia police hunt moonshiners. Reason: Drunken  
ducks flying upside down, kicking their legs.

Necessity.

Chicago judge orders a father to restore telephone. Reason:  
19-year-old daughter needs it in social life.

New York:

Lutheran Church's Reverend John Ulrich appointed first  
sightless clergyman in big city. Visits parishioners with  
seeing-eye dog...reads from Braille Bible.

High and low. Late readings. A chilly 52 at Detroit. At  
same time 98 in Yuma, Arizona.

Can it be? First, John Lang.

(COMMERCIAL)

This is the Army? For Corporal Robert Price this morning:  
breakfast in bed. Sergeants sang Happy Birthday...told Price:  
take the day off. It's new policy at Fort Hayes, Ohio.  
Soldiers to get breakfast in bed...served by the sergeant...

ATX01 0094116

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THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 10, 1951

MIDDLE COMMERCIAL

LAING: Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things - what it's made of -- how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT -- Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. What's more, Luckies are the best made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Kenneth Banghart.

ATX01 0094117

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 10, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Friends,  
if you haven't tried a Lucky lately, do it  
soon. You'll agree with the millions who  
know -- Luckies taste better than any other  
cigarette!

ATX01 009411B



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-5-

get the day off...on their birthdays. Astounding? It's  
amazing.

—  
And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.  
—

ATX01 0094119

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# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, October 11, 1951

Network: NBC

Broadcast:

2155-3100 PM EST

AS PRESENT

- I. Opening Billboard and Brief Commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 11, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—  
Around the nation long-distance for afternoon headlines.

Some late ones:

Saint Louis Post Dispatch: BRIBE-TAKING INDICTMENT AGAINST  
FINNEGAN.

Washington Daily News: SIZE OF NEUTRAL ZONE HOLDS UP TRUCE  
TALKS.

Vicksburg, Mississippi, Post: RAFT RESUMES JOURNEY TODAY.

—  
Saint Louis:

Former tax collector James P. Finnegan indicted by federal  
grand jury. Charge: He took bribe from firm in tax trouble...  
fees in other cases involving the government.

—  
Korea:

Communist radio says extent of neutral zone the only ques-  
tion holding up new truce talks. Allies insist on neutral  
zone agreement before full dress negotiations. Liaison officers  
meet again tonight.

—  
Battlefront:

History's biggest helicopter airlift lands one thousand  
Marines at east Korean front...almost within sight of communists.

—  
—  
ATX01 0094121

New York:

Judge dismisses 69 men arrested for gambling on promise each will donate blood for Korea.

Centralia, Illinois:

200 construction workers strike. It's protest against layoff of five men for listening to world series.

On the way.

11 who escaped Checkoslovakia on runaway train leave for new life in Canada.

Happy returns.

Mrs. Matilda Coppins...oldest person in Britain...congratulated by king and queen on 109th birthday.

Roundup.

FBI arrests 30 trusted federal employes in Washington, New Jersey, New York, Massachusetts, Ohio, California. Charge: they stole military and other government property...guns to bedsheets.

Jefferson City, Missouri:

Fire truck on way to blaze catches fire itself. Short circuit.

The Milwaukee Journal says:

General MacArthur telling his Wisconsin supporters he's for Taft for president.

Camp Kilmer, New Jersey:

Army's first alien soldiers arrive...44 from Europe. After five-year enlistment they'll become U. S. citizens.

Prohibited.

Metal needed in rearmament...so Britain bans manufacture of hair-curlers.

Hollywood:

Blond in borrowed coat tells police she lost her clothes... stood long time at intersection trying to flag a ride. Says nobody stopped to look, although she was completely nude.

Cooperation.

U S and Canadian army engineers plan joint winter maneuvers in Yukon.

Crackdown.

OPS slaps big New York meat firm with its largest damage suit...400 thousand dollars...for overcharging retailers. Others face suits in drive for lower meat prices.

Moscow:

Progress claimed on giant Russian rocket ship...20 engines... for flight to Moon.

Composition.

Dmitri Shostakovich, leading Russian composer, writes work based on poem of America's Walt Whitman.

---

Going to town.

Survey shows three out of every five Americans now live in towns of 25 hundred or more.

---

Detroit:

Chairman Robert Ramspeck of U S Civil Service says charges lumping federal employes as bureaucrats and disloyal are driving good men out of government.

---

It's a big country. A blazing 96 at Yuma, Arizona. At same time a crisp 46 in New York City.

---

The 85th day. First, John Lang.

---

(COMMERCIAL)

---

In July, two unmarried couples started from New Kensington, Pennsylvania...on a trip downriver to New Orleans. They're aboard a small raft. A study in human relations. They've just passed Vicksburg. How're they getting along otherwise? The two young men agree with the girls: 85 days on a raft is not conducive to romance. More likely: Mayhem.

---

And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.

---

ATX01 0094124

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 11, 1951

MIDDLE COMMERCIAL

LAING: Friends, taste in anything depends on two things. What goes into it ... and how it's put together. This is 100% true of cigarettes, and on these two points you can depend on Luckies. You see, in a cigarette, there's no substitute for fine tobacco -- don't let anybody tell you different. And, LS/MFT - Lucky Strike means fine tobacco. What's more, every Lucky Strike is a perfect cigarette - always uniformly round, firm and fully packed to give you more smoking enjoyment. So next time you're buying cigarettes, ask for a carton of Lucky Strike. You'll discover that Luckies taste better than any other cigarette. Back now to Kenneth Banghart.

ATX01 0094125

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 11, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike. Remember, friends, you can depend on Luckies for the best-tasting cigarette you've ever smoked. Try a carton today!

ATX01 0094126



# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, October 12, 1951

Network: MBC

Broadcast: 2:55-3:00 PM EST

- 20 810111-111
- I. Opening Billboard and brief commercial
  - II. Presentation of News
  - III. Middle Commercial
  - IV. Closing News Item
  - V. Closing Billboard and brief commercial

NAME: IAN MERRIN & EDHART

1955

OCTOBER 12, 1951

11:00

Good afternoon. To the West Coast, Good Morning.

Columbus Day, 1951. Long distance to the largest Columbus, and one of the smallest.

Columbus, Ohio, is putting on biggest celebration ever. The event: children in contests in state-house yard. EVERYBODY wins a trophy. Columbus, North Carolina. Sheriff Panther tells me the small town is completely decorated for occasion.

This headline from the Bismarck, North Dakota, Tribune: "COLUMBUS RAN SANTA MARIA BERGHEM." (That on his first trip to America.) Scandinavians of North Dakota celebrate this as "Discoverer's Day"...say Lieo' Ericson got here first.

Also this date in history:

October 12, 1950: "TRUMAN FLIES TO WAKE ISLAND. IAN MERRIN."

Korea:

Communists say three allied planes strafed Kaesong neutral zone, killing one person, wounding another. Allied officers begin investigation. Not known if protest will disrupt talks on truce negotiations.

The war:

Over a thousand planes...many from carriers...attack North Korea. One communist plane downed, six damaged, in jet battle. No UN losses. Heartbreak Ridge secured, but some communists still hold out.

ATX01 0094128

Baseball item.

Joe DiMaggio goes to Yankees office, planning to retire...is persuaded to think it over.

Won't go on.

John Barrymore, Junior, quit summer theater in stage fright. Now, Diana Barrymore quits Australian singing engagement.

Washington:

Demand for consumer goods to be cut again...about 12 per cent...first of year.

Announcement:

Air Force sending up many plastic balloons in research. May be seen at hundred thousand feet. They're NOT flying saucers.

New Kensington, Pennsylvania:

Fourth banker in two months charged with embezzlement in that small city. Involved this time: 9 1/2 thousand dollars.

From Broad Broadway:

The new play: "Old Tidings", with Helvin Douglas. Most critics say: Sorry.

State Department:

Soviet protest against Italian peace treaty revisions to be rejected. Best to tell Italy to rear.

Coming over.

Queen Juliana of Holland to visit United States next April.

Utica, New York:

Judge Miles reports a creditor to have bankrupt's unpaid-for

to be teeth sold at auction.

Romance.

William Wilcox 75 marries Catherine Finney 78...at Syracuse, New York,  
home for aged. Leave on honeymoon.

Explanation.

Indiana man returns social security tax form for domestic servants  
with this note: "No taxes due now...as I married the hired girl.

