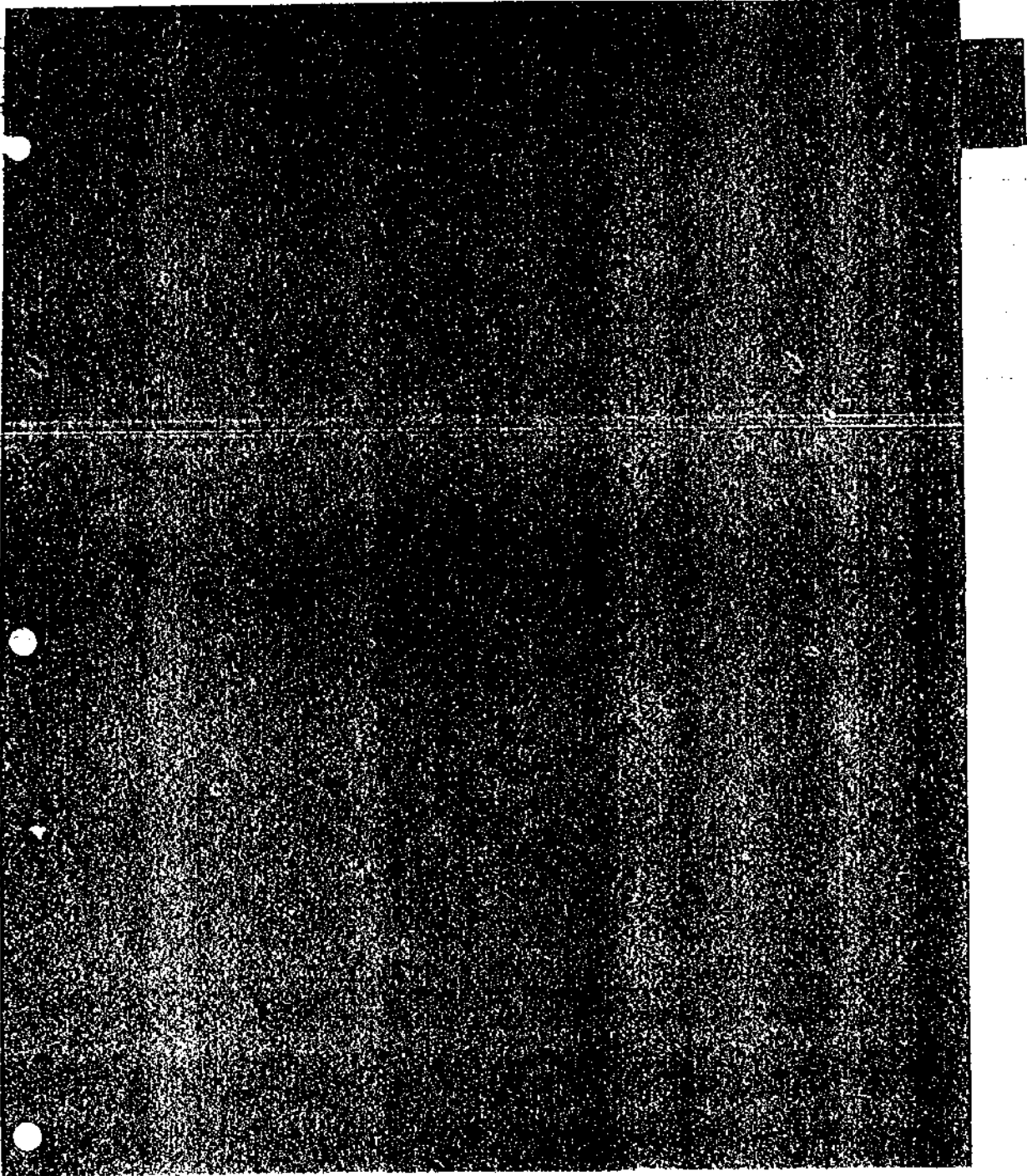


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ATX01 0022082



ATX01 0022083

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, October 1, 1951

Network: mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat: 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 1, 1951
OPENING COMMERCIAL

LAING:

It's time for Les Higbie and the News,
presented by Lucky Strike! Friends, have you
tried a Lucky lately? Maybe you've been
missing something, because you can depend
on Lucky Strike for a smother, better-tasting
smoke everytime! And now, from the Mutual
News Room in New York..... Les Higbie...

