

RADIO
CONTINUITY

LUCKY STRIKE

KENNETH
BANCHART
AND THE NEWS

0798645-010

NOV. - DEC.
1951

BTX01 0094233



KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 1, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 1, 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 0094236

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 1, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the country for afternoon headlines. Late ones:

San Francisco Call-Bulletin: TROOPS OKAY AFTER NEW A-BOMB
TEST.

Washington Evening Star: TRUMAN CALLS EISENHOWER FOR TALKS.

Selma, Alabama, Times Journal: BYRD CALLS FOR POLITICAL
VIRILITY IN SOUTH.

Nevada desert:

Troops take part in first atomic test...move in when
radioactivity clears from blast that breaks store windows
75 miles away. No one hurt. Only scheduled test involving
troops called a success.

Korea:

Truce negotiators in general agreement on east half of
buffer zone. West-half in dispute. Meet again tonight.

Battlefront:

U S marines in first combat attack by helicopter...land
on hill, break-up communist nest behind allied line.

ATX01 0094237

White House:

On advice of new Democratic Chairman Frank McKinney, president to ask congress to put U S tax collectors under civil service.

Prediction.

McKinney sees Democrats a sure winner in '52...with Truman... says he should run.

Selma, Alabama:

Virginia's Senator Byrd tells states rights meeting: "South must unite to defeat Truman and save Democratic Party".

White House:

Eisenhower suddenly called from Europe. Flies from Paris tomorrow. To see president and military Monday and Tuesday. No emergency involved. General returning to Paris after talks. Will politics be a topic? A question.

Mount Ida, Arkansas:

Three shots destroy ferocious leopard escaped from circus... after animal kills hunter's dog. Trapped: a black bear. Still at large: two bears, four monkeys.

Bite.

New income tax to take 57 per cent of president's hundred thousand dollar salary.

Reno:

ATX01 0094238

Nevada...only state with legal booking of bets...sees many bookies quit because of federal gambling tax.

Galveston, Indiana:

Halloween pranks outdo all previous ones. Main Street filled with farm cattle. Torn down: a two-story building.

Conway, South Carolina:

Two dozen in ku klux klan regalia parade at Baptist Church service. Sheriff arrests 14 under anti-mask law. Others get away.

Coming.

Government to order federally-inspected meatpackers to reserve part of beef supply for military.

From broad Broadway.

New drama by Maxwell Anderson: "Barefoot in Athens". Critics disagree.

Quincy, Massachusetts:

Baptist Minister Howard Weatherbee tells colleagues: clergymen's salaries average 23 hundred dollars a year...says they should form union.

Forecast:

Industry spokesman says: over one and a half million U S homes to have air conditioning in five years.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 1, 1951

MIDDLE COMMERCIAL

LAING: Friends, let's sweep away the smoke screen of other cigarette claims and consider facts ... facts not claims! A series of impartial tests of quality was made, and the results were verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York, 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. Yes, Luckies are made 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's made better ... the cigarette that tastes better ... Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094240

-4-

Berlin:

Communists reported building most powerful transmitter west of Moscow. Aim: blocking of western broadcasts.

Gold.

Real winter weather from Rockies to New England, dipping into south. Late readings 70 degrees at Cheyenne, Wyoming. At same time 87 in Vero Beach, Florida.

Informal. First, John Lang.

(COMMERCIAL)

Informality toward Princess Elizabeth in Washington astounds Britain. The London Daily Mail banner-lines these four words: "I thank you dear". Mister Truman said that after her remarks on arriving. Well, at Mount Vernon today, a teen-ager who couldn't see, shouted: "Oh, Duke, turn around". At the Tomb of the Unknown Soldier, a photographer called to Elizabeth: "Here, Highness, come closer.

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

ATX01 0094241

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 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. 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 0094242

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

NBC

Broadcast: 2:55-3:00 PM EST

DATE Friday, November 2, 1951

Network:

Broadcast:

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, NOVEMBER 2, 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 0094244

NEWS WITH KENNETH BANGHART

2:55 P.M.

NOVEMBER 2, 1951

H B C

Good afternoon. To the West Coast, Good Morning.

How some afternoon papers are headlining the news. Late ones:
Washington Evening Star: PRINCESS AND PHILIP SAY GOODBYE TO WASHINGTON.
New York Journal American: PRO REFEREE HELD IN FIX.
Dallas Times Herald: FRIGID ONSLAUGHT HITS MOST OF TEXAS.

Canadian cold wave drops Dallas temperature to 33 degrees. And...in
Dallas...snow.

Schenectady, New York:
Radioactivity detected in snow there...probably from atomic blasts
in Nevada. It's harmless.

Last day.
Princess Elizabeth, Philip on capitol hill...see declaration of
independence from Britain. They present White House with rare old
English candelabra, fireplace mirror. Mister Truman tells them they
captured Washington's heart. Now on flight to Montreal. Bad weather
prevents air view of New York.

New York:
First referee arrested in basketball fixing scandals. Sol Levy accused
of taking bribes to favor selected team in professional games.

London:

ATX01 0094245

Churchill appoints his first woman minister. Florence Horsbrugh to handle education.

Inflation.

Item from Ireland: Charge for kissing the Blarney Stone up from one shilling to one shilling six pence.

Korea:

Truce negotiators still at odds on western half of buffer zone. Both sides demand Kaesong.

Air war:

No allied losses today in fights involving over 300 planes. One hundredth communist jet of war downed by U S fighters. Superforts have accounted for 33.

Battlefront:

So quiet on one sector troops get close order drill.

Pentagon:

January draft call: 60 thousand men for army and marines. Highest call since spring will make up for low quota over Christmas holidays.

Casablanca, Morocco:

Police seal off native quarter after anti-French riots in which five Moroccans were killed, many injured. 500 rioters jailed.

Sydney, Australia:

Jean Parker...shapely Hollywood star...ordered off beach for wearing scanty Bikini-type swim suit.

From broad Broadway.

A new musical: Top Banana. Critics say: Tops.

New York:

Government appeals to dock strikers to unload cargo of essential nickel from Norwegian ship. No reply. Ship sails...with nickel.

Philadelphia:

Wife pleads with judge not to send husband to prison for attempted holdup. Says: I was nagging him for money.

Deadwood, South Dakota:

Emory Rosburg pays hospital bill for birth of daughter named Penny... plunks down nine thousand pennies.

Advice for men.

Viennese artist W. L. Gyimes says: Woman more interesting if conceited than unsure.

Going up.

Russia erecting statue of Stalin 230 feet tall. Giant Stalin statues also to look down on Budapest, Prague.

The weather story. Late readings. A summer-like 86 in Miami, Florida. At same time, a bone-chilling 9 above zero at Alexandria, Minnesota.

It's a toss. First, John Lang.

(COMMERCIAL)

In Fitchburg, Massachusetts...William Huntoon wanted to watch one show on television. His wife insisted on another. What did the husband do?

ATX01 0094247

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 2, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's news -- positive evidence of comparative quality that sweeps away the smoke screen of other cigarette claims. A long series of impartial tests was made of the five principal brands and the results were verified by leading laboratory consultants. For example, Froehling and Robertson of Richmond, Virginia, 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, and LS/MFT -- Lucky Strike means fine tobacco! There's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy the better taste of fine, mild, good-tasting tobacco in the cigarette that's made better -- Lucky Strike. Ask for a carton today. Back now to Kenneth Banghart ...

ATX01 0094248

- 4 -

He grabbed up the television set...hurled it out the second-story window. Trouble was: he'd bought it on the installment plan. The judge ordered Huntoon to pay 196.60...the balance due.

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

ATX01 0094249

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 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. 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094250

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 5, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 5, 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
all 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 0094252

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 5, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

How some afternoon papers point up the news. Late headlines:
Washington Times-Herald: IKE ARRIVES FOR PARLEY WITH TRUMAN.
New York Journal American: IDENTIFY COP AS DOPE BANDIT.
Miami Daily News: CUBA'S BOSS-SMUGGLER ARRESTED BY U.S. HERE.

Russian-born Jorge Gregorio Simonovich seized at isolated
airfield near Miami...believed used for landing aliens from
Cuba. Simonovich called top man in smuggling ring.

Washington:

Mister Truman, General Eisenhower in private luncheon confer-
ence. Observers wonder: how can political talk be avoided?
Top defense officials join the two at White House, shortly.

From NBC, Paris:

United States expected to propose to U N assembly: worldwide
counting of arms, including atomic weapons, with strict inspections
It's believed to be feature of peace plan Mister Truman announcing
on Wednesday.

New York:

Seven druggists held up by dope bandit, who took morphine,
cocaine at gunpoint...identify him as George Killoran...a
policeman.

ATX01 0094253

Twickenham, England:

For the medical journals: 23-year-old woman gives birth to first child while sleeping naturally.

Award.

Nobel Peace Prize of 1951 goes to Leon Jouhaux, of France... leader of anti-communist world labor movement.

Korea:

Allies propose a truce zone based on battlefront at time armistice is ready for signing...want to bypass point now... go on to other questions. Communists may reply tonight.

Battlefront:

20 communist tanks spearhead strongest attack in weeks on western front. Allied planes knock out six of them. Allies east coast advance.

Chelsea, Massachusetts:

As reminder of elections, fire alarm whistle sounds tomorrow... every hour on the hour.

This date in history:

November 5, 1940: F D R ELECTED FOR THIRD TERM, BREAKS TRADITION.

Philadelphia:

Marriage license issued today to Frank Sinatra, Ava Gardner.

San Antonio:

Young mountaineer who says he never attended school scores high enough in army intelligence test to qualify as officer material.

Nevada desert:

Fifth atomic blast of series most spectacular...rattles windows 200 miles away.

Stolen.

Actor James Mason reports 30 thousand dollars of wife's jewelry taken from New York hotel suite.

Detroit:

300 Ford workers leave jobs...say it's too cold to work.

Charlemont, Massachusetts:

Why highway traffic was blocked: "Two buck deer fighting on highway".

New view.

Last year New York called rainmaking attempts a success. Facing claims for rain damage, city now tries to show experiments failed.

The weather. Intense cold grips large part of nation. Late readings: 13 above zero at Fargo, North Dakota. At same time 79 at Corpuschristie, Texas.

Will it be? First, John Lang.

ATX01 0094255

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 5, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading 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 0094256

-4-

(COMMERCIAL)

Will women take over the country? An anthropologist said today it may come about. Doctor George Murdock of Yale says he's not making a prediction, just stating a possibility. The trend is toward more power for women, politically and economically. They already own most of the country's wealth. It may come ...an historic upheaval...with the little woman moving in as the big boss.

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

ATX01 0094257

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 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,
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 0094258

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 6, 1951

Network: ^{NBC}

Broadcast: 2:55-3:00 PE EST

- 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, NOVEMBER 6, 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 all
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 0094260

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 6, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Checking the papers for afternoon headlines.

New York Journal-American: AURIOL ASKS BIG 4 PARLEY.

Washington Times Herald: IKE, SILENT, RETURNS TO PARIS.

Saint Louis Post-Dispatch: 12-INCH SNOW CRIPPLES CITY TRAFFIC.

Heaviest snowfall in years hits Missouri. Saint Louis covered by over 12 inches. Traffic snarled. Schools closed. Still snowing.

Paris:

French President Auriol, opening U N assembly, calls for meeting of Truman, Churchill, Stalin, at this U N session. Vishinsky doesn't see it as formal proposal. London to give careful study. No immediate White House comment.

London:

Churchill calls again for negotiations at highest level. On homefront, says Britain threatened by deficit, inflation.

Cairo:

Sharp note tells Egypt British will keep troops in Suez, Sudan.

ATX01 0094261

Washington:

Eisenhower flies toward Paris. Doesn't close door on candidacy. Says if friends work for his nomination, it's their privilege. He will speak on question if ever he feels it's a duty to do so. Says he's never discussed length of his European job with president except express hope it wouldn't be too long.

—
This date in history.

November 6, 1860: ABRAHAM LINCOLN ELECTED PRESIDENT.

—
Today:

In off-year elections, voting heavy some places. In others, light.

—
Granite Falls, Minnesota:

Home county of Andrew Volstead, father of prohibition, goes wet after 35 years.

—
Washington:

Railroad engineers, firemen, set strike for Thursday against four roads in old contract dispute. Government acts under law to delay walkout up to 60 days.

—
Buenos Aires:

Mrs. Juan Peron, Argentina's first lady, undergoes operation of undisclosed nature. Condition satisfactory.

—
New Delhi:

State taking over lands of India's biggest property owner...

maharajah who has over one million peasant tenants.

Korea;

Communists propose ending fighting before agreement on armistice terms. Allies not even considering it. Another conference coming up.

Battlefront;

Wages of Chinese, in night attack, overrun allied positions, take three hills on sector near truce talk site. Rain grounds allied planes.

Washington;

Attorney Ernest Wilkinson worked years to get multi-million dollar payment for land taken from Ute Indians. Now, court of claims awards him almost three million dollars...one of largest legal fees ever.

Closedown.

Privately-owned barber shops in communist Hungary ordered shut...to stop barbers' subversive talking.

Birmingham, Alabama;

Senator Taft...candidate for presidency...urges south to forget prejudice against word "Republican".

Hollywood;

Frenchot Tone, who had row with woman writer in nightclub, charges she recorded phone talks between him and Barbara Payton, now his wife.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 6, 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 all 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 0094264

-4-

The weather. High and low. Late readings. 84 at Key West Florida. At same time 23 at La Crosse, Wisconsin.

Slowdown. First, John Lang.

(COMMERCIAL)

We'll have more time tomorrow. Day after tomorrow will be even longer. The National Academy of Sciences, meeting at Yale, heard new evidence today that the rotation of the Earth is slowing down...the days getting longer. Each day one one-thousandth of a second longer than the previous one. It adds up to 36 and a half seconds a century. Need more time? You've got it.

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

ATX01 0094265

THE AMERICAN TOBACCO COMPANT
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 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. 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 0094266

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

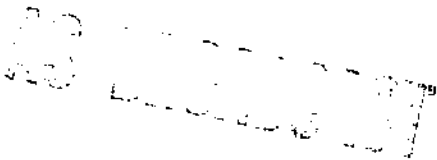
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 7, 1951

Network: NBC

Broadcast: 7:55-3:00 PM EST

- 
- 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, NOVEMBER 7, 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 all
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 009426B

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 7, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The people speak. Late headlines:

Philadelphia Evening Bulletin: DEMOCRATS SWEEP GOP FROM CONTROL OF CITY.

New York Post: HALLEY VOTE STAGGERS POLITICAL MACHINES.

Little Rock, Arkansas Democrat: GOP CANDIDATE IN STUNNING VICTORY.

New York:

Tammany Hall stunned second year in a row. Rudolph Halley, quizmaster of Senate crime committee...running on minority party tickets...elected to head city council.

Philadelphia:

Democrats sweep into city hall in anti-corruption campaign... take over city controlled by Republicans 68 years.

Little Rock, Arkansas:

First Republican mayor since Reconstruction days elected by two to one margin. He sees revival of two-party system in South.

Milwaukee:

Three bandits rob bank...get away with a hundred thousand

ATX01 0094269

dollars in heavy snowstorm.

Arrival.

Movie Star Jane Russell returns from Europe holding 15-month-old baby boy she and husband may adopt. Says infant was thrust into her arms at London airport by impoverished English mother.

Washington:

Exempted from price control: corn cobs.

New York:

300 importers, exporters march to city hall, demand end to three-week dock strike.

Buenos Aires:

Yesterday's operation on Senora Eva Peron reported performed by New York cancer expert.

This date in history:

November 7, 1917: REVOLUTION GIVES BOLSHEVIKS CONTROL OF RUSSIA.

Today:

On 34th anniversary, Soviet Marshal Malinovsky reviews Moscow military parade from Lenin's tomb. Calls U S A aggressor...U S S R peace-minded.

Korea:

Allied troops take back some ground on western front.
Little progress toward armistice.

Paris:

Russia again asks U N membership for communist China.
Western plan on disarmament comes tonight.

Washington:

Truman broadcasts peace plan at 10:30 PM eastern time.

Busy.

Internal revenue bureau so occupied investigating its own
agents...it's way behind checking tax returns.

Miami:

Two prisoners from city's "escape-proof" jail captured
68 miles away in West Palm Beach before escape is noticed in
Miami.

Off the northwest coast:

Japanese ship rescues 12 survivors of burning American
freighter "George Walton". Vessels of three nations at scene,
but high seas hamper rescue of other survivors from lifeboats.

London:

In move against bankruptcy, Churchill government cutting
imports from dollar areas by almost a billion a year. Food
ration may suffer.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 7, 1951

REVISED

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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094272

Salt Lake City:

Firemen rush to television station to fight studio blaze,
but fire's already out. They saw it...on t-v screen.

By courtesy of the U S weather bureau, late readings.
At Miami, 87. At same time 25 in Minneapolis.

Checkup. First, John Lang.

(COMMERCIAL)

A young Navy recruit in Oklahoma City insisted his name
was Tonsillitis Jackson. Said he had borthers and sisters
named Meningitis, Appendicitis, Laryngitis and Peritonitis.
The recruit is the eldest. Said his mother had a sore
throat when he was born...and that started it all. The Navy
checked with his family...suspecting "Tonsillitis" of kidding.
He wasn't.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 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,
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 0094274

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 8, 1951

**NBC
Network:**

Broadcast: 2:55-3:00 PM EST

- 20-11-51
- 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, NOVEMBER 8, 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 all
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 0094276

NEWS WITH KENNETH BANZHART

2:55 PM

NOVEMBER 8, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the nation for afternoon headlines. Some late ones:

San Francisco Call-Bulletin: RUSSIANS LAUGH AT US PEACE PLAN.