Cairo:

Egypt expected to declare British troops in Suez area enemy forces  
on repeal of defense treaty. British reinforcements reported on way.

Bridgport, Connecticut:

Actress Barbara Bennett denied custody of her four children who've  
been in custody of father...Korton Downey...since divorce.

High and low. Late readings. A brisk 42 at Carleton, Maine. At  
same time a sizzling 69 at Tucson, Arizona.

Agent. First, John Lang.

(COMMERCIAL)

The state Women's Christian Temperance Union in convention in Buffalo,  
New York. Mayor Joseph Mruk...pleading a previous engagement...sent another  
official to extend greetings of the city. A clergyman thought a newspaper

- 4 -

clipping might explain why the mayor didn't personally meet the  
BOB. The clipping said: "Mayor Bruk proclaims this week..National  
Line Week."

And that pinpoints the news for now. Have a happy weekend. Until  
Monday, Goodbye, Everyone.

ATX01 0094131

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, let me ask you a question: "What gives a cigarette better taste?" Think about this, and then see if this answer adds up. Better taste in a cigarette comes from two things -- fine tobacco and superior workmanship. And on these two points Lucky Strike is unexcelled. You know -- LS/MFT - Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. On top of this Lucky Strike is the best-made cigarette in the world -- always round and firm with no loose ends. Yes, you can depend on Lucky Strike for the best tasting cigarette you've ever smoked. Try a carton today. Back now to Kenneth Banghart.

ATX01 0094132

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 12, 1951

CLOSING COMMERCIAL

LAING:            You've been listening to Kenneth Banghart and  
the News...presented each week day at this  
same time by Lucky Strike. Friends, with the  
week-end coming up you'll want to be sure of  
plenty of smoking enjoyment for you and your  
friends. So stock up on Lucky Strike -- the  
best-tasting cigarette you've ever smoked! And  
now, until Kenneth Banghart returns next Monday,  
this is John Laing, wishing you a pleasant  
week-end.

ATX01 0094133

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Monday, October 15, 1951 Network: NBC Broadcast: 2:55-3:00 Pm EST

*WHD 10/15/51*

- I. Opening Billboard and their brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 15, 1951

OPENING COMMERCIAL

LAING: Today, and every week day, Lucky Strike brings you Kenneth Banghart and the News. Friends, the next time you buy cigarettes, keep this in mind -- Luckies have been proved the best-made cigarette of the principal brands. So ask for a carton of Lucky Strike. You'll agree -- Luckies taste better! And now, from the NBC News Room in New York ..... Kenneth Banghart .....

ATX01 0094135

NEWS WITH KENNETH BANZHART

2:55 PM

OCTOBER 15, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The afternoon headlines here...there...and some just in:  
Winston-Salem Twin City Sentinel: TRUMAN MAKES NEW BID FOR  
PEACE WITH RUSSIA

Abilene, Kansas Reflector-Chronicle: IKE'S BOOM STARTED  
Washington Evening Star: EGYPT REJECTS WEST PROPOSAL IN  
SUEZ DISPUTE

Thumbs Down.

Egypt rejects Western proposal for proposed middle east de-  
fense bloc. Revokes Anglo-Egyptian treaty and old agreement for  
joint British-Egyptian rule over Sudan.

London.

Britain repeats...she will resist by force any attempt to  
drive British out of Canal Zone.

Grass Roots Group:

Country's number one Eisenhower-for-president club organized  
yesterday in the general's home town...on general's sixty-first  
birthday. It's booming a nationwide "grass-roots" campaign for  
his nomination on republican ticket.

ATX01 0094136

Hat in ring.

Republican Senator Taft expected to announce his candidacy for the G-O-P presidential nomination at news conference tomorrow.

New Peace bid.

President Truman in Winston Salem, North Carolina, for Wake Forest ground breaking ceremonies asks Russia give up aggression "phony peace propaganda"...asks them to join in freeing world of the "scourge of atomic warfare."

Clear Skies.

For National Convention of the American Legion in Miami -- no storm ahead. Weatherman says hurricane threatening coasts of Florida and Cuba now broken-up.

Freedom of hearing.

The supreme court to arbitrate battle over broadcasting of commercials, weather reports similar announcements on Washington street cars and buses decide whether they infringe on constitutional rights of silence.

Saved.

Five hundred United Nations troops...their transport aground in a typhoon off coast of Japan...all rescued by naval attack transport.

Death underground.

Seven men killed...another missing...two miles inside coal mine at Morgantown, West Virginia when gas exploded in nearby section.

Fading.

Communist resistance disappearing on two Korean fronts.  
Allied infantrymen driving forward...two miles in center...three-  
and-a-half miles in east.

Another try.

No progress in ceasefire talks. Allied and Red officers try  
again tonight.

Closed Door.

Iran turns down further nationalization talks with British  
on oil dispute, Iranian Premier ready to make it official...  
in speech before U. N.

Unromantic meeting.

Elizabeth Taylor couldn't get to Houston, Texas, to work out  
property settlement with ex-husband Nicky Hilton. She has a  
head cold. He, red eyed and weary after all-night flight to New  
York to see her...says he'll marry Betsy Von Furstenberg.

Denial.

Ambassador-At-Large Philip Jessup, says he had no part in  
White House discussion that led to cutting off American aid to  
Nationalist China. Earlier, senators studying Jessup's nomina-  
tion as U.N. delegate heard Harold Stassen charge Jessup recom-  
mended the cut in aid.

High and low. Cross-country contrast. A mid-summer 85 . .  
at Miami, Florida. Meanwhile a cold 27 at Great Falls, Montana.

Maybe it's the title.....First, John Lang.

(COMMERCIAL)

First her Moslem Prince husband, Aly Kahn and now her studio,  
Columbia....And Rita Hayworth has a new legal battle on her hands.  
She wants to release a movie of her own. Columbia's against it...  
a travelogue movie of Rita and Aly in Africa. The title...  
"Safari So Good."

And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 15, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news as true as it is dramatic. It's new, documented proof of the comparative quality of the five principal brands of cigarettes. This study sweeps away the smoke screen of other cigarette claims--and proves Lucky Strike is by far the best-made of the five principal brands. The results of this series of impartial tests have been verified by Froehling and Robertson, independent laboratory consultants. They report - Quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And remember, LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco - don't let anybody tell you different. So smoke the cigarette that combines fine tobacco and superior workmanship -- Lucky Strike. Get a carton today. Back now to Kenneth Banghart ...

ATX01 0094140

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 15, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and the  
                  News ... presented each week day at this same  
                  time by Lucky Strike, the cigarette that's made  
                  better ... the cigarette that tastes better!  
                  Next time ask for a carton of Lucky Strike!

ATX01 0094141

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 16, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

## **AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial



THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 16, 1951

OPENING COMMERCIAL

LAING: Good afternoon, friends, here's Kenneth Banghart  
and the News ... presented by Lucky Strike! ...  
Remember, Luckies' fine tobacco and superior  
workmanship make Luckies taste better! So, try  
a carton -- today. And now, from the NBC News  
Room in New York ... Kenneth Banghart .....

ATX01 0094143

NEWS WITH KENNETH LANGHART

OCTOBER 16, 1951

2:55-3:00 P.M.

NEC

Good Afternoon. To the West Coast, Good Morning.

---

Now afternoon papers headline the news. Late ones,  
long distance:

Washington Daily News: PAKISTAN BOSS SHOT TO DEATH.

San Francisco Call Bulletin: TROOPS QUELL BUREAU RIOTS.

Cleveland Press: TAFT TOSSES HAT INTO RING.

---

Senator Taft announces he's candidate for presidential  
nomination for third time. Believes Republican majority wants  
him. First major party candidate to announce, Taft sees difficult  
race but predicts his election.

---

Capitol Hill:

House has just rejected a compromise tax increase. The  
surprise vote: 203 to 157 against it. Means more work on tax  
measures...probably no adjournment this week as planned.

---

S.O.S.

Faint distress signal sends planes to new area of Atlantic  
in search for survivors of big U.S. Air Force transport missing with  
11 aboard.

---

ATX01 0094144

-2-

New Delhi:

Pakistan's Prime Minister Liaquat Ali Khan shot to death while making speech. Assassin..(member of sect demanding holy war with India over disputed Kashmir region)..killed on spot. Pakistani prime minister fifth leader slain in year in uneasy Moslem world.

---

Seattle:

Sadie Ramsey is bride for fifth time. She is 97.