LES HIGBIE

OCTOBER 1, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Wildly delirious Giant and Dodger fans jammed into Brooklyn's Ebbetts Field, filling it to its 32-thousand seat capacity nearly two hours before today's big play-off game, as some ten thousand other fans milled around outside, most of them unable to get near the ticket windows. A five foot iron gate was battered down by the crowd which then surged into the rotunda at the ball park, leaving box lunches, blankets and crushed hats behind them in the rush. In the confusion many holders of season tickets couldn't get to the windows to pick up their reservations.

In the ballgame - Jim Hearn pitching for the Giants today against Ralph Branca for Brooklyn.

Heavy rain and 40-mile-an-hour winds are whipping up the Gulf of Mexico. Hurricane hunting planes are scouring the area of the storm. The Coast Guard is rushing to help a stricken 83-foot motor vessel disabled on the fringe of the storm.

No new developments in the Korean truce talks. General Omar Bradley and U.N. Supreme Commander General Matthew Ridgway are touring the Korean battlefield - and in London the Foreign Office says it favors the present front lines as a cease fire boundary.

European diplomatic circles are buzzing with rumors of an impending new offer from Soviet Premier Josef Stalin. He's reported about to say he'll meet with President Truman and with the Prime Ministers of Britain and France in Berlin. And the diplomats interpret it as a last minute attempt to head off Western German rearmament.

ATX01 0022086

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 1, 1951
MIDDLE COMMERCIAL

LAING:

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

ATX01 0022087

HIGBIE

-3-

10/1/51

LAING:

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

HIGBIE:

Stanley Williams, age 61, of Southend, England, was hailed into court there today charged with being behind in his tax payments. He told the judge that when he asked the clerk why his name wasn't on the voting list the clerk said he was listed as dead. "So, I'm dead," Williams told the judge, "and I don't think I should be asked to pay these taxes." Replied the judge, "Although you're supposed to be dead, we know you're alive!" Williams paid his taxes.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette you can always depend on for smoother smoking and that rich, true tobacco taste. Pick up a carton of Luckies today.
THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022088

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 1, 1951

CLOSING COMMERCIAL

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

ATX01 002089

HIGBIE

-4-

10/5/51

to be sure of plenty of smoking enjoyment for you and your friends. So stock up on Lucky Strike -- the best tasting cigarette you've ever smoked! And now, until Les Higbie returns next Monday, this is John Laing, wishing you a pleasant week-end.

ATX01 0022090

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 5, 1951

CLOSING COMMERCIAL

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

ATX01 0022091

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, October 8, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)

Repeat: 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 8, 1951

OPENING COMMERCIAL

LAING:

It's time for Les Higbie and the News,
presented by Lucky Strike! Friends, have you
tried a Lucky lately? Maybe you've been
missing something, because you can depend
on Lucky Strike for a smoother, better-tasting
smoke everytime! And now, from the Mutual
News Room in New York..... Les Higbie...

ATX01 0022093

LES HIGBIE

(COPIED BY MBS NEWS DIVISION)

OCTOBER 8 1951

L-ING:

It's time for Les Higbie and the news, presented by Lucky Strike! Friends, have you tried a Lucky lately? Maybe you've been missing something, because you can depend on Lucky Strike for a smoother, better-tasting smoke every time! And now, from the Mutual News Room in New York... Les Higbie.

HIGBIE:

A Giant scare in the last of the ninth but the Yankees came back, (after that day of rest) with a slashing attack to even up the world series today at two games apiece. Before the game, Yankee manager Casey Stengel and his bosses knocked down officially those rumors that Stengel would quit at the end of the series. Again the final score today: Yankees 6, Giants 2.

Monopoly complaints against professional boxing are under investigation by a New York federal grand jury. That announcement is made by the head of the Justice department's anti trust division in Washington. United Press learns that the grand jury has already heard testimony from Nat Fleischer, editor of RING magazine and from Dan Dowd, New York state deputy boxing commissioner.

Two rulings from the nation's highest court: The Supreme Court rejects an appeal to reconsider its June 4th decision upholding the conspiracy convictions of the 11 top communist leaders. The high court does agree, however to rule later on whether former communist party membership is grounds for federal deportation.

Also in the capital: Harold Stassen voices his opposition to Dr. Philip Jessup as a UN delegate, declaring that the "record" disputes claims by Jessup and Secretary Acheson that they pursued an anti-communist China policy.

