

RADIO
CONTINUITY

LUCKY STRIKE

KENNETH
BANGHART
AND THE NEWS

0798645-011

JAN. - FEB.
1962

NTX01 0094568



JANUARY 1, 1952

NO BROADCAST
BECAUSE OF THE COTTON BOWL
FOOTBALL GAME

ATX01 0094570

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, January 2, 1952 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, JANUARY 2, 1952

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 0094572

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 2, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Here and abroad for afternoon headlines. Some late ones;

London Evening Standard: STAY-PUT CARLSEN TALKS TO WARSHIP.

New York World Telegram and Sun: U N OFFERS PLAN TO FREE
ALL P W'S.

Washington Evening Star: ARMY WON'T BE CAUGHT SHORT...NOT
WITH SUSPENDER BUTTONS.

White House:

Last day for candidates to file for Ohio primaries: February
sixth. Mister Truman tells Ohio's Congressman Hays: He
hopes to tell plans by then.

Shakeup.

Mister Truman in first move to clean house...issues plan to
reorganize revenue bureau. All tax agents except top man to be
civil service, Vigorous inspection for revenue service.

From NBC, Tokio:

U S officers reading letters from G I prisoners of war before
relaying mail here. No censorship...but search for useful
information.

Korea:

ATX01 0094573

U N offers compromise on freeing all prisoners during armistice
No one to go home against his will. Red Cross to supervise
exchange. Communists studying it.

Off Ireland:

Fast British tug racing to disabled freighter "Flying
Enterprise". Captain Curt Carlsen keeps lone watch aboard as
new storm approaches. Radio U S destroyer he's standing up well.

Speedup.

Churchill, arriving late for Truman talks, may leave ship
outside New York harbor, fly to Washington for Saturday luncheon.

Dropoff.

Five per cent decline in American marriages reported in '51.

New York:

Man accused of picking a pocket in Times Square, New Years
Eve, may get life sentence as fourth offender. Lifted purse
contained just 11 cents.

Paris:

We tell United Nations: More support for U N military force
expected from other countries, if there's no truce in Korea.

Moscow:

Announcement this morning: Maxim Litvinoff, oldtime Bolshevik,
former ambassador to Washington and London, is dead. Litvinoff
favored cooperation with west...was inactive in recent years.
Burial this afternoon.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 2, 1952

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 Foster D. Snell of New York City, who 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, 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 0094575

Isle of Capri:

Comedienne Gracie Fields and her radio repairman apply for permission to marry.

Liverpool, England:

Driver of Conservative Party soundtruck found guilty of dangerous driving. Woman Labour member of parliament charges he tried to run her down, during election campaign.

Albany, New York:

On New Years, 14 men plead guilty to intoxication. Judge says: Sentences suspended, and a Happy New Year.

Hartford, Connecticut:

State parole official says over 80 per cent of paroled convicts go straight.

The weather. Warm in east. Cold in west. California had coldest January second morning in years. Late readings: zero at Duluth, Minnesota. At same time, 80 above at Miami, Florida. 77 as far north as Blackstone, Virginia.

Button, button. First, John Lang.

(COMMERCIAL)

Congressman Walter Norblad...Oregon Republican...notes there are six suspender buttons on G I trousers. But G I's don't wear suspenders. Millions of wasted buttons. He wants an explanation. Suspenders not banned, says the army.

It evens issuss suspenders. Maybe, says the congressman.
But G I's tell him they aren't allowed to wear them. If no
suspenders, why the buttons?

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 2, 1952

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 009457B

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, January 3, 1952

Network:

NBC

Broadcast: 2:55-3:00 PM EST

Repeat:

KENNETH BANGHART

- 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, JANUARY 3, 1952

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 0094580

NEWS WITH KENNETH BANOHART

2:55-3:00 PM

January 3, 1952

NEC

Good Afternoon. To the West Coast, Good Morning...

Afternoon headlines. Some late ones:

Washington Evening Star: RUSSIA CALLS FOR UN MEETING ON KOREA

New York Post: NEW GALE HITS LONE SKIPPER

Louisville, Kentucky, Times: HAUNTED HOUSE VISITORS BARRIED.

-0-

At sea:

Gale dying down now. Freighter "Flying Enterprise" rides easily off England. U S destroyer succeeds in getting food to lone skipper spending sixth night on disabled ship. Tug expected shortly.

-0-

Boston:

Trial of Denis Delaney, first tax collector fired by Mister Truman, opens. Tax consultant testifies he shared fees from delinquent Boston taxpayer with Delaney.

-0-

Paris:

Russia's Vishinsky proposes: intervention in Korean negotiations by UN security council, where he has veto. With high level delegates taking part. West expected to say no....on grounds armistice is military affair, not political.

-0-

ATX01 0094581

-2-

Korea:

Communists reject UN compromise on prisoner exchange. Allies turn down the rejection...saying other side still doesn't understand proposal.

-0-

Battlefront:

Western sector more active. Allies recapture two strong points.

-0-

Up.

Butter prices may be at peak...dollar a pound at some midwest stores.

-0-

Capitol Hill:

House committee prepares exhibit of military waste. Example: air force spent twice as much for 10 penny nails as navy.

-0-

Rising Fawn, Georgia

Grand jury to decide legality of marriage of Tennessee couple there. Husband is 23, Bride 11.

-0-

Atlantic City, New Jersey

Convention of steel workers expected to heed new Truman appeal against strikes.

-0-

Obituary.

Jo Davidson, famous American sculptor, is dead in France. Davidson's subjects included Wilson, FDR, Gandhi.

-0-

More and more

World's airlines report carrying 39 million passengers in '51.

ATX01 0094582

-3-

Shelbyville, Indiana:

Police force takes competitive exams. Result: patrolman becomes chief.

Former chief walking beat.

-0-

Washington:

Crime committee chairman Kefauver loses wager with Colleague O'Connor on football game...forfeits coonskin cap.

-0-

Goodbye.

Last crank telephones in New York state replaced today by dial phones.

-0-

New Delhi:

Indian Prime Minister Nehru sending thank you note to five-year-olds Wendy Marks of Storrs, Connecticut. She sent one dollar savings to help people of India.

-0-

Challenge

Harold Stassen entering primary in Taft's home state of Ohio in presidential campaign. Also in race in Minnesota, Pennsylvania.

-0-

Cairo:

Sheppard King, Texas oil heir, and Egyptian dancing girl bride take off for U.S. tonight.

-0-

Waltham, Massachusetts:

Woman found guilty of driving under influence of liquor. Mistook police station for gas station.

-0-

ATX01 0094583

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 3, 1952

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better! And here's why:
First, LS/MFT - Lucky Strike means fine tobacco.
There's no substitute for fine tobacco and don't
let anybody tell you different. Second, Luckies
are made better - proved the best made of all
five principal brands. That's not an empty
claim - that's a fact verified by leading
laboratory consultants. So don't be misled by
double-talk. Remember the facts! Enjoy fine,
mild, good-tasting tobacco in the cigarette that's
made better - the cigarette that tastes better --
Lucky Strike-- always so mild, so smooth, so firm
and fresh - with better taste in every puff.
Back now to Kenneth Banghart.

ATX01 0094584

-4-

Weather extremes. Late readings. At Pocatello, Idaho 1 below zero.
80 above at same time at Fort Myers, Florida.

-0-

Mystery. First, John Lang

(COMMERCIAL)

-0-

Heavier things are starting to move now. That spooky report from Louisville
Kentucky, where objects are said to fly about on their own in the Henry
Thacker home. Christmas cards, photograph albums and such traveling from
room to room. A curious neighbor got hit by a flying fingernail file.
Visitors now barred. Don't believe in ghosts, says Mister Thacker. But
when the bed starts to move, 'I'm getting out of here.'

-0-

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

ATX01 0094585

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 3, 1952

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 0094586

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, January 4, 1952 Network: NBC Broadcast: 2:55-3:00 PM EST
Repeat:

- AS PREPARED
- 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, JANUARY 4, 1952

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 0094588

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 4th 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

New York Post: TUG PUTS MATE ON SHIP.

Atlantic City, New Jersey, Evening Union: STEEL WORKERS
POSTPONE INDUSTRY-WIDE STRIKE.

At sea:

First mate of British rescue tug clammers aboard stricken
"Flying Enterprise"...joining skipper. Gale winds interrupt
attempts to fasten tow line to freighter.

Atlantic City, New Jersey:

CIO steelworkers postpone strike 45 days to let government
try to settle wage dispute.

Paris:

Anti-communists smuggle out report of inhuman conditions
in Hungary, printed in language Hungarian censors couldn't read...
Russian.

Government report.

Decrease in polio, typhoid, pneumonia and flu in '51.
Big increase in measles.

ATX01 0094589

Up.

Government approves higher prices for Ford Motor Company's cars...up an average of four and a half per cent.

Korea:

U N charges communists are shipping warplanes to North Korea in crates...for assembly during truce. Say communists: "a ridiculous rumor."

Battlefront:

In pre-dawn attack in east, allies recapture Christmas Hill.

United Nations:

U S asks whether Russia wants to settle Korean conflict... or reopen it...by proposing security council intervention.

From broad Broadway.

Revival of the musical, "Pal Joey". Critics say: still great.

Report card.

In tests for deferring college students from draft, highest grades are made by men in middle Atlantic states.

This date in history.

January 4, 1790: GEORGE WASHINGTON ISSUES FIRST MESSAGE ON STATE OF UNION.

Roundup.

One of biggest narcotics raids yet brings in 200 dope peddlers and addicts in cities from New York to Texas.

Louisville, Kentucky:

Ghosts weren't moving objects in Thacker home. 11-year-old girl admits throwing things when not observed. The rest: people's imagination.

Paris:

Bandits escape in 1924 model car they had to crank to get going...after robbing bank.

Chicago:

Jilted suitor sues former fiancee for 25 hundred dollars in courtship expenses...gifts, entertainment, long distance phone calls.

New York:

Judge disbars one lawyer for communist party leaders from federal court practice, suspends another...for conduct during trial.

White House:

After cabinet meeting, Attorney General McGrath denies any change in his status...despite rumors of resignation.

 From the U S weather bureau, late readings. 1 below zero at Bismark, North Dakota. At same time 81 above West Palm Beach, Florida.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 4, 1952

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 0094592

More fun. First, John Lang.

—
(COMMERCIAL)
—

A sight in Jaffrey Center, New Hampshire, is Mabelle Cutter coasting down Main Street on her sled...sliding belly-bumps fashion lying on her tummy. I didn't use the elegant sitting position even as a girl...says Miss Cutter...and I'll be darned if I'm going to do it now. This belly-bumps sled rider has just turned 80 years old. Says she: "Dignity be hanged."

—
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, JANUARY 4, 1952

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 0094594

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, January 7, 1952 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, JANUARY 7, 1952

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 0094596

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 7, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

The big story. As some afternoon headlines tell it:

San Francisco News: IKE SAYS HE WOULD RUN.

Washington Daily News: IKE SUPPORTERS GET GREEN LIGHT.

Abilene, Kansas, Reflector-Chronicle, in general's hometown, says: IKE WILL ACCEPT.

This date in history:

January 7, 1789: GENERAL GEORGE WASHINGTON ELECTED FIRST PRESIDENT OF UNITED STATES.

Today:

General Dwight Eisenhower, in a statement in Paris, proclaims himself a Republican. Says he will not actively seek presidential nomination, or engage in pre-convention campaign. But makes it perfectly clear he would not refuse Republican nomination if offered.

Washington: Ike for President backers say: Boom's on. New York Times, Chicago Sun-Times join Eisenhower drive.

Democratic camp:

Congressman Hayes of Ohio doubts Mister Truman will enter Democratic presidential primary in Ohio...announces slate of delegates for Kefauver for that primary.

ATX01 0094597

Hollywood:

Producer Walter Wanger, charged with shooting agent of wife Joan Bennett, pleads not guilty, by reason of temporary insanity.

Buckingham Palace:

King George planning cruise to South Africa in March... for his health.

Paris:

Government of Premier Plevin collapses. Loses vote of confidence on economic question. Cabinet resigns.

Again, Paris:

Russia's Vishinsky calls Korean truce talks deadlocked... again urges intervention by U N security council. West says Russia wants to dictate own terms.

Korea:

No truce progress. Communist delegates snicker at allied proposals. May seek to force transfer of talks to security council.

Air war:

Two-day toll of communist jets: seven down, 12 damaged. No report on U S losses.

Government report:

State of California now has more federal workers than Washington, D. C...more than a quarter of a million.

Hollywood:

Studio to make adventure movie based on Captain Curt Carlsen's dramatic fight for his ship. Title: "The Flying Enterprise."

At sea:

Tug and ship pass half-way mark in pull toward English port. U S destroyer still in escort.

White House:

Truman, Churchill, discuss economic problems. Meet again in two hours.

Henderson, North Carolina:

Arrested for reckless driving: motorist identified as Congressman John Rankin of Mississippi.

Birmingham, Alabama:

Police Commissioner Eugen Connor guilty on morals charge... fined a hundred dollars.

The weather. Mostly cold. Late readings. 5 degrees above at Aberdeen, South Dakota. At same time, a mild 71 at Brownsville, Texas.

Warning. First, John Leng.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 7, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact 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. 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 0094600

It happened in Garmisch-Partenkirchen, in west Germany.
John McCloy...U S high commissioner for occupied Germany...
was surprised to find a warning sticker placed on his car by
local police. The warning was in the form of a poem...telling
the U S high commissioner: To a cow, traffic's only a lark.
But you must learn how to properly park.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 7, 1952

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 friends to get all the
facts on cigarette quality - to learn about the
important factors affecting the taste of a
cigarette send for your free copy of a new booklet
"What Makes Lucky Strike Taste Better". Just
drop a card to Lucky Strike, P.O. Box 99,
New York 46, New York.

ATX01 0094602

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, January 8, 1952 **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, JANUARY 8, 1952

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 0094604

NEWS WITH KENNETH BANZHART

2:55 PM

JANUARY 8, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

East and west for afternoon headlines. Some late ones;
Washington Evening Star: ELECTION YEAR CONGRESS OPENS.

Salt Lake City Deseret News: BANK BANDIT CONFESSES KID-
NAPPING OF SALT LAKE CITY YOUTH.

New York World Telegram and Sun: TAX MEN PUT HEAT ON 400
RACKETEERS.

Special Treasury agents reported investigating taxes of
400 racketeers in New York, New Jersey. Expect to gather
additional hundred million dollars.

Salt Lake City:

14-year-old boy, missing 10 weeks, now found chained in
room of man charged with bank robbery yesterday. Reason for
kidnapping not clear.

Capitol Hill:

Congress convenes for routine first-day session. Senate
Republicans choose as floor leader: Bridges of New Hampshire.

White House:

Churchill to accompany Truman to congress tomorrow, for
president's state of union message.

ATX01 0094605

Arrival.

For Churchill...from cigar city of Tampa, Florida...an
18-inch cigar.

Washington hears:

Truman's military budget will total about 53 billion dollars.
Six billions less than current year. Eight billions less than
Pentagon wanted.

New York:

Gloria Vanderbilt Stokowski, wife of conductor, reported
expecting a baby any hour.

Falmouth, England:

Many agents await tomorrow's arrival of Captain Curt
Carlsen and disabled ship...with offers for story of battle
with storm.

Just in:

Surging Atlantic forces temporary halt in towing operation...
60 miles at sea.

Paris: - ~~XXXXXXXXXXXX~~

Over Russian opposition, U N political committee approves
collective security plan...for force to combat aggression.

Korea:

Communist negotiators leave off rudeness and horseplay of
yesterday. Talks amicable. But no progress on truce.

Campaign talk:

Taft claims: if pledges for him become convention votes, he'll be Republican candidate for president. Eisenhower men claim: they'll have votes to sew-up nomination. Stassen says: "I'm out to win."

Up.

Government allows one cent increase in retail price of soda pop, in some cases.

Los Angeles:

Partial listing of late William Randolph Hearst's estate shows assets of over 16 million dollars.

Saint Louis:

City official Frank Neun, advocate of stricter parking enforcement, gets results. Ticket for over-parking.

Milwaukee:

Suggestion for scaring away bogus check-passers; make a strangers endorse checks with fingerprints.

Moscow:

Soviet navy wants textbooks changed to say ancient Norsemen sailed in ships of Russian design.

Monrovia, Liberia:

Nation founded as haven for freed American slaves inaugurates president on 130th anniversary. He promises full cooperation with U N.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 8, 1952

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better. And here's why:
First, LS/MFT - Lucky Strike means fine tobacco.
There's no substitute for fine tobacco and don't
let anybody tell you different. Second, Luckies
are made better -- proved the best made of all
five principal brands. That's not an empty claim--
that's a fact verified by leading laboratory
consultants. So don't be misled by double talk.
Remember the facts! Enjoy fine, mild, good-tasting
tobacco in the cigarette that's made better --
the cigarette that tastes better -- Lucky Strike --
always so mild, so smooth, so firm and fresh --
with better taste in every puff. Back now to
Kenneth Banghart.

ATX01 0094608

From the U S weather bureau, late readings. A bitter
9 degrees at Bismark, North Dakota. At same time 79 at Browns-
ville, Texas.

Out of touch. First, John Lang.

(COMMERCIAL)

What does Mrs. Winston Churchill hear from her husband in
Washington? She was asked the question in London. The wife of
the famous writer on many topics says he's a bad correspondent.
She knows only what she reads in the papers. He never writes
to me, says Mrs. Churchill. Never.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 8, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette, send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, January 9, 1952

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
WEDNESDAY, JANUARY 9, 1952

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 0094612

NEWS WITH KENNETH BANGHART

2:55 P.M.

JANUARY 9, 1952

H B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. No late ones:

Washington Evening Star: '52 CRUCIAL AND FRED BIRLL, TRUMAN SAYS.

New York Journal American: FIGHT TO KEEP SELF OFF ROCKS.

Capitol Hill:

Truman state of union message. ITEM: World still in shadow of world war. 1952 is crucial year. ITEM: U S economy good, but controls, high taxes must remain. ITEM: He'll see that wrongdoers are weeded from government. ITEM: Politics in election year must not endanger national interest. ITEM: Calls for vote on civil rights program. ITEM: No hint whether he'll run again.

In route.

Churchill heard speech from capitol gallery. He's now on train for New York.

Off England:

Flying Enterprise...tow line broken...drifts toward rocky coast...tossed by heavy seas. Captain Carlson and cooperation stay put as ship lists dangerously. Storm blocks attempt to fasten new tow line.