---

Milan:

Italian police report smashing big dope ring that smuggled cocaine, heroin to USA.

---

Cairo:

15 reported killed as British troops resist Egyptians who attack Suez installations. British commander says: We are not going to be forced out.

---

London:

British reinforcements ordered to Suez to maintain order.

---

Winnipeg, Manitoba:

Princess Elizabeth gets first taste of Canadian winter. North wind brings snow.

---

Korea:

Communist lose nine jets...record number...in fierce air fights. Five damaged. One US jet damaged.

---

ATX01 0094145

Question remains:

How large a neutral zone for truce talks? Liaison officers meet again tonight.

---

Washington hearing.

Two Boston business men report paying 15 thousand dollars to firm for help on tax reductions. Say firm was recommended by Boston tax collector. Federal agent testifies: Boston collector, now ousted, got 10 thousand from the firm.

---

From broad Broadway:

Joan Bennett's 17-year-old daughter Melinda to under-study Margaret O'Brien in new play.

---

Endorsed.

Negro candidates approved for first time by Democratic leadership of Louisiana. Four run for legislature. One for governor.

---

Out:

Swiss court expels American for illegal gathering of political information on US diplomats for Senator McCarthy.

---

Salem, Massachusetts:

Edmond La Pointe, aged 80, complains wife, 70, went home to mother.

---

Taunton, England:

Part-time firefighter...paid by job...admits making work by setting 20 fires.

-4-

Wordy.

Rutgers University survey shows: women may talk more,  
but men have bigger vocabularies.

---

The weather map. Late readings. A bone-chilling 27 at  
Havre, Montana. At same time, a hot 85 at Fort Meyers, Florida.

---

quick work. First, John Lang.

---

COMMERCIAL

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For a week, two friends in Helena, Montana, got ready  
for a deer hunting trip. Yesterday Morris Sanford and Earl Charlton  
set out with a car full of equipment for rough country 50 miles  
north of Helena. Their wives then took rifles...drove a short  
way out of town. The women were back an hour and a half after  
sunrise...each with a four-point buck.

---

And that four-points the news for now. Until tomorrow,  
Goodbye Everyone.

---

ATX01 0094147

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 16, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's news -- up-to-the-minute, exciting news about cigarettes. At long last it sweeps away the smoke screen of other cigarette claims. It proves through a long series of tests of quality that Lucky Strike tops the five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so smooth and mild smoking with no loose ends. But remember, better taste in a cigarette must start with fine tobacco. That's right -- there's no substitute for fine tobacco - don't let anybody tell you different, and LS/MFT - Lucky Strike means fine tobacco. So, smoke the cigarette that combines fine tobacco and superior workmanship -- Lucky Strike! Get a carton today! Now back to Kenneth Banghart ...

ATX01 0094148

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 16, 1951

CLOSING COMMERCIAL

LAINQ:       You've been listening to Kenneth Banghart and the  
              News ... presented each week day at this same time  
              by Lucky Strike. Remember, friends, you can depend  
              on Luckies' fine tobacco and superior workmanship  
              for the best-tasting cigarette you've ever smoked!  
              Try a carton today!

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Wednesday, October 17, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

**AS REQUEST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial



NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 17, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Here and abroad for headlines.

Miami Daily News: MACARTHUR RIPS U.S. POLICIES.

London Daily Mail: TWO SCIENTISTS VANISH WITH FAMILIES.

Michigan City, Indiana, News Dispatch: LOCAL POLICE GET HELP  
IN BABY CASE.

Newborn baby boy disappeared from hospital. Four-day search  
for suspicious woman in green brings no trace. State Police  
move in.

Capitol Hill:

House, Senate tax writers meeting now...try for acceptable  
tax increase to replace one rejected yesterday by House.

Tokio:

What stopped traffic? One million Japanese. Out to cheer  
Joe DiMaggio, other stars of U S baseball team arriving for tour.

Miami:

General MacArthur tells American Legion convention; administra-  
tion plunging toward socialism, economic disaster...at grave

ATX01 0094151

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 17, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, ladies and gentlemen, here's  
                  Kenneth Banghart and the News ... presented by  
                  Lucky Strike, the cigarette you can always  
                  depend on, in all ways for better quality ...  
                  for better taste. Try a carton of Luckies  
                  today! And now, from the NBC News Room in  
                  New York ... Kenneth Banghart .....

ATX01 0094152

On the other hand, the fact that the...  
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It is not surprising that the...  
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1964

...the weather, high and low. A cold 52 at night and 40 in the morning. The weather, high and low. A cold 52 at night and 40 in the morning. The weather, high and low. A cold 52 at night and 40 in the morning.

The weather, high and low. A cold 52 at night and 40 in the morning.

The weather, high and low. A cold 52 at night and 40 in the morning.

(continued)

A senate committee called today for a study of the law. The committee is to report on the law. The committee is to report on the law. The committee is to report on the law.

The law looks up both men and women. The law looks up both men and women. The law looks up both men and women. The law looks up both men and women.

The law looks up both men and women. The law looks up both men and women. The law looks up both men and women.

The law looks up both men and women. The law looks up both men and women. The law looks up both men and women.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 17, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting and dramatic news for every cigarette smoker. The results of a long series of tests of quality have just been revealed and they prove -- Lucky Strike is the best-made of the five principal brands. This authentic, documented evidence sweeps away the smoke screen of other cigarette claims. What's more, the results of these tests have been fully verified by Froehling and Robertson, Laboratory Consultants of Richmond, Virginia. And remember this, too: In a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different, and - LS/MFT - Lucky Strike means fine tobacco. So next time ask for a carton of Lucky Strike - the cigarette that's made better -- that always tastes better. Get a carton of Luckies today. Back now to Kenneth Banghart...

ATX01 0094155

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 17, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike. Friends, for  
                  smoother, milder smoking enjoyment, switch to  
                  Lucky Strike ... the cigarette that's made better  
                  ... that tastes better! Try a carton today!

ATX01 0094156

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, October 18, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE

## **AS PRESENT**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 18, 1951

OPENING COMMERCIAL

LAING:            Good afternoon, friends, here's Kenneth  
                  Banghart and the News ... presented by Lucky  
                  Strike ... the cigarette that's made better...  
                  the cigarette that always tastes better! Try  
                  a carton today. And now, from the NBC News  
                  Room in New York ... Kenneth Banghart...

ATX01 0094158



NEWS WITH KENNETH BANHART

2:55 P.M.

OCTOBER 18, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

As some afternoon papers headline the news. Late ones.

Washington Evening Star: TRUMAN ATTACKS CHARGE BY MACARTHUR.

New York Journal American: COCK STRIKERS STAY OUT.

Boston Traveler: SITTER, \$21,000 GONE.

Nahant, Massachusetts:

Eight state alarm out for 15 year old baby sitter who left baby, running off with 21 thousand dollars cash from doctor's home.

News conference:

ITEM: Mister Truman says charge that MacArthur's opposition kept Formosa from communists not based on fact and the general knows it. ITEM: President won't say whether he'll run again until January. ITEM: Ho sticks to statement that a Russian agreement's not worth paper it's written on.

New York:

On fourth day of dockworkers' strike, 40 ships tied up. Supplies for Korea involved. Men rebel against union on new contract terms.

Washington:

Senate subcommittee votes three to two against Philip Jessup as UN delegate. Other delegates approved. Question goes to full committee, then senate as whole.

Miami:

ATX01 0094159

American Legion convention, after stormy debate, demands removal of present leaders of state department. Calls Acheson group incompetent, defeatist.

Korea:

Allies offer compromise on size of neutral zone. Communists reply tonight, Allied officers more optimistic of truce talks. Communist officer says: very little difference between us.

Battlefront:

Allied drive continues slow progress.

The name: Doctor Max Theiler of New York.

Theiler is awarded Nobel Prize for medicine for developing medicine against yellow fever.

From broad Broadway.

A new comedy, *Buy Me Blue Ribbons*. Critics says: tedious.

Cairo:

British troops seize only bridge over Suez Canal...report two Egyptian soldiers killed in fight for it. Egypt says five killed. Suez reported quiet, except for firing on British truck convoy. No details.

Kidnapped.

London demands release of Russian woman embassy employe seized Tuesday night entering Moscow taxi. Had written English husbands: I live in terror.