The senate approves and sends on to the White House the final version of the seven and a half billion dollar foreign aid bill.

ATX01 0022094

The senate judiciary committee stands behind Senator Paul Douglas, formally rejecting President Truman's nominations for two Illinois judgeships.

The House Appropriations Committee lopped off one-sixth of the President's request for military base construction around the world, okaying a 4 billion, 440 million dollar supplemental defense money bill.

Speaker of the House Sam Rayburn sets a new target date for congressional adjournment. Now he says, "Maybe this month."

The Joint Congressional Atomic Energy Committee, lacking a quorum, postponed a vote on all-out expansion of the United States Atomic program.

And at the White House, press radio secretary Joe Short says he knows of no plans for President Truman to attend the forthcoming atomic tests in Nevada, as reported by a Las Vegas newspaper.

Thousands of wildly cheering Canadians greeted Princess Elizabeth and the Duke of Edinburgh when they made their delayed landing at Dorval airport, outside Montreal today, beginning their triumphant Canadian and American tour.

Another transatlantic airliner touched down at New York's Idlewild Airport a few moments earlier, ending the 33 hour flight from Iran of ailing Premier Mohammed Mossadegh.

In Cairo, the Egyptian premier asks Parliament to cancel the Anglo-Egyptian treaty, lending substance to earlier reports from London that the Big 3 will shortly propose a mutual cancellation of the treaty and call on Egypt to join a middle east defense pact.

In Korea, a blistering day-long artillery barrage paved the way for the seizure of five enemy hill positions on the east central front. UN intelligence reports a

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 2, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 2, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News --
presented by Lucky Strike ... the cigarette
that tastes better than any other cigarette
you've ever smoked! Try a carton of Lucky Strike
today. And now, from the Mutual News Room in
New York ... Les Higbie...

ATX01 0022097

LES HIGBIE

OCTOBER 2, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that tastes better than any other cigarette you've ever smoked. Try a carton of Lucky Strike today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Slashing 60 mile an hour winds and torrential rains raked South Florida today, killing at least three persons, doing extensive damage to crops and shipping. It's that tropical storm of near-hurricane strength moving inland from the Gulf of Mexico. Center of the storm, say Miami forecasters, will pass into the Atlantic between Fort Pierce and Melbourne, Florida late this afternoon.

It's mild, autumn weather in most of the nation today, including New York City where the Giants and Dodgers are beginning their second playoff game for the National League pennant.

Pitching choices: Sheldon Jones for the New York Giants -- Clem Labine for the Brooklyn Dodgers.

At the Polo grounds, the public address system announcer repeats over and over -- "It isn't necessary to knock anybody down."

A stormy hearing at the Capitol in Washington today, at least two committee members wrangling during questioning of Senator Joe McCarthy, as a Senate Foreign Relations Sub-committee continues its study of Dr. Philip Jessup as a possible UN delegate.

McCarthy cites yesterday's testimony by Harold Stassen to back up his charges against Dr. Jessup.

Senators Brewster and Fulbright in an angry exchange, are gaveled down by Chairman Sparkman.

ATX01 0022098

HIGBIE

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10/2/51

off on the 16 hour Stratocruiser flight to Canada at 6:30 Sunday evening, Eastern Standard Time.

Now, here's John Laing.

LAING:

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

HIGBIE:

There's always the story of the Tortoise and the Hare and the races they've run. But our final story today is about a Tortoise and its home. This land-locked turtle is owned by a family now living in Johannesburg, South Africa. The Turtle's first home was in Port Elizabeth, also in South Africa, but 700 miles away. The family moved, took turtle with them, but one day he disappeared. Now three years later, turtle shows up at the old Port Elizabeth residence, complete with identification tag on his back, proving his right to live there.

ANNOUNCER:

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

THIS IS THE MUTUAL BROADCASTING SYSTEM

ATX01 0022099

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 2, 1951
CLOSING COMMERCIAL

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

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 3, 1951

Network: National

Broadcast: 8:55-9:00 AM EST.

(not in New York)

Repeat 10:55-11:00 AM EST

2:00-2:05 PM EST

(WOR)

Handwritten signature or initials

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

LES HIGBIE

OCTOBER 3, 1951

(COPIED BY MRS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's always smooth, mellow, better tasting by far. Try a carton of Luckies today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Today's the day the New York Yankees find out who'll oppose them in tomorrow's World Series opener. It's Sal Maglie pitching for the Giants and big Don Newcombe for the Brooklyn Dodgers in a sudden death final playoff for the National League flag.