Phenix City, Alabama:

Mysterious explosion wrecks home of civic leader who helped clean city of gambling, vice. Governor Gordon Persons at scene for investigation.

Out.

ATX01 0094613

- 2 -

Government reducing output of household goods another 10 percent in next quarter. Auto production to drop another seven percent. New cuts in home building.

Korea:

Communists accept all allied terms for truce supervision, except ban on building airfields during armistice. That's a basic point.

Replacement Center, Korea:

One hundredth thousandth 31 rotated home today. He's Sergeant Warren Schriest, of Pittsburgh.

Paris:

U N rejects Russian plan for security council intervention in Korean negotiations. Agrees to high level council meeting later if considered useful.

Something new.

Mutual show of friendship in Vienna, Austria. Russians to send army band and folk dancers tonight to U S sports event.

Man Mon, Manitoba:

Reward offered for return of mining camp. Scoundrel stole eight complete buildings.

Boston:

Geraldine Garcia, who made raft trip down Mississippi with another girl, two men, told New Orleans reporter she wouldn't marry best man in world. News today, reveals love for the reporter.

ATX01 0094614

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 9, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact verified by leading laboratory consultants. For example, Foster D. Snell of New York City, 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, 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 0094615

New York:

Egyptian dancer Samia Samal advises American women. Their faces sometimes look like parchment. Better if they shine a bit.

Weather extremes. Late readings. A warm 80 at Corpus Christi, Texas. At same time, 5 below zero at Minot, North Dakota.

Salt shilo. First, John Lang.

(CONFIDENTIAL)

Each year, the Junior Chamber of Commerce in Pontiac, Michigan, has picked a beauty queen for a summer festival. After looking around for a 1952 queen, they've decided no beauty select on this year. Explanation: The local talent has been exhausted. We'll wait a couple of years...for a new crop.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 9, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

ATX01 0094617

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, January 10, 1952 **Network:** NBC **Broadcast:** 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, JANUARY 10, 1952

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 ...

ATK01 0094619

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 10, 1952

N BC

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

New York post: SHIP SINKS. HE'S OFF.

Seattle Times: PLANES SEARCH NORTH PACIFIC FOR 46 OFF
ABANDONED SHIP.

The sea wins.

Flying Enterprise goes under...minutes after Captain Carlsen
and mate leap into surging Atlantic from top of ship's funnel.
Mate jumps first, skipper last...clamber-up rope ladder to
tug "Turmoil". They're all right. From tug, they see ship
sink. Tug moves toward Palmouth, England...through bobbing
cargo of Enterprise. Conclusion of a 15-day epic of the sea.

Perth Amboy, New Jersey:

Skipper's wife...in seclusion, under doctor's care...weeps
with happiness when told of rescue.

Off West Coast:

Planes, ships, join in search of stormy north Pacific for
46 men who took to lifeboats from sinking American freighter
"Pennsylvania". Visibility poor. No trace yet of survivors
or ship at last known position.

ATXQ1 0094620

Atlanta:

Young wife getting annulment from second husband, after hearing first husband...reported dead...is prisoner in Korea.

Korea:

Truce talks enter seventh month...still deadlocked on armistice supervision, repatriation of prisoners.

Tokio:

American familiar with U N prison camps says many Chinese captives threaten suicide rather than return home.

Truman news conference.

President calls Eisenhower a grand man, but doesn't think country would do well under any Republican. Says general will stay on job until he asks to be relieved. President doesn't say whether he's for re-election. But would run against Eisenhower if he thinks it's thing to do. ITEM: Attorney General McGrath stays in cabinet...will direct drive against corruption.

Special.

Washington, D.C. fur ship advertises sale on discarded...
rink.

Chicago:

Robert Preimann admits he falsely registered for draft 40 times to get identification cards for cashing checks stolen from mailboxes.

Newark, New Jersey:

Over a hundred striking Prudential Insurance agents swarm into company's main office to inquire about own policies. They are arrested for creating disturbance.

Coming up:

"National Husband in the Kitchen" Day. It's January 27... a Sunday.

Swap.

30 high school students from Manitowoc, Wisconsin, to trade schools and homes with 30 students of Macon, Georgia, for several weeks...for comparisons.

New Haven, Connecticut:

Joseph Boylan...believed ~~xxx~~ buried five years ago... arrested last night on drunk charge.

San Francisco:

Convention committee to consider proposal that General Douglas MacArthur deliver R_epublican convention's keynote address.

Albany, New York:

Court says hotel guest may sue for damages for bathtub injuries. Claims he fell when scalding water spurted from tap marked: cold.

Weather map. Late readings. 2 below at Grand Forks, North Dakota. At same time a balmy 83 at West Palm Beach, Florida.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 10, 1952

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better! And here's why: First, LS/MFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made better -- proved the best made of all five principal brands. That's not an empty claim - that's a fact verified by leading laboratory consultants. So don't be misled by double talk. Remember the facts! Enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike -- always so mild, so smooth, so firm and fresh - with better taste in every puff. Back now to Kenneth Banghart.

ATX01 0094623

-4-

He said "yes". First, John Lang.

—
(COMMERCIAL)
—

A wedding of note in Winnipeg, Ontario. Mary Taylor and Henry Reynolds. Reynolds is 74. His bride 73. Being Leap Year, friends asked if she'd done the proposing. "Yes"... admitted the timid, blushing bride of 73. I popped the question.

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

ATX01 0094624

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 10, 1952

CLOSING COMMERCIAL

LAINING: You've been listening to Kenneth Banghart and the News ... presented each week day at this same time by Lucky Strike ... and friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette, send for your free copy of a new booklet "What Makes Lucky Strike Taste Better." Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

ATX01 0094625

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, January 11, 1952

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, JANUARY 11, 1952

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 0094627

NEWS WITH KENNETH BANGHART

2:55 P.M.

JANUARY 11, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Late ones.

New York World Telegram and Sun: THOUSANDS CHEER CARLSEN.

Mankato, Minnesota Free Press: WOMAN DESPERATE FOR CHILD CONFESSES
KIDNAPPING BABY.

16 day old baby, taken from mother by strange woman with gun, is found
safe in nearby town. Woman confesses kidnapping.

North Pacific:

Still no trace of 46 men who abandoned sinking freighter Pennsylvania.
Hope that they survived storm dwindling. Ship-plane search goes on.

Falmouth, England:

Fishing town turns out in sleet storm to cheer Captain Carlsen, who
wears borrowed raincoat. Lost everything but clothes on back when he jumped
from sinking ship. Apologizes for not bringing Enterprise in. Phones wife
in New Jersey: he'll see her soon.

New York:

Hero's welcome...ticker tape parade...planned for skipper's homecoming.

Sands of time.

French General Jean de Lattre de Tassigny is dead in Paris. Against
orders, he resisted Nazis.

ATX01 009462B

New York:

Baby daughter born to Congressman and Mrs. Franklin D. Roosevelt, junior.

Paris:

U N assembly votes for commission to study disarmament.

Korea:

Communist jets range to near 38th parallel. Four shot down, a fifth damaged. No report on U S losses. Ground front quiet.

No man's land:

Allies insist on simple answer on communist intentions during truce. Deadlock continues, but U N spokesman says other deadlocks seemed just as bad.

Capitol Hill:

Congressional atomic energy committee shown small model of artillery gun designed to fire atomic shells. Has such a gun ever been fired? None will say.

New York:

Skyscraper going up on site occupied by old Mark Twain home.

Washington:

Congressional medal is rejected for first time. Father of two sons killed in Korea turns down highest medal for one, silver star for other. Quoted as saying : Truman unworthy to confer honors.

Again Washington:

Two government girls fired by army four years ago as security risks

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, January 14, 1952

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

NEWS WITH KENNETH BANGHART

2:55 P.M.

JANUARY 14, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines: Some late ones from across the nation...

San Francisco Call Bulletin: RAIN SETS 62 YEAR RECORD.

Los Angeles Daily News: PGA BARS LOUIS.

New York Post: PLANE CRASHES IN EAST RIVER...ALL ARE SAVED.

Northeast airliner...trying to land by radar in fog...pancakes into water. Swift rescue action saves 36 persons aboard. Fifteen injured... but only two seriously. Plane sinks.

Weather trouble.

Lashing storm rips across Northern California and Nevada...bringing new floods, snow clogged highways. San Francisco's rainfall since July 1st reaches nearly 18 inches...heaviest in 62 years.

Angry.

Joe Louis at war with Professional Golfers Association...after he--two other Negroes...banned from San Diego tournament. He campaigns to break down color line in golf.

Labor switch.

New England woolen workers accept permanent 50 percent increase in work loads. Reason? To meet competition of cheaper Southern labor.

Sent to Congress.

Mr. Truman's plan to reorganize Internal Revenue Department. He tells

ATX01 0094631

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 14, 1952

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 0094632

congressmen: "The most vigorous efforts are being made to expose and punish every dishonest government employee."

Nominated.

William Draper Jr., New York banker...chairman of Long Island Transit authority...named by President Truman as roving ambassador in Europe, under mutual security act.

Autobiography.

Former Representative Mary Norton of New Jersey finished memoirs. Recalls telling House colleagues: "I'm no lady. I'm a member of Congress."

Korea.

Two ring show in truce tents at Panmunjom run through same old acts... with same old results--no progress. In heated debate over prisoner exchange... reds call allies "liars." Charge allied planes violated Chinese mainland. Western front. Heavy action...but no more decisive than armistice talks.

C-Ration Recipe.

Mix C-ration cocoa wafer in canteen cupful of snow. Add envelope of powdered milk and sugar, to taste. Place over concealed fire and stir. Freeze by placing mixture in snow. That's home-made ice cream...at the front in Korea.

Defense rests.

New York federal jury prepared to decide Frank Costello's fate in contempt of Senate trial. Defendant doesn't take stand.

Married.

Two New Hampshire state legislators...Pauline Miller and William Maynard. She's a Republican...he's a Democrat.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 14, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact 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. 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...

ATXO1 0094634

- 3 -

The weather map. Late readings. A warm 77 in Crestview, Florida. Meanwhile, three below in Haver, Montana.

—
Filthy lucre. First, John Lang.

—
(COMMERCIAL)

—
Blue Monday in Indianapolis. A housewife inadvertently washed 286 dollars... which was in clothing placed in home laundry. Retrieving money from the suits... she spreads the bills on the ironing board to dry. Enter thief. He grabs money...and makes a "clean" getaway.

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

ATX01 0094635

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, January 14, 1952 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

NEWS WITH KENNETH BANGHART

2:55 P.M.

JANUARY 14, 1952

N E C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines; Some late ones from across the nation...

San Francisco Call Bulletin: RAIN SETS 62 YEAR RECORD.

Los Angeles Daily News: PGA BARS LOUIS.

New York Post: PLANE CRASHES IN EAST RIVER...ALL ARE SAVED.

Northeast airliner...trying to land by radar in fog...pancakes into water. Swift rescue action saves 36 persons aboard. Fifteen injured... but only two seriously. Plane sinks.

Weather trouble.

Lashing storm rips across Northern California and Nevada...bringing new floods, snow clogged highways. San Francisco's rainfall since July 1st reaches nearly 18 inches...heaviest in 62 years.

Angry.

Joe Louis at war with Professional Golfers Association...after he--two other Negroes...banned from San Diego tournament. He campaigns to break down color line in golf.

Labor switch.

New England woolen workers accept permanent 50 percent increase in work loads. Reason? To meet competition of cheaper Southern labor.

Sent to Congress.

Mr. Truman's plan to reorganize Internal Revenue Department. He tells

ATX01 0094637

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 14, 1952

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 0094638

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 11, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact 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. 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 0094639

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 11, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094640

now cleared. Court forced army to specify charges, which girls proved untrue.

For men:

Congressional committee told: kiss may irritate man's skin, if he's allergic to lipstick ingredients.

Weather map. Late readings. A frigid 2 degrees below at Great Falls, Montana. At same time 72 at Brownsville, Texas.

Creepy. First, John Lang.

(COMMERCIAL)

The London men's wear magazine Tailor and Cutter takes a strong stand today. It comes out vigorously for old-fashioned nightshirts. Curses on him who invented pajamas, says an editorial. They creep up in the still night. But how to keep a nightshirt in place? Simple, says Tailor and Cutter. Put your garters on upside down...and connect the fasteners to the hem.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 14, 1952

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 friends to get all the
facts on cigarette quality - to learn about the
important factors affecting the taste of a
cigarette send for your free copy of a new booklet
"What Makes Lucky Strike Taste Better". Just
drop a card to Lucky Strike, P.O. Box 99,
New York 46, New York.

ATX01 0094642

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, January 15, 1952 Network: NBC Broadcast: 2:55-3:00 PM EST
Repeat:

- CONFIDENTIAL
- 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, JANUARY 15, 1952

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 0094644

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 15, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

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

San Francisco News: RESCUERS NEAR TRAIN.

New Orleans States: VOTERS CROWD NEW ORLEANS POLLS.

Glens Falls, New York, Times: TRIPLET BOYS BORN.

Capitol Hill:

In first legislative action of new session, the House has just approved a 10 per cent cost of living pay increase for armed services. Senate approval expected.

San Francisco:

Rescue trains from opposite directions inching through snow-drifts toward storm-stranded streamliner, "City of San Francisco". 226 aboard...some ill. Amphibious jeep reaches train with food.

Reno, Nevada:

Tourist city cut off by snow.

New Orleans:

In Louisiana: primaries today, candidates for governor in-

ATX01 0094645

clude first Negro since Reconstruction. Also: first woman candidate.

On the way.

Captain Curt Carlsen on plane for New York and ticker-tape reception.

White House:

Senator Kefauver of Tennessee talks politics with Mister Truman. Says only: a very pleasant conference. Indicates he may announce own candidacy for president February first.

Nashville, Arkansas:

Mrs. Hagai Ponder ponders space shortage. She, husband, eight children occupy three-room farmhouse. Just arrived: quadruplets.

Korea:

Communists report allied plane bombed prison camp in North Korea, killing 10 prisoners, wounding 60. Allies investigating. Truce talks more amicable, but no progress.

Paris:

British delegate says soviet proposal for atomic inspections, starting with ban of bomb, deserves full study. Russian spokesman tells U N: directive from Stalin changed atomic energy policy.

Swing your partners.

The new rage in London: the barn dance. Princess Elizabeth brought it back from Canada.

New.

Italian designers, competing with Paris for American market, show spring fashions featuring a hippy look...baby-bonnet hats.

From broad Broadway.

A new comedy, Fancy Meeting You Again. Critics Say: spotty.

Contest.

Cities in Florida, Arizona, New Mexico, Texas, California put out a ton of ice today. Place where it melts first to claim honor of sunshine state.

San Quentin, California:

Two guards stabbed to death, two wounded, in unsuccessful attempt by two convicts to break prison.

Opinion.

Doctor Erwin Straus, German psychiatrist, tells U S doctors: Americans addicted to unwarranted optimism, artificial smiles.

Gaffney, South Carolina:

Arthur Moore ~~hit~~ blacks out in car, after dentist pulls four teeth. Hits telephone pole, loses four more.

New York:

Jury still deadlocked on verdict, in contempt of congress case against gambler Frank Costello.

Burlingame, California:

James Whittaker, who survived three weeks on Pacific raft

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 15, 1952

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better. And here's why:
First, LS/MFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made better -- proved the best made of all five principal brands. That's not an empty claim-- that's a fact verified by leading laboratory consultants. So don't be misled by double talk. Remember the facts! Enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Back now to Kenneth Banghart.

ATX01 0094648

with Eddie Rickenbacker, in race for congress.

From the U S weather bureau, late readings. At Great Falls, Montana 5 below zero. At same time 79 above at Miami, Florida.

Time and again. First, John Lang.

(COMMERCIAL)

Mister and Mrs. Wilfred Gosselin, of Glen Falls, New York, wanted a daughter. Their first child was a boy, Michael. Next came twin boys...David and Donald. This morning, Mrs. Gosselin became a mother again. This time...triplets...all.. boys.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 15, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette, send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

ATX01 0094650

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, January 16, 1952 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, JANUARY 16, 1952

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 0094652

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 16, 1952

N B C

Good afternoon. To the west coast, Good Morning.

—
East and west for afternoon headlines. Some late ones;

Washington Evening Star: TRUMAN SEEKS NEW TAX RISE

San Francisco Call Bulletin: RESCUERS OPEN WAY TO SIERRA
TRAIN.

Corpus Christi, Texas, Times: CORPUS CHRISTI WINNER OF ICE
MELTING CONTEST.

—
They're out.

222 persons stranded since Sunday on streamliner in Sierra
Nevada mountains, reached by rescue teams, after snowplows
clear way. Passengers being assembled for transfer to rescue
train. Most able to walk. Helicopter goes in with doctor,
medical supplies, food.

—
Return.

Churchill back in Washington from Canada, to address congress
tomorrow.

—
Capitol Hill;

Truman economic message asks five billions in new taxes...
not specified...to pay for rearmament. Sees year of strain...
less consumer goods, but few hardships. Wants stronger controls
on inflation. Congressional leaders say: No substantial tax
increases.

—
ATX01 0094653

If.

Eisenhower agrees to speak in French Lick, Indiana, March 12th.
if he's back here. Lends weight to predictions he'll return.

Moscow:

Foreigners now limited to travel within 25 miles of soviet
capital. More cities listed as strictly forbidden.

New start.

Captain Curt Carlsen, delayed when plane turned back with
faulty de-icer now on way again. Due in New York about midnight.

Cairo:

18-year-old Queen Harriman provides King Farouk with heir
to throne. Hundred and one gun salute signals son's arrival,
as other guns roar in Suez battle Egyptians and British.

Fort Worth, Texas:

U S sues for 415 thousand dollars in government grain missing
from private storage.

Houghton, Michigan:

Season's one hundredth inch of snow falls there.

Korea:

Allies say planes attacked in vicinity of communist prison
camp where 20 are reported killed. But protest communists
conceal exact location of prison camps, against international
law. No truce progress.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 16, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact verified by leading laboratory consultants. For example, Foster D. Snell of New York City, 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, 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 0094655

Pentagon:

299 U S battle casualties in week...shortest list of war.

Again, the Pentagon:

New battle jacket, of many layers of nylon, stops 45-caliber bullets at point-blank range.

Guam:

Patrols hunt Japanese holdouts from world war two. 10 believed left.

The weather story. Late readings. 10 below zero at Williston, North Dakota. At same time, 81 above at Brownsville, Texas.

Warm, Farst, John Lang.