New York Post: MEAT GOING UP.

Key West, Florida, Citizen: TRUMAN ARRIVES IN ISLAND CITY FOR TENTH WORKING-VACATION.

—
Key West:

Mindful of his grandmother's southern sympathies, reporters dress like confederates in welcome.

—
Washington:

Before leaving, president says: no truth to report he offered to back Eisenhower as Democratic candidate in '52.

—
Paris:

In U N, Acheson calls on Russia to show goodwill by working for Korean peace...cooperating on step-by-step disarmament. Vishinsky calls plan ludicrous. Russian proposal: peace conference by big powers, including communist China...end of Korean war...withdrawal of foreign troops to 38th parallel

ATX01 0094277

in 10 days...withdrawal from Korea within three months.

Korea:

Truce-talks lag. Allies reject communist idea for cease-fire before complete agreement.

Air war:

190 communist jets...most ever to leave Manchuria...fight allied raiders. One communist jet downed...two damaged. No report of allied losses.

Washington:

New regulations expected to mean higher prices next week for lamb, mutton, veal. Retailers to pass on wholesale increases.

Behind.

Labor Secretary Tobin tells CIO convention in New York: Wages of almost half of American workers...mostly unorganized ones...not keeping pace with living costs.

Inflation.

Milwaukee...last holdout of the nickel beer...boosts price to dime.

Yonkers, New York:

Day after voters reject pay increase for them, policemen hand out record number of traffic tickets.

London;

Britain told it's at mercy of winter weather. Household coal supply less than half that's needed.

Proposal.

London Times "solemnly" calls on Churchill for housing plan for England's ghosts. Big houses are going. Times asks: Can a spook function in prefabricated cottage with no attic?

Boston:

Mrs. Constance Blois gets divorce...says professor-husband cruel. He insisted on dancing the polka while orchestra played a waltz.

Freeze.

Effective February, government rules-out new models of cars, refrigerators, other major consumer goods requiring new machine tools. Tool output needed for defense.

Detroit:

GIO employes of Hammond, Standish and Company...meatpackers... work three weeks without pay to save firm from bankruptcy. Business improves. Tomorrow men get partial pay.

No.

Seneca Indians of New York state decide against giving squaws vote in tribal elections.

ATX01 0094279

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 8, 1951

REVISED

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 all 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 0094280

-4-

The weather, high and low. And not so high 27 at Duluth,
Minnesota. At same time 73 at Brownsville, Texas.

Dear Santa. First, John Lang.

(COMMERCIAL)

Advice for Santa Claus...from Jackie's Cambra of Santa
Clara, California. He's six. Christmas on his mind, Jackie
personally inspected the chimney. He climbed up a trellis to
the roof...started down the chimney...got stuck about half-way.
The fire department helped neighbors get him out. Jackie
is telling Santa in a letter: Don't come down our chimney.
Use the front door or a window.

And that squeezes the news for now. Until tomorrow,
Good-bye Everyone.

ATX01 0094281

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 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. 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!

ATK01 0094282

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 9, 1951

Network ^{NBC}

Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 9, 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 all
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 0094284

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 9, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The news as told in headlines around the nation.

New York World Telegram and Sun: PIERS HUM AS MEN RETURN.

Albuquerque, New Mexico, Tribune: FIREBALL SNOWER UNPRECEDENT-
ED.

Englewood, New Jersey, Press-Journal: LONG DISTANCE DIAL
TEST IN ENGLEWOOD.

Coast to coast phone calls by direct dialing begins
tomorrow for some areas. New system previewed today. Dial
call...Englewood, New Jersey, to San Francisco completed in
14 seconds.

Albuquerque, New Mexico:

Strange meteors in southwest skies puzzle experts. Seven
fireballs seen in 11 days. Made no noise. Seen to vanish
in blinding flash...but no fragments found.

Cincinnati:

Senator Taft: presidential candidate. Now brother Charles
seeks GOP nomination for governor of Ohio.

Sacramento, California:

Governor Earl Warren...urged to run for GOP nomination

ATX01 0094285

for president...indicates he may. Promises definite answer
in few days.

—
Middletown, New York:

Wives of two losing candidates run this advertisement:
"We want to thank all voters who did not support our husbands
in the election. They'll be home more.

—
Washington report:

Ten per cent more Americans visited Europe this year than
last.

—
New York:

Longest dock tie-up over. Wildcat strikers return to
handle mountains of cargo. Fact finders continue investigation
of wage dispute.

—
Boston:

Dock strikers return there.

—
From broad Broadway.

Timely new play about waterfront, "Dinosaur Wharf". Most
critics say: Unsteady.

—
Paris:

Item: U S Delegate Philip Jessup challenges Russia to talk
disarmament in U N. Item: U N receives formal complaint
from Yugoslavia that soviet bloc threatens her independence.

Question.

Reporter: Are you the same old optimist?

Jacob Milik: When you cease being an optimist you die.

Korea:

Allied report on latest truce meeting: A day of no decision...another day of stalling. Communists may be waiting for new instructions.

Air war:

Communist lose three planes in jet battles. No allied losses. Temperature drops to 17 degrees.

Elected.

CIO convention in New York elects as union president for 12th year: Philip Murray.

Atlanta:

Young man fined 13 dollars. He stole dime comic book. Title: "Crime Doesn't Pay."

The New York Times says:

Report of Truman offer to back Eisenhower for president came from high-standing northern Democrat who should know the facts.

London:

Parliament member demands inquiry into Jane Russell's taking of 15-month-old baby...given her by English mother. Calls it highly irregular.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 9, 1951

REVISED

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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading 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 0094288

Washington:

May cars on capitol hill display confederate flags?
Against regulation, say police. But they won't enforce it.

—
The weather map. Late readings. 38 at Butte, Montana.
At same time 79 at Corpus Christi, Texas.

—
Help wanted. First, John Lang.

—
(COMMERCIAL)

—
A note on the womanpower situation...from Annapolis,
Maryland. The weekly Gazette, published there, today carries
an ad by Polen's store. It reads: Sales girls wanted...part
time...full time...anytime. Attention. Mother, Man's will
provide a nursery for your children. Yes, it's so hard to
get help, this store's offering baby-sitters.

—
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, NOVEMBER 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. 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094290

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 12, 1951 Network: NBO 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, NOVEMBER 12, 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 all
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 0094292

NEWS WITH KENNETH BANOHART

2:55 PM

NOVEMBER 12, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the nation for afternoon headlines. Some late ones:

Washington Evening Star: EDEN ASKS NEW START ON ROAD TO
PEACE.

New York Journal American: JUDY WILL GO ON DESPITE COLLAPSE.

Jackson, Mississippi, News: MISSOURI IS ALWAYS HOME, SAYS
TOURING MISS TRUMAN.

From broad Broadway:

Judy Garland collapsed during vaudeville act last night
after defying doctor's order to take a rest. She may go on
with show tonight.

Paris:

Britain's Anthony Eden calls on Russia for fresh start
in U N toward peace...starting with cooperation on minor issues.

London:

Churchill sees Truman in Washington in early January.
Tells Commons: "no Stalin meeting planned...but possibility
must not be dismissed."

The name: Margaret Truman.

She tells Jackson, Mississippi, reporters: "Home is always

ATX01 0094293

Missouri." News item: she attended church services there yesterday...was not recognized.

Just in:

Ambulances head for Utah-Wyoming border. Utah highway police report train wreck. No details.

On the high seas:

Princess Elizabeth, Philip, sail for home. On visit to Canada, Washington, they were seen by over 10 million.

Seattle:

Shipload of troops returning from Korea on Wednesday to be welcomed home by General MacArthur.

Korea:

No progress toward truce.

Battlefront:

Allies in limited advance on central sector. Bad weather. Only six allied planes out...smallest number of war.

San Francisco:

California's Senator Knowland calls for investigation of report that communist China extorts millions of dollars from Chinese here...on threat of harm to relatives.

New York:

15 hundred possessions of Franklin D. Roosevelt go on

sale. One item: porcelain statuette of dog "Fala". Price:
95 dollars.

—
This date in history:

November 12th, 1801: ALEXANDER HAMILTON FOUNDS NEW YORK
POST.

—
Today:

On 150th anniversary of nation's oldest paper with direct
line of daily publication, Mister Truman wishes it at least
another 150 years.

—
Objective.

Mister Truman says in Armistice Day statement: "Peace
remains our goal, but it can be attained only through strength".

—
A fact.

Ice industry reports: 10 million ice boxes still in use
in U S homes.

—
Buenos Aires:

Election returns give President Peron almost two to one
margin for re-election.

—
Washington:

U S minister to Austria promoted to ambassador...a move
to treat Austria as free nation. Soviet agreement requested
on ending occupation.

—
ATX01 0094295

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 12, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094296

Kyoto, Japan;

First demonstration against Hirohito, once considered divine. Emperor heckled by several hundred students who chant communist songs.

The weather story. High and low. Late readings: A warm 82 at Brownsville, Texas. At same time 35 at Caribov, Maine.

Good question. First, John Lang.

(COMMERCIAL)

British barbers were in convention today at Lewisham, England. H. M. Pinnell, mayor of Lewisham, had this question: "I haven't much hair, so why should I pay a shilling-six pence for a haircut?" The chairman of the barbers' convention had a prompt reply. He told the mayor: "Half is for finding the hair...and the other half is for the cutting."

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 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, 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 0094298

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 13, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- BATTEN, BARTON, DURSTINE & OSBORN*
- 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, NOVEMBER 13, 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 all
 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 0094300

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 13, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones:

Washington Evening Star: FORCE OF ALL CHIEFS, NO INDIANS, FEARED
BY SENATORS.

San Francisco Call Bulletin: HUNT MISSING IN MEXICO. 20 DEAD.

Hot Springs, Arkansas, New Era: BYRNES DUNS PLANS OF ANTI-TRUMAN
REVOLT.

Press.

Senate committee complains Washington area has 361 generals and
admirals, nearly as many as when military strength was three times as
big, in world war two. Fear force of all chiefs and no Indians.

Washington:

Surprise conference of Eisenhower supporters. They agree on details
of campaign to begin immediately, nationwide.

Hot Springs, Arkansas:

Byrnes of South Carolina tells other southern governors: If Democrats
pick candidate or platform the South opposes...it will revolt.

Pontiac, Michigan:

Marj offer to adopt 11 children who lost parents in auto crash.
Well-to-do Pittsburgh couple on way...hoping to adopt all 11.

ATK01 0094301

Hollywood:

Jane Russell receives 500 offers to adopt baby given her by English mother.

Evansville, Wyoming:

Workers still search for victims in wreckage of two passenger trains that crashed in blizzard yesterday. Death toll expected to be 20. Eight persons in serious condition.

Washington:

Government lining up top entertainers to record radio plugs for price controls.

Detroit:

Home haircuts back. Stores sell out of clippers. Reason: Barbers expected to raise haircut to a dollar fifty.

Paris:

U N assembly refuses to consider membership for communist China. Acheson says: conduct of Peiping regime so low it would take improvement to raise it to level of barbarism.

Korea:

Communists protest allied delegate's quoting Shakespeare to say of communist negotiator: There is method in his madness. No cease fire progress.

Battlefront:

Communists in screaming night attack in east. Thrown back by dawn.

Behind allied front, three thousand American paratroopers
make practice jump. Repeat: practice jump.

Minneapolis:

Wide search^{on} for three small brothers, aged four, six and eight...
missing since Saturday. Only clew: caps of two brothers fished from
Mississippi River.

From broad Broadway:

A new musical, Paint Your Wagon. Most critics say: a hit.

Supreme Court:

Ruling: Narcotics not evidence against owner, if they're seized
illegally.

New York:

Auto firm overcharges 175 dollars for car. Judge orders black market
money paid government as fine.

Ottawa:

British Columbia Indians no longer smoke salmon for winter. They
turn to canning.

Time out.

Mister Truman to interrupt Florida vacation next Tuesday for Washington
dinner with Democratic women.

By courtesy of the U S weather bureau, late readings. A freezing
20 at Fraser, Colorado. At same time, a warm 87 at Corpus Christie, Texas.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 13, 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 all 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 0094304

-4-

Good story, First, John Lang.

(COMMERCIAL)

A story from Providence, Rhode Island. Subject: Farmer Joe Cleary and his winter underwear. Cleary reported two men held him up, but got only 10 dollars he had in a pants pocket. He'd just slipped his wallet containing 200 dollars and other valuables down one leg of his long underwear. The story was printed and broadcast widely. Now...Cleary says he made it all up. Though it'd make a good story. Which it did.

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

ATX01 0094305

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 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. 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 0094306

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 14, 1951 **Network:** NBC **Broadcast:** 2:55-3:00 PM EST

13 21343137

- 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, NOVEMBER 14, 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 all
 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.....

NEWS WITH KENNETH SANDHART

2:55 P.M.

NOVEMBER 11, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones:

Washington Evening Star: U S PRISONERS SLAIN BY REDS PUT AT 55 THOUSAND.

Pontiac, Michigan Press: COURT NAMES 2 UNCLE'S AS GUARDIANS FOR ORPHANS.

San Francisco News: WARREN SAYS: I'LL RUN.

Korea:

U S army statement says communists have killed 55 hundred American prisoners since war began...murdered other U N prisoners and quarter of a million Korean civilians in barbarism unique even in communist China. Washington asking clarification of report.

No man's land:

Communists demand: cease fire now...discussion of other points later...or break off armistice talks. Another session coming up.

In the ring.

Senator Taft first. Now California's Governor Earl Warren enters presidential race...to seek GOP nomination as California's favorite son. May go for other support later.

Pontiac, Michigan:

Judge rules out adoption now for 11 children who lost parents in auto crash. Names uncles guardians. Pittsburgh couple wanted to take all 11. Orphans may visit them on weekends.

ATK01 0094309

Cairo:

Greatest demonstration in Egyptian history demands British leave Suez.
An estimated one million persons in parade of silence.

Lyon, France:

Bad weather hampers search for U S air force plane missing in French mountains with 36 aboard. No trace.

Campbell Hill, Illinois:

Almost a third of town destroyed by tornado...but no deaths.

London:

British told: for first time since war, no increased food ration for Christmas.

Garasco, Nebraska:

African lion hunted in corn country. Fosse believed to have lion holed up in cave.

Seattle:

Master Sergeant Wesley Hawkins of Saint Petersburg, Florida...most decorated man on transport from Korea...gets personal welcome home from General MacArthur.

Chicago:

For her...for Christmas. New idea...underslip trimmed with leopard fur.

Paris:

Small nations appeal in U N for great powers to compose differences. India urges Big Four agreement on no war.

Belgrade:

United States signs agreement to send weapons to army of Tito's

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 14, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading 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 0094311

- 3 -

Yugoslavia. U S mission to supervise use of first military aid to communist regime.

Washington:

Iranian premier...who flies home tomorrow...says that in face of disaster, he's asking for immediate U S loan...putting up oil as security.

Worcester, Massachusetts:

Engagement announcement: Pulling and Hair. Audrey Pulling and Miss Evelyn Hair.

Reminder.

Christmas parcel deadline for Korea is past. Packages for other foreign areas must be mailed by tomorrow to reach destination by Christmas.

London:

Britain accepts Texas man's offer of four pelicans for park outside Buckingham Palace. Last pelican died.

The weather story. Late readings. A sunny 64 at Fort Myers, Florida. At same time, a frigid 20 at Williston, North Dakota.

Reason why. Frist, John Lang.

(CONFIDENTIAL)

In Oklahoma City, Jack Woody was asked if he knew any reason why he couldn't serve as an impartial juror in a bootlegging case. He was excused from serving for one of the best reasons the judge ever heard. I'm a fulltime bootlegger myself...Woody said. They arrested me last week for the same thing you have

ATK01 0094312

- 4 -

this man charged with.

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

ATX01 0094313

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 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, 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 0094314

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, November 15, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 15, 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 all
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 0094316

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 15, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the nation for afternoon headlines. Some late ones:

Washington Daily News: ATROCITY STORY RELEASE PROVED.

New York Post: ALL 36 DEAD ON PLANE.

New Orleans States: MISS TRUMAN'S ALLERGY CUSTS ANIMALS.

Washington:

Clarification still awaited on report of communist atrocities.
Servicemen's families swamp Pentagon switchboard.

Tokio:

Allied headquarters didn't know army colonel was to issue
atrocities report. Statement being prepared...may revise figures
downward.

Korea:

Communist negotiators give up demand for cease-fire before
full truce agreement. Allies hope for fresh start in meeting
coming up.

Key West:

Truman news conference. ITEM: He hasn't received official
atrocities report. ITEM: He did not talk politics with Eisenhower.
ITEM: Democratic platform will include Fair Deal, no matter
who heads ticket.

ATX01 0094317

Portland, Oregon:

Airliner carrying General MacArthur and party caught in fog over Portland airport. Visibility zero. At last report was still circling aloft waiting for weather to clear. Plane has gas supply to last several hours.

Rollback.

Government lowers ceiling price for used cars except 1951 models, by six per cent.

Lyon, France:

U S air force plane missing since Tuesday, found in mountains of south France. All 36 aboard perished. Relatives of ~~xx~~ victims being notified.

Abilene, Kansas:

Eisenhower for President leaders name Senator Henry Cabot Lodge of Massachusetts to head nationwide campaign.

Washington:

Congressman Cole of New York polls House Republicans on presidential choice. For Taft: 71 first-place votes. For Eisenhower: 54.