Ambassador at large, Dr. Philip Jessup, is lashing back at Senator Joe McCarthy in Washington, denouncing the McCarthy charges of Communist sympathy against him as bare-faced falsehoods, distortions and misrepresentations. And Jessup suggests to a Senate Foreign Relations sub-committee studying his fitness to be a UN delegate that it might well look into the question of whether this disregard for truth under oath was or was not deliberate.

In Philadelphia, Harold Stassen sends a flat demand to Secretary Acheson to deny that two years ago he urged all military supplies be cut off to China. The recommendation was made, says Stassen, in a meeting with President Truman and Senator Arthur Vandenberg.

Other Washington headlines: Internal Revenue Commissioner John B. Dunlap says President Truman has given him full power to wipe out corruption in his agency, but he needs more trained men to do it.

A bulletin: Senator Richard Nixon charges that Democratic National Chairman Bill Boyle paid \$1261 to an RFC official and deducted it from his income tax in 1949 after he became chairman.

ATX01 0022102

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 3, 1951

MIDDLE COMMERCIAL

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

ATX01 0022103

HIGBIE

-3-

10/3/51

ANNOUNCER:

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

HIGBIE:

Men, this vitally affects you, particularly if you're a prospective bridegroom. A women's club in Otley, England, polled its membership. They wanted to know the qualification for a perfect husband. The prize winning answer was this: The perfect husband is one I can nag, without fear of being answered back.

ANNOUNCER:

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

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0022104

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 3, 1951

CLOSING COMMERCIAL

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

ATX01 0022105

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, October 4, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 4, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette of
 fine tobacco ... the cigarette that tastes better
 than any other. Try a carton -- today. And now,
 from the Mutual News Room in New York ...
 Les Higbie....

ATK01 002107

LES HIGBIE

(COPIED BY MBS NEWS DIVISION)

October 4, 1951

ANNOUNCER:

It's time for Les Higbie and the News..presented by Lucky Strike...the cigarette of fine tobacco...the cigarette that tastes better than any other. Try a carton -- today, And now, from the Mutual News Room in New York....Les Higbie....

HIGBIE:

The top New York story today, of course, came out of Yankee stadium. Repeating the GOOD or BAD news (depending on your point of view), the final score of the first World Series Game: Giants 5 - Yankees 1.

In other news - Racketeer Willie Moretti -- was found shot to death in a Cliffside Park, New Jersey restaurant today following receipt of an anonymous telephone call at the State's attorney's office. Moretti - gambler friend of Frankie Costello, Joe Adonis and Lucky Luciano, has been described as a leading and "cooperative" witness in the Senate crime committee's investigation of connections between crime and politics in the New York area.

An unprecedented decision was handed down in Albany by the State public service commission. The New York Telephone Company's request for a 57 million dollar rate increase was turned down completely. The Telephone Company says an appeal to the courts is under study.

New walkouts in the Bronx today by building service employees run the total of buildings affected up to 900.

The Atlantic hurricane, which whipped up to 100 mile an hour fury early today, appears to be losing its punch as it moves out to sea, but gales and high tides have buffeted some sections of the eastern seaboard, and 40 mile an hour winds are expected in the New York area tonight.

ATX01 0022108

10/4/51

President Truman defended his recent Information Security Order in a heated and lengthy exchange with White House reporters today, noting these recent examples of things he thinks should not have been printed: a map of atomic energy plants -- a news dispatch reporting that the Russians tried two atomic bomb explosions in the tests just announced. Mr. Truman also revealed that U.S. officials learned of the new Soviet success less than ten days ago. And Chairman Brien McMahon of the Joint Congressional Atomic Energy Committee announced an immediate drive for all-out expansion of our own atomic program.

Other highlights of the President's news conference: Mr. Truman says the government will not decontrol meat.

John Foster Dulles has turned down an offer to be Ambassador to Japan.

And Mr. Truman says he does not recall that White House conference in 1949 at which Harold Stassen says a proposal to cut off aid to nationalist China was considered. Chairman Pat McCarran of the Senate Internal Security Committee, told reporters that there is enough documentary evidence available to prove Stassen correct.