(COMMERCIAL)

The nation's sunshine city? One-ton chunks of ice were set out in a number of places yesterday, to let old Sol do its work. The winner won't be decided until all reports are in, but Corpus Christi, Texas, files first claim as sunshine city. Says its chunk is all melted. The challenging city...Carlsbad, New Mexico, has this bleak report: IT'S ton of ice...this morning... was melted only short halfway.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 16, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

ATX01 0094657

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, January 17, 1958 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, JANUARY 17, 1952

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 0094659

NEWS WITH KENNETH BANOHART

2:55 PM

JANUARY 17, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones,

Washington Evening Star: BRITAIN SEEKS STEEL, NOT GOLD,

CHURCHILL SAYS.

Chicago Daily News: SIX PACKERS SUED OVER FAT PORK.

Concord, New Hampshire, Daily Monitor: TELL EISENHOWER
HIS NAME NOW PLACED ON NEW HAMPSHIRE BALLOT.

New York:

Captain Cairsen gets full hero treatment. 300 thousand
cheer ticker-tape parade up Broadway. Mayor Impelliteri praises
skipper's indomitable will. "Only trying to do his duty",
says Carlsen.

Notice.

Cable tells Eisenhower his name is entered for New Hampshire
Republican primary, first in nation, March 11th. Eisenhower
has 10 days to withdraw.

Capitol Hill:

In address to congress, Churchill says: I have not come
here to ask you for money. But says Britain needs U S materials
for arms. ITEM: Britain will stand at our side against new
agression in Far East or Europe. ITEM: Predicts China will
throw off communism. ITEM: Britain no longer can bear sole

ATX01 0094660

responsibility for Suez Canal.

Chicago:

Government seeks court order to force six big meat packers to halt sale of pork with excess fat. OPS says one-half inch fat is maximum.

Tax cut, instead of increase?

Some congressman say: just possible. It's election year.

San Francisco:

Governor Earl Warren tells GOP national committee meeting: Party must be for social progress to win in November.

Casper, Wyoming:

Teapot Dome oil field in first production since lease scandals 25 years ago.

Pentagon:

Army working on program to release all national guard troops in advance of two-year active service period. No details.

Obituary.

Walter Briggs, pioneer auto body manufacturer and owner of Detroit Tigers, is dead in Miami Beach. Briggs was 74.

Proclamation.

January 30...birthday of Franklin D. Roosevelt...declared legal holiday in Kentucky.

Korea:

Communists to consider marking prison camps to prevent air attack. Declare in writing: Red Cross not welcome behind lines. Say allied bomb fell in neutral zone. No damage reported.

Paris:

Russia's Vishinsky sees no hope for truce agreement in field. But U N rejects his plan on Korea...sends his disarmament plan to committee.

Winner.

Award for city with best fire prevention program goes to Fort Wayne, Indiana.

From broad Broadway.

A revival...Eugene O'Neill's play, Desire Under the Elms. Critics say: well done.

Oakland, California:

Not all had bad time on snowbound streamliner. Mrs. Ernestine Cecchini Chicago says: I had fun. We covered up with blankets and played cards. She's 72.

Watertown, South Dakota:

Women 70 or older form Three Score and Ten Club. Motto: Enjoy Yourself.

The weather map. Late readings. A springlike 81 at Fort Myers, Florida. At same time a wintry 2 below at

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 17, 1952

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better! And here's why:
First, LS/MFT - Lucky Strike means fine tobacco.
There's no substitute for fine tobacco and don't
let anybody tell you different. Second, Luckies
are made better -- proved the best made of all
five principal brands. That's not an empty claim --
that's a fact verified by leading laboratory
consultants. So don't be misled by double talk.
Remember the facts! Enjoy fine, mild, good-
tasting tobacco in the cigarette that's made
better -- the cigarette that tastes better --
Lucky Strike -- always so mild, so smooth, so
firm and fresh - with better taste in every puff.
Back now to Kenneth Banghart.

ATX01 0094663

Devils Lake, North Dakota.

—
Nickname. First, John Lang.

—
(COMMERCIAL)

—
State Representative Earl Rogers told the Kentucky legislature today what his hickname is. It's Dirty Ear. Rogers says he got the nickname as a small boy, and everybody called him that. A lot of people don't know his first name is Earl... the legislator said. And so his name appeared on the ballot as Earl...Dirty Ear....Rogers.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 17, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette, send for your free copy of a new booklet "What Makes Lucky Strike Taste Better." Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York.

ATX01 0094665

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, January 18, 1952

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
FRIDAY, JANUARY 18, 1952

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 0094667

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 18, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Los Angeles Mirror: STAY HOME...ALL L.A. WARNED.

Chicago Herald American: GENERAL EISENHOWER TO RETURN TO
U.S.

Eisenhower letter tells old Chicago friend: sharpen-up
golf game. He'll soon be home.

Paris:

Spokesman for general denies definite plan on return.

Deluge.

All main roads to Los Angeles closed...many railroad tracks
blocked...schools shut because of flooded streets. Two thousand
families ordered out of lowlands. Rain in southern California
heaviest of century, and more coming.

Sierra Nevada Mountains:

Crews working to free stranded streamliner recover body
of snow plow operator buried by slide as he helped clear tracks.

This date in history:

January 18, 1945: CHURCHILL WARNS GERMANY, JAPAN: SURRENDER
OR BE CRUSHED.

ATX01 0094668

Today:

After Pentagon visit, Churchill's now at White House for final talks.

Exchange.

U S agrees to swap steel for British tin and aluminum.

London:

British meat ration reduced to 13 cents worth a week.

Guam:

Last Japanese holdouts from world war two reported armed.

Korea:

Latest truce conference friendly but fruitless. Ground front mostly quiet. U S, Canadian destroyers pound shore targets 180 miles above parallel.

Milwaukee:

In campaign, speech, Harold Stassen says business should share profits with all employees.

Recital.

For singing debut, New York cab driver hires Carnegie Hall.

Up.

Government allows price boost...averaging about five per cent...in General Motors cars.

Is this news?

British survey shows Sunday most popular day. In last place; Monday.

Literary item:

New edition of Uncle Tom's Cabin on sale in communist Hungary. Readers told: In America they try to hide this book.

Evidence.

What led Maynardville, Tennessee, police to moonshine still? An intoxicated possum.

Roundup.

FBI ~~mm~~ seizes some 25 hundred slot machines in North Kentucky raids...arrest many persons for their interstate transportation.

Capitol Hill:

House ways and means committee not to consider tax bill unless president is more specific.

New York:

Frank Costello, whose trial for contempt of senate ended in jury deadlock, to be retried in late February.

The weather. Late readings. 4 degrees at Duluth, Minnesota. At same time 82 at Miami, Florida.

Soup's on. First, John Lang.

(COMMERCIAL)

ATX01 0094670

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 18, 1952

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 for Luckies fine, mild, good-tasting tobacco goes into the cigarette proved the best-made of all five principal brands. That's a fact 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. 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 0094671

A ton of free navy beans...from Michigan growers...arrived today at the U S House of Representatives. Congressmen protested the price of bean soup; 25 cents. The House restaurant says free beans won't help. It's ham hocks for the soup that cost. Some free ham hocks have come from Iowa, but not enough. Any ham-hocks for our congressmen's soup?

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 18, 1952

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 friends to get all the facts on cigarette quality - to learn about the important factors affecting the taste of a cigarette send for your free copy of a new booklet "What Makes Lucky Strike Taste Better". Just drop a card to Lucky Strike, P.O. Box 99, New York 46, New York. And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATK01 0094673

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~Monday, January 21, 1952~~

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
MONDAY, JANUARY 21, 1952

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the News,
presented by Lucky Strike. -- Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York -- Kenneth Banghart --

ATX01 0094675

NEWS WITH KENNETH DANOHART

2:55 P.M.

JANUARY 21, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Washington Daily News: TRUMAN'S RECORD BUDGET: PRICE OF PEACE.

Boston Evening American: SON BORN AS FLAME TRAPS TEN.

Capitol Hill:

Truman submits biggest peacetime budget...85 and a half billion dollars, calls it price of peace. 65 cents of each dollar spent would go for defense, foreign aid, atomic energy. ITEM: President requests five billions in new taxes, which lawmakers say won't pass. ITEM: Budget asks federal college scholarships for needy but capable high school graduates.

Boston:

Mrs. Louis Murray and baby son doing well at hospital. She gave birth today with policeman's help, as fire raged on upper floors of her apartment building. They and other trapped by flames are rescued by firemen.

New York:

Ticker tape parade for Winston Churchill tomorrow has just been cancelled. He has a cold.

Atlanta:

Governor Taladge, in anti-Truman statement, calls Georgia a politically doubtful state.

Paris:

ATX01 0094676

U S opposes Russian proposal to admit five satellites as U N members, along with Libya, Italy, Ireland and six other non-communist nations.

Survey.

Poll by U S occupation force shows: threat of rise of new Hitler lies in West German apathy. Only 20 percent say they'd fight Nazi Party revival.

London:

Former leaders of lands behind communist curtain hold first meeting, to plan for day of change...keep hope alive in East Europe.

Moscow:

Russia wants U N meeting on fate of world war two prisoners...claims she's returned all.

Council Bluffs, Iowa:

Police looking for bridegroom who deserted wife in argument 15 minutes after wedding.

White House:

Tr man gets longest telegram ever sent by Western Union...700 feet long. Pennsylvania county petitions for air base planned for another county.

Praise.

Senate, in unanimous resolution, commends Captain Curt Carlson for heroic action in trying to save Flying Enterprise.

Korea:

No truce progress, Communists give written reply to Red Cross on request to visit North Korea. It's not made public.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 21, 1952

MIDDLE COMMERCIAL

LAING:

Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER - Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094678

U H prison camps

Struggle between Chinese, North Korean anti-communists and party men results in murder, rioting among captives.

Stick-up.

Human takes 220 dollars from only man on duty at Flagstaff, Arizona, police station.

New York:

Cab driver Markov Vartanyan...who hired Carnegie Hall for singing debut ...got big hand last night. Critics say: not bad.

Problem.

Phenix City, Alabama, drove gambling from night spots. Many nightclubs, providing most of city's income, closing. Question: How will town pay bills?

From the U S weather bureau, late readings. At Helena, Montana 12 below zero. 30 above at same time at Fort Myers, Florida.

Hurry. First, John Lang.

(COMMERCIAL)

In Fairbanks, Alaska, everybody's in a big hurry. It's the weather. A dairy puts heaters in its delivery trucks, so milk won't turn to ice cream. Grocery stores can't make more than one or two deliveries a trip. In a few minutes out of doors, a plus freeze hard as rocks. Canned goods freeze and bulge the cans. Eggs freeze and burst. Latest report from Fairbanks: 60 below zero.

And that puts the news on ice for now. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 21, 1952

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,
 smoking enjoyment depends on taste ... and taste
 alone! So enjoy fine, mild, good-tasting
 tobacco in the cigarette that tastes better ...
 LUCKY STRIKE! Try a carton today!

ATX01 0094680

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, January 22, 1952 Network: NEC Broadcast: 2155-3100 PM EST
Repeat: 2155-3100 PM EST

AS

- 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, JANUARY 22, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. -- Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York -- Kenneth Banghart --

ATX01 0094682

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 22, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Chicago Herald American: MACARTHUR ASKS TAKE NAME OFF.

Jonesboro, Arkansas, Sun: ROTARY CLUB TO UNDERWRITE FEE FOR ARAB BOY.

And this headline is just being written in Philadelphia:

U S ACTS AGAINST TORCH SWEATERS.

In first action against torch sweaters, government charges Philadelphia firm with marketing them without disclosing nature of inflammable fabric.

Request.

General MacArthur asks name be withdrawn from Illinois presidential primary. Draft MacArthur movement fights to keep him on ballot.

Paris:

Eisenhower, attacking timidity, procrastination, calls on West Europeans to unify under one constitution for permanent security.

New York:

Actress Fannie Ward, symbol of eternal flapper, near death at 80. Found unconscious in Park Avenue apartment.

ATX01 0094683

Washington:

Mister Truman calls for stronger laws for safety in nation's coal mines.

For sale.

To attract U S dollars, Britain shows beer-proof planes... harnesses for pigs...razors with water in handle.

New York:

Coast Guard closes hearing into loss of Flying Enterprise after Captain Carlsen describes ordeal. He's told: Go back to sea with our best wishes.

Return.

Congressman Peter Mack of Illinois resting in San Francisco after globe-circling goodwill flight in small plane. Found cordial reception everywhere.

Paris:

French assembly supports government's determination to hold riot-torn Tunisia. French colonel, nine Tunisians killed in outbreak today.

Korea:

Communists agree to take steps to safeguard prison camps from air attack. Again, no progress toward armistice.

Up.

Government allows higher admission prices for six big league baseball clubs...all minor league clubs.

Rollback.

To encourage habit of eating out, Cleveland restaurant turns back to pre-war prices.

—
Louisville, Kentucky:

Who was woman who entered ring to sock boxer who'd just scored a knockout? The loser's mother.

—
Jackson, Mississippi:

City makes federal tax stamp for gamblers illegal...as criminal evidence.

—
Guthrie, Oklahoma:

John Trammel, former slave, marrying for fourth time, hopes it's last time. He's ill.

—
Liberty, New York:

Says Mrs. Ann Maney, after a peek at her great grandchild number 63: It's getting hard to keep count.

—
Boston:

Bribery case against Denis Delaney, first high official tried in current tax scandals, goes to jury.

—
Weather contrasts. Late readings. 18 below zero at Helena, Montana. At same time, a warm 81 above at Fort Meyers, Florida.

—
Free and friendly, First, John Lang.

—
(COMMERCIAL)

—
ATX01 0094685

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 22, 1952

MIDDLE COMMERCIAL

LAING:

Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094686

-4-

A problem for Arkansas State College: a young Arab who spent his life savings to get there from Israel. He'd written various American colleges, and decided Arkansas State was the place for him. Its literature described campus life as full, free and friendly. The young Arab is there for his free college education. Problem's just been solved. The local Rotary Club putting up expense money.

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

ATX01 0094687

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 22, 1952

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,
 smoking enjoyment depends on taste ... and taste
 alone! So enjoy fine, mild, good-tasting
 tobacco in the cigarette that tastes better ...
 LUCKY STRIKE! Try a carton today!

ATX01 0094688

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, January 23, 1952 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, JANUARY 23, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. --- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094690

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 23, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Cleveland News: DISALLE PUTS HAT IN RING WITH BRICKER.

New York World Telegram and Sun: MORE DEAD SOUGHT IN CRASH.

Des Moines, Iowa Tribune: YOUNG LOVE GETS A BREAK.

Young, man, sweetheart, both join air force. Red tape cut so they'll get basic training at same base.

Washington:

Price Boss Mike Disalle tells reporters: Well, I'm gonna do it. He'll quit, to run for U S senate in Ohio, against Republican Bricker.

Meeting.

Senator Kefauver of Tennessee with reporters right now. He's expected to enter Democratic presidential race.

Rollback.

Government order s retail prices of white potatoes, uncontrolled until now, cut five to 10 per cent, effective Monday.

Elizabeth, New Jersey:

Death toll in airliner crash in residential area, that killed

ATX01 0094691

former War Secretary Robert Patterson, stands at 28. Debris of homes searched for other possible victims.

Arrest.

U S Captain Eugene Karpe, naval attache to Romania, fell or was pushed from train in tunnel two years ago. Now, Swiss police hold man thought to be Romanian...in connection with mysterious death.

London:

Refugee tells how he, his wife and dog she refused to leave, escaped Hungary inside two packing boxes...in shipment for Austria.

Paris;

Designers show spring hats made of cellophane, woodshavings, broomstraw.

New York:

Trial witness says fire department shakedown racket operated like a business...with clerks on regular salaries.

Chicago:

For crime investigation, citizens asked to mail tips to special postoffice box.

Korea:

Communists agree to make prison camps, tell exact locations, to prevent air attack. No nearer to truce.

Air war:

Two communist jets downed. Probably three. No report on U S losses.

Boonville, Indiana:

Auto removed from John Sturgeon's living room. He held it three months until driver who crashed in, settled for damages.

For the blizzard country:

Colorado inventor announces fastest thing on snow...propeller-driven snow plane, with aluminum skis.

Idea.

House committee wants U S Piggy Bonds for children. Cost: 3.75 in pennies. Pay: five dollars in 10 years. promote thrift, bring in scarce coppers.

Contest:

25 nations represented in weeklong London competition to find world's best new cocktail.

Misunderstanding.

Why no basketball in Plainville, Massachusetts, last night? Plainville team went to West Bridgewater. West Bridgewater went to Plainville.

Aboard liner Queen Mary, at sea:

Churchill recovering from cold that prevented New York parade.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 23, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh-- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094694

Weather story. Late readings. Contrast Havre, Montana's 21 below zero, and a summery 82 at Vero Beach, Florida.

Bye, Bye. First, John Lang.

(COMMERCIAL)

Kissing your girl goodbye at the railroad station...if that an immoral public act? In Egypt, it is. In the courts: the case of Kamal Saleh, who insists he merely kissed the train window. The girl was on the other side. He was fined. Kamal appealed to Egypt's highest court. Which says: kissing a train window may not be immoral, after all. Kamal gets a new trial.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 23, 1952

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,
 smoking enjoyment depends on taste....and taste
 alone! So enjoy fine, mild, good-tasting
 tobacco in the cigarette that tastes better ...
 LUCKY STRIKE! Try a carton today!

ATX01 0094696

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, January 24, 1952 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, JANUARY 24, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. -- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094698

NEWS WITH KENNETH BANZHART

2:55 PM

JANUARY 24, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Springfield, Massachusetts, Daily News: LOCAL PAUPER LEAVES RICHES.

Ann Arbor, Michigan, News: 80 THOUSAND IN PENALTIES ASSESSED AGAINST FIRM.

New York World Telegram and Sun: FILMS CATCH DOCKERS IN 60 MILLION DOLLAR THEFTS.

Crime investigators study FBI movies showing thieves at work on New York waterfront...methods of stealing...faces of robbers.

Overpaid.

U S wage board, in largest penalty of its kind, fines building firm 80 thousand dollars for paying bricklayers too much on Ann Arbor, Michigan, project.

Springfield, Massachusetts:

Records show Harry Chapin Smith, recluse buried in New York pauper's grave though he left half a million fortune, was born in Springfield 85 years ago. No will found.

Washington:

Large Protestant group told: Mister Truman has made up

ATX01 0094699

mind to name envoy to Vatican....won't see protesting delegation.

Summertime.

Four-day Australian heat wave sends temperature to 111 degrees.