Capitol Hill:

Senate, House tax writers agree on tax increase bill with minor reductions. Senate may vote today.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 18, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's dramatic and exciting news that sweeps away the smoke screen of other cigarette claims. Just revealed is conclusive, documented evidence that Lucky Strike is the best-made of the five principal brands. Hundreds of impartial tests were made, and the results proving Luckies' superiority were verified by Froehling and Robertson, Laboratory Consultants. They report, quote: "It is our conclusion that Lucky Strike is the best-made of these five <sup>in 21st</sup> principal brands." unquote. Yes, Luckies are always so round, so firm, so fully packed - one big reason why Luckies taste better. And remember, -- LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco - don't let anybody tell you different. So, switch to the cigarette that's made better ... that tastes better ... Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094161

This date in history:

October 16, 1892: FIRST TELEPHONE LINE LINKS NEW YORK, CHICAGO.

Miami, Detroit, Newark, New York and Dayton, Ohio:

In those cities, FBI arrests 22 school officials. Charges: defrauding government of 350 thousand dollars under GI education program.

Going:

Large collection of Franklin D. Roosevelt's books, art objects to be auctioned in New York.

Albany:

New York's highest court upholds ban of Italian film The Miracle. Agrees with Catholic Church: it's sacrilegious.

Hon; Kong:

Factory worker in communist China reported given five year sentence under new law. Charge: flirting with female worker.

By courtesy of the US weather bureau, late readings. A wintry 28 at Great Falls, Montana. At same time a sunny 88 at Tucson, Arizona.

Made to order. First, John Lang.

(COMMERCIAL)

A London item. An Indian maharajah, in 10 minutes, closed a deal for half a dozen Rolls Royces. All to be made to order. With those extras: silver door handles...gold and ivory fittings...silk embroidered upholstery...antique Dresden China tea sets. And...so the maharajah won't run short of provisions on the road...each car will have a deep freeze.

And that it freezes the news for now. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 18, 1951

CLOSING COMMERCIAL

LAING:            You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike ... the cigarette  
                  you can always depend on for better quality  
                  and better taste! Try a carton of Luckies  
                  today!

ATX01 0094163

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

Friday, October 19, 1951

NBC

Network:

Broadcast: 2:55-3:00 PM EST

DATE

AS DIRECTED

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 19, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News ...  
                  presented by Lucky Strike. Remember, there  
                  are two good reasons why Luckies taste better --  
                  fine tobacco and superior workmanship. So try a  
                  carton soon. And now, from the NBC News Room  
                  in New York ... Kenneth Banghart.....

ATX01 0094165

NEWS WITH KENNETH DANBHART

2:55 PM

OCTOBER 19, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

East and west, for afternoon headlines. Some late ones:

Washington Times Herald: ACCORD NEAR ON TRUCE TALKS.

Las Vegas, Nevada, Review-Journal: MECHANICAL FAULT STALLS  
A-BOMB.

New York World Telegram and Sun: U N PASSES IRAN BUCK TO  
HAGUE COURT.

Capitol Hill:

House voting right now on tax increase bill passed by senate.  
Speaker Rayburn predicts: passage.

United Nations:

Security Council...split on Anglo-Iranian oil dispute...  
drops case until world court says whether it has jurisdiction.  
Means delay of weeks, maybe months.

From NBC, Korea:

Optimism for new truce talks runs high. Communists accept  
compromise on neutral zone. Two details remain. Another meeting  
tonight.

ATX01 0094166



**Battlefront:**

Allied big guns blast former communist base of Kumsong, on central front. Allied planes in mass attacks.

**Las Vegas:**

New series of atomic tests delayed. Reason: Failure of electrical device. First blast may come tomorrow.

**Tie-up.**

Spreading dock strike may cripple all New York shipping today. Union may be forced to seek wage terms better than provided by new contract.

**Cairo:**

Two more warships arrive to back up British determination to stay at Suez. Canal sealed-off from rest of Egypt.

**Boston:**

Marathon breakfast...pancakes, bacon, coffee...served around the clock...raises over 10 thousand dollars for overseas needy.

**Found.**

15-year-old baby sitter, charged with taking 24 thousand dollars from home of Nahant, Massachusetts, doctor, picked up in New York with teen-age companions. Say they have 17 thousand left.

From broad Broadway:

A new comedy, "Faithfully Yours", with Robert Cummings, Ann Sothern. Most critics say: "No".

Capitol Hill:

House approves increased postal rates..pay boosts for postal, other federal workers.

New York:

Three more federal tax collectors suspended. One wouldn't tell financial status. One claimed extra 65 hundred dollars was race winnings. One didn't report two thousand income for tax.

Phoenix, Arizona:

Why teen-age boys swipe women's girdles from clotheslines: For swimming suits.

The name: George C. Marshall.

Mister Truman presents him with leather chair he used at cabinet meetings. Says: "I can't guarantee your retirement is permanent."

London:

Passengers on British plane from New York unaware of blazing engine until airfield fire equipment meets plane. Fire goes out before landing.

The weather map. Late readings. A warm 83 at Corpuschrist, Texas. At same time a freezing 21 at Cutbank, Montana.

—  
All American. First, John Lang.

—  
(COMMERCIAL)

—  
Take the case of James T. Sullivan, heard in Omaha. Charge: He was driving without a Nebraska driver's license. Sullivan explained: His home is in Montana, but his driver's license was issued in Minnesota. His car has North Carolina license plates. He is employed by a Missouri firm, and is on a job in Nebraska. Said the judge: "Five American dollars."

—  
And that pinpoints the news for now. Have a happy weekend, Until Monday, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 19, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's the most dramatic evidence of cigarette quality ever presented. It's so authentic, so completely convincing that it sweeps away the smoke screen of other cigarette claims. It proves that Lucky Strike is the best-made of the five principal brands. Day after day, month after month, tests were made and Lucky Strike won on every count. The results of these tests were verified by Froehling and Robertson, Laboratory Consultants of Richmond, Virginia, and they report: quote, "It is our conclusion that Lucky Strike is the best made of these five major brands." unquote. This is one big reason why Luckies taste better. Another reason is fine tobacco, for in a cigarette there's no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. So smoke the cigarette that's made better ... that taste better -- Lucky Strike. Ask for a carton today. Back now to Kenneth Banghart.

ATX01 0094170

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 19, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
the News ... presented each week day at this  
same time by Lucky Strike. Friends, this  
coming week-end be sure to have plenty of  
smoking enjoyment on hand -- for you and your  
friends. Yes, pick up a carton or two of  
Lucky Strike ... the cigarette that's made  
better ... that tastes better. And now, until  
Kenneth Banghart returns next Monday, this is  
John Laing wishing you a pleasant week-end.

ATX01 0094171

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, October 22, 1951

Network:

NEC

Broadcast:

2:55-3:00 PM EST

## **AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 22, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News,  
                  presented by Lucky Strike. Friends -- Luckies  
                  have been proved the best-made cigarette of the  
                  five principal brands. So enjoy the better taste  
                  of fine, mild tobacco in the cigarette that's  
                  made better -- Lucky Strike! And now, from the  
                  NBC News Room in New York ... Kenneth Banghart...

ATX01 0094173

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 22, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The afternoon news, as headlined by some newspapers:

Las Vegas, Nevada, Review Journal: "TINY A BOMB DISAPPOINTS WATCHERS.

New York World Telegram and Sun: U N RATIFIES NEW RULES FOR TRUCE PARLEY.

Washington Times Herald: FIGHT STARTS OVER VATICAN AMBASSADOR.

White House:

President asking legal opinion...whether he can give General Mark Clark recess appointment as ambassador to Vatican. Protestant churches continue protests on ground of church and state separation.

Las Vegas, Nevada:

Smallest atomic blast known opens new series of tests. Brief flash barely seen in morning sunlight. Little noise but officials say: satisfactory.

Augusta, Georgia:

Atomic energy commission explains members of Ku Klux Klan not hired by atomic project because Klan on subversive list.

ATX01 0094174



Report.

Shipment of Russian-bound cargo shifted to sealanes because freight train sabotage out of control in Poland.

Korea:

U N ratifies terms. Only final word from communists holding up new armistice negotiations. Expected to start tomorrow.

Battlefront:

Hostilities ease off. U S planes back safely from six jet battles. Two communist planes probably destroyed. Superforts knock out new airfield above North Korean capital.

New York:

Witness points out defendant as man seen near murder spot. Friday, he'd pointed to defense ATTORNEY. Today witness wore his glasses.