Strong support for Ambassador at Large Dr. Philip Jessup was voiced before the subcommittee studying Jessup's fitness to be a UN delegate, by our chief UN delegate, Warren Austin. Jessup he declared is a loyal American to the "very fiber of his being."

Senate influence investigators turned to the Chairman of the Republican national committee, Guy Gabrielson, today - heard him testify that he'll refute slander with facts rather than resign in the hope of saving my party embarrassment. Gabrielson revealed that he once tried to help a former RFC director gain the presidency of the New York stock exchange.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 4, 1951

MIDDLE COMMERCIAL

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

ATX01 0022110

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, October 5, 1951

Network: Mutual

Broadcast 8:55-9:00 AM EST
~~(Not in New York)~~
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 5, 1951

OPENING COMMERCIAL

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

ATX01 0022112

Higbie -Lucky Strike
WOR only - Oct. 5, 1951
Immediately after ball game.

LAING:

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

HIGBIE:

Repeating the final score: YANKEES 3 Giants 1.

Some tense final moments but the World Series are now even up -- a game apiece for the Yanks and Giants after today's pitching duel.

Away from Yankee Stadium -- these happenings of interest and importance today:

From 8th Army Headquarters in Korea -- That massive UN offensive which appeared stalled for awhile during the night, broke through the Communist "Winter" line today, badly battered red troops abandoning elaborately fortified "Winter" positions. Seven key hills have been seized in the 100,000 MAN UN assault and allied forces are approaching the best terrain for tank operations in all of Korea.

The Atlantic hurricane is building up strength as it moves up the coast toward New England. Winds up to 110 miles per hour are reported in the storm center some 270 miles east of Norfolk, Virginia. Moving northeastward at ten to 12 miles an hour, the storm is expected to send 60 mile an hour gales whipping into Nantucket and Cape Cod late tonight.

Heavy seas off the South Carolina coast, churned up by the howling storm, broke up the Cargo ship Southern Isle, which sank today with a possible loss of 17 lives. Seven survivors have been picked up.

ATX01 0022113

10/5/51

Revolutionary changes in atomic warfare techniques are predicted today by Chairman Gordon Dean of the Atomic Energy Commission. Speaking at University of Southern California Founders Day ceremonies, Dean reveals that tactical A-bombs are now in mass production, that we now have for the first time "a means of halting aggressors without the risk of destroying large parts of the world in the process."

Production workers at the Knolls Atomic Laboratory at Schenectady, New York and at two smaller GE atomic plants there, walked off their jobs briefly today, then voted to go back to work just three hours later.

Federal authorities say the killing in a Cliffside Park, New Jersey tavern of garrulous Willie Moretti, bears the stamp of the dread Italian underworld group, the MAFIA.

New Jersey's deputy attorney general Harry L. Towe, says no new clues have been found in the gangland silencing of the Senate crime committee's "cooperative" witnesses.

Meantime, at Trenton, Moretti's brother, Salvatore, and Joe Adonis, notorious eastern seaboard mobsters, were quizzed by authorities seeking a solution to the murder.

In Washington --

The House has voted final approval for the big 57 billion dollar military spending bill.

Republican Senator H. Alexander Smith, a member of the group investigating Dr. Philip Jessup's fitness to be a UN delegate, has made up his mind, says he has no doubt of Jessup's loyalty or sincerity.

HIGBIE

-3-

10/5/51

Former communist editor Louis Budenz charges in testimony before the Senate internal security committee that those 1944 reports from Henry Wallace on his far eastern trip, followed the communist party line.

Former RFC director Harvey Gunderson says he DID talk about the presidency of the New York stock exchange with GOP national chairman Guy Gabrielson.....but that he wasn't much interested in the job.

Now, here's John Laing.

LAING:

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

HIGBIE:

A bulletin just in --

The New York state athletic commission has just revoked Willie Pep's license and has indefinitely suspended featherweight champion, Sandy Saddler for their roughhouse tactics in their title bout at the polo grounds September 26th.

LAING:

You've been listening to Les Higbie and the News ... presented each week day at this same time by Lucky Strike. Friends, with the week-end coming up you'll want

ATX01 0022115

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 5, 1951

MIDDLE COMMERCIAL

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 8, 1951

MIDDLE COMMERCIAL

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

10/8/51

thirty thousand man Chinese army being shifted to that sector to prevent a major breakthrough.

Allied and communist liaison officers meet tomorrow to talk about resuming the truce talks - this time at Panmunjom.