Capitol Hill:

Truman plan to put tax collectors under civil service, reorganize bureau, wins House test. In unanimous vote, committee throws out move to reject it.

Tunis:

French rush reinforcements to riot-torn Tunisia. Arabs demanding freedom dynamite police station. French jet fighters sweep over to scatter besiegers of army garrison.

Cairo:

Egyptian guerrillas blow up British ammunition dump in Suez Canal zone. No casualties, as thousands of shells explode.

Korea.

Allies indicate they'd accept unwritten promise that communists won't build Korean air bases during truce...charge they attempt to force own terms by stalling.

Battlefront:

War's 19th month opens with sharp, local fighting on western front.

Pentagon:

Army won't withdraw dismissal of WAC captain who had baby. Says: Military duties require fulltime devotion. So do duties of motherhood.

—
Baltimore;

To see whether good students can well skip grades, Goucher College admits 19 students lacking one or two years of high school. Finds their grades higher than average high school graduate.

—
Selection.

Buyers at New York furniture show choosing modern over everything else.

—
Ithaca, Michigan;

87-year-old Mrs. Ida Lavoy divorces 97-year-old husband. Says he put anti-freeze in her bath water.

—
Custom.

Survey shows few offices now forbid smoking.. Most bosses permit between-meal snacks.

—
Catch.

English fishing vessel brings up new motor truck in net. Probably washed off a ship's deck during storm.

—
Capitol Hill;

Draft Director Hershey says older or younger men may be called unless army stops rejecting men at alarming rate.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 24, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094702

-4-

From the U S weather bureau, late readings. Contrast 79 degrees at Key West, Florida, and 10 below zero at same time at Fargo, North Dakota.

Boy, oh boy. First, John Lagg.

(COMMERCIAL)

Average weight for new born babes: seven or seven and a half pounds. Cleveland doctors say this is a near record in twins: Mrs. Veronica Jablonski is the mother of twin girls... together weighing 19 pounds, five ounces. In Caldwell, Ohio, Mrs. Zella Marie Green, whose first 10 children weighed over 10 pounds each, has given birth to her 11th...a son ~~with~~ weighing 17 pounds, two ounces. Everybody's doing fine.

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

ATX01 0094703

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 24, 1952

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, smoking
 enjoyment depends on taste and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094704

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, January 25, 1952 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
FRIDAY, JANUARY 25, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. -- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094706

NEWS WITH KENNETH BANBHART

2:55 P.M.

JANUARY 25, 1952

N B C

Here and abroad for afternoon headlines.

London Star: TROOPS GO IN WITH TANKS AND BAYONETS.

Chicago News: MACMAHON DROPS OUT OF ILLINOIS PRIMARY.

Liberal Kansas, Southwest Times: SUGGEST PANCAKE RACE BETWEEN U.S. AND
RUSSIA FOR GOODWILL.

Cairo:

Egypt's cabinet debating diplomatic break with Britain. Bloodiest fighting yet in Suez Canal Zone. 15 hundred British, with tanks, surround Egyptian police station. 42 Egyptians, three British troops killed in six-hour battle to disarm Egyptians.

London:

Officials call disarming necessary, after attacks by Egyptian police. Reinforcements ordered to Suez.

Arrival:

French reinforcements land in uneasy Tunisia, where natives derail two more trains. More French forces on way.

Hat's out.

Connecticut's Senator MacMahon asks name withdrawn from Democratic presidential primary in Illinois...says he for re-electing Truman.

Sacramento, California:

Hobo jungle murders that baffled police for years may be solved. Tramp says he killed nine men in robberies that totalled 65 dollars.

ATX01 0094707

Thaw.

Government to unfreeze prices for ice dealers.

Government report:

Cost of living up three-fourths of one percent in one month...hits all time high. Up over 11 percent since Korea.

Korea:

One of biggest bags of communist jets. At least 10 downed. No mention of U S losses.

No man's land:

To speed truce agreement, allies suggest bypassing deadlock on North Korean airfield construction...go on to other armistice details. Communists considering it.

Isnello, Sicily:

New York's Mayor Impelliteri sends 25 hundred dollars for public bath in his native village.

Paris:

For first time, Russia wins important point over U S opposition. U N committee approves plan to reconsider membership for 14 ~~satellites~~ including five Russian satellites. Many delegates abstain from vote.

Men's fashion forecast.

Suit coats with less shoulder padding. Smaller hat brims. Narrow neckties.

Northbridge, Massachusetts:

Recently-arrived Japanese war bride asked: What of America? Says she: about like Japan, except there aren't so many American soldiers here.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 25, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste--- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094709

Hollywood:

Polly Moran, star of oldtime Keystone Comedies, is dead at age 68.

Chicago:

Specialist says migraine headaches often caused by feelings of hate and love...at war in the mind.

Hartford, Connecticut:

After serious injury to football player, Trinity College insures entire student body against catastrophes.

Weather map. Late readings. 81 degrees at Miami, Florida. An icy 2 below zero at same time at Havre, Montana.

Let's race. First, John Lang.

(COMMERCIAL)

Mrs. Jack Cox of Liberal, Kansas has a proposal for Mrs. Joseph Stalin, if there is one. She writes: menfolks haven't succeeded in easing the strain between our two countries. Now, there's an annual race between U S and British women at Olney, England. The women flip pancakes as they run. Great for international relations. Mrs. Cox tells Mrs. Stalin: perhaps we could work out a Russian-American pancake race.

And that pinpoints the news for now. ~~UNTIL MONDAY, GOODBYE EVERYONE~~
Have a happy weekend, Until Monday, goodbye everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, JANUARY 25, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today! And now, until Kenneth
Banghart returns next Monday, this is John
Laing wishing you a pleasant week-end.

ATX01 0094711

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, January 28, 1952

Network: NBC

Broadcast: 2:55-3:00 PM EST

Repeat:

NO BROADCAST

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 28, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. -- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094713

NEWS WITH KENNETH BANCART

2:55 P.M.

JANUARY 28, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

New York Post: ARMY RULES CAIRO.

Pierre South Dakota, Capital Journal: OFFICIALS SURVEY SNOWBOUND AREA.

Los Angeles Times: BRIDE'S SUSPICION UNCOVERS SLAYING.

Los Angeles:

Bride of one week's suspicions about death of husband's former wife leads to his arrest for her murder.

White House:

Mr. Truman orders study of South Dakota emergency. Half a million dollars asked to help open roads. Series of snowstorms narrows thousands of livestock.

Cairo:

New premier, named by King Farouk after anti-British riots, gets support of most political parties. He will continue efforts to oust British from Suez...but more moderate approach expected. Egypt mostly quiet under martial law. But attack on British train in Suez injures four soldiers. One Egyptian killed in gun fight.

East Germany:

Soviet secret police reported arresting over 50 Russian army officers at party...after too many drinks led to anti-Stalin sentiments.

ATX01 0094714

Supreme Court:

It won't review conflicting court decisions on espionage trial of government girl Judith Coplon. Case left up in air.

High court won't review segregation in South Carolina schools until lower court reports whether equal facilities are being provided.

Flood:

Rain-swollen Ohio River washes over lowlands on way to Wheeling, West Virginia...chases eight thousand from homes in four states.

Funding:

Eisenhower lets 10 days go by without withdrawing as GOP presidential candidate in New Hampshire. He's on ballot.

Chicago:

Stassen will definitely enter New Hampshire primary.

Korea:

Allies present detailed plan for prisoner exchange on voluntary basis, which Communists don't like. They're studying it.

From BBC, Tokyo:

Soviet officials hint: Korean truce may come by March.

Paris:

U.S., Britain, France warn they'd demand immediate U N intervention in case of communist aggression in southeast Asia.

Capitol Hill:

Senate committee takes up 10 percent military pay increase approved

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 28, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER - Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094716

by House. May impose ceiling on increases for generals, admiral.

Burlington, Colorado:

75 year old Jim Bernhart spent 15 thousand dollars last spring...for
own funeral, so he could attend. Liked it so much, he plans another one.

Admin, Capitol Hill:

Mr. Truman renews plea for Saint Lawrence seaway. Says if we don't
join her, Canada plans to build it alone.

From the U S weather bureau, late readings. Contrast 87 degrees at
West Palm Beach, Florida. And 18 below zero at same time at Grand Forks, North
Dakota.

Good idea. First, John Lang.

(CONFIDENTIAL)

The state of New York had a problem. In the state office building in
Albany: leaky radiators. Three thousand radiators leaking at the bottom. To
replace them would cost a lot of money. They won't have to be replaced,
because a state employe had an idea that won him an award of 500 dollars.
The idea: Simply turn the radiators upside down.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, JANUARY 28, 1952

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,
 smoking enjoyment depends on taste ... and taste
 alone! So enjoy fine, mild, good-tasting
 tobacco in the cigarette that tastes better ...
 LUCKY STRIKE! Try a carton today!

ATX01 009471B

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, January 29, 1952 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

ATX01 0094719

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 29, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. -- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094720

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 29, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

The big story: Tax scandals. Two late headlines:
Boston Evening American: DELANEY SENTENCED TO TWO YEARS.
Washington Times Herald: PROBE OF MCGRATH ORDERED.

Capitol Hill:

House committee to investigate handling of Justice Department by
Attorney General McGrath...himself named by president to head government
cleanup.

Boston:

Denis Delaney, first collector fired in tax scandals, sentenced
to two years, fined 10 thousand 500 dollars....more than he's said
to have taken for influence.

Los Angeles:

Contractor says he failed to complete construction for atomic
energy project because rival firm lured workers away, paying plumber
as much as 756 dollars a week.

Tokio:

Because congress banned increase in American civilian employees,
air force in far east plans hiring Australian girls.

ATX01 0094721

Korea:

Chinese hint they'd leave truce administration to North Koreans...
but no indication of Chinese troop evacuation. Negotiators agree on
minor points only.

Production.

Washington confirms that Japanese plants turn out munitions
for U S forces.

Paris:

U S denies soviet charge that we help Chinese nationalists in
Burma plan attack on communist China. U N committee accuses Russia
of violating friendship treaty with Chiang Kai Shek.

Big Stone Gap, Virginia:

Medical society investigates report that baby died in mother's arms
as she walked for medical aid after three doctors refused to go to
mountain home.

New York:

Honoring Eddie Cantor on 60th birthday, native street on lower
east side renamed Cantor Street for week.

Marietta, Ohio:

Water three feet deep in business section. Snow, bitter cold
plagues Ohio River towns as flood crest rolls south.

London:

Churchill government orders new cut in imports to avert bankruptcy.

British to get less of ~~em~~production.

Capitol Hill:

House committee cites Mystery Man Henry Grunwald for contempt. He won't talk about tax shakedown attempt. His lawyer, ejected from hearing for noisy behavior, also cited.

Baltimore:

Federal grand jury charges Samuel Beard, gambling figure, evaded over a million and a half in income tax.

Explosions:

Superfort en route to Korea with bombload blows up near Tokio... after 13 men crew parachutes to safety. Flaming wreckage falls in open area.

London:

Foreign Secretary Anthony Eden hopes for agreement with Egypt on Suez. New gesture expected.

Cairo:

Death toll in Saturday's riot set at 67...property damage 300 million dollars.

Renamed.

Massachusetts firemen now to be known officially as firefighters..

Surprise.

Truman supporter moves to put president on New Hampshire primary

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 29, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094724

ballot. Petitions circulating. Stassen added to GOP primary.

The weather. Late readings. 19 below zero at Grand Forks, North Dakota. 73 above at same time at Corpus Christi, Texas.

Nothing to wear. First, John Lang.

(COMMERCIAL)

A Hollywood model, June Bright, arrived at a police station yesterday in a brief bathing suit. Said that in moving to a new home, she wore the bathing suit to pack, and stow the rest of her wardrobe in her car. While away from the car, thieves got away with every stitch... leaving June nothing but the bathing suit. No shivers, though. In Hollywood, it was 76 degrees at the time.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, JANUARY 29, 1952

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,
 smoking enjoyment depends on taste ... and taste
 alone! So enjoy fine, mild, good-tasting
 tobacco in the cigarette that tastes better ...
 LUCKY STRIKE! Try a carton today!

ATX01 0094726

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, January 30, 1952 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, JANUARY 30, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike.--- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094728

NEWS WITH KENNETH BANHART

2:55 PM

JANUARY 30, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

New York Journal American: 50 THOUSAND DOLLAR PARK AVENUE GEM THEFT.

Washington Times Herald: TAFT TO BATTLE IKE IN NEW HAMPSHIRE.

Asheville, North Carolina, Times: REPRESENTATIVE DOUGHTON TO RUN AGAIN
AT AGE OF 88.

Running.

Doughton of North Carolina...oldest member of congress...to seek
re-election. Doughton's 88.

Three-way.

Taft to oppose Eisenhower in New Hampshire primary, first in nation.
With Stassen in, it's three-way Republican race.

Just in.

Truman entered in New Hampshire Democratic primary by petition.
President has 10 days to withdraw.

Stickup.

Second big jewel robbery at knifepoint in three days on New York's
Park Avenue. Three men take 50 thousand dollars in gems from Mollie
Parnis, dress designer.

ATX01 0094729

This date in history.

January 30, 1933: HITLER BECOMES CHANCELLOR OF GERMANY.

Today:

Philadelphia police investigating organization patterned after Hitler youth movement. Swastika emblem...Nazi salute.

Fire.

French explorers return to expedition ship after flames destroy camp in frozen Antarctic.

Korea:

Communists, who first objected to troop rotation during truce, now agree to U N replacing 25 thousand a month. Otherwise, little progress.

Air war:

All allied planes, attacking communist supply roads, have been lost to anti-aircraft fire in four months.

At sea:

U S transport steams toward New York with some 12 hundred displaced persons from Germany. Last DP ship to sail. Resettlement work ending.

London:

Churchill calls for prompt action if new aggression comes in Asia... but denies formal commitment with U S. Says he agreed to U S commander in Atlantic only for unity's sake. He's named today: Admiral Lynde McCormick.

Challenge.

ATK01 0094730

Labor Party says Conservatives broke election pledge by cutting medical service...demands vote of no confidence.

Cairo:

Egypt hints she'll join middle east defense command, if Suez dispute is settled. New premier meets U S, British, French, Turkish envoys.

Chicago:

Mrs. Irene Whetstone won't pay income tax to support foreign governments...won't show records. She's jailed for contempt.

Hearing.

John L. Lewis calls Taft-Harley act slave act, asks Taft how he'd explain it to Stalin if he became president. Taft retorts: I guess I can handle Mister Stalin. After heated words, Lewis, Taft shake hands.

Fort Riley, Kansas:

Sergeant Alex Clemmy, retiring after 33 years as army drummer, estimates he's marched in five thousand parades.

Government reports:

We spent 35 per cent more for atomic weapons in '51 than in '50. South Carolina project for H bomb to cover area one-and-a half times size of Chicago.

Weather story. Late readings. At Caribou, Maine, an icy 1 below zero. 74 above at same time at Brownsville, Texas.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 30, 1952

MIDDLE COMMERCIAL

LAING:

Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh-- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094732

Standing room only. First, John Lang.

(COMMERCIAL)

One trouble on capitol hill: too little eating space. Not enough for congressmen,..much less their constituents. Hoffman of Michigan says visiting taxpayers deserve a fair chance for a square meal. He wants a second congressional restaurant. A bar in it? No...says Hoffman. People get dizzy enough listening to the talk in the House.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, JANUARY 30, 1952

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,
smoking enjoyment depends on taste....and taste
alone! So enjoy fine, mild, good-tasting
tobacco in the cigarette that tastes better ...
LUCKY STRIKE! Try a carton today!

ATX01 0094734

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, January 31, 1952 **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, JANUARY 31, 1952

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the News,
presented by Lucky Strike. -- Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York -- Kenneth Banghart --

ATX01 0094736

NEWS WITH KENNETH BANGHART

2:55 PM

JANUARY 31, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Washington Daily News: TRUMAN DUCKS ANOTHER PRIMARY.

New York World Telegram and Sun: U N ASKS START ON FINAL TRUCE AGENDA
ITEM.

Chicago Herald American: FIVE AND TEN CLERK GETS TIP—ONE THOUSAND
DOLLARS.

White House:

Mister Trumansays name will be withdrawn from New Hampshire primary...
but it down not mean he won't be a candidate. Says primaries don't
count at convention time.

Denunciations:

Mister Truman calls Wisconsin's Senator McCarthy a pathological
character assassin.

Airborne.

Mister Truman now on air tour of Ohio River as flood crest nears
Cincinnati.

Washington:

Flood region designated disaster area. Victims may apply for federal
loans.

ATX01 0094737

Korea:

Allies want to take up final clause of truce terms...recommendations on eventual troop withdrawal...as separate committees negotiate other points Communists expected to agree.

Detroit:

Reduced auto production idles a hundred thousand workers. City has first free soup kitchen since depression.

New York:

Beaten up by six strange men for unknown reason, Movie Star Robert Preston loses three teeth.

Short.

Washington reporters given copies of pamphlet: Federal Budget in Brief 45 pages.

London:

Princess Elizabeth, Philip, off by plane for four-month tour of empire ...Africa, Ceylon, Australia, New Zealand.

Friendly.

After seeing South Pacific, King George visits Mary Martin backstage. Star says: just like back in Texas talking with real nice folks.

Glasgow:

What brought Scotsmen running with pots and pans? Eight barrels of whisky fell off a truck, spilled in the street.

Punkeydoodles Corners, Ontario:

Most children there feeling punk. They have the murps.

Washington:

Supreme Court now hearing arguments on role of religion in public schools.

Call up.

Selective service expects draft in first half of year to continue at rate of 60 thousand men a month.

Hollywood:

Movie to be based on story of minister and wife who adopted nine children of various races.

New York:

Wife says 60-dollar-a-week bank teller who went to lunch with 38 thousand dollars and kept going was studying hairdressing to earn more money.

From broad Broadway:

A new play, "Gertie". Critics say: tedious.

Washington:

Way cleared for Italy's attempt to extradite two U S army veterans accused of murdering their commander there on world war two cloak and dagger mission.

Cairo:

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 31, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this; First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste -- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094740

Egyptian guerrillas believed told to halt attacks on British.
Passions over Suez cooling off. New negotiations expected.

From the U S weather bureau, late readings. Contrast 16 degrees
at Caribou, Maine, and 76 at same time at Brownsville, Texas.

Helpful. First, John Lang.

(COMMERCIAL)

For 10 years, Helen Hatley, a clerk, has helped a customer select
bakery goods in a Chicago five and ten cent store. Yesterday he handed
her something, saying: "I want you to have this. You've been so nice
all these years. It was a thousand dollar savings bond. Well, to one
customer, at least Helen is a thousand dollar baby in a five and ten
cent store.