Chipley, Florida:

Price war among barbers trims haircuts to 25 cents.

Nobel prizes.

British atomic scientists...Sir John Cockcroft, Professor

E.T.S. Walton, share award for physics. Dr. Glenn Seaborg receives prize for chemistry. Nobel award for literature goes to Sweden's Par Lagerkvist.

Detroit:

Herbert Hart, named best-dressed businessman...has 75 suits... 15 topcoats...45 pairs of shoes...400 neckties.

Chicago:

Judge orders Mrs. Roy Olander to turn Pomeranians out, make room for husband. He didn't mind 11 dogs, but moved out on arrival of nine puppies.

Miami:

Nation's mildest hurricane season passes...with no real hurricane.

Lemore, California:

Judge W. W. Sheehan has standard fine for drunk driving: 200 dollars. Fines himself that for driving after one too many.

Arcadia, Rhode Island:

Poultryman David Cooper showing a hen egg with circumference of 10 inches.

The weather map. High and low. Late readings: 85 degrees at Melbourne, Florida. At same time 22 at Butte, Montana.

Should have known it. First, John Lang.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 15, 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 all 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 0094320

-4-

(COMMERCIAL)

Shrine circus in New Orleans tonight...in the municipal auditorium. Seals, dogs, horses, elephants are in again, after once being moved out. Reason: Margaret Truman saw them last night. And even Harry, a Doberman pinscher named after the president had to evacuate. The circus people were told Miss Truman is allergic to animals...especially: elephants

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

ATX01 0094321

- THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
- THURSDAY, NOVEMBER 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. 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 0094322

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 16, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 16, 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 all
 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 0094324

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 16, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the nation for afternoon headlines. Some late ones:
Toledo, Ohio, Blade: RUSSIA AND U.S. SHOULD BURY DIFFERENCES,
WILSON SAYS.

New York Journal-American: EGYPT HURLS WAR CHARGE AT BRITAIN.
Boston Evening American: GIRL, 11, FLIES TO NEW YORK ON 25
CENTS CASH.

This date in history:
November 16, 1933: U S RESUMES DIPLOMATIC RELATIONS WITH
RUSSIA.

Today:
Defense Mobilizer Charles Wilson urges U S and Russia to bury
differences, open new war front...on want and privation.

Paris:
U N assembly. ITEM: Vishinsky proposes disarmament plan
including complete ban of atomic bomb. ITEM: Trygve Lie asks
Big Four foreign ministers to start negotiating now, in Paris.
ITEM: Egypt calls for plebiscite in Sudan, charges Britain wages
war by holding Suez.

ATX01 0094325

Tokio:

Ridgway representative back from talk with colonel in Korea who issued atrocity report. Official statement being prepared. Some believe colonel's figures may involve duplications.

Korea:

Some progress reported in longest truce meeting yet.

Battlefront:

Communist make minor gains on two sectors. Allied raiders spot over a hundred communist jets, which keep distance.

Harvard:

University newspaper, the Crimson, reports at least three moonshine stills operating in Harvard dormitories. Federals investigating.

Bridgeton, New Jersey:

Western Union and local office manager fined one thousand dollars each for accepting telegrams on horse betting. Western Union filing appeal.

Dublin, New Hampshire:

New edition of Old Farmer's Almanac predicts: "stormy winter".

Hollywood:

Movie crew leaving for South American area inhabited only by women...to film actual search for legendary lost jewels.

Washington:

Government grants railroads 32 per cent increase in rates for carrying mail. Means 75 million more a year.

Frankfurt, Germany:

Engineer and train-master of train that fled Czechoslovakia, flying to United States by Thanksgiving...for jobs with toy train firm.

Revision.

State Department reports Russians even reword writings of Stalin in conformity with changing soviet policy.

Tokio:

55 hundred G I's get permits to marry Japanese girls. Hundreds more applying.

Honor.

Rhode Island's official Thanksgiving Day proclamation written by teen-age Chinese girl. Hers won contest.

From the U Sweather bureau, late readings. A warm 85 at Palm Beach, Florida. At same time, a frosty 19 at Rapid City, South Dakota.

Question. First, John Lang.

(COMMERCIAL)

She shouldn't have asked the question. Last night, Sandra

ATX01 0094327

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 16, 1951

REVISED

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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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...

ATK01 0094328

-4-

Mateza of Boston...she's 11...climbed aboard on airliner for New York. Sandra had no ticket, but wanted to go to California. Nobody asked for a ticket. In New York the youngster boarded another plane. She wouldn't be on her way back home if she hadn't asked...just as the plane was about to take off...Do I need a ticket?

And that pinpoints the news for now. Have a happy weekend. Until Monday, Goodbye Everyone.

ATX01 0094329

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 16, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094330

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 19, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 19, 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 all
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 0094332

NEWS WITH KENNETH SANDHART

2:55 P.M.

NOVEMBER 19, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the nation for afternoon headlines. Some late ones:

Washington Times Herald: RED MOVE LIFTS TRUCE HOPE.

New York Post: BABY GIRL MISSING. HUNT ON.

Miami Daily News: WEATHER WILL WARM UP TO 70 TOMORROW. (THAT'S MIAMI)

—
Missing.

New York police search for baby girl, three weeks old, who disappeared from home when mother went on errand. No trace of infant.

—
Korea:

Communists call recess in truce talks, promise reply tomorrow night on allied plan for armistice in 30 days. North Korea, in radio broadcast, proposes truce terms similar to previous communist proposals. Calls for punishment of war crimes...denies communist atrocities.

—
Battlefront:

Communist attacks thrown back. One Chinese assault reported led by woman in black.

—
Nevada desert:

New series of atomic tests begins. Brief flash...no sound or concussion. No atomic cloud seen. Blast may have been underground. No details disclosed.

—
Harwell, England:

First atomic heating warms offices of Britain's atomic energy project.

ATX01 0094333

Circulating water heated by atomic furnace is not radioactive.

Report.

Ford Motor Company files first public report on worth. Assets almost one and a half billion dollars.

Paris:

Reporter: May I ask a political question?

Eisenhower: No, SIR.

New York:

Salvatore Sollazzo sentenced to eight to 16 years as master fixer in college basketball scandal. Five players get six month to three year terms for taking bribes. Judge charges commercialism corrupts college sports... athletes bought and paid for.

Who's WHO in the news?

Last movie role in Secrets in 1933. Born in Canada, she was called America's Sweetheart. She's coming back for one picture, The Library, at age 58. Mary Pickford, that's WHO.

Tokio:

Hirohito signature completes Japan's ratification of peace treaty. U S congress acts in early '52.

Hamilton, Ohio:

Judith McCollum tells judge her husband threatened to get divorce if she voted for Truman for re-election. SHE gets one.

Banned.

New York orders nudist picture magazines off newstands.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 19, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094335

Camp Breckinridge, Kentucky:

No army prisons for women. Six Wacs sentenced for beating another. WAC may go to federal reformatory.

This date in history:

November 19, 1863: LINCOLN MAKES GETTYSBURG ADDRESS.

Midland, Texas:

Town welcomes Alexander Raneazy...Europe's displaced person Number One Million. He and family settling there.

Saint Louis:

Mrs. Caroline Lohman, on hundredth birthday, drinks daily bottle of beer.

Freeze is deep. Florida reporting low of 28 degrees. Near freezing in Southern California. Latest readings: 67 at Key West, Florida. At same time, 16 at Rock Springs, Wyoming.

Shortage/. First, John Lang.

(COMMERCIAL)

Last month, something new in Worcester, Massachusetts. An award to the courteous driver of the week. But official spotters found no courteous driver until the second week. Now they've given up entirely. The weekly award goes out the window. Seems there aren't enough courteous drivers to keep the program going.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 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, enjoy fine, mild,
good-tasting tobacco in the cigarette that's
made better ... the cigarette that tastes better --
Lucky Strike. Try a carton today!

ATK01 0094337

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 20, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 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 all
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 0094339

NEWS WITH KATHLEEN BASHAMANT

2:55 P.M.

NOVEMBER 20, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

East and west for afternoon headlines. Some late ones:

Washington Daily News: U N IS SURE OF 365 AID VICTIMS.

Los Angeles Mirror: TOBE-PAYTON BLISS REPHRASES.

Denver Post: BOYD STAYS IN JAIL. WHITTE NO LONGER.

Raymond Edward Young, escaped convict on FBI of 10 most wanted men held on 50 thousand dollar bond. He'd lived in Denver as model citizen. Neighbors signing petitions urging leniency.

Pelgrede:

U S military cargo plane, four men aboard, missing en route to Yugoslavia after losing direction and being fired on by Hungarian, Romanian border guards. Plane last radioed: low on fuel. Believed down in north Yugoslavia.

Tokio:

U N headquarters reports enough evidence to presume that about six thousand Americans were murdered by communists in Korea. Bodies of 365 victims recovered. Report says: No sudden increase in war deaths.

Peking Radio:

Broadcasts accuse allies of many atrocities.

Mo Han's Land:

Communists reply tonight to latest U N armistice proposal.

ATK01 0094340

Hollywood:

After seven week marriage, Barbara Payton walks out on Frankot Tone.
Attorney says she'll file for divorce.

The latest:

Tone has just filed for divorce.

Boston:

House Democratic leader McCormack says: General MacArthur shouldn't wear uniform in making Republican political speeches.

New York:

MacArthur spokesman replies: Senior army officers wear uniform, speaking in support of administration policy.

From broad Broadway.

A new comedy, 'So Dorothy, a Son. Critics say: Slow.

Detroit:

Police search for bandit with toothache. He held up druggist for 200 dollars and bottle of toothache medicine.

Puzzle.

British medical report says wearing wet socks, sitting in draughts, won't make you more likely to catch common cold. Cause of it still a mystery.

From BBC, Tokio:

Many believe Hirohito lost value by denying status of deity. Pressure reported that he abdicate in favor of teen-aged son.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 20, 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 all 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 0094342

Boston:

Copley Plaza Hotel chefs bring wives to work...to help put home touch into hotel meals.

Washington:

Walter Truman interrupts vacation for dinner with women Democrats. Indicates next ambassador to Moscow will be George Kennan, state department expert on Russia.

Government report:

Nearly half the experts from Nazi Germany's guided missile project now working on U S weapons at Redstone Arsenal, Huntsville, Alabama.

Philadelphia:

Agreement between chemical workers and Sharpe and Lohme blood processing plant averts strike that threatened plasma shipments to Korea.

Gift.

Through fund raised by Australian newspaper, all Russians in Korea to get Christmas parcels including cigarets, candy, beer.

From the U S weather bureau, late readings. A freezing 21 at Burlington, Vermont. At same time, a mild 71 at Miami, Florida.

Going, gone. First, John Lang.

(CONFIDENTIAL)

It happened in Goslar, Germany. A shopkeeper tells police a man and a woman came in. The man asked to try out a bicycle in the window. He said: I'll leave my wife here as security. He rode off on the bike, and never returned. The woman says he was a stranger. She barely agreed to direct

ATX01 0094343

- 4 -

him to the shop.

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

ATX01 0094344

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 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. Friends, when you're
shopping for the Thanksgiving trimmings, get a
carton of Luckies. Then you and your guests can
enjoy the cigarette that's made better - that
tastes better - Lucky Strike!

ATX01 0094345

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Wednesday, November 21, 1951

NBC

Broadcast:

2:55-3:00 PM EST

DATE

- 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, NOVEMBER 21, 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 all
 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 0094347

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 21, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
One story dominates the afternoon headlines around the nation.

Washington Evening Star: RED CEASE FIRE PLAN AROUSES PEACE HOPE.

New York Journal American: SEE SOLUTION NEAR ON TRUCE.

Cleveland Press: REDS ACCEPT TRUCE PLAN IN PRINCIPLE.

—
Communists offer truce plan with some vague wording, but thought similar to allied proposal for cease-fire along present battleline if all truce terms are settled within 30 days. Fighting to continue until full agreement. Questions about communist plan may be clarified at meeting coming up. U N spokesman says: "I am more optimistic than I have been for some time".

—
Battlefront:

Allies continue gradual drive, repel counterattacks.

—
Pentagon:

American casualties pass one hundred thousand. Total now reported: one hundred thousand 176. Of these, 16 thousand

ATX01 009434B

805 battle deaths. Almost 11 thousand missing or prisoners.

Interview.

Back from Korea, General Hoyt Vandenburg, air force chief.
Tells reporters: U N can never win air war without hitting
Manchurian bases.

Washington:

Government permits raises for salaried supervisors whose
pay lags behind production workers in same firm.

Detroit:

Restaurant owner making money as diners rush for meals at
1939 prices. Example: steak dinner, 90 cents.

The name: Elliot and John Roosevelt.

F D R's sons reported negotiating for New York radio station,
as first move in radio, television enterprise.

Belgrade:

Hungarian, Romanian notes protest violation of their air
by U S cargo plane missing after being fired on by their troops.
Bad weather hampers search for plane over Yugoslavia.

Paris:

U N officials reported in try for direct U S-Russian talks.
U S Delegate Warren Austin says it might happen, but nothing
set.

Also Paris:

Britain's Princess Margaret on sightseeing tour. Nobody dares tell her: "her slip is showing."

Carlinville, Illinois:

Bookmaker registers under new federal law taxing gamblers. Under state anti-gambling law, he's fined 500 dollars.

From broad Broadway:

A new comedy, "Never Say Never". Critics say: "Never".

Akron, Ohio:

City council pigeonholes proposal to fine small boys who throw snowballs at buses.

The name: John Garner.

Former vice president off on Texas turkey-hunt on Thanksgiving, his 83rd birthday.

On the way:

First group of Korean war brides...eleven...flying to United States with husbands.

This date in history.

November 21, 1877: EDISON ANNOUNCES WORKABLE PHONOGRAPH.

Rochester, New York:

Daughter of late Wall Street Financier Hetty Green leaves hundred thousand dollars to cousin, Henry Loomis. He doesn't

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 21, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading 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 0094351

expect to use much of it. He's 85.

It's a big country. Late weather readings. A warm 77 at Corpus Christi, Texas. At same time 12 at Williston, North Dakota.

Here's how. First, John Lang.

(COMMERCIAL)

Moonshine stills had been reported operating in Harvard University dormitories. Students making their own. Federal agents left Harvard today, saying they'd broken up the moonshining by issuing firm warnings. As they left, Harvard's student newspaper carried a front page article complete with diagrams. Subject: "How to make your own pocket-size still".

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 21, 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, when you're
shopping for the Thanksgiving trimmings, get a
carton of Luckies. Then you and your guests can
enjoy the cigarette that's made better -- that
tastes better - Lucky Strike!

ATX01 0094353

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 22, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 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 all
 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 0094355

NEWS WITH KENNETH BANGHART

2:55 P.M.

NOVEMBER 22, 1951

N E C

Good afternoon. To the West Coast, Good Morning.

Thanksgiving Day in history:

1621: Celebrated by Pilgrims at Plymouth.

1789: Proclaimed as Thanksgiving Day by President Washington.

1863: Proclaimed national holiday by Lincoln.

1941: Definitely set for fourth Thursday of each November by F D R.

Hope for peace.

Negotiators for Korean truce have only one point to settle on cease fire line...how to draw new one if full armistice not signed in 30 days. Buffer zone agreement so close that delegates start mapping it tonight.

Battlefront:

After communist night attack on west front...GI's have Thanksgiving dinner in lull. Helicopters deliver turkey and trimmings to men on Heartbreak Ridge.

Somewhere in Korea:

Vice President and Mrs. Barkley dine with jet pilots after visit to evacuation hospital. Barkley to remain in Korea several days.

Rome:

U N official scolds free nations for not meeting goals to feed hungry areas. 70 nations to achieve a tenth of goals set for them.

Coming.

Churchill sails on liner Queen Mary, December 29th, for Washington meeting with Truman.

ATX01 0094356

New York:

Two New Haven passenger trains sideswipe at low speed in tunnel near Grand Central. Trains crowded with holiday riders, but no deaths as they leave tracks. No one critically injured in crash, which locked Grand Central traffic several hours. To repeat: both were New Haven railroad trains.

Auckland, New Zealand:

George Charles Titman, who renounced American citizenship to be world citizen, taken off ship as stevedore for U.S.A.

Paris:

Russia asks U.N. to take up charge the United States acts aggressively encouraging subversive activities in communist countries.

Again Paris:

West German chancellor in first meeting with Big Three foreign ministers. They agree on plan for Germany to enter defense force on equal basis.

Denver:

Eisenhower's mother-in-law back from European visit. Asked what are general's intentions. Mother-in-law says: "Wouldn't I like to know?"

Washington:

Government order coming Monday up colling prices of bakers...may mean higher retail prices for bread, cake, pies.

Dallas, Texas:

Nightclub hired band to play Hawaiian music...contends it got hillbilly tunes. Jury with ear for music to decide.

Paris:

ATX01 0094357

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 22, 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 all 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 0094358

At ball, 24 year old Charles Norris, of Chicago introduces himself to Princess Margaret of Britain...asks for dance. Says she: Terribly sorry, but I seem to be booked up just now.

Chicago:

His mother says: he's a very smooth dancer.

Thanksgiving weather. High and low. Late readings. A piercing 6 above at Grand Fork, North Dakota. At same time, a surmary 79 at Palm Beach, Florida.

Thanks. First, John Lang.

(COMMERCIAL)

A New York firm...Sachs Quality Stores...runs an ad saying: My Thanksgiving bird is not the turkey, but the stork. I go to the church that suits me best. My kids go to school and learn facts, not lies. I can shoot my mouth off about anything I like. Did I say the stork did me a big favor? asks the man in the ad. He did me four of them. He not only dropped ME here, but my wife and two kids.