The name: Ida Lupino.

Movie star on Nevada honeymoon with Actor Howard Duff... husband number three.

For Christmas.

Two million girls expected to get cowboy suits. Big item for boys: "space suits."

Memo to Midland, Texas;

Refugee from Czechoslovakia on way there is one millionth displaced person to be resettled since war.

Tie up.

New York's port almost closed down in dockworkers' strike. Nearly a hundred ships affected. Federal mediators entering wage dispute.

Boston:

Walkout spreads there.

San Francisco:

Chinatown dedicates oriental-style federal housing project with a hundred thousand firecrackers.

Birmingham, Alabama:

18 office employes strike steel fabricating plant. 400 production workers respect picket line.

Vacation.

Mr. Truman leaving for Key West November eighth. May stay a month.

Wursterheide, Germany:

Volunteer fire companies fight each other over right to battle barge in wing of building. It burns down.

Cranbrook, England:

Fugitive who escaped prison two years ago arrested in movie theater. Name of picture: "He Ran All the Way".

Gold.

Sub-zero weather in the Rockies last night. Late readings 32 at Denver, Colorado. At same time a sunny 87 at New Orleans.

One a day. First, John Lang.

(COMMERCIAL)

Campaign.

Philadelphia barbers include safety talk in chair chatter. Slogan: Why get in a lather?

British elections bring out independent candidates with very independent ideas. W. J. Brown is running for parliament on the platform: an apple a day keeps the doctor away. William Brownrigg advocates legalized cock fighting. And Alexander Hancock is running on a platform that brought him a lot of votes last election. Hancock's slogan: A one-hour working day.

And that pinpoints the news for now. Until tomorrow, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 22, 1951

MIDDLE COMMERCIAL

LAIN: Friends, here's exciting news -- new, documented proof of the comparative quality of the five principal brands of cigarettes. It sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of the five principal brands. The results of a series of impartial tests have been verified by Froehling and Robertson, leading independent laboratory consultants of Richmond, Virginia. They report -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And above all, remember this: LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today. Back now to Kenneth Banghart.

ATX01 0094178

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 22, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the  
News ... presented each week day at this time by  
Lucky Strike, the cigarette that's made better...the  
cigarette that tastes better! Next time ask for a  
carton of Lucky Strike!

ATX01 0094179

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

**DATE** Tuesday, October 23, 1951 **Network:** NBC **Broadcast:** 2:55-3:00 PM EST

**AS PROMISED**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THESDAY, OCTOBER 23, 1951

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News ...  
presented by Lucky Strike! ... Remember, for a  
milder, smoother smoke GO LUCKY -- they're made  
better -- they taste better! And now, from the  
NBC News Room in New York ....Kenneth Banghart.

ATX01 0094181

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 23, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones:  
Washington Evening Star: MOSSADEGH ARRIVES FOR TALKS  
WITH TRUMAN.

Saint Louis Post Dispatch: SMITH OFFERS PLAN TO REDUCE  
MISSOURI TAX.

Erie, Pennsylvania, Times: WAR HERO NEEDS HOME.

Patrick Carioglia...most decorated enlisted veteran in  
U S history...17 medals and citations in world war two...lives  
with wife and baby in damp cellar...appeals for decent apartment.

Washington:

Iran's Premier Mossadegh in luncheon conference with Mister  
Truman. President may try for new Anglo-Iranian oil talks.

London:

Six to one betting favors Conservatives in Thursday election.  
Laborites hope for Truman miracle.

Really happened.

Governor Forrest Smith tells Missouri legislature: state  
collecting more taxes than needed..requests 30 per cent reduction  
in state income tax.

ATX01 0094182



New York:

Thirty miles of docks idle. Liner "Queen Mary" sails with cargo still unloaded. Mayor Impelliteri back from Europe, carries own bags ashore. CIO Seamen may support dockworkers strike...not cross picket lines.

Boston:

Walkout growing. Embargo on railway freight, to prevent tie-up of cars.

Baltimore:

Shippers warned dockworkers won't handle cargo diverted there from New York, Boston.

Korea:

Superfort, U S jet, lost...two superforts badly damaged in greatest Korean air battle. 11 communist jets destroyed or damaged.

Communists delay acceptance of terms for truce talks.

Peiping:

In speech, Chinese premier indicates no backdown from previous truce demands.

Glendale, California:

Under test: small helicopter, powered by rockets...to be strapped to man's back. Designed to carry men, special equipment to inaccessible places.

ATX01 0094183

Chicago:

Northwestern University sociologist to use 12 thousand dollar federal grant to study love...explains he'll investigate people's hidden needs, expectations.

Switch.

Philadelphia Inquirer announces support for Democrat for mayor...first time in paper's 123 years. Says Republican corruption unbearable.

Detroit:

Ice cream manufacturers in convention, report: it's still vanilla, two to one. Runners up: chocolate, strawberry.

Berlin:

East German communist women told: intended husbands must be approved by party.

Tokio:

Optical firm reports new camera lens four times as sensitive as present ones...needs far less light.

Discovery.

French scientists, back from three-year study of Greenland, report it's really three separate islands, bridged over with thick ice.

Checkup.

FBI agents examining office files of soviet news agency Tass in New York and Washington. Reason not given.

Boston:

Famous for beans? Survey shows it consumes three times as much macaroni.

Berlin:

After strong U S protest, Russia orders East German police out of small village they seized last week.

The weather, Up and down. Late readings. A near-freezing 33 at Philip, South Dakota. At same time 89 at Fort Meyers, Florida.

Honored. First, John Lang.

(COMMERCIAL)

The place: Merkendorf, Germany. A hargest festival today. Free sauerkraut and spareribs for all. As the band struck up the Bavarian Cabbage Hymn, a farmer's daughter was crowned with a ring of cabbage leaves. And thus it was that the farmer's daughter...Maria Anschuetz...became Miss Sauerkraut of 1951.

And that crowns' the news for now. Until tomorrow, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 23, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news about cigarettes that sweeps away the smoke screen of other cigarette claims. A long series of tests of quality proves that Lucky Strike is the best-made of the five principal brands. Yes, Luckies are made better -- always so round, so firm, so fully packed -- so smooth and mild smoking with no loose ends. And remember, better taste in a cigarette must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy the better taste of fine, mild tobacco in the cigarette that's made better -- Lucky Strike! Get a carton today! Now back to Kenneth Banghart....

ATX01 0094186

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 24, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News...  
                  presented by Lucky Strike, the cigarette you  
                  can always depend on, in all ways for better  
                  quality ... for better taste. Try a carton  
                  of Luckies today! And now, from the NBC News  
                  Room in New York ... Kenneth Banghart...

ATX01 00941B7

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 23, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart and the  
News.... presented each week day at this same time  
by Lucky Strike. Remember, Luckies taste better  
because they give you fine, mild tobacco in the  
cigarette that's made better! Try a carton today!

ATX01 0094188

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 24, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

AS BATTEN

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

NEWS WITH KENNETH BISHOPART

2:55 P.M.

OCTOBER 24, 1951

H B C

Good afternoon. To the West Coast, Good Morning.

Checking the afternoon papers for headlines. Late news:  
Washington Evening Star: KOREAN TRUCE PARLEY RESUMES TONIGHT,  
San Francisco Call Bulletin: 250 FLEE HOSPITAL BLAZE, (FIRE IN DALLAS,)  
Salt Lake City Deseret News: U S MAKES FIRST PAYMENT ON \$2 MILLION  
LAND GRAB.

Uncle Sam begins paying \$2 million dollars to the Indians for land  
taken in 1800's. First installment: one thousand dollars for each acre,  
sage and peaches.

Dallas, Texas:

250 patients rescued from Saint Paul's Hospital in early morning  
fire. No casualties. One woman gives birth five minutes after evacuation.

This date in history:

October 24, 1945: UNITED STATES CHARTER GOES INTO EFFECT.

Today:

U.S. communist negotiators to resume Korean armistice talks after two  
month interruption. All set now for first session tonight in no-man's land.

Air war:

For fourth day, communist jets attack this time, south from Manchuria  
to challenge allied planes. One U.S. jet lost. Communist loss one,  
perhaps two.

ATX01 0094190



Visitor.

In army uniform, leather boots, Assistant Defense Secretary Anna Rosenberg tours Korean front, listens to G I's problems.

Opening.