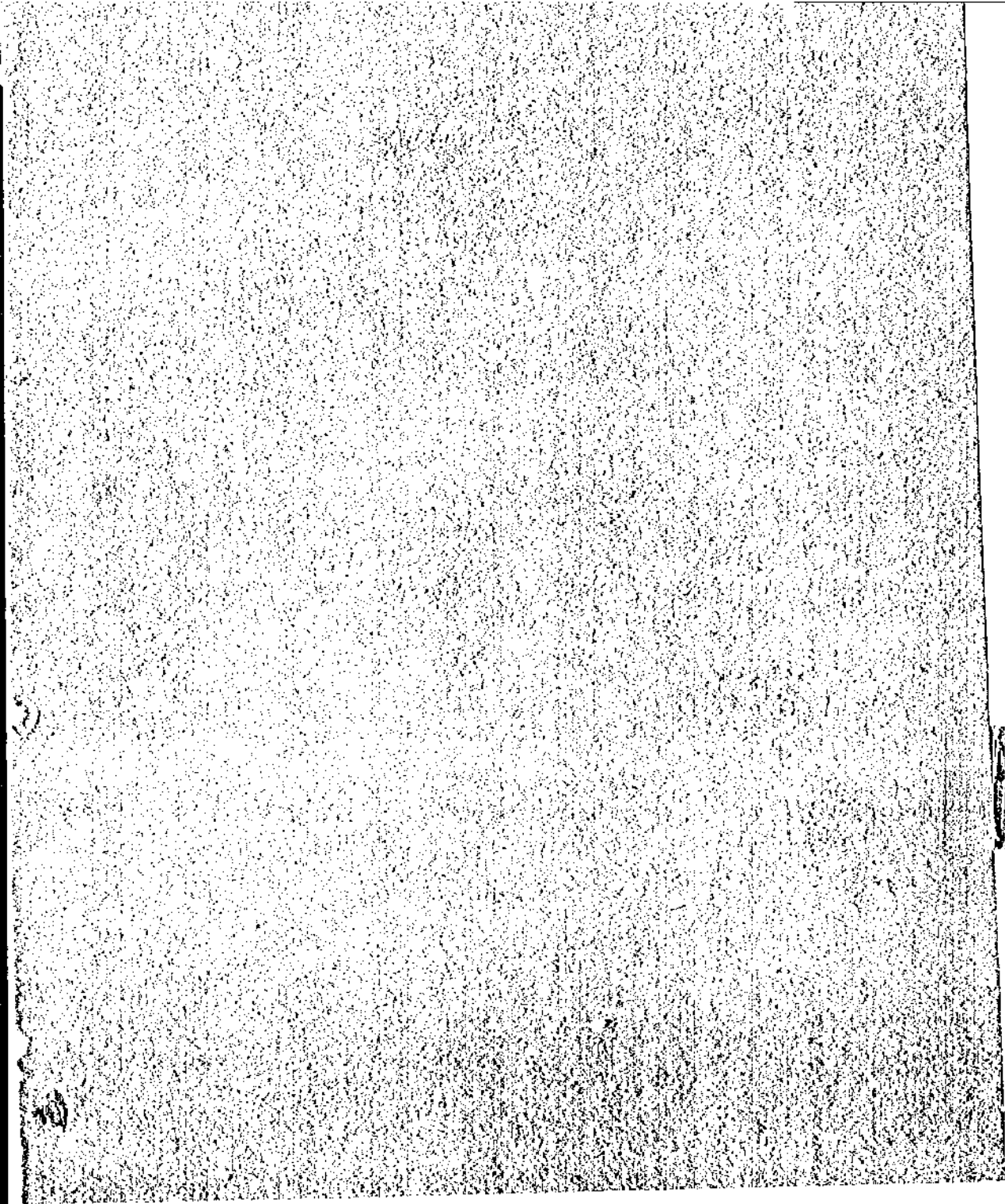
And that pinpoints the news for now. Until tomorrow, Goodbye Everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, JANUARY 31, 1952

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, smoking
 enjoyment depends on taste and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094742



01X01 0094743

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, February 2, 1952 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
FRIDAY, FEBRUARY 1, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. -- Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York -- Kenneth Banghart --

ATX01 0094745

NEWS WITH KENNETH BANHART

2:55 P.M.

FEBRUARY 1, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

East and west for afternoon headlines. Some late ones:

Washington Evening Star: NEWBOLD MORRIS TO AID SCANDAL PROBE.

New York Journal American: THIRD BIG APARTMENT HOLDUP

Sioux Falls, South Dakota, Argus Leader: TRIO OF DAUGHTERS FULFILLS WISH

Washington:

Administration names Newbold Morris, prominent Republican lawyer, former New York city official, to direct government cleanup. He gets free hand. Morris says he'll look first into justice department.

New York:

Third major apartment stickup of week. Gunmen take 27 thousand in jewels, furs, cash, from luggage manufacturer. Two lesser apartment house holdups today total eight thousand in loot. Special detective squads on job.

Korea:

U S in conflict 584 days...as long as it was in world one. U S casualties total 105 thousand. Communist losses over one and a half million.

No man's land:

Communists want truce inspections at only three places on each side. U N wants 15 inspection points. Allies propose Switzerland, Sweden, Norway as neutral observers. Communists withhold comment.

Westport, Connecticut:

Washington sends agents for secret air force papers found in old army

ATX01 0094746

field safe...bought as war surplus.

New York:

Gloria Vanderbilt Stokowski and 69 year old conductor have second son.

Rome:

Ingrid Bergman and director husband Rossellini expecting second child.

Strike:

20 thousand A F of L truck drivers leave wheel in 15 southern, midwest states.

Push.

West Virginia man now rolling wheelbarrow 12 miles to Wheeling. People along way filling barrow with March of Dimes money.

Proposal.

CIO President Philip Murray says guaranteed annual wage in U S industry would strengthen free enterprise.

Rockville, Connecticut:

Benjamin Benton gets divorce, saying wife of 44 years went home to mother.

Banned.

Germany's East Zone communists forbid cowboy, Indian costumes for carnivals.
Too capitalistic.

From NBC, London:

Labor Party to seize every opportunity to try unseating Churchill.

Recognition:

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 1, 1952

MIDDLE COMMERCIAL

LAING:

Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. There are two reasons for this: First, 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. Second, Luckies are the best made of all five principal brands. A fact proven by tests of those important factors of workmanship that affect cigarette taste--- tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, good-tasting tobacco in the cigarette that TASTES BETTER -- Lucky Strike. Back now to Kenneth Banghart.

ATX01 0094748

British seamen who failed to save freighter Flying Enterprise not die payment, but line awards them seven thousand dollars.

Chicago:

Marshall Field training German Shepherd dogs to guard big department store by night.

Accepts.

West Germany becomes first to ratify Schuman Plan to pool coal and steel of six European nations.

Las Vegas, Nevada:

Justice of the Peace James Down claims wedding record. Married over seven thousand couples in '51.

Cut.

Large men's store chain reduces suits three dollars each, to attract business

Weather map. Late readings. At Corpus Christi, Texas 80. 23 at same time at Duluth, Minnesota.

Come true. First, John Lang.

(COMMERCIAL)

The first time, Mrs. Carl Walz of Vermillion, South Dakota, had a boy. The second time, a boy. The next time a boy. And the next. And the next. And the next. Six boys. She and Mr. Walz got to hoping for a girl. They had their wish today. Triplets. All girls.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 1, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today! And now, until Kenneth
Banghart returns next Monday, this is John
Laing wishing you a pleasant week-end.

ATX01 0094750

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, February 4, 1952 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
MONDAY, FEBRUARY 4, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in New
York ... Kenneth Banghart ...

ATX01 0094752

NEWS WITH KENNETH BANHART

2:55 P.M.

FEBRUARY 4, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Yes' and went for afternoon headlines. Some late news:
Washington Times Herald: BRUCE MORGAN BRITISH...
Wilmington, North Carolina, News: 26 CREW MEN GO TO SINKING SHIP.
Sioux Falls, South Dakota, Argus Leader: 1931 COLUMBUS 200 WITNESS ATHLETES.

The ten ice-fishing contest at Halletto, South Dakota, yesterday? The
fish. Over 500 anglers didn't catch one fish.

an.
Government forbids unnecessary use of copper in household electrical
fixtures.

Forest:
Very possible hull case being salvaged as scrap metal.

No Man's land:
Negotiators make progress on truce supervision. Chief delegates to discuss
final issue...recommendations for peace settlement...while staffs work on
other points.

Breakup.
26 crewmen leap ashore as storm-battered Panamanian freighter cracks up
on North Carolina coast.

Washington:
Vice President Barkley at Bethesda naval hospital for minor eye

ATX01 0094753

operation.

Frankfurt, Germany:

18 year old American girl released, unharmed, by kidnaper in U S army uniform. West Germany's greatest postwar manhunt on for him.

Detroit:

Police trace holdup man through shoes. He ran out of them in chase through mud.

Capitol Hill:

First decision of House committee on universal military training: No call up of women.

Again, Capitol Hill:

Senate committee approves bill to let government prosecute crimes aboard American planes over high seas.

London:

London dealer outside three men believed to be Russians...for letter of Karl Marx.

Syracuse, New York:

John J. Young family has private epidemic. All eight children in bed with measles.

Help wanted.

Demand for college graduates at record high...greatest in technical fields.

Woman hurt.

No trace of Harbress Minnie Ruth Judd, who escaped Saturday for fifth time from Arizona mental hospital.

Washington:

Supreme Court to decide if New York ban of controversial Italian film, the Miracle, was constitutional.

What for chos?

Leads. Lead prices down. Army buys million pounds for March reserves.

London reports:

Her out of doors, King George wears vest heated by batteries.

New York:

Steel tells fact finders: wage boost, without price increase, would hurt stockholders, cost government millions in industry's income tax.

Chicago:

Three men charged with passing three million in counterfeit bills.

Wesley Heights, New Jersey:

Rescue from ponds: five persons who fell through trying to rescue dog. Dog climbs out himself.

From the U S weather bureau, late readings. At Alexandria, Minnesota, 23 degrees. 84 at same time at Miami, Florida.

Don't open. Street, John Lang.

(COMMERCIAL)

ATX01 0094755

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 4, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that ~~makes~~ the difference --and Luckies taste better - always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094756

sh*

14 Philadelphia wives didn't like their husbands coming home late and short of money on pay day. Some complained to police. Police raided a restaurant where men were playing poker. The judge passed this sentence on the 14 husbands: They must bring their pay envelopes to their wives... unopened.

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

ATX01 0094757

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 4, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 009475B

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, February 5, 1952 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
TUESDAY, FEBRUARY 5, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATX01 0094760

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 5, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Concord, New Hampshire, Daily Monitor: PRESIDENT PERMITS NAME TO APPEAR FOR
NEW HAMPSHIRE PRIMARY TEST.

Washington Times-Herald: U S MAY CLOSE ALL EMBASSIES IN RED SATELLITES.

State Department says U S diplomats meeting in Paris next month will consider
whether to shut American embassies in soviet satellite countries.

White House:

Reversing himself, Mister Truman will not withdraw from New Hampshire primary.
Says high Democratic persuaded him to stay in. Spokesman says it doesn't mean
he's for re-election.

Capitol Hill:

By unanimous vote, House cites Movie Producer Sidney Buchman for contempt.
He ignored subpoena to appear at Un-American Activities hearing.

Paris:

Sixth U N general assembly adjourns after rejecting Russian proposal to take
up Korean political settlement before truce.

London:

Foreign Secretary Eden says growing western strength lessens war threat.

ATX01 0094761

Korea:

No progress on major issues at latest truce meeting. Allies warn against expecting quick settlement. Communists suggest recommendations on final peace tonight.

Capitol Hill:

Senate foreign relations committee unanimously approves Japanese peace treaty. It goes to entire senate for ratification.

Again, Capitol Hill:

Senators shown improved electronic bombsight. Weight: one ton. Cost: a quarter million dollars.

Vancouver, British Columbia:

Young artist admits modernistic painting that won praise at show was just cardboard on which painters cleaned brushes.

Question.

John L. Lewis could have demanded new contract talks five days ago. Why hasn't he?

Bucksport, Maine:

Town sponsoring Bachelor's Ball...to coax eligible men into wedlock.

Detroit:

More men there marrying women older than they.

New York:

Greenwich Village novelist Maxwell Bodenheim, author of 22 books, arrested for disorderly conduct....for selling in subway train.

Paris:

Eisenhower quoted as saying Spain, as dictatorship, must be kept out of Atlantic Pact.

Rome report:

U S may order naval vessels for European allies from Italian shipbuilders.

Washington hears:

Government to try Judith Coplon third time on spy charges.

Don't.

Government bans visitors' feeding of national park animals. Too many people hurt by beasts.

Detroit:

Meatpacking firm, whose employes agreed to work without pay in financial crisis, now in black. Everybody paid.

Cedar City, Utah:

Wes Mullett turns in 20 dollar bill found in grocery store. Soon returns to claim it. Lost it himself.

Weather map. Late readings. At West Palm Beach, Florida 74. 16 at same time at Huron, South Dakota.

Found, First, John Lang.

(COMMERCIAL)

ATX01 0094763

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 5, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart...

ATX01 0094764

#

A veteran of Korea...former Marine Sergeant Robert Adams of Dallas, Texas, received a seabag he left behind in Tokio. And...by registered mail...a government check for money found in the bag. The Marine veteran received, too, 11 copies of a letter of explanation, and a return envelope for mailing a receipt for the check. The clerk? It's for one cent...for a penny found in his seabag.

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

ATX01 0094765

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 5, 1952

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, smoking
 enjoyment depends on taste ... and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094766

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, February 6, 1952 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, FEBRUARY 6, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smcking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATX01 0094768

NEWS WITH KENNETH BANCHART

2:55 P.M.

FEBRUARY 6, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

In the English-speaking world, and a great part of the non-English speaking world, the afternoon headline is the same...just worded differently.

To pick one...the London Star: KING LIES IN HIS SLEEP.

Albert Frederick Arthur George of Windsor, his majesty King George the sixth of Britain, is dead. Death came as he slept at Sandringham, estate of his birth 56 years ago. Cause of death: believed to have been clot in lung.

Daughter Elizabeth has been proclaimed queen by the council of accession. She and Prince Consort Philip are now flying to London from East Africa...cutting short an empire tour on behalf of the king.

The duke of Windsor, whose abdication 15 years ago led to George the sixth's accession, leaves New York by ship tomorrow. His duchess remains here.

Heir to British throne now: three year old Prince Charles.

At 25, Elizabeth is second youngest British queen in history. Victoria began reign at 18.

Labor Party attack on Churchill government postponed by news. Commons members...one by one...now swearing allegiance to new monarch.

U S House of representatives adjourns in respect to King George. Mister Truman joins world leaders in condolences to royal family. Says: God bless Queen Elizabeth. May her father's exemplary memory provide inspiration she will need. British Broadcasting Corporation shuts down for day, except for news of king's death. Bells toll throughout mourning commonwealth.

Richmond, Virginia:

Saint John's Episcopal Church, where Patrick Henry's famous Give Me

ATX01 0094769

Liberty speech spurred American revolution...hold special services Sunday
for the deceased George the Six.

Moreover there's a bit of Britain:

The salute: To the queen!

Washington:

Walter Truman now attending funeral of former Interior Secretary Harold
Ickes.

Washington hears:

Former Governor Ellis Arnall of Georgia will accept price stabilizer
post.

Korea:

Communists propose political conference 90 days after armistice, to
discuss foreign troop withdrawal, Korean peace. ANL...related questions.
This thought to mean Formosa and U S role in Asia. Allies to reply later.

Capitol Hill:

House armed services committee approves military training for all young
men at age 18. Bill faces stormy future on House floor.

Hearing.

Former Polish soldier appears in pillowcase mask to protect family
in communist Europe. He tells House committee he saw Russians massacre 200
Polish officers in prison camp in 1939.

Out.

Agriculture department fires two top officials in Dallas, Texas, in
scandal of missing government grain.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 6, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference-- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart....

ATX01 0094771

New York:

Blind and deaf Helen Keller gets back specially-built watch by which she tells time. She lost it in taxicab.

Weather story. Late readings. At Duluth, Minnesota 19. 71 at same time at Brownsville, Texas.

Now a word from John Lang.

Of course, there cannot be anything whimsical about our last item on a day which sees flags lowered to half staff around the globe, at the death of King George of Britain. They came down at the United Nations, at Eisenhower's European headquarters, in West Germany, Britain's foe just a few years ago. And the Russians are dipping the red flag at allied occupation headquarters in Berlin.

And that's today's top story. Until tomorrow, goodbye everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 6, 1952

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, smoking
 enjoyment depends on taste ... and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATK01 0094773

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

by

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, February 7, 1952 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, FEBRUARY 7, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATK01 0094775

NEWS WITH KENNETH BANCART

2:55 P.M.

FEBRUARY 7, 1952

N P C

Good afternoon. To the West Coast, Good Morning.

From London to Los Angeles, the latest headline tells the same story. This one by radio: The London Evening Standard: THE QUEEN HOME.

Queen Elizabeth the second, Prince Philip, reach London from Africa. Churchill, Duke of Gloucester at airport. Ivy-eyed, black-cled young queen thanks airliner crew...waves briefly to street crowds which are kept small... goes to meeting with Grandmother Queen Mary. Queen Mother Elizabeth remains at Sandringham, where carpenters build oak coffin for king. Throughout commonwealth, guns boom 56 gun salute...one for each year King George sixth lived. Changing of palace guard executed in silence. Elizabeth to be formally proclaimed queen tomorrow. Just in: King's funeral to be Friday of next week.

Britain's poet laureate, John Masofield, writes, writes on king's death:
O wisdom, who, with power infinite,
Interest death to every creature born,
Grant to us now the mercy of thy light,
With comfort to beloved queens, who mourn.

New York:

Duke of Windsor in seclusion until he sails for England tonight...alone.

Washington:

Minor operation on Vice President Barkley's eye called complete success.

Hoax:

Chicago Herald American, which reported woman expected sextuplets, says

ATK01 0094776

reporter went along with fake tip...afraid to admit it til now.

Korea:

Negotiators closer on troop rotation, exchange of Korean civilians, after concessions by both sides. Allies still study communist proposal for peace conference 90 days after truce.

U N command to reporters:

Don't hobnob with communists at truce talks. You might unwittingly divulge useful information.