A pleasant holiday to you all. Until tomorrow, goodbye, everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 22, 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 0094360

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 23, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 23, 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 all
 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 0094362

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 23, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

The big story, as told in one afternoon headline:

Washington Daily News: NEGOTIATORS REACH ACCORD ON LINE..
AIM TO END WAR IN MONTH.

The Boston Evening American has an exclusive: BRINKS LOOT
HIDEAWAY FOUND BY FBI.

The big story:

Negotiators agree on line for Korean cease fire if all
armistice terms are settled within 30 days. After 30 days,
new line would be drawn. Formal agreement on maps expected
over weekend. U N wants separate committees to work at same ti
on next problems: supervision of truce...prisoner exchange.

Battlefront:

Chinese regiment attacks in west at nightfall, captures hil

Air war:

Superforts bomb new air base only two miles below Manchuria:
border. No allied losses in first jet battle of week. Two
communist jets damaged.

ATX01 0094363

The Boston American says:

FBI finds place where million dollar Brinks robbery loot was believed hidden last year. Agents reported working on new lead.

Kansas City:

Two men in white overalls rob suburban bank of over 60 thousand dollars. One carried pistol; the other M-one Army rifle.

Washington:

Russia reports soviet fighters fired on U S plane over Siberia. Plane last seen disappearing toward sea.

U S navy weather plane...ten men aboard...reported missing at time of firing. Believed to have been downed by Russians.

Moscow:

Front pages give great attention, without explanation, to decoration of two soviet pilots. Same award publicized last year after Russian fliers shot down U S plane over Baltic Sea.

Data for Detroit:

Government reports cost of living up a fraction in month. 16 unions including auto workers get one cent an hour wage increase.

London:

19-year-old niece of Queen Elizabeth says: everyone should do ~~some~~ something. She takes Christmas job as salesgirl.

Walkout.

France leaves U N meeting as Egypt denounces French control of Morocco.

—
Birthday Party.

New Yorkers plan big anniversary celebration. Big Town's 300 years old in '53.

—
Pasadena, California:

Scientists report superior rainmaking method. They spray low clouds with plain water. It works...in Australia.

—
Berlin:

Communists tell women members where to carry party card so it won't be stolen: pin it to panties.

—
Moscow:

Communist newspaper scolds teen-agers who waste time idolizing actors and singers. It's the old way...not soviet.

—
Omaha, Nebraska:

A clw in safe-cracking case. The burglars can't read. Sign over busted safe read: This is open. Do not break.

—
The weather map. Late readings: 4 below zero at Minot, North Dakota. At same time 80 above at Brownsville, Texas.

—
Wanta bet? First, John Lang.
—

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 23, 1951

REVISED

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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094366

-q-

(COMMERCIAL)

A senator offers a bet on the Maryland-Tennessee football game to be played on New Year's Day. If Maryland loses, the senator will forfeit a barrel of Chesapeake Bay oysters. If Tennessee loses, a second senator is to pay off with a Tennessee coonskin cap. Maryland's Senator O'Connor proposing the wager to Tennessee's Senator Kefauver. He doesn't call it wager. For both were on the crime committee that investigated gambling.

And that pinpoints the news for now. Have a happy weekend. Until Monday, Goodbye Everyone.

ATX01 0094367

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 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. 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 ... the
 cigarette that tastes better. And now, until
 Kenneth Banghart returns next Monday, this is
 John Laing wishing you a pleasant week-end.

ATX01 009436B

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 26, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

- 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, NOVEMBER 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 all
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 0094370

NEWS WITH KENNETH BANGHART

2:55 PM

NOVEMBER 26, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Top news, as told in afternoon headlines. Some late ones:
Washington Evening Star: AGREEMENT REACHED ON CEASE-FIRE
LINE.

Birmingham News: AT LEAST 16 DIE, 60 HURT AS TRAINS CRASH
HEAD-ON.

New York Journal American: ROBBER GIVES UP, WEARING PUBLICITY.

Surrender.

One of 10 most wanted men, Meyer Dembin, hunted for 16 years
for bank robbery, gives up in New York. Says: I was tired of
running from the FBI. Feared capture after publicity on his crime
career.

This date in history:

November 26, 1950: CHINESE COMMUNISTS POUR INTO KOREA...STOP
ALLIED HOME BY CHRISTMAS OFFENSIVE.

Today, November 26, 1951:

Negotiators agree on exact location of cease-fire line that
may possibly mean armistice by Christmas. Korean fighting to go
on while other points are discussed. If all terms are settled
in 30 days, both sides to withdraw to present line.

ATXO1 0094371

Battlefront:

In snow and bitter cold, Chinese attack, take some ground. But allies keep strategic ridge taken just before drawing of tentative cease-fire line. Chinese woman in black reported killed leading Sunday attack.

Pentagon:

Army develops lightweight sled...carries up to 200 pounds. Sled made of glass fiber.

Woodstock, Alabama:

Death toll in collision of streamliners...Southern Railroad's "Southerner" and E. and N'S "Crescent"...now 16. All dead were aboard northbound Southerner. Sixty hurt in Sunday crash.

Paris:

United States willing to meet Russia in private Big Four talks on disarmament, as proposed by Asian-Arab states. Russia reserves decision.

Sports note:

Unbeaten Illinois, Big Ten football champion, chosen for Rose Bowl game.

New York:

Former Marine Corps major pleads guilty to stealing 41 thousand dollars of fund raised for Iwo Jima memorial.

Hearing.

Senator Taft tells senate committee: Truman charge that

special interests poured money into Ohio to re-elect him completely false. Says sinister conspiracy against him spent three times as much.

From broad Broadway.

A new comedy, Gigi. Critics say: "charming".

Hollywood:

Barbara Payton, Franchot Tone, who both filed for divorce, reported making up. May be on second honeymoon.

Long Distance.

Officials of Hunting Beach, California, fixing it so children may chat with Santa Claus, by telephone.

Dublin, Ireland:

Colonel Rupert Kilkelly, in divorce suit, names the butler as the second man.

Data for Dixie:

To hang beside painting of Ulysses S. Grant at West Point, a portrait of Robert E. Lee.

University of Pennsylvania:

Hazards in medical use of radioactive materials reduced by new detector 20 times as sensitive as Geiger counter.

By courtesy of the U S weather bureau, late readings. Contrast 10 degrees at Grand Forks, North Dakota, and 84 at the same time in West Palm Beach, Florida.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 26, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094374

Paid. First, John Lang.

(COMMERCIAL)

Will Luden protest that his arrest last night was unjust. He was taken in for disorderly conduct. What Luden was doing was: eating drinking glasses in a Decatur, Illinois, tavern. He says he was doing it only to entertain the other patrons. Besides...he says...I paid for every glass I ate.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, NOVEMBER 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, 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 0094376

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 27, 1951 **Network:** NBC **Broadcast:** 2:55-3:00 PM EST

13 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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 27, 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 all
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 0094378

NEWS WITH KENNETH BANGHART

2:55 P.M.

NOVEMBER 27, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late news:

Pittsburgh Press: U.S. STEEL, UNION, START AGE BAKES.

Washington Evening Star: CHECK VICE PREMIER FIRE FOR PROSECUTION.

Athens, Ohio, Messenger: IT'S A BOY...FINALLY.

Athens, Ohio:

For Mrs. Harold Gillette: 11 consecutive daughters. At last: a boy.

Prague:

Czechoslovakian Vice Premier Rudolf Slansky...Moscow trained...fired,
arrested for anti-state activity. Move toward Titoism? Or internal struggle
for power?

Korea:

Cease fire line nettled, negotiators take up second point; supervision
of truce. U N demands free access to all Korea for joint all ed-communist
inspection teams. Communists studying proposal.

Battlefronts:

Ground fighting dies down.

Air wars:

Four communist jets shot down. One U S plane lost.

ATX01 0094379

Boothboro, Pennsylvania:

36 inch pipe line carrying natural gas explodes. Blast heard 10 miles. Firefighters hampered by intense heat.

Pittsburgh:

UO steelworkers and U S Steel Corporation open contract talks that could set new pattern for wage-price increases. Union demanding substantial boost.

London:

Officials of No 2. Edge, England, vote to build a bridge.

London:

Daily express says of American pelicans in Saint James' Park: Next we'll be having G.I.'s on guard at Buckingham Palace.

New York:

Big Town searched for young man who denied hearing of draft until leaving New Mexico mountains...now AMOL from Army.

Broadway:

The hit, Saint Joan, didn't go on last night. Stage hands unable to raise the curtain.

Rome:

Police arrest several hundred demonstrators against Atlantic Pact as western powers near agreement on speeding defenses.

Belgrade:

Marshall Tito scolds west for fight on communism...says crusade should

Be a most aggressive Russia which isn't communist.

Detroit:

In scrap metal shortage, theft of manhole covers lay up.

Central Falls, Rhode Island:

In five days, three sisters become mothers in same hospital. Two boys and a girl.

Washington:

Special federal court takes under advisement argument that federal tax on gamblers violates constitution.

Springfield, Illinois:

Firemen set to strike tomorrow for higher pay.

Casualty.

Tro died from lamed for decline of public auto cars.

Seattle:

Tennessee's Senator Foraker chosen to speak in reply to General MacArthur's anti-administration speech there.

Hearing.

Joseph Ferguson, Democratic opponent of Senator Vait in last election, claims firms backing Vait wrote off ads in his behalf against taxes, amounting to subsidy by taxpayers.

The weather story. High and low. Late readings. A cold 20 at Cadillac, Michigan. At same time 53 at Palm Beach, Florida.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 27, 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 all 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 0094382

Looking up. First, John Lang.

War Veteran Michael O'Rourke, just back from Korea, spent Thanksgiving
day in jail in Los Angeles for an old traffic violation. All a misunderstanding.
Result of the publicity: O'Rourke's landed a job. He's getting married
sooner than planned, with a stranger paying all the expenses. A hotel's
donating a honeymoon suite. And the judge who jailed him will be a guest
at the wedding.

And that pinpoints the news for now. Well tomorrow, too, for everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, NOVEMBER 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. 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 0094384

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 28, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

- 410 2-10-51-101
- 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, NOVEMBER 28, 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 all
give 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 0094386

2:55 P.M.

NOVEMBER 28, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the nation for afternoon headlines. Some late ones:

San Francisco Call Bulletin: BOTH SIDES QUIT GROUND FIGHTING IN KOREA.

Washington Evening Star: TAX DRIVE FIFING 31 MORE.

New York Post: PAID TEST ALERTS CITY.

Korea:

Ground fighting stops completely. Allied troops ordered not to fire unless attacked. Communists also stop shooting. Allies stress there is no official cease fire...~~with~~ a period of watchful waiting to see how serious communists are about truce. One American, three communist jets destroyed as air war goes on.

No Man's Land:

Communists oppose ban on military buildup during armistice...against inspection teams to supervise cease fire. Communists call for withdrawal of foreign troops...which UN says not a question for truce negotiators. Another meeting tonight.

Out.

31 officials and employes fired or forced to quit in biggest shake-up of federal tax offices. Top man fired is James Smyth, collector at San Francisco.

Hearing.

T. Lamar Caudle, recently fired as assistant attorney general,

ATX01 0094387

testifies congressmen, other influential people, put on pressure to drop prosecution of tax offenders.

New York:

Eight million take part in city's first all-out air raid drill. Streets emptied quickly...transportation halts for 10 minute test.

Alton, Illinois:

Young woman prisoner unlocks cells of three jail companions for getaway. She and two of them were captured on island in Mississippi River.

Wash.:

Test of Los Angeles high school students shows 18 percent don't know how many months in year...16 percent can't say why July Fourth is a holiday... 50 percent don't know how many senators for each state.

Rome:

Anthony Eden says Britain will cooperate closely with European defense army...won't join it. British block agreement on American admiral for North Atlantic naval force.

London:

No vote after all night debate in commons on Churchill plan to organize civilian home guard for defense of British shores.

Paris:

Mrs. Eleanor Roosevelt named acting head of U S delegation to UN, replacing Warren Austin, who's ill.

Tokyo:

Vice President Alben Barkley visits Emperor Hirohito.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 28, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading 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...

ATK01 0094389

Boon.

Key West, Florida, chamber of commerce calls Truman vacations there a shot in arm for business. Tourist money rolling in.

Chambersburg, Pennsylvania:

Howard Karlin insists on seeing his children before an operation. They're home from as far as California...all 17 of them.

Flagstaff, Arizona:

19 elk hunters harooned by heavy mountain snow rescued after five days. At least 11 others still trapped.

By courtesy of the U S weather bureau, late readings. A mild 80 at Key West, Florida. At the same time, a frosty 13 at Caribou, Maine.

By First, John Lang.

We had the story yesterday from Ho Bridge, England. They're building a bridge. Now a dispute over the name of Heck, England. A new road sign reads: To Great Heck. People in Heck are protesting the change to Great Heck. They liked Heck. Heck...or Great Heck...is a mile from Little Heck, where they don't care either way. Only five houses...in Little Heck.

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

ATX01 0094390

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, NOVEMBER 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, 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 0094391

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 29, 1951 **Network:** NBC **Broadcast:** 2:55-3:00 P.M. EST

- 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, NOVEMBER 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 all
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 0094393

38 police cases in two months. Children being sent to other towns
while Gilets wages anti-police campaign.

This date in history!

November 29, 1945: TITO FORCES DRIVE OUT COMMUNIST, TAKE OVER YUGOSLAVIA

Today:

Shake up Rubber Case!

Army officers shake up Thailand government. Perhaps to strengthen front
against communists. Situation not clear!

Shake up Rubber Case!

Army takes over in Guatemala - Soviet power, ruled only last night
arrived with military cabinet. Soviet reported plans.

Uphold!

Washington, D. C. House passes 27 million Federal tax on gamblers in
constitutional.

Disarm's end!

Chapman and Gild killed! Police force unwilling to pre-empt
from media, charged on table.

Disarm's end!

High school girls killing 10 men, women in New Orleans.

Disarm's end!

I am glad I am a member of the... of... of...

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 29, 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 all 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 0094395

Tetroit:

Restaurant started it by cutting prices back to 1939. Ho. is movie theater admits entire family for a dollar.

Pentagon:

Enough doctors, dentists volunteering for military service to escape draft. The deal draft temporarily halted.

Billing:

Tennessee's Senator Welford, who headed crime committee, permits name to be entered in California presidential primary.

London:

Churchill, 77 tomorrow, is asked in caucus about cigar imports from dollar areas. Replies he doesn't import his cigars from dollar areas...hints friends send them.

Horrietown, New Jersey:

Paper plant picketed in strike. Maintenance workers flown in by helicopter.

The weather map. Late readings. At West Palm Beach, Florida 77. At New York, a freezing; 27 at Albany, New York.

Agreed. First, John Lang.

A father in anger, Palme...have not made public...agreed today to the marriage of his son...a minor. But he evidently gave permission with fingers crossed. On the consent blank, signed and filed at Mayor City Hall, the father added these words: And may God have mercy on him.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, NOVEMBER 29, 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 0094397

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 30, 1951 Network WFO Broadcast 2:55-3:10 PM EST

- 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, NOVEMBER 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 all
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 0094399

NEWS WITH KENNETH BANZHART

2:55 PM

NOVEMBER 30, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
East and west for afternoon headlines. Some late ones;
San Francisco Call Bulletin: U S WINS GREATEST KOREA BATTLE.

(In air).

Phoenix, Arizona, Gazette: TRUNK KILLER ELUDES CAPTURE.
Washington Daily News: RUSSIA OKAYS SECRET TALKS WITH BIG 3.

—
Phoenix, Arizona:

Winnie Ruth Judd, trunk murderess of 20 years ago, escapes
for fourth time from state mental hospital. Used cloth ladder
for getaway. Wide search on.

—
Korea:

No significant ground action for third straight day.

—
Air war:

Nine communist bombers, fighter-bombers, one jet fighter
shot down...others damaged. Bombers believed caught on training
flight. Largest known allied air victory of war. No allied
losses.

—
No man's land:

No progress in armistice talks. U N refuses to discuss

ATX01 0094400

—
—
—
withdrawal of foreign troops.

—
—
—
U N prisoner of war camp;

Many communist captives, warmly clad, well fed...don't want to go home.

—
—
—
Paris:

Russia agrees to private Big Four meetings in U N on disarmament plans. Talks to get underway promptly...with report by December 10th.

—
—
—
Again Paris:

Two employes of Romanian legation who don't want to return to communist homeland given asylum by France.

—
—
—
Fairbanks, Alaska:

Dealers' war drives beer prices to zero. Customers jam streets to take it away for nothing. One store plans to make beer even cheaper...doesn't say how.

—
—
—
Appeal.

Washington asks for record farm production next year. One goal: to help feed world's hungry.

—
—
—
New York:

Eleanor Holm, who's filed for separation from Billy Rose, awarded 700 dollars weekly alimony.

—
—
—
London:

ATXO1 0094401

Smiling King George leaves Buckingham Palace...first time since lung operation...goes to country lodge.

Earnings.

Queen Mary's handmade rug...through exhibit and sale in U S and Canada...brings in 120thousand scarce dollars for Britain.

Sudbury, Ontario:

U S army discharge expected for Peter Grainger, who told recruiters he'd lived in New Mexico mountains without hearing of draft...now listed AWOL. He's identified as Canadian veteran of last war.

Belfast, Maine:

Nelson Wight, lost in woods 15 hours in 15 degree weather, found numb with cold but all right. He's 91.