On United Nations Day, U N begins sending mail from new New York postoffice, with U N stamps.

Roadblock.

U S Highway 10 closed in California by heavy snow.

Comments.

Mr. Truman tells visitors he'd like to see Senator McCarthy defeated for re-election. Says McCarthy: Perhaps the understatement of the year.

Down.

Wholesale food prices drop to low low for 1951.

New York.

Dockworkers loading some military cargo, 125 private ships tied up in strike, Ile de France still, some of Illinois, many others still in hold.

Topeka, Kansas.

Central Electric for president of the union, approves any general approval.

Instructions.

Railroad engineers, firmest sell by union to control for possible

nationwide strike. No date set.

Hearing.

Larry MacPhail, former president of New York Yankees, tells congressional committee: Baseball should have six major leagues.

White House:

Truman proclamation ends state of war with Germany, calls for eventual peace treaty with free, united Germany.

Closed door:

Doctor Hermann Sander, New Hampshire physician in mercy killing of cancer victim, denied re-admission to county medical association.

Tales:

Plan to send up 300 balloons in rainmaking attempt called off, because of rain.

London:

Queen Elizabeth, in first public appearance since king's operation, reports he makes steady progress.

The weather. Late landings. Hurricane 25 at Tampa, Florida, and 33 at Duluth, Minnesota.

Warning: First, John Long.

(Continued)

Today a speaker told the National Guard Association he joined the guard over objections of his family. They'd sided with the South in the civil war...didn't want to see him in a blue uniform. Wearing it, he called on his grandmother. She said: Harry, this is the first time since 1865 a blue uniform has been in this house. Don't ever bring it back here again. The speaker: Harry S. Truman.

And that pinpoints the news for now. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 24, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike.. Friends, for smoother, milder smoking enjoyment, switch to Lucky Strike .... the cigarette that's made better ... that tastes better! Try a carton today!

ATX01 0094194A

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 24, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news that once and for all sweeps away the smoke screen of other cigarette claims. Just revealed are the results of a series of tests of quality that prove -- Lucky Strike is the best-made of the five principal brands. What's more, the results of these tests have been fully verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. They report, Quote: "It is our conclusion that Lucky Strike is the best made of these five major brands," unquote. But remember, in a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different, and -- LS/MFT -- Lucky Strike means fine tobacco! -- mild, smooth-smoking tobacco. So next time ask for a carton of Lucky Strike -- the cigarette that's made better -- that always tastes better. Get a carton of Luckies today. Back now to Kenneth Banghart....

ATX01 0094194

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 25, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News ...;  
                  presented by Lucky Strike ... the cigarette  
                  that's made better ... the cigarette that  
                  always tastes better! Try a carton today.  
                  And now, from the NBC News Room in New York  
                  ... Kenneth Banghart....

ATX01 0094195A

# KENNETH BANGHART and THE NEWS

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, October 25, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

- 60
- I. Opening Billboard and brief commercial
  - II. Presentation of News
  - III. Middle Commercial
  - IV. Closing News Item
  - V. Closing Billboard and brief commercial

NEWS WITH KENELTH BANQHART

2:35 P.M.

OCTOBER 25, 1951

W T C

Good afternoon. To the West Coast, Good Morning.

By telephone and teletype for afternoon headlines. Some late ones:  
Battle Creek, Michigan, Enquirer and News: 103 THOUSAND DOLLAR BILL  
OF COGNAC UNLIKELY TO BE CONTESTED.

San Francisco News: VAST AIR BLOW AT EGGS.

Atlanta Journal: HARDY ARRESTED ON MURSLAUGHTER CHARGE.

Atlanta police arrest man who admits distributing deadly moonshine  
mixture that killed 30...sent more than 200 to hospitals. Hunt manufacturer.

Battle Creek, Michigan:

Down at heels penny pincher who often stood in soup line leaves  
Salvation Army a hundred thousand dollars.

London:

Voters go to polls in perhaps a record number. Result: expected  
Conservative majority is scaled down. Heavy turnout favors labor.

White House:

Walter Truman accepts award for work on behalf of Israel...says he's  
touched because in his job he gets more bricks...than plaques.

Korea:

Armistice talks resume. Allies propose to give up 200 square  
miles on east front, if communists give up same area in west to straighten

ATX01 0094196



lines. Suggest buffer zone of two miles and half between armies. Second session coming up.

Sky blow

Concentrated air attack on communist rail system brings out Moscovian jets in force. One damaged. No reports on allied losses.

New York

Add to the dock strike, milk strike. Milk moving only to schools and hospitals.

The actress Ingrid Bergman

She's making first movie since marriage to Roberto Rossellini. He directs it, in Italy.

In Collier's Magazine

Leonard Finkle, ex New Republic publisher, was active for Eisenhower in '48. Reports general said he'd run for president if it were matter of duty.

Carthage, Mississippi

Indians, Negroes, Whites converge for annual goodwill festival.

Agreement

Ford, Michigan, passes bill to amend act to change child support approved pay raise. Bill signed yesterday. Today, heads were off.

Illness, Illinois

Three young children, ex Governor's, and 100 living grandchildren. Five children, 100 grand children, and 1000 great-grandchildren.

Danbury, Connecticut

Mrs. Sara Rockwell, on birthday, won't wear shawl for photographs... doesn't want to look like old lady. She's 107.

From broad Broadway:

A new comedy, The Fourposter, critics say: delightful.

Denver:

Unidentified man slashes Russian flag in United Nations display. It flies again...patched up.

Government reports:

American meat consumption at nine-year low. Forecast: more meat next year...little price change.

Banned in Boston.

Hotchkiss Koptchie dolls that whisper and shake. Mayor's group objected.

Hearing.

Composers of popular tunes protest they get nothing from the job but playing...congress for one week a week for each job has passed.

Recruitings

Armed forces hope for thirty thousand more men in uniform by July.

High and low, late weather remains. A week at St. Petersburg, Florida.

At same time, a freezing 17 at Grand Falls, New York.

Wanted: First, John Lang

(COMMERCIAL)

A family in Anderson, Indiana, had no luck advertising for a place to live, until they inserted the following situation getting with them three drunken adults, three vicious children, three people. Just an object. We never pay bills unless after that ad...the offers poured in.

And that pinpoints the man for me. Until tomorrow morning  
everybody.

ATX01 0094199

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 25, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. Just revealed is dramatic new proof that Lucky Strike is the best-made of the five principal brands. A series of tests of quality was made, and the results proving Luckies' superiority were verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. Yes, Luckies are made better-- so round, so firm, so fully packed -- a big reason why Luckies taste better. And, remember LS/MFT -- Lucky Strike means fine tobacco, and to get better taste in a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... that tastes better -- Lucky Strike, Back now to Kenneth Banghart...

ATX01 0094200

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
THURSDAY, OCTOBER 25, 1951

CLOSING COMMERCIAL

LAING:           You've been listening to Kenneth Banghart and  
                  the News ... presented each week day at this  
                  same time by Lucky Strike ... the cigarette  
                  of fine tobacco that's made better -- that  
                  tastes better! Try a carton of Luckies today!

ATX01 0094201

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, October 26, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

AS REQUEST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 26, 1951

OPENING COMMERCIAL

LAING:           It's time for Kenneth Banghart and the News,  
                  presented by Lucky Strike. Friends, Luckies  
                  have been proved the best-made cigarette of  
                  the five principal brands. So enjoy the  
                  better taste of fine, mild tobacco in the  
                  cigarette that's made better -- Lucky Strike.  
                  And now, from the NBC News Room in New York...  
                  Kenneth Banghart...

ATX01 0094203

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 26, 1951

Good afternoon. To the West Coast, Good Morning.

Here and abroad for afternoon headlines. Some late ones:

London Star: WINSTON IS IN.

New York World Telegram and Sun: DOCK WALKOUT GOES TO CABINET.

New Brunswick, New Jersey, Home News: 10 THOUSAND GHEER AS KATE SMITH HELPS TO IMPRISON JAILBIRDS.

London:

Conservatives win election. Latest returns show: Working majority of 17 parliament seats. Liberal Party voters switch to Churchill. King asks him to form new government. ITEM: Labor Party won larger popular vote, but lost election. ITEM: Churchill expected to try for meeting with Stalin on cold war. ITEM: Anthony Eden to be foreign secretary. ITEM: All communist party candidates lose. ITEM: Labor Party leftwingers make strong showing. ITEM: 76-year-old Churchill in speech to supporters, weeps...happily.