Detroit:

Corporal who married Mac sergeant asks divorce. Says she started using rank on him aft r being promoted to second lieutenant.

Hearing.

Former Polish colonel tells House committee; he's not certain but Russian Ambassador to London Zarubin may be same Zarubin who commanded soviet murder camp in world war two.

Proposal.

Massachusetts tax commissioner favors reducing state liquor tax. It's so high people not buying.

Chicago:

Undercover policeman reports gambling place. In raid, police rap on front door. Gamblers flee through backdoor. Police find only one man... the undercover policeman.

Washington:

Price lid taken off popcorn.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 7, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart....

ATK01 0094778

- 3 -

Silly Season.

To beat reported Russian record for face-slapping, two slaphappy Harvard sophomores slap each other's face every 10 seconds for 4 1/2 hours.

White House:

President Truman appoints George Kennan, former Historian of State Department as ambassador to Russia.

From the U S weather bureau, late readings. At Miami, Florida 74. 15 at same time at Malad City, Idaho.

Now start. First, John Lang.

(COMMERCIAL)

Us is here. He arrived in New York today aboard a displaced persons ship. Peregrin Us, of Yugoslavia, with 13 other Us's...to settle in Bridgeport, Connecticut. Mister Us, Mrs. Us, Grandmother Us, and 11 children, aged three to 24. The largest family of displaced persons to start a new life in the U S A. Welcome to the Us's...all 14 of Us.

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

ATX01 0094779

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 7, 1952

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, smoking
 enjoyment depends on taste ... and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094780

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, February 8, 1952 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, FEBRUARY 8, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATX01 0094782

NEWS WITH GEMNETH LANGHART

2:55 PM

FEBRUARY 6, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

From east to west, afternoon headlines play up the big story.

New York Journal American: OATH TAKEN BY QUEEN

Chicago Daily News: ELIZABETH TAKES OATH AS QUEEN.

San Francisco Call-Bulletin: ELIZABETH PROCLAIMED.

London:

In pomp and pageantry of knighthood days, Elizabeth second is proclaimed queen as heralds blow golden trumpets. Wearing black, young queen promises to work as father did for happiness of her people. On drive to Sandringham, HR Philip takes wheel most of way...queen sitting in front seat. At royal estate, they join their two children, Princess Margaret, and Queen Mother Elizabeth. She and daughter cling to each other in sobs before going to oak coffin where king lies in favorite naval uniform. Elizabeth may make first broadcast as queen day after funeral.

Washington:

Secretary Acheson flies Tuesday to represent President at king's funeral.

Campaign.

Aim of Boy Scout drive: getting every voter to polls in '52.

Investigation.

ATK01 0094783

Justice Department says 35 federal grand juries across nation have been summoned to look into organized crime.

Korea:

Top-level negotiations tonight. Allies expected to insist that peace conference after armistice confine itself to Korea.

Pentagon:

Troops of 41 nations...some eight thousand men...now getting military instruction in U S A.

Mobile, Alabama:

Thief takes 190 dollars from finance company whose window sign reads: Need money? Step in and get it.

Capitol Hill:

New York's Congressman Celler introduces bill to cut liquor taxes almost in half...says high encourages moonshiners.

Coning.

New fabrics from Philippines...from pineapple and banana fibers.

Return.

Murderess Winnie Ruth Judd, for reason not clear, gives herself up after fifth escape from Arizona mental hospital. Had dyed hair.

Ann Arbor, Michigan:

Noise experts find it takes eight crying babies to double loudness of one.

Pittsburgh:

15th bank official in year arrested in Pittsburgh area. Bank president charged with juggling 152 thousand dollars in funds.

Government report.

One and a half million world war two veterans training under G I Bill in '52.

Burlington, Colorado:

Jim Gerhart, 75, who liked own real life funeral so much he's holding a second, says 68-piece band will be there.

New York:

Singing star Esio Pinza grandfather for second time. Daughter gives birth to girl.

Optimism.

Trygve Lie believes chances of peace are better than before Paris meeting of U N assembly.

Weather map. Late readings. At Miami, Florida, 72. 16 at same time at Caribou, Maine.

Hint from Moscow. First, John Lang.

(COMMERCIAL)

Lawmakers in hot debate in the French national assembly. A communist member saying the economics minister talks of more austerity, while his

ATX01 0094785

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 8, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh - with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094786

wife wears the most costly gowns in Paris. You cad! ~~he~~ shouted the
economics minister. Another member told the communist: the best mink coat
is on your side of the house. A woman member had returned from Moscow with
a fine mink coat. It's an issue in French politics, too. Cui.

And that wraps-up the news for now. Have a happy weekend. Until
Monday. Goodbey Everyone.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 8, 1952

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, smoking enjoyment depends on taste ... and taste alone! So enjoy fine, mild, good-tasting tobacco in the cigarette that tastes better ... LUCKY STRIKE! Try a carton today! And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094788

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Monday, February 11, 1952 Network: 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
MONDAY, FEBRUARY 11, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in New
York ... Kenneth Banghart

RTX01 0094790

NEWS WITH KENNETH BANQHART

2:55 PM

FEBRUARY 11, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Death writes the afternoon headlines. Two late ones:

Newark, New Jersey, Evening News: 3RD ELIZABETH PLANE CRASH KILLS 34.

AIRPORT CLOSED.

San Francisco News: TOP US ACE SHOT DOWN.

Elizabeth, New Jersey:

For third time in two months, airliner crashed in residential district, At least 34 killed as National Airlines plane...Miami-bound...rips into apartment house...breaks apart...setting building afire. In two previous crashes, 86 perished. In Elizabeth crash today, 28 die on plane...at least six in apartments. Many injured. 35 on plane survive. Airliner had just left Newark airport...which now has been shut down ~~until~~ indefinitely.

San Diego, California:

B-36...biggest of bombers...lands safely after repairs in sky. It circled 12 hours with disabled landing gear.

—Z

Korea:

Allies threaten to quit talks on peace recommendations unless communists stick to Korea. Question Chinese communist right to discuss final peace, on their own claim troops are volunteers.

Air war:

Greatest U S jet ace...Major George Davis, of Lubbock, Texas...shot

ATX01 0094791

down...presumed dead...after downing his 13th and 14th Chinese planes.

Hello Siberia.

Voice of America building transmitters thousands of times more powerful than any now...to broadcast across entire soviet union.

Capitol Hill:

Mister Truman, saying nation is beginning hardest pull of defense program, appeals for two-year extension of price-wage controls.

Paris:

France agrees to exempt its U S defense construction there from most French building taxes.

London:

Body of King George lies in state in Westminster Hall, after private funeral service for family at Sandringham. Hundreds of thousands stand in sleet storm to watch procession from train. Three queens....daughter Elizabeth second, his wife and mother...in hall as parliament members begin slow parade past coffin.

House of commons:

Churchill says it's at wish of dominions that they are now called realms.

Oversight.

City of Milwaukee never billed for half-million dollars worth of building material bought six years ago. Says dealer: Too busy to sendone.

Hollywood:

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 11, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better - always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart

ATX01 0094793

Dancing teachers convention hears: adults now favor mambo and rumba.
Teen-agers reviving Charleston.

Woodbury, Pennsylvania:

Daniel Byers, barber 69 years, still charges 10 cents a haircut. Never saw reason to ask more.

Weather map. Late readings. At Pensacola, Florida 79. 24 at same time at Duluth, Minnesota.

Home James. First, John Lang.

(COMMERCIAL)

Nearly complete in Cincinnati, 20 limousines for King Ibn Saud of Saudi Arabia, and his wives, Each car has six doors and will accommodate six wives. Electric fans will cool them on desert runs. Special glass will allow them to look out, but nobody can see in. Saudi Arabia's king never has more than four wives at a time. But he doesn't discard one just because he divorces her. This brings the total to about 120 wives. Cost of the limousines: a quarter of a million dollars.

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

ATX01 0094794

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 11, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY
STRIKE! Try a carton today!

ATX01 0094795

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

2:55-3:00 PM EST

Tuesday, February 12, 1952

Network: NBC

Broadcast:

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, FEBRUARY 12, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone!
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATX01 0094797

NEWS WITH KENNETH BANGHART

2:55 P.M.

FEBRUARY 12, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

East and west for afternoon headlines. Some late ones:

Washington Daily News: TRUMAN SAYS HE'LL RUN AGAIN IF IT WILL HELP TO BRING PEACE.

Springfield, Illinois State Register: MAYOR JOINING CITY IN TRIBUTE TO LINCOLN.

Los Angeles Daily News: REVEAL OSCAR NOMINATIONS.

White House:

Mister Truman tells Congressman Sabath of Illinois: if he feels it necessary to speed peace, he may make sacrifice, seek re-election to what president calls killing job.

Springfield, Illinois:

Nation honors Lincoln on 113rd birthday. GOP candidates predict victory in '52.

Lincoln:

Oklahoma Republicans pick seven convention delegates leaning to Taft, two for MacArthur who may shift to Taft. And seven favoring Eisenhower.

Hollywood:

Streetcar Named Desire gets top place in nominations for best picture Oscar.

White Death.

ATK01 0094798

Heavy snow for ninth day from Italy to Scandinavia. Death toll in storms and Alps snowslides now 68.

Korea:

Communists make concessions on troop rotation, truce inspections. Will submit compromise plan for eventual peace conference. UN says: Stage set for possible truce...if communists cooperate.

Battlefronts:

Heaviest communist attack in weeks thrown back near Heartbreak Ridge.

Tokio:

Ridgway headquarters, in note to Russians, denounces their seizing Japanese fishing boats at sea.

London:

Silent British...six thousand an hour...filling past king's coffin. Amid splendid setting, a simple wreath from his widowed queen, with inscription: To Darling Bertie...from his ever loving Elisabeth.

Question:

Duke of Windsor, arriving tomorrow, to decide own role in funeral service. As ranking duke, in age, former king may walk just behind Elisabeth second.

Lansing, Michigan:

Life terner rejects parole after 28 years...says things haven't improved on outside. He'll stay in.

Good news.

Newspapers in January told 47 thousand taxpayers of refunds due.

Chicago:

Judge persuades Mister and Mrs. Walter Cobb to drop divorce suit,
They leave talking happily...after 10 years silence.

Rockville, Centre, New York:

New law: merchants advertising Going Out of Business Sale must go
out of business.

Fairbanks, Alaska:

50 below zero weather freezes ground deep. People asked to take bath a
day...keep water running...so drainage system won't freeze.

Formosa:

British steamer from Hong Kong reports 70 barefooted Chinese pirates
came aboard after attack...took some four thousand dollars, three watches.

Birthplace?

Baby boy born to Lebanese couple on Dutch airliner...over China Sea.

Up.

Britain's exports at alltime peak...but she's still in red.

Weather map. Late readings. At Burlington, Vermont 16 degrees. 80 at
same time at Laredo, Texas.

Name, please. First, John Lang.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 12, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart

ATX01 0094801

The Pittsburgh marriage license bureau has sent Harry P. Doyle the name of the woman listed on his marriage license application...hoping she's the right woman. Doyle wrote that he needed the name for a veteran's pension application. I was married in Pittsburgh in December 1922...he wrote. I don't like to admit it, but I have forgotten the name of the woman I married.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 12, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY
STRIKE! Try a carton today!

ATX01 0094803

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 2:55-3:00 PM EST

Wednesday, February 13, 1952 NBC

Broadcast:

DATE _____

Network:

AS DIRECT

- 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, FEBRUARY 13, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste
alone. So enjoy the cigarette that tastes
better! Lucky Strike! And now, from the NBC
News Room in New York ... Kenneth Banghart....

ATX01 0094805

NEWS WITH KENNETH BARNHART

2:55 P.M.

FEBRUARY 13, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Washington Evening Star: ACHESON, WINDSOR LAND FOR KING'S RITES.

Bangor, Maine, Commercial: NORTHERN MAINE HIT BY HEAVIEST SNOWFALL IN 20 YEARS.

Many towns cut off by storm. 20 inches of fresh snow brings total to 44 inches at Caribou, Maine. High winds knock out power lines.

White House:

Visitor quotes Mister Truman as saying he'll decide on candidacy in 10 or 15 days. Says second caller: He doesn't plan to decide for some time. Says White House: no one authorized to quote president.

Seattle:

Taft says: if president, he'd name MacArthur to big military job.

Salt Lake City:

Stassen says: he'd return MacArthur to far east command.

London:

Duke of Windsor, Secretary Acheson arrive for king's funeral. Windsor to walk with other dukes behind young queen's carriage. 84 year old Queen Mary not to attend, to avoid strain. Hundred thousand floral tributes expected. No official comment on lavish wreath from Egypt, inscribed: King Farouk of Egypt and the Sudan. Britain doesn't recognize Farouk's

ATX01 0094806

sovereignty in Sudan.

Brussels:

Socialists, Liberals boycott Belgian parliament until after funeral, because Young King Baudouin isn't attending London rites.

Conflicts:

Communist China wants to enter summer Olympic games in Finland. But Olympics committee recognizes Nationalist China only.

Korea:

Negotiators agree to return all captives within 60 days after truce. Only prisoner exchange point unsettled: voluntary homegoing. Allies suggest compromise on truce inspection points.

Pentagon:

American casualties: 237 in week...shortest list of Korean war.

Hearing:

House committee on shoddy veterans' housing hears of house built with no entrance to basement.

Marshall, Texas:

Tax agents arrive for second raid on bank accounts of housewives who refuse to collect servants' social security taxes.

New York:

Movie extra who played convict part nabbed by FBI as ex-convict wanted for Chicago holdup.

Concord, New Hampshire:

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 13, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart.....

ATX01 0094808

- 3 -

Unexpected visitor at Kefauver for president headquarters: Kefauver.

New Orleans:

Shrimp sales up 10 percent since song Shrimp Boats became hit.

Indianapolis:

Three cars tagged outside police station...one in front of hydrant...
belong to policemen.

All out.

New York city firemen on 24 hour duty...hoses ready...at overcrowded
apartment building...in case of fire. Now, building ordered evacuated.

Washington:

U S public health service gives unqualified endorsement to putting
fluoride in drinking water to reduce tooth decay.

From the U S weather bureau, late readings. An icy 9 at Burlington,
Vermont. 50 at same time at Corpus Christi, Texas.

Subject: Matrimony. First, John Lang.

(CONFIDENTIAL)

Looks like fellows in Bucksport, Maine, need a lot of urging. The
town's putting on a Bachelor's Ball, to get single men and single girls
together. Now there'll be a courtship clinic before the dance, to teach
bashful bachelors how to propose. Mrs. Milly Blaisdell will be in charge.
When she married her husband, he was a confirmed bachelor.

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

ATX01 0094809

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 13, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 0094810

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

2:55-3:00 PM EST

Thursday, February 14, 1952

NBC

Broadcast:

Network:

DATE _____

13 FEB 1952

- 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, FEBRUARY 14, 1952

OPENING COMMERCIAL

LAING:

It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York ... Kenneth Banghart

ATX01 0094812

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 14, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Washington Evening Star: CONFUSION OVER CANDIDACY RIDICULOUS,

TRUMAN SAYS.

New York World Telegram and Sun: PROBE PINS CRASH ON ENGINES.

Pontiac, Michigan, Press: VALENTINE'S DAY BROUGHT THE VALENTINES
ANOTHER LITTLE VALENTINE.

Pontiac, Michigan:

Valentine on Valentine's Day for Mrs. Floyd Valentine. Baby boy.

New York:

Valentine on Valentine's Day for Mrs. Joseph A. Valentine. Baby girl.

Elizabeth, New Jersey:

Government experts say cause of third plane crash there may have been
loss of power in two engines on right side.

Truman news conference.

ITEM: He wants congress to grant subpoena power for government cleanup,
so evidence can be sought outside administration. ITEM: Says it's difficult
decision, deciding on candidacy...will announce when ready.

ATX01 0094813

Scandal.

Russian city, Kostroma, accused of faking swimming, running records...
to make better athletic showing.

London:

Among mourners at Westminster Hall: Eisenhower. Great hall remains
open all night for last respects to king. In tomorrow's funeral, Philip
marches in first place in procession of dukes...giving him top rank among
royal dukes.

Naples:

Comedienne Gracie Fields and fiance...Isle of Capri's radio repairman
...trying to patch up quarrel that postponed wedding.

Government report:

Nearly five million Americans now receiving social security checks.

Capitol Hill:

Senator Connally of Texas proposes breaking with Hungary, for holding U S
fliers for payment.

Cairo:

Egypt, deploring late January riots, offers foreign nations up to 14
million dollars damages.

Korea:

Negotiators closer on prisoner exchange, but communists still want forced
repatriation. Allies hear their compromise plan on eventual peace conference
Saturday.

batlefront:

New communist probing attacks thrown back.

Joliet, Illinois:

At 40, Mrs. Nora Baker his 18th child...wants two more.

Cut rate.

Final government approval for transatlantic plane coach service, effective in May. Rates down about a third.

From broad Broadway.

Play in poetry: "Venus Observed" Most critics like it.

Fire.

Coast guard searches waters off Cuba for burning freighter which radioed it was being abandoned.

True?

Los Angeles lawyers club told men preferred for juries, because women tend to be too strongly for...or against...a person.

United Nations:

United States sends 10 million dollar check...first installment for Korean reconstruction.

Opportunity:

Rockefeller Foundation grant, allowing top government officials a year's study at almost any school in world may attract men to federal jobs.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 14, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart.....

ATX01 0094816

Weather story. Late readings. At Elko, Nevada 8 below zero. 84 above at same time at Fort Myers, Florida.

Woman's right. First, John Lang.

(COMMERCIAL)

Is it a woman's right to lie about her age? A San Francisco judge says it is. And it's a man's fault if he's fooled. Max Kornhaber, aged 57, said his third wife told him she was 60, but actually is 72. Divorce granted. But the judge snapped at Kornhaber: "You should be a better judge of a woman's age...a man of your experience."

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 14, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 0094818

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES 2:55-3:00 PM EST

Friday, February 15, 1952

Network: NBC

Broadcast:

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, FEBRUARY 15, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York ... Kenneth Banghart ...

ATX01 0094820

NEWS WITH KENNETH BANHART

2:55 P.M.

FEBRUARY 15, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

One story dominates the afternoon headlines.

East. New York World Telegram and Sun: BRITAIN BEREES HER KING.

Midwest. Chicago Daily News: GEORGE SIXTH BURIED IN TOMB OF KINGS.

West. San Francisco News: TWO MILLION WATCH FUNERAL OF KING.