Chicago:

New York jewelry salesman reports three men pulled him into car on busy street...robbed him of diamonds worth a hundred thousand dollars.

High and low. Late weather readings. A warm 77 at Miami, Florida. At same time 33 at Williston, North Dakota.

Go slow. First, John Lang.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 30, 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 all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: 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. 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 0094403

George Bernard Shaw's wife left a quarter of a million dollars to teach social graces to the Irish. Her executor, a Dublin bank, asked a London court today how to go about it. The judge wondered how the English would like it if an Irish person left money to teach them better manners. All agree it's a problem to approach with all caution.

—
And that pinpoints the news for now. Have a happy weekend.
Until Monday, Good bye Everyone.
—

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, NOVEMBER 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, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094405



ATX01 0094406

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, December 3, 1951 Network: NBC Broadcast: 2:55-3:00 P.M. EST
Repeat:

- 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, DECEMBER 3, 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 all 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 0094408

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 3, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones;
Washington Evening Star: CHINA REDS YIELD ON NEUTRAL INSPECTION.

Chicago Herald American: EGG PRICES DROP SEVEN CENTS HERE.
Savannah, Georgia, Press: SAVANNAH CHILDREN TO RECEIVE GIFT FROM FAR EAST.

G I's in Japan raise Christmas fund for children back home.
Dart thrown at map decides which state. Drawing from hat decides city. 700 dollars on way to children of Savannah, Georgia.

Denver:
B-29 crashes in residential section. Nine crew members reported killed. Several houses set afire as plane explodes. Details scant.

Reno, Nevada:
About same time, two-engine plane crashes in Reno residential area in snow storm. At least one death reported.

Korea:
Communists reverse position on armistice buildup...call for complete freeze on troops and arms. This may be a second big

ATK01 0094409

concession; they propose neutral observers for behind the line inspections. Communists to reply tonight to many allied questions about these proposals.

Battlefront:

Lull in ground fighting continues.

Budapest:

Hungary confirms that U S air force plane, missing 14 days with four aboard, is down there. Moscow says soviet fighters forced it down.

Washington:

State department denies charge plane carried equipment for spies and saboteurs. Demand for release of plane and crew being drafted.

Chicago:

Heavy supply sends wholesale egg prices down seven cents a dozen below Friday...14 cents under a week ago. Eggs off 20 cents since mid-November.

Hearing.

Justice Department lawyer tells House committee Alabama's Congressman Frank Boykin ~~xxxx~~ tried to stop prosecution of tax fraud case. Boykin called to testify.

Newark, New Jersey:

12 thousand Prudential Insurance Company agents strike

across nation for higher pay. 300 picket Newark hose office.

New York:

Taft for president headquarters opens on Times Square.
Sample slogan: "Bob, Bob, a president's son, will run the
country as it should be run."

Key West:

Mr. Truman created fair employment committee to prevent
discrimination in hiring of minority groups under government
contracts.

Cairo:

At least 10 Egyptians, seven British troops reported killed,
many wounded, in new fighting in Suez area.

Washington:

One a day postal delivery out for Christmas season. Carriers
to make as many deliveries as needed to move to 1 day mail.

Montgomery, Alabama:

Son of Governor Gordon persons fined 14 dollars for speeding.
Father says "good". I mean business on speed violations.

Flat Rock, Michigan:

In election for town president today voters ran blank
ballots. No candidate filed for office.

The weather man gave readings. It was 21 at Brownsville,
Texas. A wind 21 at same time at Ravenna, Wyoming.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, 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 0094412

-4-

Green light. First, John Lang.

(COMMERCIAL)

After profound contemplation, a London judge today gave the go-ahead to a project financed by the late Mrs. George Bernard Shaw...to teach social graces to the Irish. A quarter million dollar program to teach elocution, deportment, arts of social intercourse and self-control. But, the judge remarked: "How the people of Ireland will react...we ought not to speculate.

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

ATX01 0094413

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 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, 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 0094414

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Tuesday, December 4, 1951

Network:

NBC

Broadcast: 2155-3100 PM EST

DATE: _____

Repeat: _____

- 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, DECEMBER 4, 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 all
 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.....

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 4, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

By telephone and teletype for afternoon headlines. Some late ones:

San Francisco Call Bulletin: NEW STORM HEADING THIS WAY
Washington Daily News: LONG WEEKENDS FOR U S WORKERS.
Claremont, New Hampshire, Daily Eagle: PUBLIC UTILITIES
COMMISSION TELLS BOSTON AND MAINE TO REDUCE TROTS.

San Francisco:

New gales to lash west coast. Damage from wind and rain already widespread in Pacific states.

Washington:

Big news for government workers: Mister Truman approves four-day Christmas holiday...three days off at New Years...for all federal employees.

Korea:

Communists, in armistice proposal, object to rotation of U N troops. They want to build and repair airfields without inspection. Allied delegates say communists appear puzzled on their own plan. More discussion tonight.

Battlefront:

ATX01 0094417

Temperature zero in eastern hills. Little action.

Manila:

Erupting volcano on small Camiguin island in Philippines kills at least 141. Smoking ashes cover several villages. Ships alerted for possible evacuation of island.

New York:

Sailing for European talk with Eisenhower; Harold Stassen.

London:

Workman's blow-torch sets fire to rafters of Buckingham Palace. Firemen put out blaze after 20 minutes.

Paris:

First United Nations meeting opened to Germans. Over Russian opposition, east and west Germany are invited to take part in debate on holding all-German election.

State Department:

Hungary sends word that four U S fliers forced down there by soviet fighter are in good health. Their release is demanded.

New York:

Phoney Hohenzollern prince, who married New Orleans socialite, slips back here, after being deported. He's in hands of immigration agents.

Lexington, Virginia:

V M I cadets who rebelled at strict rules by window-breaking furniture-breaking demonstration, must pay all damages.

A fact.

Two arrested burglars removed loot with horse and buggy in Detroit of all places.

New Delhi:

British explorer takes photographs which may show footprints of huge ape men who roam Himalayas.

Cairo:

20 Egyptians reported killed in second day of battle with British in Suez. Government proclaims state of emergency.

Request.

Colorado state penitentiary, in new budget, asking one hundred dollars for advertising and publicity.

Philadelphia:

Betsy Ross commemorative stamp goes on sale there January first...200th birthday of our flagmaker.

Government report:

Defense production will need four and a half million more workers by end of '52.

By special courtesy of the U S weather bureau, late read. A sunny 81 at Vero Beach, Florida. At same time a frosty

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today. Now back to Kenneth Banghart.

ATX01 0094420

28 at International Falls, Minnesot a.

—
Toot, toot. First, John Lang.

—
(COMMERCIAL)

—
They've complained for years in Claremont, New Hampshire, about train whistles. Each time a Boston and Maine train passed each of five grade crossings in Claremont, the engineer would blow four toots. For each train; 20 toots. Now state authorities tell the railroad to discontinue 96 of the toots a day. This means 31 thousand, 712 fewer train whistles a year. It's going to seem pretty quiet in Claremont, New Hampshire.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, DECEMBER 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. 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 0094422

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Wednesday, December 5, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 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, DECEMBER 5, 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 all
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 0094424

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 5, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the nation for afternoon headlines. Some late ones:

San Francisco Call Bulletin: STEPINAC FREED BY TITO.

New York Post: U S JETS BLAST 10 MIGS.

Bridgeport, Connecticut, Post: DOCTOR GIBSON FREED IN
AYRES DEATH.

—
Doctor Donald Gibson, accused of causing death of wealthy spinster to get her money, freed by judge as soon as prosecution rests. Judge says: charge not proved. Case based on speculation.

—
Just in:

Charles Oliphant resigns as chief counsel to internal revenue bureau, saying he's been target of villification and rumor beyond point of endurance. Oliphant's denied connection with any tax shakedown.

—
Hearing:

Congressional committee chairman says: no evidence high government men were involved in tax fixes. Frank Nathan, accused of half million dollar tax shakedown attempt...testifies he palled around with T. Lamar Caudle, ousted assistant attorney general, doesn't remember talking tax matters.

—
ATX01 0094425

From NBC, Manila:

Known dead in Philippine volcano eruption over 500. Two thousand may have perished. Lava still flowing.

Korea:

All U S planes return from battles that destroy five communist jets, damage five more. In 10 days of air war, 64 communist planes downed or damaged. Ground lull continues.

No Man's Land:

Communist negotiators evasive to questions about their armistice proposals. Allies try again tonight.

Belgrade:

Archbishop Stepinac, leader of Yugoslavia's Catholics... imprisoned five years on charge he plotted against Tito... given conditional release. Stepinac not to resume church duties.

New York:

Federal grand jury in new indictment of Gambler Frank Costello for contempt of senate crime committee. Trial expected in early January.

Hoboken, New Jersey:

Bethlehem Steel Company shipyard workers file some 200 damage suits totalling five million dollars. Claim: shipyard noise harmed their hearing.

Thrifty.

Average New Englander's cash savings: 18 hundred dollars...

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, 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 0094427

compared with national average of 12 hundred dollars.

The name: Eugene O'Neil.

Playwright is in Boston hospital with undisclosed ailment.
Condition called serious.

Chatham, England:

Driver of bus that ran over marching cadets, killing 23,
too stunned to explain accident.

Cut rate.

Airlines agree on cheaper tourist flights over Atlantic.
417 dollar round trip in winter off-season...486 dollars rest of
year. Some lines begin new service in spring.

Late weather readings. Contrast 25 degrees at Rock Springs,
Wyoming, and 84 at same time at Brownsville, Texas.

No go. First, John Lang.

(COMMERCIAL)

In Christmas decoration, Guy Callenda of Providence, Rhode Island,
spares no trouble. Callenda, a bartender, spent months constructing
two huge candles in the cellar under his bar. Now he can't get
them through the cellar door. He plans to knock a hole in the
cellar wall...take the candles up through the adjoining building.
For Christmas...Callenda will have candles.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, DECEMBER 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, 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 0094429

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, December 6, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE: _____

Repeat: _____

- 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, DECEMBER 6, 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 all
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 0094431

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 6, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones:
Fort Worth, Texas, Press: B-36's LAND AFTER FIVE THOUSAND
MILE NON-STOP HOP.

San Francisco Call-Bulletin: SEVEN THOUSAND BATTLE IN
IRAN FIGHT.

Salt Lake City Desert News: COPPER WAGE INCREASE GETS
OKAY.

Wage Stabilization Board approves 15 cent an hour pay increase
for most of copper industry.

Fort Worth, Texas:

Six B-36 bombers, world's largest, return from new U S air
base in French Morocco...five thousand mile flight non-stop.

London:

Churchill going to Paris for talks with French before Washington
visit late in month. He tells commons: danger of world war
not as great as during Berlin blockade. Chance of war lessens
as west re-arms.

Made in America.

ATX01 0094432

U S turns over eight warships to Italy, making total of 11 given
Italians as military aid. U S jet fighters on way.

Teheran:

Three killed, hundreds hurt, as two thousand police put down communist-
led demonstration of five th usand.

This date in history.

December 6, 1933: UNITED STATES REPEALS PROHIBITION.

Albany, New York:

State's highest court decides: child injured before birth through
negligence of third person, may sue for damages after birth. In this case,
the mother fell on defective stairway...blames landlord.

Prospect.

Eisenhower name may appear in both Democratic and Republican primaries
in New Hampshire. He'd have until early February to withdraw from one of both.

Korea:

In heaviest attack in support of troops since battle lull, allied fliers
knock-out 35 communist guns that harassed U N positions. In air fights, three
communist planes down or damaged. No allied losses.

No Man's Lands

Truce negotiators make ~~in~~ minor progress. Each side makes a concession
on armistice inspection. But U N insists on troop rotation. Communists bar
prisoner discussion now.

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality prove -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today. Now back to Kenneth Banghart.

ATX01 0094434

Krasic, Yugoslavia:

Archbishop Stepinac, just released from prison, says mass in small village church, contends he remains archbishop despite state ruling to contrary.

From Broad Broadway:

A new comedy, "Wina", starring Gloria Swanson. Critics say: tiresome.

Transfer.

Over 500 veterans of Korea who complained about cold weather at Camp Irwin, New York, now assigned to other army bases.

Paris:

Deadlock on election to fill U N security council vacancy. On eighth ballot: White Russia 32, American-sponsored Greece: 27. Neither gets required two-thirds majority.

The weather map. Chilly Canadian air moving down. Late readings 16 at Fort Bridger, Wyoming. At same time 85 at Fort Meyers, Florida.

Snapshot. First, John Lang.

(COMMERCIAL)

The question: man or beast? A British explorer returned to London today with photographs snapped in the Himalaya Mountains, where natives tell of hairy giants...wild gorilla-like creatures they call "the abominable snowmen". The photos show strange footprints with four toes. They may shed new light on the old legend of the "abominable snowmen" who...it's said...are man-eaters. Man or beast? Or both?

-4-

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

ATX01 0094436

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, DECEMBER 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. 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 0094437

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, December 7, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 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, DECEMBER 7, 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 all
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 0094439

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 7, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the nation for afternoon headlines. Some late ones:

Philadelphia Evening Bulletin: SPORTSMAN WILLS 25 THOUSAND
DOLLARS TO APPRAISE FDR INFLUENCE.

New York Journal American: 3RD U S PLANE LOST IN EUROPE.

Charlotte, North Carolina, News: REMEMBER DECEMBER 7th?
LOTS OF FOLKS DIDN'T.

—
This date in history:

December 7, 1941, day of infamy: JAPANESE ATTACK PEARL
HARBOR.

—
Today, 10 years later:

Nomura and Kurusu, Japan's 1941 peace envoys to Washington,
insist in Tokio: they did not know the attack was planned.

—
Also, today:

Charlotte, North Carolina, News reporters ask shoppers:
anything special about today? Only half realize day's significance

—
Media, Pennsylvania:

Will of late J. Brooks Parker leaves 25 thousand dollars
for historians to write book on Franklin D. Roosevelt's influence
on nation.

—
ATX01 0094440

Marseille, France:

U S air force plane, 10 aboard, missing on flight from Africa. Last reported near Marseille. Third U S air force plane down in Europe in month.

Hamilton, Bermuda:

B 29 with 18 aboard, overdue on flight from Azores. Wreckage at sea may be missing bomber.

New York:

Judge gives three bribed Bradley University players suspended sentences for fixing basketball games...says Illinois school helped corrupt them by commercializing sport.

In the spirit.

On Christmas, Chesapeake and Ohio railroad to pass out holiday gifts on dining cars.

London:

Britain...contending vacant U N security council seat should go to slav nation...backs Wite Russia despite U S opposition. Unconfirmed report says France also for White Russia.

Korea:

Some progress in truce talks. Communists study new allied plan for armistice inspection. U N agrees to discuss foreign troop withdrawal AFTER terms are settled.

Battlefront:

Most sectors quiet. After 11 days of jet battle, no air .

fighting.

Copenhagen, Denmark:

Police to arrest Santa Claus on sight. Reason: criminals use Santa beards as disguise.

Washington:

Congressman O'Brien of Illinois denounces hearsay evidence to his committee by Chicago lawyer who told of big shakedown attempt. Charles Oliphant, who resigned as chief tax counsel, wants to testify but delays appearance.

Burlington, Wisconsin:

This entry in 1951 liar's club contest: Indiana farmer claims muskrats carried off his post holes for living quarters.

Birth note:

Tigress in Hamburg, Germany, Zoo recently had quadruplets
Last week polar bear had four cubs. Now Lena the lioness upholds record...quads.

Hot and cold. Late readings. At Elko, Nevada a bone chilling 10 degrees. At same time, a sunny 84 at West Palm Beach, Florida.

Protest. First, John Lang.

(COMMERCIAL)

Some newspaper readers, it seems, will complain about any

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, 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 0094443

editorial, no matter what it says. The other day the Daily Free-Lance, of Henryetta, Oklahoma, printed on the front page the modern version of the sixth chapter of Matthew...part of the sermon on the mount. Soon after the paper hit the street a reader telephoned to say: "I don't agree with that editorial on your front page".

—
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, DECEMBER 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, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094445

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Network:	Broadcast:
Monday, December 10, 1951	NBC	Repeat: 2:55-3:00 P. EST

- 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, DECEMBER 10, 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 all 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 0094447

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 10, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones;

Washington Evening Star: U N DEMANDS REDS ANSWER ON PRISONERS.

Philadelphia Evening Bulletin: MCKINNEY MADE FAST 68 THOUSAND DOLLARS IN PHILADELPHIA, HE ADMITS.

Pendleton, Oregon, East Oregonian: MAN CAUGHT IN WELL SAVED.

Pendleton, Oregon:

Rancher Norma Ford, caught when walls of well caved in, trapped in below-freezing weather, rescued after 18 hours.

Profit.

Democratic National Chairman Frank McKinney says he and a political associate made a quick 68 thousand dollars each on 1946 investment of a thousand each in Philadelphia company. Insists nothing unethical was involved.

Missing.

Frank Sinatra, bride Ava Gardner, report 17 thousand dollars in jewelry stolen from London hotel room.

Milford, Massachusetts:

Stolen from Christmas display: two wise men, two camels, two angels.

ATX01 009444B

White House:

Mr. Truman, back early from Florida vacation, goes over world situation, including Korea, with top advisers. Expected tomorrow to discuss corruption in government with Attorney-General McGrath.

Hearing.

T. Lamar Gaudle, ousted assistant attorney-general, testifies he bawled out cronie after hearing last summer he made half million dollar tax shakedown attempt. Question this afternoon: what action was taken?