New York:

Board of Trade requests Truman intervention in dock strike.

ATX01 0094204



White House:

President discusses strike with cabinet. May step in.

Philadelphia:

Dockworkers vote tonight whether to join walkout.

Korea:

Communists give up demand for cease-fire along 38th parallel... propose one some miles below present battleline. Allies reject it. Compromise talk probable at meeting tonight.

Battlefront:

Allied infantry meets strong resistance on west and central sectors. In air fights, two communist jets downed, three damaged. No allied losses.

This date in history:

October 26, 1861: "EAST, WEST LINKED BY TRANSCONTINENTAL TELEGRAPH".

Rush.

Liquor dealers report business boom. Buyers stock up to beat higher tax November first.

Report.

Ambassador to Russia Allen Kirk...says after White House visit: "Relations with Moscow show signs of improvement".

Ajax, Ontario:

Seven who escaped Czechoslovakia on runaway train arrive for new life in Canada.

Shenandoah, Pennsylvania:

Motorist hurt slightly as car crashes through road sign. Sign read: "Drive carefully"

Your money's worth.

Doughnut industry to make the hole in the doughnut smaller.

The name: Abraham Lincoln.

He's fined in Detroit for gambling.

The name: George Washington.

He's found guilty in Detroit of lying to get unemployment pay.

London:

British airliner from South Africa crashes and burns at airport. All seven aboard jump clear at last moment.

Montreal:

Six boys charged with stealing 90 sticks of dynamite. They planned bang-up Halloween party.

Las Vegas, Nevada:

Weather conditions put off atomic weapon test for second day.

The weather map. By courtesy of the U S weather bureau, late readings. A warm 86 at Keywest, Florida. At same time, a frigid 24 at Minot, North Dakota.

They're in. First, John Lang.

(COMMERCIAL)

Some prominent people are locked up in New Brunswick, New Jersey, wearing stripes of jailbirds. Kate Smith helps herd 36 leading citizens into jail... bail set at half-a-million dollars. They're expected to be bailed out today by contributions to the community fund. Typical charge: Professor Mason Gross of Rutgers University misquoted Jimmy Durante in his classroom. Bail: 22 thousand dollars. It's all for charity.

And that pinpoints the news for now. Have a happy weekend. Until Monday, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
FRIDAY, OCTOBER 26, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's news -- dramatic new evidence of comparative quality that sweeps away the smoke screen of other cigarette claims. A long series of tests proves Lucky Strike is the best-made of the five principal brands. The results of these tests were verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia, and they report: quote; "It is our conclusion that Lucky Strike is the best made of these five major brands," unquote. This is one big reason why Luckies taste better. The other reason is fine tobacco, for in a cigarette there's no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco! So enjoy the better taste of fine, mild tobacco in the cigarette that's made better... Lucky Strike. Ask for a carton today. Back now to Kenneth Banghart....

ATX01 0094208

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 29, 1951

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,  
presented by Lucky Strike. Friends -- Luckies  
have been proved the best-made cigarette  
of the five principal brands. So enjoy  
fine, mild, good-tasting  
tobacco in the cigarette that's made better --  
the cigarette that tastes better -- Lucky  
Strike! And now, from the NBC News Room in  
New York ... Kenneth Banghart ...

ATX01 0094209

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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**PRODUCT: LUCKY STRIKE CIGARETTES**

**DATE** Monday, October 29, 1951      **Network:** NBC      **Broadcast:** 2:55-3:00 PM EST

**AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 29, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—  
Around the nation for afternoon headlines. Some late ones:

Washington Times Herald: EDEN RECALLS IRAN ENVOY.

Bangor, Maine, Commercial: ONE OF LOST BOY SCOUTS DIES  
IN WOODS.

New York Post: ONE HUNDRED SKIRT PICKET LINE TO REACH  
LINER QUEEN ELIZABETH.

—  
Non-striking dockworkers crash picket line to handle cargo  
of liner Queen Elizabeth. Other commercial piers idle.  
Governor Dewey, calling two-week tieup of great port intolerable,  
orders state mediation.

—  
London:

Anthony Eden, taking over as Churchill's foreign secretary,  
recalls ambassador to Iran for consultations.

—  
Wintry.

New England gets first snowstorm of season. Up to six  
inches in Maine. Boy Scout...Ledyard Dunlap of Bangor...  
lost in woods overnight...dies of exposure. Central New York  
gets first real snow.

—  
Royal tour.

ATX01 0094211

Princess Elizabeth, Prince Philip, see Dionne quintuplets today. Fly to Washington on Wednesday.

—  
Korea:

No progress toward cease-fire line in latest meeting. Another session coming up.

—  
Air war:

Two allied planes knocked down by ground fire. Large force of communist jets sighted over North Korea, but they avoid a fight for first time in days.

—  
Norwalk, Connecticut:

Mady Christians, stage and screen actress, died last night at age 51.

—  
Indianapolis:

Baby boy for the Philip Wilkies. Named for grandfather; Wendell L. Wilkie.

—  
Los Angeles:

Buyers from world over gather for style show, as California lays claim to fashion center. American Indian influence dominates spring sportswear.

—  
Convention.

British nudists vote to form chapter in every county in British Isles. Program: off with clothes they say spoil human appearance.



Strike.

Most Saint Louis high schools struck by furnace men...  
classes may be cancelled tomorrow if men remain out.

London:

Unemployed nurse charged with stealing, says she had to..  
because wonder drugs mean fewer patients.

Alliance, Nebraska:

Dog owners force special election today. They want dog  
license fees put in special fund to pay for damage done by  
dogs that run loose.

Washington:

Advisors on universal military training propose it be  
started with 60 thousand 18-year-olds by June..Korean truce  
or not.

White House:

Appointment of ambassador to Vatican brings more than  
five thousand letters and wires.

Chicago:

Jury awards 115 thousand dollars damages to man mistakenly  
shot in hip by policeman.

San Francisco:

Police search for 10 thousand dollar mink coat stolen from  
Egyptian Princess.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 29, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of the five principal brands. The results of a series of impartial tests of quality have been verified by leading independent laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Kenneth Banghart.

ATX01 0094214

Missing.

Several hundred New York policemen find paychecks bounce.  
Bank tellers notice detail omitted...signature of city treasurer.

By special courtesy of the U S weather bureau, late readings.  
A languorous 87 at Fort Myers, Florida. At same time, a crisp  
29 at Helena, Montana.

Fascinated. First, John Lang.

(COMMERCIAL)

One product of American civilization has fascinated  
Al Saud, prince sultan of Saudi-Arabia. In Buffalo, New York,  
he saw the gaudy music machines that light up all colors  
of the rainbow. After a thorough inspection, he ordered  
six of them shipped to the royal palace...fixed so they'll  
operate without coins. For the prince sultan of Saudi-Arabia...  
half a dozen juke boxes.

And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
MONDAY, OCTOBER 29, 1951

CLOSING COMMERCIAL

LAIN: You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Friends,  
enjoy fine, mild, good-tasting tobacco in  
the cigarette that's made better ... the  
cigarette that tastes better -- Lucky Strike.  
Try a carton today!

ATX01 0094216

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, October 30, 1951

Network:

NBC

Broadcast:

2:55-3:00 PM EST

AS BROADCAST

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

ATX01 0094217

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 30, 1951

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the news,  
presented by Lucky Strike. Friends -- Luckies  
have been proved the best-made cigarette of the  
five principal brands. So enjoy  
fine, mild, good-tasting tobacco in the  
cigarette that's made better -- the cigarette  
that tastes better -- Lucky Strike! And now,  
from the NBC News Room in New York... Kenneth  
Banghart....

ATX01 009421B

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 30, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

By telephone and teletype for afternoon headlines. Some late ones:

Buffalo, New York, Evening News: DISASTER BARGE BLOCKS CHANNEL ENTRANCE.

Cleveland Press: CITY GAMBLERS LEAD BATTLE ON TAX LAW.

Los Angeles Herald-Express: JAIL FRANCHOT TONE IN CAFE BRAWL.

Franchot Tone arrested in night club. Charge: he spit in face of Florabel Muir, movie columnist. She thinks he disliked something she wrote. Tone pleads innocent...demands jury trial.

Buffalo:

At least seven, perhaps 12, die in collision of lake freighter, tug...and barge loaded with gasoline. Barge burns 14 hours. Five men missing. 15 injured.