From Canada to African Jungles, British commonwealth pays last tribute to King George sixth...buried today among bones of his ancestors in chapel at Windsor Castle. Foreign kings, queens, presidents, prime ministers join royal family and king's people in funeral procession. Two million stand in freezing London weather, as mile long parade files slowly to railway station. Coffin on gun carriage drawn by 150 men of royal navy. Guns boom. Big Ben tolls. On coffin: one wreath...from widowed queen. Grandmother Queen Mary watches solemn procession from Marlborough House window...rises as son's coffin appears...passes hand across window in farewell gesture. Marching dukes salute her. Elizabeth second, queen mother, bow from carriage. At Windsor, stone slab is laid aside in chapel floor. After hymns...last words from Archbishop of Canterbury...ashes to ashes...dust to dust...coffin is lowered to resting place. Tight lipped young queen sprinkles earth on it.. as it descends.

Washington:

Mister Truman has just arrived at Washington Cathedral for services for king.

Decision:

Doughton of North Carolina...oldest congressman at 88...not to run

ATX01 0094821

again. Doctor's advice.

Oslo, Norway:

After three winter Olympics events, U S A leads by half point. Austria second.

Korea:

Communists hint their proposal for peace conference tonight may be acceptable to allies. Slight progress on prisoner exchange.

Battlefront: New U S armored vest tested in battle...stops bullets, shrapnel.

Evacuation.

American expedition...despite safety guarantee from king of Yemen... is driven by tribesmen from ancient capital of queen of Sheba.

Cairo:

Without explanation, Egypt refuses new visas for Russian reporters.

Hoboken, New Jersey:

Just commissioned: coast guard cutter with powerful transmitter to relay Voice of America broadcasts from high seas.

South Amboy, New Jersey:

Plymouth Rock hen 15 years old today...still laying eggs.

Pentagon:

Most National Guard enlisted men, called up involuntarily, to get release after 20 or 24 months.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 15, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh - with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094823

- 3 -

From the U S weather bureaup late readings. An icy 12 degrees at
Glasgow, Montana. 83 at same time at Fort Myers, Florida

More weather. First, John Lang.

(COMMERCIAL)

Listeners in southern California ask: how about our wonderful winter
weather? 76 at noon in Escondido. 81 at La Habra. Balm, delightful.
I get late readings from the weather bureau in Washington. At the time
they're spotchecking for me, it's about two p.m. in the east...11 a.m.
in the west. The sun's usually warmer back east then. One thing sure:
that southern California sun sure warms up fast.

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

ATX01 0094824

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 15, 1952

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, smoking enjoyment depends on taste ... and taste alone! So enjoy fine, mild, good-tasting tobacco in the cigarette that tastes better ... LUCKY STRIKE! Try a carton today! And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094825

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, February 18, 1952

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, FEBRUARY 18, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in New
York ... Kenneth Banghart

ATX01 0094827

NEWS WITH KENNETH BANDEART

2:55 P.M.

FEBRUARY 18, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

East and west for afternoon headlines. Some late ones:

Washington Times Herald: U S READYING NEW ATOM TESTS.

Boston Evening American: HUGE CHARITY FUND BIBLE-INSPIRED.

San Francisco Call Bulletin: OUSTED CHINESE WEIGH NEXT MOVE.

San Francisco:

Chinese family, whose neighbors refused welcome, gets home offers across nation.

Boston:

Secret charity fund, set up 30 years ago by dying president George White of Cuticura soap firm, has given away 30 million dollars. Firm still gives out two out of every three dollars profit to good causes...casting bread upon waters.

Washington:

Task force formed for new series of atomic weapon tests at Eniwetok.

London:

Warships prepare to sail for Australia with material for first British atomic weapon test.

Concord, New Hampshire:

In New England's worst blizzard of winter, Governor Sherman Adams reaches office on skis.

ATX01 0094828

SOS

Coast guard cutters racing through gale-tossed sea to spot where stricken tanker is sinking. Plane reports lifeboats gone...tanker possibly abandoned by crew.

New York:

Former government girl Judith Coplon, who married her lawyer in espionage case, gives birth to daughter.

This date in history:

February 18, 1861: JEFFERSON DAVIS INAUGURATED AS PRESIDENT OF CONFEDERACY.

Korea:

Communists insist Russia be included on neutral zone truce inspection teams. Allies reply tonight...as communist reply to latest plan for eventual peace conference.

Capitol Hill:

Senate approves former Governor Ellis Arnall of Georgia as price boss.

On way.

Actress Elisabeth Taylor flies to London today to marry Actor Michael Wilding, twice her age.

Isle of Capri:

Comedienne Gracie Fields and radio repairman married today.

Philadelphia:

High school students, in poll, think success more important than happiness.

Capitol Hill:

Government seeks law against inflammable sweaters.

Hearing.

Senators investigating three and a quarter million dollar profit group of political figures made from hundred thousand dollar investment in war surplus tankers.

Tokio:

Three bandits hold up bank for six thousand dollars. Two wear U S army uniforms.

Detroit:

Mrs. Burnice Duthie, in divorce suit, says husband raged at inattention to his poetry reading.

Buckingham Palace:

Queen Elisabeth second...next week...awards first military decorations..
dubs new knights of realm.

No survivors.

All 34 aboard died in Saturday crash of African-bound British airliner into Sicilian mountain.

From the U S weather bureau, late readings, At Corpus Christi, Texas
75. 4 above at same time at Minot, North Dakota.

What next? First, John Lang.

(COMMERCIAL)

ATX01 0094830

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 18, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart

ATX01 0094831

* 4 *

Enrico Caruso, the New York hair stylist who created the poodle haircut, predicted today the poodle cut will go out this fall. But he's ready with something else...the Lemon Meringue...a puffy sort of hairdo, especially for the underfed-looking woman. Why Lemon Meringue? Simple, says Caruso. It's a haircut that looks like a pie.

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

ATX01 0094832

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 18, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY
STRIKE! Try a carton today!

ATX01 0094833

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, February 19, 1952 **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, FEBRUARY 19, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone!
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart ...

ATX01 0094835

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 19, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Boston Globe: 4 RESCUED, 33 ADRIFT ON SHIP.

Cheboygan, Michigan Tribune: BOYNE CITY MAYOR DEFEATED BY CANDIDATE
HE SPONSORED.

New York World Telegram and Sun: LONDON MAIL 4 TIMES SPEEDIER THAN OURS.

Tests show mail moves much faster in London, with fewer postmen working
in larger area than New York.

Cape Cod, Massachusetts:

Four crewmen jump from bow of broken tanker Fort Mercer as it goes
under, making total of 38 rescued from two big tankers torn apart in
Atlantic storm. Coast guard now taking off 33 men from tanker's stern.
32 survivors taken off bow of broken tanker Pendleton. On two ships, seven
known lost, 13 unaccounted for.

London:

Western Big Three, West German Chancellor Adenauer, settle major points
of German role in European defense.

Paris:

French assembly endorses principle of defense army with German troops.

ATX01 0094836

Lisbon:

Atlantic Pact nations draft agreement committing U S to west German defense.

Oslo, Norway:

Knut Hamsun, Nobel Prize novelist who had no formal schooling, dies at age 92.

New York:

In auction of Abraham Lincoln items, school book he studied in log cabin goes for 35 hundred dollars.

Washington:

Career diplomat John Carter Vincent...loyalty questioned by Senator McCarthy...completely cleared by state department loyalty board, returns to Morocco post tomorrow.

Boston:

City considers higher passenger fare on East Boston ferry. Since 1828, it's been one cent.

Korea:

Negotiators agree on peace conference within 90 days after truce. Little progress on truce terms.

Puzzle.

Air force investigates fliers' reports of strange orange globes over North Korea, said to send off bluish flashes.

ATX01 0094837

Radio Peiping:

Tibet now called military district of communist China.

On way.

Two warships leave England with equipment for Australian test of British atomic weapon.

New York:

Butter prices hit four-year high...86 and a half cents a pound, wholesale.

Dallas, Pennsylvania:

Six persons in recent weeks attacked by mad foxes...believed infected by rabid dogs.

Capitol Hill:

House committee refuses immunity for witnesses in government cleanup
///says those innocent don't need it.

Again, Capitol Hill:

House unanimously approves 125 million dollars more for veteran home loans.

Des Moines, Iowa:

Angry passenger protests being put off bus. Got on with a dog, two pigeons, bass drum, and dishpan full of popcorn.

Weather map. Late readings. At Havre, Montana, 2 below zero 82 above at same time at Brownsville, Texas.

Surprise, First, John Lang.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 19, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better-- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart

ATX01 0094839

-4-

(COMMERCIAL)

Election's over, in Boyne City, Michigan, and the results surprise Harry Tompkins, who'd been elected mayor three times without opposition. This year...wanting some competition, Tompkins campaigned for San Arbuokle, who didn't want to run. Says Tompkins: That's what I get for trying to drum up interest incivic affairs. Arbuokle won.

And that pinpoints thenews for now. Until tomorrow, Goodbye Everyone.

ATX01 0094840

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 19, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY
STRIKE! Try a carton today!

ATX01 0094841

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, February 20, 1958 **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
WEDNESDAY, FEBRUARY 20, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste
alone. So enjoy the cigarette that tastes
better! Lucky Strike! And now, from the NBC
News Room in New York ... Kenneth Banghart....

ATX01 0094843

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 20, 1952

H B C

Good afternoon. To the West Coast, Good Morning.

East and West for afternoon headlines. Some late ones:

New York Post: POLICE ADMIT YOUTH TIP ON SUTTON.

New Orleans States: KENNON SWEEP ENDS LONGS ROLE IN STATE.

San Francisco News: STRIKE PARALYZES CITY.

Bus, streetcar workers trike. Motorists allowed to park anywhere...
even in middle of San Francisco streets.

New York:

Police who caught Bank Robber Willie Sutton admit being tipped off
by young man who may get 70 thousand dollars reward money.

New Orleans:

Country Judge Robert Kennon...in landslide victory over Long forces
in runoff for governor, predicts end of Longism in Louisiana.

Bar Harbor, Maine:

Road workers clearing snowdrift uncover buried car. Young man had
been inside since Monday. He's all right.

Saint Louis:

Mrs. August Busch, junior, in divorce from brewery president, gets
settlement of over a million dollars.

ATX01 0094844

Cape Cod, Massachusetts:

70 miles out...13 crewmen stick to stern of broken tanker. Salvage tugs on way.

Korea:

Communists still insist on Russia for neutral truce inspection teams. Allies repeat: Russia not acceptable.

Poitiers, France:

Mrs. Marie Bernard goes on trial. Charge: she murdered parents, two husbands, eight other relatives to get property.

Karachi, Pakistan:

To greet visiting Mrs. Franklin D. Roosevelt: a parade of 127 camels.

Lisbon:

Acheson tells Atlantic Pact powers: they must do more for own defense.

London:

Churchill reports: British rearmament 10 per cent behind schedule.

Capitol Hill: Just in.

House demands full information on Truman-Churchill agreements.

White House:

Walter Truman, disturbed by plane crashes in heavily-populated areas, names Jimmy Doolittle, Tokio bomber, to head investigation.

Again, White House:

Mister Truman tells young visitors: Senator Taft is good friend. I call him Bob and he calls me Harry.

New York:

Picked up as ship-jumpers: two red-headed Irishmen...twins named Pat and Mike.

Denver:

Garage operator, charging prices of seven years ago, hadn't heard war-time OPA is out.

Coming.

Claims against Germany for losses Jews suffered under Hitler to be negotiated shortly.

London:

Actress Elizabeth Taylor's marriage to British Actor Michael Wilding delayed. She forgot to bring divorce papers.

!!!

Birth note.

Year's record shows 15 married girls in Alabama became mothers at age 13.

Oslo, Norway:

Vermont's Andrea Lawrence, winning second ski race, becomes first woman to get two gold medals in winter olympics.

Washington:

Vice President Barkley leaves hospital after eye operation...back on job next week.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 20, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart.....

ATX01 0094847

Weather. Late readings. At Havre, Montana 6 below zero. 82
above at same time at Fort Meyers, Florida.

Good reason. First, John Lang.

(COMMERCIAL)

Kisaku Inoue of Tokio took his case all the way to the Japanese supreme
court, which ruled today: he's not entitled to a divorce. Inoue said his
wife hit him on the head with a broom, threw water on his, dragged him by
his hair, and threatened worse. Said she: he was too friendly with another
woman. Said the Japanese supreme court: He deserved what he got.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 20, 1952

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, smoking
 enjoyment depends on taste ... and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094849

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 21, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
 presented by Lucky Strike. Friends, smoking
 enjoyment depends on taste -- and on taste alone.
 So enjoy the cigarette that tastes better!
 Lucky Strike! And now, from the NBC News Room
 in New York ... Kenneth Banghart

ATX01 0094850A

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, February 21, 1952 **Network:** NBC

Broadcast: 2:55-3:00 PM EST

AS 11-11-52

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

NEWS WITH KENNETH BANGHART

2:55 P.M.

FEBRUARY 21, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Washington Times Herald: I LIKE JOB, BUT IT'S HARD, SAYS TRUMAN.

Memphis, Tennessee, Press Scimitar: BANK ROBBERY AND GUN BATTLE.

Middleton, Tennessee:

Bank robbed so often, citizens ready with guns today...cut down two bandits fleeing with loot. Wounded men captured.

Revelation.

Mr. Truman tells Masons' breakfast: Presidency is all day, nearly all night job...and just between you and me and the gatepost, I like it.

White House:

Navajo Indian group urges Mr. Truman to run again.

Holidays:

Mr. Truman off on Potomac cruise over Washington's Birthday.

Hearing.

Senators told laborers paid as high as 13 thousand dollars a year so they'd make difficult trip from U S to build air base near North Pole.

London:

After 12 years, British no longer need wartime identity cards.

ATX01 0094851

Tokio:

Communists in most open anti-American show, protest so-called U.S. colonization of Japan. 14 policemen hurt in riots.

Korea:

Allies again refuse to discuss Koreans as neutral trade inspectors.

Wall Street:

After days of decline, stock prices gain up to two points.

From Broad Broadway:

A new fantasy, Mrs. McThing, starring Helen Hayes. Critics say: Delightful.

Hollywood:

Gloria Swanson won't deny Agent Brandon Brent will be sixth husband. He says he will.

This date in history:

February 21, 1838: AMERICAN WORD PROCESSING ASSOCIATION OF THE UNITED STATES.

Oslo, Norway:

New Jersey's Dick Button...for second time...wins olympic figure skating championship.

Washington:

Order for second atomic-powered submarine goes to General Electric.

New York:

Now wonder pills found better than anything yet in saving tuberculosis

victims. Experiments go on.

Boston:

Scientists report cheap new method to take salt from sea water...costs about 15 cents a thousand gallons.

Cleveland:

Mrs. Rosemary McDonald, saying husband fell in love with her mother, wins divorce.

Chicago:

Federal grand jury indicts four for selling postoffice jobs.

Hollywood:

Edward G. Robinson, junior, evicted by father after elopement with actress, called for draft physical.

New York:

Address book of captured bank robber Willie Sutton leads to arrest of his confederate Thomas Kling.

Dickinson, North Dakota:

Bank tests out permits for customers' use in parking autos. Nothing said about repayment...but box shows profits.

Cape Cod, Massachusetts:

Strong winds lash stern of broken tanker being towed in with 13 aboard.

Weather map. Late readings. At Sisseton, North Dakota & below. 81 above at same time at Miami, Florida.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 21, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild, tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart.....

ATX01 0094854

- 4 -

Star is hitched. First, John Lane,

(COMMERCIAL)

At a London registry hall today, Elizabeth Taylor was married to British actor Michael Wilding. Police reinforcements called to handle several thousand shouting fans milling outside. To hotel for reception. A second street crowd. A man bows to fans. They pay not attention. He moves on. The man: former King Peter of Yugoslavia.

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

ATX01 0094855

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 21, 1952

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, smoking
 enjoyment depends on taste ... and taste alone!
 So enjoy fine, mild, good-tasting tobacco in the
 cigarette that tastes better ... LUCKY STRIKE!
 Try a carton today!

ATX01 0094856

KENNETH BANGHART and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, February 22, 1952 **Network:** NEC

Broadcast: 2:55-3:00 PM EST

As Broadcast

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 22, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York ... Kenneth Banghart ...

ATX01 0094858

NEWS WITH KENNETH BANGHART

2:55 P.M.

FEBRUARY 22, 1952

M B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Two late ones:

Washington Evening Star: NATO BACKS GERMANY IN EUROPEAN ARMY.

Newport, Rhode Island, Daily News: 13 TANKER SURVIVORS BROUGHT INTO
NEWPORT HARBOR.

Broken stern half of tanker Fort Mercer towed into port...some of 13
men aboard to continue salvage run to New York.

Lisbon:

Atlantic Pact powers approve European army with German troops...hope
for 50 division force, 35 hundred planes, by year's end.

Mount Vernon:

Just completed, on Washington's birthday: restoration of homestead's
greenhouse...destroyed by 1835 fire.

Capitol Hill:

Harold Stassen asked to give House committee details of charge that
Attorney General McGrath has become millionaire in public life.

East Orange, New Jersey:

Police alarm out for stolen car. Belongs to FBI.

Newburgh, New York:

Mickey Spillane, writer of lusty mysteries, becomes Jehovah's Witness...

ATX01 0094859

turns to religious works.

Brooklyn, New York:

Recluse Harry Chapin Smith left 400 thousand dollars...no will. Now, hundreds of Smiths here and abroad...claim kinship.

Korea:

South Korean troops on island far up east coast repel a thousand communist invaders after 33 hour battle...capture communist commander.

South Korean prison camp:

U S guards kill 69 Korean civilian prisoners...wound 142. They attacked under communist leaders to protest questioning.

No man's land:

Minor progress on truce terms.

Cleared.

Coast guard...checking 30 thousand men for Great Lakes ship jobs, rejects only 25 as security risks.

New York:

Mrs. Douglas MacArthur, presented with cherry pie that won national contest, confesses: I've never baked a pie.

From broad Broadway.

A new comedy, Dear Barbarians. Critics say: flimsy.

Frankfort, Kentucky:

New law bans drinking at any place permitting legal or illegal gambling. Means Kentucky Derby without mint juleps.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 22, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference - and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094861

Chicago:

Department store holding corset discarded by woman who brought new one. It contains 14 hundred dollars.

peabody, Massachusetts:

Now jail in city of 22 thousand open three weeks...not a single prisoner.

San Francisco:

Neighbors who voted Chinese family not welcome tonight decide whether to take new poll.