Paris:

In private talks, Russia and Big Three of west agree on new commission to study disarmament.

Again, Paris:

United States, paying 37 per cent of U N expenses, suggests we pay less. Russia contends we should pay even more, because we're able.

Korea:

Allies demand that communist truce delegates say tonight whether they'll discuss exchange of prisoners, along with inspection of armistice.

Battlefront:

No significant action. In air, communist planes avoid fight.

This date in history:

December 10, 1949: CHIANG KAI SHEK FLEES TO FORMOSA.

From broad Broadway.

Revival of W. Somerset Maugham's comedy, "The Constant Wife", starring Katherine Cornell. Critics say: "Delightful".

Sale.

New York police auctioning off mountain of items lost or stolen, including 200 autos, 250 bicycles.

Bremen, Germany:

Princess Vera Romanov, grand niece of Russia's Czar Alexander the second, flying to office job in New York.

Seasonal datelines.

Bethlehem, Connecticut: Christmas rush on. Small postoffice flooded with cards, letters for remailing.

Christmas, Florida: Small town stages first Christmas carol program.

European report:

Checkoslovakia arrests over 15 thousand on charge of plotting to take communist nation into Tito camp.

From the U S weather bureau, late readings. Contrast 7 degrees at Milford, Utah, and 81 at same time at West Palm Beach, Florida.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are available in bright, holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy - go Lucky Christmas for your family and friends. Back now to Kenneth Banghart.

ATX01 0094451

-4-

Not so fast, First, John Lang.

(COMMERCIAL)

Thomas Walsh sells insurance. Safety insurance. Yesterday police arrested him near Hamilton, Ohio. The charge: speeding. Walsh was going about 70 miles an hour. Police: "Where do you think you're going? Walsh: "To Middleton...to make a speech on safety".

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

ATX01 0094452

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 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, 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 0094453

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, December 11, 1951

Network: NBC

Broadcast:

Repeat: ~~2:55-3:00 PM EST~~

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, DECEMBER 11, 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 all
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 0094455

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 11, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the nation for afternoon headlines. Some late ones:

New York Post: DIMAG QUILTS.

Los Angeles Daily Mirror: TONE APOLOGIZES TO FLORABEE

Washington Daily News: McGRATH UP, AMID REPORTS HE'S THROUGH.

—
New York:

Joe Dimaggio, at age 37, retires after 13 seasons as top baseball star. Announces: "I've played my last game. Doesn't tell future plans.

—
Hollywood:

Francis Tone admits in court he spat on newspaperwoman in nightclub, makes public apology. Penalty: 400dollar fine and suspended jail sentence.

—
White House:

Asked about headline on report Attorney General McGrath is through, presidential aide denies he's resigned.

—
Hearing:

McGrath says he thought it all right for ousted assistant attorney general T. Lamar Caudle to accept five thousand dollar fee on sale of airplane.

—
ATX01 0094456

Pentagon:

Since Korean war began, U S has lost over 900 planes, including non-combat losses.

Korea:

Communists agree to take up prisoner exchange and truce inspection at same time. But delegates far apart on prisoner question.

This date in history:

December 11, 1936: GEORGE THE SIXTH SUCCEEDS TO BRITISH THRONE
ABDICATED BY EDWARD THE EIGHTH.

Today:

King George enough improved from lung operation to plan hunting trip.

For Lajolla, California:

Mrs. S. P. Weston of Lajolla has just won nationwide cake baking contest in New York. Prize: 25 thousand dollars.

North Pole:

Red and white steel pole, to stick upright in ice, expected to be dropped by plane today.

Pawtucket, Rhode Island:

Instead of parking fines, police leave cards wishing hearty holiday greetings.

From Broad, Broadway:

A new play, "The Grand Tour". Most critics say trip little fun.

Storm:

Atlantic winds slow liner "Independence". Passengers, including Secretaries Acheson and Snyder to reach New York 12 hours late.

Fairview, Utah:

Mister and Mrs. Peter Peterson, Utah's oldest couple, celebrating 73rd wedding anniversary.

Strasbourg, France:

Belgium's Paul Henri-Spaak, advocate of united Europe, quits as head of European assembly, to protest lag in progress.

The latest:

Assembly votes for broader powers in European affairs.

Budapest:

Note rejects U S claim that American air force plane forced down in Hungary was off course. Demand for crew's release ignored.

Washington:

Nation's junk dealers ordered to turn over some four million wrecked autos as scrap metal for defense production.

Albany, New York:

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today. Now back to Kenneth Banghart.

ATX01 0094459

Two fires in state capitol building cause minor damage...
believed set by small boys.

The weather map. Late readings. At Farbo, North Dakota,
one above. At same time 82 at West Palm Beach, Florida.

Objection. First, John Lang.

(COMMERCIAL)

A chamber of commerce asked if Mister Truman would object
to a float in Pasadena, California's Tournament of Roses parade
showing a White House scene of mink coats and deep-freezes
and the president playing the piano. A float just for fun.
White House reply today: Most people would consider it in very
bad taste. In effect: not funny.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, DECEMBER 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. 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 0094461

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Network:	Broadcast:
Wednesday, December 12, 1951	NBC	2:55-3:00 PM EST
		Repeat:

- 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, DECEMBER 12, 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 all
 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 0094463

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 12, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

—
Around the country for afternoon headlines. Some late ones:
Montgomery, Alabama, Journal: FBI ARREST THREE FROM THOMAS-
VILLE ON 800 THOUSAND DOLLAR BANK SHORTAGE CHARGE.

Saint Paul Dispatch: QUINTS WILL ATTEND WINTER CARNIVAL.

New York World Telegram and Sun: PINCE NEZ PIGEON IS BACK.

—
Pigeon wearing eye glasses first reported on Broadway
window ledge in July, returns. New York World Telegram and Sun
photographer snaps picture for front page.

—
Thomasville, Alabama:

Three arrested in connection with bank shortage of 800
thousand dollars...president, cashier and customer of bank.

—
Coming.

Dionne quintuplets, now 17, to attend next month's winter
carnival in Saint Paul, Minnesota...ride on a float in parade.

—
White House:

Attorney General McGrath, J. Edgar Hoover see Mister Truman,
supposedly on government house cleaning. President aide indicates
drastic move on way.

—
ATX01 0094464

Hearing:

Bert Naster...second of two men accused of half-million dollar tax shakedown attempt...denies it.

Charlotte, North Carolina, News reports:

FBI told former Attorney General Tom Clark of indiscretions of T. Lamar Gaudle before his appointment as assistant attorney general.

This date in history:

December 12, 1901: MARCONI SENDS FIRST RADIO SIGNAL ACROSS ATLANTIC.

Today, 50th anniversary:

Churchill notes event in message to Truman.

Korea:

Communist truce delegates thinking over new U N concessions on armistice inspections. On prisoner exchange, no progress. U N officers demand report on captives.

Battlefront:

Mostly quiet. No air fighting.

New York:

Baby born to Christmas shopper in Macy's basement...and mother...both doing fine.

Paris:

U S, paying 37 per cent of U N costs, loses effort to cut share to thirty-three and a third per cent. In vote, only Nicaragua joins U S in reduction proposal.

Again Paris:

Russia's Vishinsky, in his calmest speech of current U N sessions, calls for disarmament, but on soviet terms: immediate ban of atomic weapons.

Report:

Britain, despite dollar shortage, ready to pay full amount due at end of year on U S, Canadian loans...to strengthen credit standing.

Chicago:

Second big drop in wholesale egg prices in two weeks. Top grade eggs 49 cents a dozen.

Albany, New York:

Governor Dewey says no to New York City plan to operate lotteries for revenue.

Lansing, Michigan:

Court orders Western Union to stop transmitting gambling information in Michigan.

Bucharest:

Romania charges U S plane dropped saboteurs there.

From the U S weather bureau, late readings. At Fargo,

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are available in bright, holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy -- go Lucky Christmas for your family and friends. Back now to Kenneth Banghart.

ATX01 0094467

-4-

North Dakota 6 below zero. At same time 72 above at Brownsville,
Texas.

Really so. First, John Lang.

—
(COMMERCIAL)
—

It's finally come true. An airplane from Alaska has flown
over the North Pole and dropped a long steel pole by starlight.
The pole went into the ice with a clunking sound. The fliers
could see it standing in the starlight at the top of the world.
Yes...there is a real pole at the north pole...painted red and
white, like a peppermint stick.

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

ATX01 0094468

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, DECEMBER 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, 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 0094469

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, December 13, 1951

NBC

Broadcast: 2:55-3:00 PM EST

Network:

Repeat:

DATE _____

- 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, DECEMBER 13, 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 all
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 0094471

NEWS WITH KENNETH BANGHART

2:55 P.M.

DECEMBER 13, 1951

N E C

Good afternoon. To the West Coast, Good Morning.

Long distance for afternoon headlines. Some late ones :

Washington Daily News: TRUMAN TO WAR ON WRONGDOERS.

Fargo, North Dakota, Forum: HOTEL BURNS: ONE KNOWN DEAD.

Chicago Herald American: CICERO JURY INDICTS SEVEN.

Cicero, Illinois:

Aftermath of July race riot: federal grand jury charges seven city officials and policemen violated civil rights of Negro who tried to move into Cicero apartment.

Fargo, North Dakota:

200 guests flee burning hotel in nightclothes in 13 below zero weather. One person perishes in fire. Two unaccounted for.

White House:

Mr. Truman tells reporters he will not tolerate wrongdoers, hints special agency by weekend to clean government house. Says administration has taken drastic action all along against unsatisfactory officials.

Korea:

Biggest jet victory in history. U S fliers down 13 communist jets, damage three more. Top U S jet ace...Major George Davis of Lubbock, Texas, downs four, making his war total 12. No U S losses in combat, but one plane catches fire and crashes. Helicopter rescues pilot.

ATX01 0094472

No man's land:

Allies demand names of prisoners held by communists, assurance of their safety...before agreeing on exchange.

Cairo:

Egypt announces recall of ambassador to London to protest British in Suez. Businessmen declare boycott on British goods.

Washington:

Finalnd pays installment on world war one debt ahead of schedule.

Operation.

Senator Robert Taft...presidential candidate...to have tonsils out tomorrow.

Eveleth, Minnesota:

Mrs. Joe Ryzak gives birth to twin boys...eight days apart.

Tucumcari, New Mexico:

Three million gallon water tank collapses...flooding downtown area. Four killed...many buildings swept away or damaged by deluge.

Camden, New Jersey:

In drive on juvenile delinquency, 10 p.m. curfew being enforced for youngsters under 18.

From broad Broadway:

A new comedy, Lo and Behold. Critics say Quite fair.

Washington:

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality proves-- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today. Now back to Kenneth Banghart.

ATX01 0094474

Committee of college presidents on de-emphasis of school sports, proposes: restrictions on athlete recruiting, and of post-season bowl games.

New York:

Prohibition Bootlegger Waxey Gordon gets 25 years to life for sale of narcotics. Judge calls him lawless parasite.

Atlanta:

Bootlegger John Hardy convicted of murder, with mercy recommendation, in case in which 38 died from poisonous moonshine.

Deep freeze. Late readings. 5 below zero at Fargo, North Dakota. At same time, a warm 80 at Brownsville, Texas.

Doctors' orders. First, John Lang.

(COMMERCIAL)

Moscow's Literary Gazette points to a Doctor Kuzmin as a bad example. He paid as much attention to his pipe as to his patients. What's more, he ordered the staff of his hospital to tell him what local gossips were saying about him, and his pipe. If they refused, he'd create nasty scenes. The health ministry transferred Doctor Kuzmin to another hospital...which made everybody happy. Except the staff at the new hospital.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, DECEMBER 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, 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 0094476

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, December 14, 1951

NBC

Broadcast: 2:55-3:00 PM EST

Network:

Repeat:

DATE _____

- 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, DECEMBER 14, 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 all
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 0094478

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 14, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

For afternoon headlines, around a nation of mostly bad weather. For instance:

Chicago Daily News: 10 to 12 INCHES OF SNOW PREDICTED.

Washington Evening Star: SWEDEN ASKED BY US TO AID IN KOREA TRUCE.

Los Angeles Herald Express: UNWRITTEN LAW IN WANGER-BENNETT LOVE SHOOTING.

Hollywood:

Producer Walter Wanger released on bail after shooting agent of wife Joan Bennett. She denies any romantic interest in agent, whose condition is not serious. Wanger defense may be: unwritten law.

Washington:

We ask Sweden, Norway, Switzerland if they'd serve as non-belligerent nations on Korean inspection teams...if there's agreement on truce inspections.

Korea:

Communists suggest limited U N troop rotation during armistice. Allies say they'd be more receptive to allout prisoner exchange if communists first supply names of captives.

ATX01 0094479

Air war:

Three allied raiders downed by ground fire. In sky battles, all U S planes return. One communist jet down, three damaged.

White House:

Chairman King of House tax investigation sees Mister Truman. Neither he nor White House commenting...but it's supposedly on government cleanup.

Hearing:

Charles Oliphant, former chief U S tax counsel, testifies mystery man Henry Grunewald and Senator Bridges of New Hampshire intervened in same tax case.

At same time:

Government files back-tax claim of over 50 thousand dollars on Grunewald.

Humble, Texas:

Westbound Southern Pacific train derailed. Three passenger cars go down embankment, but no critical injuries.

From broad Broadway:

A new play, Point of No Return, starring Henry Fonda. Critics say: "a smash hit."

Hollywood:

Rita Hayworth suspended from studio payroll in dispute over script for comeback movie.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are available in bright, holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy - go Lucky Christmas for your family and friends. Back now to Kenneth Banghart.

ATX01 0094481

Long Branch, New Jersey:

Youngsters ask: why does roly-poly department store Santa Claus have soprano voice? They're told: it's Mrs. Santa. This year a woman got the job.

Detroit:

Policeman and burglar caught breaking into jewelry store exchange bullets. Both killed.

Census Bureau:

Mr. Average American is about 30, with wife, two children, lives in mortgaged house. Owns car. Income: about three thousand dollars.

Washington:

New ambassador to Hungary, Christian Ravndal...hurrying to Budapest to seek release of four U S fliers forced down there.

The weather: most of the nation hit by cold rain, sleet or snow. Late readings: 6 degrees below zero at Williston, North Dakota. At same time 78 at Key West, Florida.

A steal. First, John Lang.

(COMMERCIAL)

The Travelers Insurance Company issues its yearly report on strange claims. Samples: 10 dollars was stolen from a choir singer during a sermon on "Who's a Thief? House thieves in New York took a steak, two pounds of hamburger and a pork roast,

ignoring jewelry and silver. A 300 pound tombstone was stolen
in Illinois. And chew on this: In Ohio, somebody stole 47
hundred sets of false teeth.

—
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, DECEMBER 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, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 00944B4

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Monday, December 17, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST
DATE: _____ Repeat: _____

- 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, DECEMBER 17, 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 all 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 0094486

NEWS WITH KENNETH BANOHART

2:55 PM

DECEMBER 17, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

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

WASHINGTON DAILY NEWS - "U.N. Set To Bomb Truce Road."

WATERTOWN, NEW YORK, TIMES - "Watertown Area Paralyzed By
Three Foot. Snowfall."

ELIZABETH, NEW JERSEY, DAILY JOURNAL - "Fifty-six Killed As
Flaming Plane Falls Into River."

—
Crash of Miami Airlines C-46 yesterday may have been caused
by defective heating system. Takeoff from Newark airport held
up while mechanics worked on it. Six separate investigations
underway.

—
Cold Wave.

Sub-zero temperatures from Rockies to New England. Northern
New York State hit hard...freak blizzard buries Watertown
under three feet of snow.

—
Recess over:

After day in which not one American soldier killed, fighting
flares again in Korea. Reds claim re-capture two islands off
northwest coast.

—
Highway warning:

ATX01 0094487

Allies, tired of Red truce stalling, warn enemy our planes will now attack non-delegation vehicles using road south to Red armistice base at Kaesong.

Another look:

Government's top loyalty review board orders reopening cases of five hundred and sixty-five federal employees, new policy to check those reasonably doubtful.

This date in history: December 17, 1903:

Wright Brothers achieve first heavier-than-air flight at Kitty Hawk, North Carolina; fly one hundred twenty feet in twelve seconds.

Today:

Flashing jets...blimps...bombers...helicopters...aircraft from all services, in sky parade over Kitty Hawk to honor aviation's 48th birthday.

Caught.

Twenty-seven-year-old accused slayer of Cleveland policeman picked up in Maryland. George Ross arrested by county police near Baltimore, trying to hitch-hike ride.

Capitol Hill:

Washington still awaiting President's announcement. New York Judge Tom Murphy will direct cleanup of government corruption. Internal revenue agents now investigating tax shakedowns in New York.

Farmer takes a husband:

Michelle Bridget Farmer, 19-year-old daughter of Gloria Swanson marries French entertainer Robert Ammon. Mother of bride ill...unable to attend wedding.

Point Proved.

Teenagers win argument with theatre owners in two Illinois towns. Adult admissions charged 12-year-olds, while law forbids their holding salaried jobs unless 16. Theatres capitulate. If teenagers too young to hold jobs...too young to pay full admission price. Rates reduced.

Menu special.

At New York's Hunter college cafeteria, pan-fried whalemeat, smothered in onions tried out on faculty. Proves so popular students will now get it.

Filling in.

Supervisory personnel substituting for striking ground and flight service employees Pan American World Airways. Company says operation ninety-one per cent of normal.