White House:

Mister Truman signs bill raising postcard to two cents... special delivery to 20 cents in February...increasing some other rates.

ATX01 0094219

The Cleveland Press says:

Big gamblers there plan court fight against federal tax on betting that takes effect Thursday.

London:

Winston Churchill orders another infantry division to Middle East to reinforce British forces in dispute over Suez Canal.

Cut.

Churchill cabinet trims own salaries. Prime minister reduced from ten thousand pounds to seven thousand. Other ministers get four thousand instead of five.

New York:

FBI arrests two men said to have plotted 600 thousand dollar payroll robbery at Mitchel air base.

Santa Monica, California:

Wife divorces Frank Sinatra...clearing way for his marriage to Ava Gardner. Mrs. Sinatra awarded thousand dollars a month, plus share of his earnings.

Number Three.

Most spectacular blast in new Nevada atomic tests felt a hundred miles away. No damage reported.

Korea:

No progress on armistice line. Another meeting tonight.



Battlefront:

Communist attacks beaten back all across Korea. Over 900 planes hit North Korean targets. For second day, communist jets avoid a fight.

New York:

All military piers operating. Dockworkers defy pickets to work eight commercial piers...but it's only a dent in strike.

Chicago:

National Shoe Fair. Prediction: lower leather prices mean shoes may be 50 cents to two dollars cheaper by spring.

Alliance, Nebraska:

Special election goes against dogs. Dog license fees won't be used to pay for damage they do to gardens.

Rose petals in after-dinner coffee?

"Yes", says San Francisco rose grower. "Delicious".

Huntington, West Virginia:

Federal judge rules conscientious objector has right to own interpretation of religion, whatever his church.

Buenos Aires:

Argentina closes two nightclubs. Too much foreign music.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 30, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of the five principal brands. Yes, Luckies are made better -- always so round, so firm, so fully packed, so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT - - Lucky Strike means fine tobacco. So, enjoy fine, mild good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike. Get a carton today! Now, back to Kenneth Banghart ...

ATX01 0094222

Assassination.

Jean de Raymond...French high commissioner to Cambodia,  
Indo China, stabbed to death in sleep by house boy. Killer  
escaped.

It's a big country. Late readings. Contrast a freezing  
24 at Caspar, Wyoming and 89 at Laredo, Texas.

Company. First, John Lang.

(COMMERCIAL)

In Lawrence, Massachusetts, today...Mrs. Josephine Bedrosian  
went to the corner store...leaving her son Michael in charge  
of the house. Michael's five. Back from the store, his  
mother found her lovebird "Chiquito" missing. In the bird  
cage: her black and white cat, Petunia. But no "Chiquito".  
Michael explained: "Chiquito" looked lonesome. He put  
the cat in the cage....for company.

And that pinpoints the news for now. Until tomorrow,  
Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
TUESDAY, OCTOBER 30, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Kenneth Banghart  
and the News ... presented each week day  
at this same time by Lucky Strike. Friends,  
enjoy fine, mild, good-tasting tobacco in  
the cigarette that's made better ... the  
cigarette that tastes better -- Lucky Strike.  
Try a carton today!

ATX01 0094224

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 31, 1951

● OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,  
presented by Lucky Strike. Friends -- Luckies  
have been proved the best-made cigarette of the  
five principal brands. So enjoy  
fine, mild, good-tasting tobacco in the  
cigarette that's made better -- the cigarette  
that tastes better -- Lucky Strike! And now,  
from the NBC News Room in New York ...  
Kenneth Banghart.....

ATX01 0094225

# **KENNETH BANGHART and THE NEWS**

*produced for*

**THE AMERICAN TOBACCO CO.**

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

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PRODUCT: LUCKY STRIKE CIGARETTES

NBC Broadcast: 2:55-3:00 PM EST

DATE Wednesday, October 31, 1951 Network:

## **AS BROADCAST**

- I. Opening Billboard and brief commercial
- II. Presentation of News
- III. Middle Commercial
- IV. Closing News Item
- V. Closing Billboard and brief commercial

ATX01 0094226

NEWS WITH KENNETH BANGHART

2:55 PM

OCTOBER 31, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—  
Long distance for afternoon headlines. Some late ones:  
Washington Evening Star: CAPITAL TO GREET PRINCESS AND  
DUKE AT FOUR.

Mena, Arkansas, Evening Star: CIRCUS GIRL KILLED  
AT MENA SHOW.

Los Angeles Mirror: MARION DAVIES...SAILOR'S BRIDE.

—  
Marion Davies...longtime friend of William Randolph  
Hearst...married in early morning to Horace Brown, sea  
captain. First marriage for former movie star...his third.  
Surprise wedding in Las Vegas, Nevada.

—  
Mena, Arkansas:

At circus performance last night, escaped lion killed  
small girl. Today, circus truck bound for Mount Ida, Arkansas,  
overturns. Two ferocious tigers, three bears get loose.  
Wide hunt on. Town terrified.

—  
Korea:

In surprise move, communists propose cease-fire-line along  
their version of present battlefront. Brings two sides closer

ATX01 0094227

than ever on important points. Allies study communist version of front, reply tonight. Spokesman thinks communists anxious to end fighting.

—  
Battlefront:

U N communique reports: No significant action.

—  
London:

New Conservative-dominated House of Commons convenes. They laugh as Churchill starts toward old seat on minority side. Just habit.

—  
Washington:

Princess Elizabeth, Prince Philip flying from Montreal. ITEM: Americans not expected to bow or curtsy, just shake hands. ITEM: One thousand soldiers assigned to hold back crowds. ITEM: Mister Truman cancels news conference...too busy with occasion.

—  
Montreal:

Princess Elizabeth has narrow escape just before departure. Chunk of concrete tumbles from building entrance where she'd stood a minute before.

—  
From broad Broadway:

A new melodrama, "The Number". Critics say: Good acting.

—  
Asheville, North Carolina:

Daughters of Confederacy convene there next week. Confederate money to be legal tender. Stores to accept it as part payment.



on purchases.

—  
Washington:

Frank McKinney, Indianapolis businessman choice for Democratic national chairman, wants to serve without pay. Retiring Chairman Boyle got 35 thousand a year.

—  
Detroit:

Santa Claus arrives at department store Saturday...by helicopter

—  
Keyford, West Virginia:

Explosion deep in coal mine. Twelve men trapped. Three bodies recovered. Nine others given little chance of living. Rescue teams work on.

—  
Reminder.

It's last day before higher taxes on cigarets, liquor, gasoline, other articles.

—  
Found:

Scientist on secret army project...Craig Naudain...missing three weeks...now located in Provo, Utah. Says he got off eastbound plane because he felt dizzy...then blacked-out.

—  
Eisenhower, in talk to workmen, in Paris reports he used to be an ice-maker in Abilene, Kansas.

—  
High and low. The weather map. Late readings. A frigid 22 at Fargo, North Dakota. At same time, a hot 87 at Palm Beach.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 31, 1951

MIDDLE COMMERCIAL

LAING: Friends, once and for all the smoke screen of other cigarette claims is swept away. Just revealed are the results of a series of impartial tests of quality that prove -- Lucky Strike is the best-made of the five principal brands. And the results of these tests have been fully verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York report: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands,"unquote. And never forget, LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy fine, mld, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today! Back now to Kenneth Banghart...

ATX01 0094230

Florida.

—  
Take one. First, John Lang.

—  
(COMMERCIAL)

—  
Joseph Greenstein...a grocer in Minneapolis...is giving pumpkins away. It's his custom on Halloween. As a boy, he swiped a pumpkin. Had to have a "jack o'lantern". This Halloween...two thousand pumpkins piled outside his store... all free. He's one man who doesn't expect any trouble this bewitched evening.

—  
And that pinpoints the news for now. Unti tomorrow,  
Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY  
LUCKY STRIKE  
KENNETH BANGHART AND THE NEWS  
WEDNESDAY, OCTOBER 31, 1951

CLOSING COMMERCIAL

LAING:        You've been listening to Kenneth Banghart  
                 and the News ... presented each week day at  
                 this same time by Lucky Strike. Friends,  
                 enjoy fine, mild, good-tasting tobacco in  
                 the cigarette that's made better ... the  
                 cigarette that tastes better -- Lucky Strike.  
                 Try a carton today!

ATX01 0094232