Manitowoc, Wisconsin:

Georgia high school students, visiting under North-South exchange plan, most impressed by first snow many ever saw.

Birmingham, Alabama:

Large courtroom will accomodate big audience for trial of former Governor Jim Folsom, on drunk driving charge.

Weather map. Late readings. At Havre Montana below zero. above at same time at Key West, Florida. *

Don't argue. First, John Lang.

(COMMERCIAL)

Next Friday...February 29...Leap Year Day...women of Ottawa, illinois will make it tough for men. Women will take over city hall, the police and fire departments...and the courts. There'll be a special list of DON'TS for the men. Among other things, they'll be fined if they disagree with the judgment of a woman.

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

* Cannot find original script for weather readings.

ATX01 0094862

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 25, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in New
York ... Kenneth Banghart....

ATX01 0094863

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

KENNETH BANGHART AND THE NEWS

Product: Lucky Strike Cigarettes

Monday, February 25, 1952

NBC

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, FEBRUARY 22, 1952

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, smoking enjoyment depends on taste ... and taste alone! So enjoy fine, mild, good-tasting tobacco in the cigarette that tastes better ... LUCKY STRIKE! Try a carton today! And now, until Kenneth Banghart returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0094865

NEWS WITH KENNETH BANGHART

2:55 P.M.

FEBRUARY 25, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Here and across the border for afternoon headlines. Two late ones:
Washington Daily News: MORRIS ASKS KEY FEDERAL EMPLOYEES TO TELL INCOME.
Ottawa Journal: CANADA APPEALS U S MEAT BAN.

Closed.

U S shuts border indefinitely to all fresh or live Canadian meat, after infectious foot and mouth disease discovered in Saskatchewan. Canada rounding up infected herds.

Washington:

Government cleanup chief Newbold Morris to ask all federal officials for full details on income. Those refusing face dismissal.

White House:

Blister Truman off to Key West next week to rest before campaign speechmaking. He'll tour country...candidate or not.

London:

Queen Elizabeth second's coronation next year. Commonwealth nations conferring on exact date.

London:

Air power gets priority in British buildup. They're working on atomic submarine.

ATX01 0094866

Cairo:

Egypt, Britain open negotiations this weekend on Suez and Sudan.

San.

Speaker Van Rayburn forbids further broac casting, televising, of House committee hearings...says House must revise rules to permit it. GOP leader Martin says they could be.

New York:

U S appeals court affirms death penalty for atomic spies Julius and Ethel Rosenberg.

Korea:

In hope of agreement on truce inspections, allies offer to withdraw nomination of Norway as neutral observer if communists give up Russia. Communists study it.

Tokio:

Newspapers in drive to try U S soldiers in Japanese courts after peace agreement, playing up crises by occupation troops.

Cleveland, Ohio:

Mrs. Elise Kuhn, who'd never tell age, tells it on birthday. She's 105.

Government report:

Revenue Bureau paying half a million a year for tips on tax violations.

Capitol Hill:

Senate votes to admit 250 more shepherders, mostly Spanish, to fill jobs in west.

Again, Capitol Hill:

Macg's...New York department store...testifies retail price fixing restricts competition...brings higher prices.

Li bon:

Atlantic Pact powers vote to move headquarters from London to Paris.
Sir Oliver Franks...now British ambassador to Washington...asked to head it.

Boston:

Over a thousand postoffice workers out...in investigation of time clock punching for employes not on job.

Birmingham, Alabama:

State trooper testifies former Governor Jim Folsom was going 65 miles an hour...weaving on road...before drunk driving arrest.

Richmond, Virginia:

Income tax refunds waiting for taxpayers George Washington, Martha Washington.

Contribution:

Red Cross reports three and a quarter million pints of blood donated since Korea.

From the U S weather bureau, late readings. At Key West, Florida 81. 10 at same time at Pierre, South Dakota.

The word is yes. First, John Lang.

(COMMERCIAL)

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 25, 1952

MIDDLE COMMERCIAL

LAING:

Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart

ATX01 0094869

It's going to be some party. June Hedgpath, of Banning, California, heard Marines in Korea wanted letters. She began writing four of them. She offered a homecoming party when their outfit returns next month. Thus far, she's received a hundred replies. All accepting that invitation. She says the party will be held, too. The boys expect it.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
MONDAY, FEBRUARY 25, 1952

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, smoking
enjoyment depends on taste ...and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY
STRIKE! Try a carton today!

ATX01 0094871

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

KENNETH BANGHART AND THE NEWS

Product: Lucky Strike Cigarettes

Tuesday, February 26, 1952

NBC

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, FEBRUARY 26, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone!
So enjoy the cigarette that tastes better! Lucky
Strike! And now, from the NBC News Room in
New York ... Kenneth Banhart...

ATX01 0094873

NEWS WITH KENNETH BARNETT

2:55 PM

FEBRUARY 26, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones.

Washington Evening Star: LIVING COSTS APPEAR TO HAVE LEVELLED.

New York Post: NAB BAKE ROBLER ON PLANE.

Liberal, Kansas, Southwest Times: LIBERAL GIRL WINS.

On third try, Kansas town beats England in women's pancake race.
High school girl, flipping pancake, runs three seconds faster than winner of
race today in Janey, England. Trophy...silver frying pan...comes to U. S.

Government report.

Cost of living...by new standard...stops climbing first time since May.
Slight rise under old formula gives auto workers pay increase.

New York:

FBI spots plane from west, arrests ex-convict John Bayless on charge
of holding up Hollywood bank yesterday. He carries 19 thousand dollars in
briefcase. Traced through clues in abandoned getaway car...purchase of plane
ticket with marked bills.

New Orleans:

Bathing beauties in Mardi Gras parade shiver in chilly wind.

ATX01 0094874

Milton, Massachusetts

Three boys ask police what they seek in river...told some kids reported slipped in. "That's us." about boys. Police halt search.

Korea:

Each side accuses other of stalling in negotiations. Communists flatly reject ban of Russia as neutral truce observer.

Tokio:

Tokio:

U S, Japan draft agreement for maintaining U S troops there. Japanese courts to try G I's for serious crimes.

Lisbon:

Big Three, West Germany agree Germany should pay some two and a half billion dollars next year for defense program.

Maneuvers:

U S, British, French, Italian fleets begin Mediterranean's greatest naval exercises.

New York:

Police seizure of 150 thousand dollars in furs, jewels, other loot, may be major break in series of apartment robberies.

Reduction:

New Massachusetts state university course teaches women to trim weight in right places.

British commons:

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 26, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference --and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild, tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart...

ATX01 0094B76

Debate item: Churchill says labor government produced atomic bomb without announcement but says bomb helped his Washington talks. ITEM: Denies laborite charge he endangered peace by confusing Washington statements on British policy.

Capitol Hill:

Senator Langer, North Dakota Republican, suggests government cleanup chief Harold Morris check income of congress members.

Again, Capitol Hill:

Leslie Biddle, senate secretary, invites Mrs. Truman to senate lunch. Surprise escort? Mister Truman.

Paris:

U S navy officer says Russians have secret of U S mine that can't be swept by ordinary minesweeper...doesn't say how they got it.

Weather story. Late readings. At Sand City, Idaho 8 degrees above. So at same time at Miami, Florida.

Disqualified. First, John Lang.

(COMMERCIAL)

At Angels Camp, California, the question: May toads take part in the annual frog jumping contest? Two toads were disqualified. Their owners brought suit. Early California Attorney-General Edmund Brown entered the dispute. The law, he said...makes a distinction between toads and frogs. Toads have no right in the frog jumping contest. Frogs only.

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

ATX01 0094877

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
TUESDAY, FEBRUARY 26, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in
the cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 0094878

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

KENNETH BANGHART AND THE NEWS

Product: Lucky Strike Cigarettes

Wednesday, February 27, 1952

NBC

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
WEDNESDAY, FEBRUARY 27, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room in
New York ... Kenneth Banghart...

ATX01 0094880

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 27, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones.

Chicago Herald American: DISABLED PLANE OVER PORT TWO HOURS.

New York Post: TRUCE TEAMS CONFESS IMPASSE.

Kansas City Star: THE WORLD IS EXCITING AT NINE.

Chicago:

Airliner with leaky engine...31 aboard...circles nearly three hours to use up gas...comes in safely.

Korea:

Allies call communist charge of germ warfare ridiculous effort to account for new North Korean epidemics.

No man's land:

Communists say: no progress on truce unless Russia's accepted as neutral observer. Allies reply: "She's not acceptable."

FBI headquarters:

Replacing captured bank robber Willie Sutton on 10 most wanted men list 19-year-old Kenneth Maurer of Detroit, accused of killing his mother and father's sister.

Government report.

ATX01 0094881

Airliners, for first time, carrying more passengers than Pullman cars.

Capitol hill:

One house committee favors letting manufacturers fix retail prices.

Second committee may take opposite view.

Return.

Italy, who took them in 1936, ships back Emperor Haile Selassie's throne, 15 cases of palace furnishings.

London:

Duke of Windsor, sailing for New York tomorrow, pays farewell visits to family. No word on arrangements for former king's allowance.

Buckingham Palace:

In her first ceremonies of the kind, young Queen Elizabeth awards military decorations...dubs new knights of her realm.

Charge.

Moscow papers claim U S, Canada, fixed score of the Olympics hockey match Sunday...to nose communist Czechoslovakia out of second place in games.

Postwar note.

Japan replaces U S A as second largest shipbuilder. Britain still first.

Washington airport:

Mr. Truman tells returning Secretary Acheson: Atlantic Pact meeting accomplished in a few days things we've worked for, three or four years.

Ottawa:

Canada to bring in 20 thousand European farm workers to meet labor demand.

Haddam, Connecticut:

Gift ham...sent Sergeant Harry Nilson for Christmas...finally reaches him after 20 thousand mile journey. To Korea...Japan...back home.

Down.

Wholesale food prices in new weekly decline.

Cynthiana, Kentucky:

Reaction of men just sentenced to five years? He ducks through court's swing doors...runs away.

Penrith, England:

Farmer find sheep buried in snowdrift four weeks. Just stiff...and hungry.

Washington hears:

Government trying to collect million and a half in taxes from American group that bought five war surplus tankers and operated them under Panamanian flag.

From the U S weather bureau, late readings. At Fargo, North Dakota 21. 70 at same time at Fort Worth, Texas.

Home again. First, John Lang.

(COMMERCIAL)

ATX01 0094883

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 27, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER. - Lucky Strike.
Back now to Kenneth Banghart...

ATX01 0094884

Elizabeth Bean of Kansas City is back from a trip around the world. She's only nine, but made the plane trip by herself, to visit friends in India. Part of her report: I rode on an elephant. He was gray and fat and old, but nice. I met a maharajah. He was short and fat and very nice. People kept offering me ice cream and cake. But I just pretended Mother was along, so I didn't eat too much.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
WEDNESDAY, FEBRUARY 27, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 0094886

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

KENNETH BANGHART AND THE NEWS

Product: Lucky Strike Cigarettes

Thursday, February 28, 1952

NBC

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, FEBRUARY 28, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better!
Lucky Strike! And now, from the NBC News Room
in New York ... Kenneth Banghart...

ATX01 0094888

NEWS WITH KENNETH BANGHART

2:55 PM

FEBRUARY 28, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Afternoon headlines. Some late ones:

Atlanta Journal: RUSSELL TOSSES HAT IN RING.

New York Journal American: 18 CRUTE FROM LOST PLANE.

Ottawa, Journal: MASSEY SWORN IN.

Vincent Massey installed as Canada's governor-general...first Canadian
ever to hold that high office.

Running.

Kefauver of Tennessee first. Now second Democrat enters race for president
...Georgia's Senator Richard Russell bowing to request of Georgia leaders
to stand for nomination. Russell doesn't say if he'd lead southern revolt
if Truman is nominee.

White House:

President says he won't announce plans until after next month's Florida
vacation.

Undecided?

At New York supper party, Margaret Truman says father hasn't made up
mind whether to run.

ATX01 0094889

All out.

As gas runs out, 13 men parachute from U S transport plane lost in blinding Nova Scotia blizzard. None hurt seriously. Plane crashes half mile from houses.

London:

Former Prime Minister Attlee concedes he made secret 1951 agreement for bombing of Chinese communist air bases, if U N forces in Korea were heavily air-attacked.

Korea:

Nothing new.

Chicago:

In major move against price-fixing, government brings anti-trust suit against Sunbeam Corporation, electrical appliance manufacturers.

Teheran:

Oil-wealth, money-short Iran selling Persian carpets from government offices...official cars.. to raise cash.

London:

Duke of Windsor sails for New York, to return in few weeks. British ask: with duchess? Departure makes front page paragraph in only two London papers.

Washington hears:

U S, other western allies to restrict travel of soviet officials... answer to Moscow's confining of foreign diplomats.

ATX01 0094890

Berlin:

Soviet zone rejects U N investigation into prospects for German-wide elections.

Storm.

Third severe snowfall in 10 days hits southern New England. Ten thousand Cape Cod homes without electricity. Hundreds of cars buried on roads. Even snowplows snowbound.

Roundup.

In area terrorized by night riders, North Carolina police arrest 26 men for Ku Klux Klan activity, under old ban on secret political groups.

Washington:

U S Appeals Court affirms death sentence of Oscar Coliasso, for 1950 assassination attempt on President Truman. Assassin's last resort: supreme court.

Drive.

To insure mint juleps at Kentucky Derby, julep fans out to amend new Kentucky law banning drinking where there's betting.

Down to size. First, John Lang.

Weather map. Late readings. At Fargo, North Dakota 10 above 79 at same time at Corpus Christie, Texas.

(COMMERCIAL)

The U S navy shortens its belts. A New York man told the admirals half their sailors were cutting six inches off their belts for a better fit.

ATX01 0094891

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 28, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart ...

ATX01 0094B92

Now the Navy is making half its belts six inches shorter. For his idea, the New Yorker gets a 275 dollar cut of the 35 thousand dollar a year cut in costs through the cutting.

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
THURSDAY, FEBRUARY 28, 1952

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, smoking
enjoyment depends on taste ... and taste alone!
So enjoy fine, mild, good-tasting tobacco in the
cigarette that tastes better ... LUCKY STRIKE!
Try a carton today!

ATX01 0094894

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

KENNETH BANGHART AND THE NEWS

Product: Lucky Strike Cigarettes

Friday, February 29, 1952

NBC

2:55-3:00 PM EST

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 29, 1952

OPENING COMMERCIAL

LAING: It's time for Kenneth Banghart and the News,
presented by Lucky Strike. Friends, smoking
enjoyment depends on taste -- and on taste alone.
So enjoy the cigarette that tastes better:
Lucky Strike! And now, from the NBC News Room
in New York ... Kenneth Banghart....

ATX01 0094896

NEWS WITH KENNETH BARKHART

2:55 P.M.

FEBRUARY 29, 1952

N B C

Good afternoon. To the West Coast, Good Morning.

Checking the afternoon headlines for our final broadcast. Late ones:
New York Post: U N WARNS; RUSSIA OPT OR NO THUD.
Philadelphia Evening Bulletin: MILLION DOLLAR FIRE RUINS CLINTON HOTEL.
Columbia South Carolina Record: TOWN PREPARES FOR GREATER BOMBING.

Blenton, South Carolina:

Postoffice closing today marks end of town. 600 citizens moved out
to make room for atomic energy project.

Karas:

In truce talks, biggest crisis since U N rejected 38th parallel, as
cease fire line. Allies say rejection of Russia as neutral observer is
firm, final. Next move up to communists.

Battlefront:

Heaviest action in weeks. Powerful U N tank forces in hit and run
raids on west and central sectors. In east, allied artillery replies
to communist bombardment, 10 shells to one.

Capitol Hill:

Instead of 10 percent military pay increase voted by House, senate
committee favors three percent boost with higher living allowances.

Again, Capitol Hill:

House appropriations committee tries reverse bureau request for more

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tax employes from seven thousand to seven hundred.

Philadelphia:

City's biggest fire in years destroys Clinton Hotel in early morning.
All guests escape.

Search.

Hunt on for three fishing vessels unaccounted for after 70 mile an hour
North Atlantic storm.

Protest.

Germans blamed Russia...Russia blamed Germans...for 1942 massacre of
Polish officers. House committee invited Russian testimony. Soviet embassy
calls invitation an insult.

Coming.

To invite Americans to Britain, three big double decker London buses
will tour U S, coast to coast.

Marysville, California:

Farmers mailing shirts to congress to protest high taxes, write: you
might as well have my shirt, too?

Washington:

In rainstorms, National Gallery of Art, housing many masterpieces, puts
pans under leaky roof...asks congress to repair it.

Budapest:

Newspaper reports Hungarian women protest mass production of dresses...
all alike...all scarlet red.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 29, 1952

MIDDLE COMMERCIAL

LAING: Friends, in a cigarette it's the taste that makes the difference -- and Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. Yes, Luckies taste better and here's why: First, Lucky Strike means fine tobacco, fine, mild tobacco that tastes better. There's no substitute for fine tobacco and don't let anybody tell you different. Second, Luckies are made to taste better. In fact, they're the best made of all five principal brands. Yes, that's a fact established by tests of those important factors of workmanship that affect the taste of cigarettes - tests made in the Research Laboratory of The American Tobacco Company and verified by leading independent consultants. So, friends, enjoy fine, mild tobacco in the cigarette that's made to TASTE BETTER - Lucky Strike. Back now to Kenneth Banghart...

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Optimist.

Mr. Truman tells young visitors: I rather think we will have peace over the next century.

Milwaukee:

Armand Gbloski, in 10 thousand dollar breach of promise suit, says fiancée jilted him 11 times in year...embarrassing.

Paris:

France gropes for new government after fall of 19th postwar cabinet over tax increase for rearmament.

From the U S weather bureau, late readings. At San Antonio Texas 81 de rees. 11 at same time at Lander, Wyoming.

A last line. First, John Lenz.

(COMMERCIAL)

To end this series of newscasts with many thanks to Lucky Strife for making them possible. We've tried each day to hold a mirror to the country and the world. If you liked this new kind of newscast, will you let us know? A card to me...Kenneth Banghart, NBC, New York...or just NBC Newsroom, New York will do it. Thank you, ever, one.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
KENNETH BANGHART AND THE NEWS
FRIDAY, FEBRUARY 29, 1952

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, smoking enjoyment depends on taste ... and taste alone! So enjoy fine, mild, good-tasting tobacco in the cigarette that tastes better ... LUCKY STRIKE! Try a carton today! This is John Laing wishing you a pleasant week-end.

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