The weather map...with some low low's. A piercing 11 below at Mount Washington, New Hampshire. Meanwhile, a comfortable 76 at Brownsville, Texas.

Help wanted, First, John Lang.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 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, 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 0084490

-4-

For experienced bellringers...nine jobs open at St. Andrews Church, in Swanwick, England. All of church's nine bellringers go on strike, when vidar insists they attend his services, as well as do the bellringing.

—
And that rings-out the news for now. Until tomorrow,
Goodbye Everyone.
—

ATX01 0094491

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are packed in smart, holly-decked Christmas cartons. There's no finer gift for anyone on your list ... so for a real happy - Go Lucky Christmas, give Christmas cartons of Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094492

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

NBC

Broadcast: 2:55-3:00 PM EST

Tuesday, December 18, 1951

Network:

Repeat:

DATE

- 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, DECEMBER 18, 1951

OPENING COMMERCIAL

LAINO: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. Friends --
 Luckies have been proved the best-made
 cigarette of all 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 0094494

NEWS WITH KENNETH BANZHART

2:55 PM

DECEMBER 18, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Sampling headlines around the country....one big story:

SAN FRANCISCO NEWS - "Reds List Prisoners."

NEW YORK POST - "Reds List 3,198 G.I.'s In Camps."

WASHINGTON TIMES HERALD - "U.N. Skeptical of P-O-W List."

Entire nation awaiting release of names American prisoners of war held by communists in Korea. Doing about-face in truce talks, Reds give names of 3,198 Americans -- eight thousand other allied prisoners they hold. Only quarter of 12-thousand Americans missing in action accounted for.

ITEM: U.S. prisoners confined in camps on Yalu River, boundary between North Korea and Manchuria. ITEM: Reported on list -- Major General Dean, lost commander of 24th Division. ITEM: UN says red list may contain errors. Confirmation delayed when plane carrying names to Tokyo held up by fog . . now expected to be available by tonite.

Holiday appeal.

Thirty foot Christmas tree in Chicago's Grant park...bare. Will be decorated with red light for every pint of blood given Red Cross... white light for every prayer for peace.

Springfield, Ohio.

Wittenberg College astronomer says replica of Star of Bethlehem may be visible in eastern skies dawn tomorrow.

ATX01 0094495

Peace move:

Government calls Thursday meeting of C-I-O workers and ten top companies to avert steel strike scheduled January first.

Wet blanket:

Northeastern states covered by snow, sleet, freezing rain. Some airports closed temporarily...Icy highways...Some buses canceled....driving dangerous.

Big slide:

From the icy decks of Ohio river barge at Golconda, Illinois, slid three hundred thousand dollars worth of new autos...one hundred and fifty Plymouths. Now in thirty-five feet of water.

Hollywood.

Rita Hayworth and Columbia Pictures make up. Suspended star back to work, after script changes in film marking her return to screen.

Arms and the nations: Paris -

Prime Minister Churchill lunches with General Eisenhower...pledges British support of unified European army. UN: Russia says it will work with new disarmament commission considering Baruch atomic control, but will fight plan.

Lazy Bones:

Twenty-three-year-old Memphis, Tennessee veteran gets straight A's attending two colleges...holds two part-time jobs while writing novel and caring for wife two children. One college forces him to quit. He's worried with too much time on hands...says he's naturally lazy.

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that's been proved the best made of all five principal brands. Yes, a series of impartial tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, 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. And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year, make it a Happy - Go Lucky Christmas for your family and friends with cartons of Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094497

Nobody's late:

Bell system in Coral Gables, Florida, school damaged by fire.
Four students drafted as buglers to signal change in classes.

A damp weather map...Bitter cold too with Arctic 20 below at
Bismarck, North Dakota...An out-of-this-world 81 at Vero Beach, Florida.

Great debate. First, John Lang.

(COMMERCIAL)

Government-operated Australian broadcasting system tells kiddies there's
really no Santa Claus. Program director's explanation: kindertarten teachers
have been telling the youngsters that already. And children puzzled over
army of department-store Santas. Parents protest...demand broadcaster eat
those words. Now program director in as much of fix as youngsters...
salvaging Santa.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, DECEMBER 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. 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 0094499

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, December 19, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST
Repeat:

- 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, DECEMBER 19, 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 all
 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 0094501

NEWS WITH KENNETH BANOHART

2:55 PM

DECEMBER 19, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Headline hunting here and there around the country:

Washington Daily News - Reds May Block Prisoner Talk.

CHICAGO DAILY NEWS - It will Blow Warm, Cold, Snow too."

NEW YORK JOURNAL AMERICAN - Hall, Bail-Jumping Red, Found Guilty.

Indictment . . . just in.

Washington grand jury indicts E. Merle Young and three others for perjury, growing out of RFC loan investigations. All charged with lying under oath to senate committee . . . can get two to ten years.

New York.

Gus Hall, one of eleven convicted communist leaders, found guilty of contempt . . . for fleeing when ordered to serve sentence on conspiracy charge. To be sentenced later.

Tough Translation;

Korea truce talks stalled by Reds anger because our list of Chinese and North Korean prisoners given them in English. They say cannot translate English phonetics into their language.

Halfway point:

ATX01 0094502

Tokyo now transmitting last half of thirty-one hundred and ninety-eight names of American prisoners to pentagon.

Washington:

Defense department has now released nine-hundred and thirty-four names. All telegrams not yet sent.

Caution:

President Truman urges "skepticism of Red listing. Says no way of checking accuracy.

Encore:

New snow storm moving eastward from Rockies and northern Plain States. Hits midwest just as temperature warming a bit from cold spell. Four inches of snow expected in Chicago . . . up to eight inches in Plain States. Snow to be followed by bitter cold wave tomorrow.

Faribault, Minnesota:

Church has carol singing for blind students. But deaf children "see" carols sung in sign language.

Ups and downs:

Spot check of Christmas sales shown great variation. Higher than last year, for example, in Texas....lower in New York.

Spy Case.

Moscow announces execution of two men with Russian-sounding names. Charges they parachuted into Soviet territory last August, to spy for U. S.

Washington follow-up.

Secretary of State Acheson says we know nothing of case.
Terms Russian charges "fabrication."

Paris follow-up.

Andrei Vishinsky demands UN label US mutual security law
as aggressive act against Russia. Charges it authorizes this
country to support anti-Kremlin plotters on Soviet soil. Says
American fliers held by Hungary were on espionage mission.

Strike Over.

Pan American World Airways' ground and flight service
personnel go back to work . . . bowing to fact-finding investi-
gation. Operations normal again.

Vatican City.

Formal report from archeologists: St. Peter's Tomb has
definitely been located basilica bearing his name. Apparently
empty.

Down Under.

Great debate of yesterday becomes national clamor . . .
over Australian broadcast there is no real Santa Claus. Sydney
Daily Mirror reprints famous old New York Sun editorial, "Yes,
Virginia; there is a Santa Claus."

The winter weather map, cross country. Late readings. 13
below in Butte, Montana. At same time, 78 in Miami, Florida.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are packed in smart, holly-decked Christmas cartons. There's no finer gift for anyone on your list ... so for a real happy - Go Lucky Christmas, give Christmas cartons of Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094505

-4-

Quiet, please. First, John Lang.

—
(COMMERCIAL)
—

New York father goes to estranged wife's home to visit children. Wife away, but moth-in-law-there. They argue. He pulls out her false teeth. Arrested by police....charged with grand larceny...he explains, "It was only way to keep her quiet.

—
And that shuts off the news for now. Until tomorrow,
Goodbye Everyone.
—

ATX01 0094506

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, DECEMBER 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, 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 0094507

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, December 20, 1951 Network: NBC Broadcast: 2:55-3:00 PM EST
Repeat:

- 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, DECEMBER 20, 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 all
 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 0094509

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 20, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Around the nation, touching down for a few headlines:
Sioux Falls, South Dakota, Argus Leader - "Weather Isolates
Northwest part of State."

ASTORIA, OREGON, Astorian Budget, - "Eleven Missing On Ship."

WASHINGTON TIMES HERALD - "Airlift Exit Set For P-O-W's"

Army orders plans for mass airlift of American prisoners
of war to Japan once armistice is concluded.

Washington:

Pentagon finishes checking American prisoner list submitted
by Reds. Some men had been listed killed in action. Their
telegrams to next-of-kin held up for further screening.

Located:

Reds report Major General Dean getting special attention in
prison camp at Pyongyang.

Chow line:

Korea G.I.'s promised Christmas and New Year's dinners of
turkey, dressing, pumpkin pie...the works.

Sea story:

ATX01 0094510

Danish motorship burning, in danger of capsizing in mouth of Columbia river off Astoria, Oregon. Of a hundred^{and}/₁₄ persons aboard, eight passengers, three crewmen missing. Two injured... pilot and eleven-year-old boy he was saving.

Deep freeze:

Three South Dakota towns out off by howling blizzard and twelve foot snow drifts. Ration food and fuel in fifteen below zero temperatures.

Paris.

On nineteenth United Nations' ballot America-backed Greece beats out Soviet-sponsored White Russia for security council seat.

Final try:

Federal conciliators meet in Washington with steel company spokesmen and C-I-O steelworkers^{try} to avert nationwide steel strike January first, but not optimistic.

On broad Broadway . . . Plush Audience

Britain's Laurence Olivier and Vivien Leigh starred in Shaw's "Caesar and Cleopatra" -- first of twin productions from London. Critics say; Nobly done.

Two days to live:

National Safety Council says "Mister X" will die about noon Saturday. Who? Nation's one-millionth traffic victim.... adds it could be you.

Red Santa

Chinese communists have Korean farmers deliver cheese-cloth Christmas stocking to U.N. troops. They hold cards, cheap presents and surrender invitations. Allies say "pitiful" propaganda.

Both wrong:

Harvard scientist says Soviet theory environment shapes most human qualities as ridiculous as Nazi theory of racial supremacy. Says environment and heredity overlap.

Report.

British Field Marshall Viscount Montgomery released as deputy to General Eisenhower to command British forces in Malaya.

New Settlers.

Modern Dutch pioneers follow path of ancestors who came to America three hundred years ago. Nine families and one bachelor arrive in New York from Holland. . . plan to settle in Alabama.

Cross-country weather currents. Some late readings. It's dipped to 21 below in Miles City, Montana. In Fort Meyers, Florida a balmy 83.

After the Ball. First, John Lang.

(COMMERCIAL)

Annual household ball attended by royal family, servants, in

ATX01 0094512

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that's been proved the best made of all five principal brands. Yes, a series of impartial tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, 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. And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year, make it a Happy - Go Lucky Christmas for your family and friends with cartons of Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094513

-4-

Buckingham Palace. Queen Elizabeth dances with page . . .
Princess Margaret with 40-year-old footman, and pantry boy.
King George, still recuperating from lung operation, unable
to take part. NBC London reports; King remains in royal
bed chamber . . . watches circus on television.

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

ATX01 0094514

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, DECEMBER 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. 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 0094515

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, December 21, 1951 **Network:**

NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 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, DECEMBER 21, 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 all
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 0094517

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 21, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Checking headlines around the country...picking up a few:
LOS ANGELES HERALD EXPRESS - "Mystery As Southern California
Crash of Plane Reported."

NEW YORK POST - "Reds Hide One Thousand P W's"

WASHINGTON TIMES HERALD - "Grunewald Defies Probers."

Unconfirmed:

Newhall, California, sheriff's office gets report of large
plane seen crashing in Tehachapi mountains. Ground search party
fails to find any wreckage. Air force says it couldn't have
been theirs.

Iron Curtain justice.

Hungary announces four-man crew of downed U-S C-47 will
be tried for violation of border. They claim plane was used to
drop spies...not mail...behind Satellite borders.

Still rising.

Cost of living goes to all-time high. Government's November
index shows six-tenths one per cent rise. Means four cent hourly
wage boost for railroad workers pay tied to index.

Time to think.

ATK01 0094518

is supporting anti-Kremlin plotters on Soviet soil.

Scrapped:

Italian arms limitations ended. Eight western allies including U.S. waive restrictive clauses in peace treaty. Also erase label of "axis aggressor."

Closer:

Federal mediators find steel workers and companies deadlocked. refer dispute to President Truman to avert strike scheduled for January first.

Conflicting.

General Eisenhower reported making reservations at Augusta Georgia National Golf Club for January 21st. Club says "Not true." Augusta Herald says it is.

The winter weather map...cross country. Late readings. 16 below in Williston, North Dakota. At the same time 85 in West Palm Beach, Florida.

At last. First, John Lang.

(COMMERCIAL)

W.J. Weaver about to take jury seat in Birmingham, Alabama court. Called back by judge who wants to know what initials "W. J." in name stand for. Weaver explains parents had eleven children before him...all girls. Father decided to call him "welcome John".

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are packed in smart, holly-decked Christmas cartons. There's no finer gift for anyone on your list ... so for a real happy . Go Lucky Christmas, give Christmas cartons of Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094520

Two students from cultured Oxford University lose first debate out of 50 during American tour. Winners: Two fast-talking convicts at Massachusetts penitentiary.

Explanation due.

The U-N says communists have announced names of one-thousand allied prisoners over radio NOT included on prisoner list.

Ask how come?

Compromise.

Allies offer give up islands on Korean east...west...coast ...ask only that reds reach compromise on other issues in return.

The front.

Quiet...allied air strikes into North Korea the only action.

Exaggerated.

Most interested person in news that Army Private Antonio Apodaca is red prisoner is Antonio Apodaca. He's been home in Gardena, California, for six months. Believes Reds found his wallet.

Washington:

Mystery man Henry (th Dutchman) Grunewald appears before tax committee probing alleged half-million dollar tax shakedown. Answers one question...when he was born...refuses to testify further. Committee may consider contempt citation.

Vote of confidence.

The U-N Political Committee rejects Russian charges that U-S

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, DECEMBER 21, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094523

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Monday, December 24, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 100-21000-1110
- 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, DECEMBER 24, 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 all 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 0094525

TENNIS LEAGUE

2:55 P.M.

October 24, 1951

GOOD AFTERNOON. TO THE WEST COAST GOOD MORNING.

Afternoon headlines. Some late ones:

Washington Times Herald: "TRANS-K LYKOH FOR 4 LIVES."

Chicago Sun Times: "ONE SAVED AS 119 DIE."

Haverhill, Massachusetts, Gazette: "HUMAN CHAIN FORMED."

Haverhill, Massachusetts:

Four children....eight and nine years old...crawl out on cracking ice in human chain...rescue playmate who fell through ice into pond.

West Frankfort, Illinois:

Only one man survives Friday's mine explosion. Underground tragedy claims 119 lives. All but one body now removed. Single survivor under oxygen tent.

State Department:

Top officials meeting on question: whether to pay Hungary 30 thousand dollar fine for each of four U S fliers forced down there. More information requested.

Independence, Missouri:

Walter Truman, home for Christmas, says: "no decision on next move to free airmen."

ATX01 0094526

Korea:

Communists won't allow Red Cross inspection of prison camps before truce agreement, but suggest exchange of letters of prisoners, U N agrees. Letter from General William Dean to wife.. written in prison camp, delivered to allied negotiators.

Battlefront:

Mostly quiet on Christmas eve.

This date in history:

December 24th, 1943: "EISENHOWER NAMED TO LEAD INVASION OF ITALY."

Today:

Italy's former African colony, Libya, gains independence under U N.

Stolen:

Christmas tree, complete with lights, taken from municipal building in Asanport, New Jersey.

Pittsburgh:

Philip Murray summons union policy makers to Thursday meeting ...supposedly to consider Truman appeal to call off New Year's Day strikes.

The name: Rod Grange

Great Football star recovering nicely in Chicago from pneumonia.

San Francisco:

Ship lands some 15 hundred veterans of Korea from Christmas time homecoming.

SHOT IN THE ARM.
Shot in the arm.

All soldiers returning from Korea given new anti-malaria drug... primaquine.

Capitol Hill:

House committee asks Pentagon: why five and a half pages of fine print are needed to list specifications for ping-pong balls.

Washington:

FIC, government lending agency, reports over seven million dollar profit on year's loans.

Birmingham, England

How to print ballot for city election? Candidates with same name in race for same office. William Henry Smith opposes William Henry Smith.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh - with better taste in every puff. And if you still have some Christmas shopping to do, be sure to get holiday cartons of Luckies. They require no wrapping and you can be sure they'll be appreciated by your family and friends. Back now to Kenneth Banghart.

ATX01 0094529

Christmas Eve weather. Late readings. At Minneapolis, a frigid 20 below zero. At same time, a warm 86 at Miami, Florida.

Delayed. First, John Lang.

(COMMERCIAL)

Seven days ago, 69 people, including wives and children of servicemen, left the U.S.A. by plane for Germany. In Labrador, the engines froze. Another plane flew them on to Frankfurt, Germany. Too foggy to land. Back to England. Saturday, another flight to Germany. Too foggy to land. Another try today. Engine caught fire. Hasty landing in Scotland. Another try tonight. If this doesn't work, says one woman...I won't move until they take me by submarine.

And that pinpoints the news for now. (He'll be with you tomorrow on Christmas day) Until then, Goodbye everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 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, 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 0094531

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Tuesday, December 25, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 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, DECEMBER 25, 1951

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, we hope
you've had a very Merry Christmas and that your
personal Christmas stocking has been filled to the
brim with happiness and good will. And now, from
the NBC News Room in New York, Lucky Strike, the
cigarette that tastes better ... presents Kenneth
Banghart.....

ATX01 0094533

NEWS FROM KINGSTON DANHART

2:55 P.M.

DECEMBER 25, 1951

U.S.C.

Good afternoon. To the West Coast, Good Morning.

The news: It's Christmas.

Except for the weather, it's much the same from Bethlehem, Indiana, to Bethlehem, Georgia. From Christmas, Arizona, to Bethlehem, New Hampshire. From Christmas, Florida, to Bethlehem, Connecticut. From Bethlehem, Kentucky, to Christmas Cove, Maine. From Bethlehem, Maryland, to Bethlehem, Pennsylvania to Santa Claus, Indiana.

Korea:

Christmas quiet along frontline.

Woman's land:

Communists indicate many South Korean captives taken to China for political indoctrination. Allies demand fuller accounting of prisoners.

Tokio:

U.S. sailors entertain Japanese orphans aboard warship. Ask if they prefer Japanese food or turkey for dinner. Youngsters reply: Hot dogs.

Frankfurt, Germany:

Fog prevents landings at German airports for 12 days. Mary Gita miss Christmas mail from home.

Chicago:

Heavy snow snarls transportation.

ATX01 0094534

Independence, Missouri:

Isaac Truman gives up usual morning stroll. icy streets.

Washington:

No decision yet...whether government will pay 120 thousand dollar fines imposed on U S fliers forced down in Hungary.

Northland, Oregon:

American Legion accepting private contributions for fund to pay fines.

Wichita, Kansas:

Wichita Beacon accepting contributions for similar fund.

Wilburton, Illinois:

Spokesman says truck industry will put up the money.

Washington:

Florida's Senator Crater suggests that Americans of Hun arian ancestry help pay Hungarian demand.

London:

Last Christmas, coronation stone stolen from Westminster Abbey by Scots. Extra police on guard today to prevent repetition.

Horrors.

British Medical Journal notes women carry about twice as much fat as men.

New York:

Harder to get a taxi in the big town. Many cab drivers taking defense jobs.

Hastings, Minnesota:

Slow moving passenger train collides with freight. But...not one person seriously hurt.

Cape Race, Newfoundland:

Spanish freighter, Martin Carl, aground and leaking. U.S. coast guard rescue vessel rushes to scene. Crew safe.

Los Angeles:

Quarantine officers check report of chickenpox epidemic on troop train. Find one sick sailor. Diagnosis: just popcorn rash.

Paris:

France may invite other west European nations to join defense force on trial basis...to get army started.

Suez Canal:

British throw back Egyptian attackers throughout night.

Application:

Egypt...independent one day...requests membership in U.N.

Washington:

If steel union rejects Truman no-strike appeal, he's expected to get court injunction against walkout.

Bethlehem, Palestine:

Christian pilgrims see as to birthplace of Christ, in Arab territory.

Christmas weather map. Late readings. A bomb chilling 6 below at

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

MIDDLE COMMERCIAL

LAING: Friends, perhaps you received a Christmas carton of Lucky Strike cigarettes, and if you have we certainly hope it has contributed to your pleasure this Christmas day. You see, we sincerely believe that Luckies are a truly better tasting cigarette -- smooth, rich, mellow. So won't you join us now in a Lucky as we return to Kenneth Banghart and the News.

ATX01 0094537

- 4 -

Butte, Montana. At same time, 61 above at Miami, Florida.

Forecast. First, John Lang.

(COMMERCIAL)

In Miami, Florida, the weather bureau issues a special forecast. The prospect: heavy showers of ribbon and tissue paper, early morning. Sunshine on every face, except possibly an occasional squall when a Santa Claus error is discovered. A Merry Christmas, with egg nogg and turkey in north and central portions, south portion and through the Florida Keys in afternoon. That's one forecast that goes for the 48 states.

And that pinpoints the news for Christmas Day. From all of us at
Lucky Strike — Merry Christmas.

ATX01 0094538

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, DECEMBER 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. And now, this is John Laing
speaking for Lucky Strike and wishing each and
and every one of you a truly Merry Christmas!

ATX01 0094539

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Wednesday, December 26, 1951

NBC

Broadcast: 2:55-3:00 PM EST

Network:

Repeat:

DATE: _____

- 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, DECEMBER 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 all
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 0094541

NEWS WITH EMMETT BANGHART

2:55 P.M.

OCTOBER 24, 1951

W P C

Afternoon headlines. Some late ones:

Washington Daily News: STATE AGREES TO PAY \$120,000. (Hearing filers' fines).

Miami Daily News: NEGRO INMATE DIES BY BOMB UNDER FLOOR.

Los Angeles Herald Express: NEG JANE WOODS OF 120 DEMAND IN FINE AND G.E.S.

Just in:

State Department agrees to pay 120 thousand dollars demanded for four U.S. filers forced down in Hungary...if they are released immediately. Some officials believe they may be freed shortly, without advance payment.

Outpost:

Indications reported that filers already have been taken to border or will be freed tonight. No official confirmation.

Miami, Florida:

State head of Association for Advancement of Colored People...Harry T. Moore...killed as bomb explodes under bedroom floor. Wife injured. FBI joins investigation of anti-Negro, anti-Catholic, anti-Semitic violence in Miami area.

Pentagon:

30 day Korean truce over tomorrow. General Ridgway is authorized to extend truce deadline if there's prospect of agreement.

Korea:

Communists admit capturing 10 hundred 53 more Americans than

ATX01 0094542

announced last week. Contend 571 died of disease, wounds, or allied military and air attack. Big fate of 332 unknown. Chain 155 escaped or were released. Allies say none of those returned to our lines. C I negotiators call report shocking.

Prisoner mail.

Communists deliver first batch. Several hundred letters from captured allied troops. Mail coming here by first plane.

Hollywood:

While on Christmas calls, Jane Bryan's home looted of furs, jewels... maybe 100 thousand dollars worth.

Hair Haven, Vermont:

Two bandits wearing hooded robes rob bank in snowstorm, escape with five to 10 thousand dollars. Roadblocks up.

This date in history:

December 26, 1767: A FAIRBANKS LINE COMPLETED BY SERVICEMEN HANSON AND LIXON.

Moscow:

Second hand bookshops discovered selling old children's books containing facts discredited by soviet regime.

Cairo:

Police disperse angry demonstrators protesting King Farouk's naming of pro-westerner as cabinet head...a sign Farouk wants to settle Suez dispute.

Covered.

Watertown, New York, gets 66 inches of snow in 10 days.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading 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. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, 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 0094544

- 3 -

Boston:

Registration fee up from one dollar to two dollars at convention of economists.

The name: Duke George de Teuchtemur; de Teuchemur...great great great grandson of Empress Josephine, Napoleon's first wife. He reaches New York as immigrant...to look for job.

It's a nice country. Late weather readings. A wind 35 at east air beach, Florida. At same time, 19 below at Havre, Normandy.

Nothing wrong. First, John Lang.

(COMMERCIAL)

On the island of Capri, an announcement by Grace Fields, the British comedienne. She's marrying the radio repair man. He's a Norwagian he lives near her on Capri. He calls it love at first sight. I deliberately tampered with the radio, just to have him come repair it, says Grace Fields. This went on until he saw nothing was wrong with the set, and asked if I would marry him.

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

ATX01 0094545

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, DECEMBER 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, 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 0094546

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, December 27, 1951

NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Network:

Repeat: _____

- 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, DECEMBER 27, 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 all
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 0094548

MEMO: 177 KENNETH MACGREGOR

2:35 P.M.

DECEMBER 27, 1951

H R C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Washington Evening Star: REIS ANNOUNCES ON FREEING U S MI IS.
Knoxville, Tennessee, News Sentinel: KILPATRICK PROPOSED AS U S CHIEF OF STAFF.
New York Post: GUN BAIL SENT UP FOR THREE MORE YEARS.

New York:

Federal judge, in perhaps an unprecedented sentence, orders Communist Party leader Gus Hall to serve extra three years for fleeing to Mexico after conspiracy conviction. Hall already had forfeited 20 thousand dollars bail.

Proposal.

Bayland's Senator O'Connor urges president to name Senator A. Fowler of Tennessee to head investigation of government corruption.

Philadelphia hears:

Harold Stinson will say at a dinner there tonight: he's a candidate for GOP presidential nomination.

Budapest:

Four U S fliers still not released. Hungary doesn't say when they will be. Only that U S offer to pay 120 thousand dollars demanded is under study. U S officials in Austria stand by to meet fliers at frontier.

Korea:

30 day truce deadline passes with no official extension, but no sign

ATX01 0094549

Other side plans big attack now. Allies fight to reach advance, siting
off by communists. No communists etc now in air attack. No U. loss.

U. H. on technique:

Air attack keeps communists from passing supplies for major offensive.
10 thousand trucks destroyed or damaged. Rail system shattered.

Truce talks.

U. H. insists on full accounting of prisoners before proceeding. And
session tonight. Communists says more prisoner mail on way.

Tokio:

Letters for allied prisoners should be addressed: APO 100, Care Center,
San Francisco. Reports APO 100, Care Center, San Francisco.

Moscow:

Russia announces officially she will compete in next summer's Olympic
games in Finland. Athletes in heavy training.

From road roadway.

A new play, Legend of Lovers. Critics says tedious.

Edward.

Florida offers two thousand dollars for information leading to capture
of bomb killers of Negro leader.

Choice.

New York film critics pick as best movie of year: A Streetcar Named
Desire.

Out.

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

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality prove -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means Fine Tobacco. So don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today. Now back to Kenneth Banghart.

ATX01 0094551

How will order be so catalogues list many price reductions. A reason: overstocks.

Pittsburg:

Philip Murray allowed recommending no steel strike pending fact findings. Union announcement awaited.

South end, Indiana:

City car reported stolen, found right where originally parked...hidden by heavy snowfall.

From the U.S. weather bureau, late readings. A baby 72 degrees at Key West, Florida. At same time 8 below at Minot, North Dakota. Cold moving east.

Full rate. First, John Lang.

(COMMERCIAL)

Doctor John F. Franklin of Detroit says his time is worth 10 dollars an hour. His wife was hurt in an auto accident. In suing the other driver for damages, the doctor includes a bill for 260 dollars for time he spent washing and drying the dishes. 26 hours at 10 dollars an hour, his professional rate. Question: Didn't you ever do dishes for your wife before? Replied the doctor No. Not since.

And that pinpoints the name for now. Until tomorrow, good bye everyone.

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, December 28, 1951

Network: NBC

Broadcast: 2:55-3:00 PM EST

DATE _____

Repeat: _____

- 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, DECEMBER 28, 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 all
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 0094554

NEWS WITH KENNETH BANCHART

2:55 PM

DECEMBER 28, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones.

Washington Times Herald: FOUR U S FLIERS SET FREE.

New York Post: REDS CLOSE BOOKS ON PW'S

Detroit News: DISHWASHING PSYCHOLOGIST GETS PAY CUT.

They're free.

Four U S fliers released by Hungary, on payment of 120 thousand dollar fine. They're delivered at Austrian frontier... flown to home base in Germany. Men appear well. May talk to reporters tomorrow, after making official report on force-down. Hungary holds their plane.

Washington:

Incident, called blackmail, not closed. No indication what, if any, retaliation.

Report.

Government experts say electrical spark or careless smoker probably touched off West Frankfort, Illinois, mine blast that killed 119. Be careful with cigars.

Korea:

Communists indicate they've delivered names of all living

ATX01 0094555

prisoners. U N estimates 450 Americans died in prison camps.
No progress on truce.

Battlefront:

Allies recapture advance position in east. Most sectors
quiet.

Pentagon:

Military now says mail for allied prisoners to be addressed:
Care of Chinese People's Committee for World Peace, Peking
China. No postage needed. Write on letter: Prisoner of War
Mail. Repeating address: Care of Chinese People's Committee
for World Peace, Peking, China.

There, too.

Communist China admits widespread graft and waste in
government.

Washington:

Mister Truman flies in from Missouri...for conference on
new military budget.

Do tell.

Next week Boston police collect data for voting lists...
told to demand exact age of women. Won't accept; "over 21."

Waukegan, Illinois:

Bank teller, veteran of many bombing flights in world war
two, put on probation for embezzling 25 hundred dollars.
Promises to repay money.

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

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best made of all five principal brands. The results of these tests have been 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. Yes, Luckies are made better, a big reason why Luckies taste better-- always so mild, so smooth, so firm and fresh - with better taste in every puff. So enjoy fine, mild, 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 0094557

Up.

1951 Christmas shopping reported to have broken all records.

Troy, New York:

Christmas gift for William Gille; copy of Bible, written in longhand by mother. Job took 15 years.

Double trouble.

Twin brothers file for divorce from twin sisters. Both say wives quarrelsome. The place: Twin Falls, Idaho.

Detroit:

After long research, army perfects submarine gun with curved barrel. It shoots around corners.

Weather map. Late readings. A frigid 1 below at Caribou, Maine. 75 above at same time at Miami, Florida.

No more, no less. First, John Lang.

(COMMERCIAL)

As I said yesterday, the wife of Doctor John F. Franklin of Detroit was hurt in an auto accident. Suing the other driver, he asked 10 dollars an hour...his professional rate...for time spent washing dishes while his wife was laid up. Today the judge decided he's go get what the maid gets for the same job...one dollar an hour. Washing dishes, the judge told the doctor...is a duty every man assumes when he gets married.

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

ATX01 0094558

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, DECEMBER 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, 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 ... the cigarette that tastes better. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094559

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Monday, December 31, 1951

PRODUCT: LUCKY STRIKE CIGARETTES

2:55-3:00 PM EST

Network:

Broadcast:

Repeat:

DATE _____

- 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, DECEMBER 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 all
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 0094561

NEWS WITH KENNETH BANGHART

2:55 PM

DECEMBER 31, 1951

N B C

Good afternoon. To the West Coast, Good Morning.

East and West for afternoon headlines. Some late ones:

Denver Post: SNOW-SLIDES TRAP HUNDREDS.

Syracuse, New York, Herald Journal: SWIFT DUE HERE TODAY TO VISIT ILL FATHER.

San Francisco News: CALIFORNIA PREACHER WINS LYING CONTEST.

On the way:

Captain John Swift, one of American airmen freed by Hungary, flying to bedside of critically-ill father in Syracuse, New York. Plane due there shortly.

New York:

Longshoremen, protesting Hungary's fining of fliers, refuse to unload 400 thousand dollars worth of hams from communist Poland.

Storm.

Blizzards in Colorado, Nevada, California mountains seal off road traffic. Hundreds of winter sports fans marooned.

Four planes missing.

Military transport, eight aboard, missing in west since Wednesday. Second transport, missing since yesterday, on Cali-

ATX01 0094562

ornia-to-Texas run. 28 aboard, including 19 cadets returning, to West Point. Non-scheduled passenger plane, 40 aboard, missing on flight from Pittsburgh to Buffalo, New York. Fighter plane missing in Arizona. Bad weather over nation hampers search.

Concord, New Hampshire:

Governor Sherman Adams promises news of great interest for Eisenhower supporters within few days.

Aboard liner Queen Mary:

In Atlantic storm, Churchill sails two days late for Truman talks.

Southampton, England:

Messenger rushing to ship with papers for Churchill, collapses dies of heart attack.

Off Ireland:

Skipper sticking to storm-tossed ship. Captain Kurt Carlsen of disabled American freighter, "Flying Enterprise", stays aboard after crew is taken off.

Seoul, Korea:

Explosions in night. Anti-aircraft guns heard. Communist air attack? No immediate explanation.

No Man's Land.

Truce talks remain stalled. Allies insist: no military airfield construction in North Korea...demand report on prisoners

not accounted for.

Prisoner mail.

More letters from communist camps on the way here.

War of words.

U S vessel being fitted with powerful transmitter...to relay
Voice of American broadcasts to communist areas from high seas.

Elizabeth, New Jersey:

Reverend Charles Brackbill polls congregation on sermons.
16 per cent don't always understand them. 20 per cent say:
too long. Some say: talks too fast. Others say: too slow.

White House:

Mister Truman spending New Years eve...working.

Cairo:

Egyptian extremists offer three thousand dollars for murder
of British army commander in Suez.

Going.

Penny postcard no good after midnight. Cards need two cent
stamp tomorrow.

The weather story. Late readings. A warm 83 at Palm Beach,
Florida. At same time 15 below at Havre, Montana.

Don't believe it. First, John Lang.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 31, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better -- so mild, so smooth, so firm and fresh - with better taste in every puff. Yes, Luckies taste better because their fine, mild, good-tasting tobacco goes into the cigarette proved best-made of all five principal brands. That's a fact verified by leading laboratory consultants such as Froehling and Robertson of Richmond, Virginia who report, quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. Yes, Luckies are made better, and never forget - LS/MFT - Lucky Strike means fine tobacco -- fine, mild, good-tasting tobacco. There's no substitute for fine tobacco and don't let anybody tell you different! So next time you buy cigarettes, ask for Lucky Strike - the cigarette that's made better ... the cigarette that tastes better! Back now to Kenneth Banghart.

ATX01 0094565

-4-

(COMMERCIAL)

Watermelon vines grow so fast in California they wear the watermelons out, dragging them along the ground. A small boy went to swipe a watermelon and was dragged half-a-mile before he could break it off the vine. The Burlington, Wisconsin, Liars Club says this tall tale of the Reverend Arthur Kirk, of Biggs, California, makes him champion liar of 1951. Says the preacher: You don't have to have a long face to be a good Christian.

And that pinpoints the news for now. We won't be with you tomorrow because of the Cotton Bowl Game. A Happy New Year to you all. Until Wednesday, Good bye Everyone.

ATX01 0094566

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, DECEMBER 31, 1951

STANDARD CLOSING

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 0094567