Now here's John Laing.

LAING:

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

HIGBIE:

Tonight, through carelessness - a fire could start -- a fire that could claim your life and the lives of your children. Be on guard constantly against fire. Make sure every match, every cigarette is put out. Always check the ash trays before leaving the house or retiring for the night. Only you can prevent fires!

LAING:

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 8, 1951

CLOSING COMMERCIAL

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

ATX01 0022119

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 9, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 9, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News --
 presented by Lucky Strike ... the cigarette
 that tastes better than any other cigarette
 you've ever smoked! Try a carton of Lucky
 Strike today. And now, from the Mutual
 News Room in New York ... Les Higbie...

ATX01 0022121

WOR only - Higbie - Lucky Strike
Tuesday, October 9, 1951 - After game

LAING:

It's time for Les Higbie and the News -- presented by Lucky Strike ... the cigarette that tastes better than any other cigarette you've ever smoked! Try a carton of Lucky Strike today. And now, from the Mutual News Room in New York ... Les Higbie...

HIGBIE:

Just for the record that score today was the biggest in 15 years. And the Yankees now lead 3 games to 2.

Casey Stengel has picked Vic Raschi to pitch tomorrow's Game Number 6. Opposing him: The Giants are expected to send lefty Dave Koslo who won the series opener. The Score again: YANKEES 13 GIANTS 1.

The federal grand jury in New York studying monopoly complaints in the world of professional boxing, heard from Sugar Ray Robinson's manager today. George Gainford defended the International Boxing Club as a "maker of champions". His IBC contract, says Gainford, did not prevent contracts with independent promoters in other states.

Hopes are rising again for an early end to the shooting in Korea, but heavy fighting continues in the east central sector as allied liaison officers prepare to meet their communist counterparts at Pan Mun Jom tonight.

In London, the British government, already plagued by the Iranian oil crisis and a worsening financial situation at home, issued through foreign secretary Herbert Morrison a blast at the cause of its newest headache. Britain takes "the strongest exception" declares Morrison to Egypt's expulsion of British troops from the Suez Canal and the Sudan.

ATX01 0022122

10/9/51

It's reported in New York that the condition of Iranian premier Mossadegh may force a delay from Thursday to Saturday of the UN security council meeting.

Highlights from congressional hearing rooms in Washington --

Asst. Secretary of State Dean Rusk declares no top official of his department ever urged American recognition of communist China.

The Senate elections subcommittee decides unanimously to look into charges of perjury leveled at Senator Joe McCarthy by Senator William Benton, will issue a report by November 1st.

James P. Finnegan tells a House group that he spent 3 or 4 hours a day on the job when he drew ten thousand dollars a year as St. Louis collector of internal revenue.

At a Washington news conference, RFC administrator W. Stuart Symington defends his discussions with GOP national chairman Guy Gabrielson about an RFC loan. "It is a very normal thing," declares Symington, "for me to discuss loans with the presidents of the companies involved."

Before the House Banking Committee, price stabilizer Mike Disalle pleads again for slaughtering quotas. "We'll do our best to make meat price controls work" says Disalle, but such controls may have to be abandoned unless "slaughter quotas are imposed again."

Selective service chief, Lewis B. Hershey, announces a new relaxation of draft rules. Anyone who signed up with the organized reserves before last July 1st, he says, will be deferred regardless of the current status of his unit.

ATK01 0022123

10/9/51

The sound of cannon, whistles, and church bells, mingled with the shouts of excited Canadians as Quebec City greeted Princess Elizabeth and the Duke of Edinburgh today, as they began their royal tour of the Dominion. Mothers shoved their youngsters through police lines to give them a brief and memorable glimpse of their "future Queen."

Now, here's John Laing.

LAING:

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

Philip Hoffman, owner of a Chicago pet shop, finds himself in the doghouse because he published a booklet including a picture of Helen Nowicki's ribbon-winning dog.

That picture, complained Helen as she sued for a thousand dollars, caused her "great anguish and suffering."

"I love dogs so much," Hoffman told the judge, "that I never would have put that picture in if I knew it would hurt the dog's reputation."

The judge ruled that Hoffman must pay only FIFTY dollars for damage to the dog's good name.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 9, 1951

MIDDLE COMMERCIAL

LAING:

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

ATX01 0022125

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 9, 1951

CLOSING COMMERCIAL

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

ATX01 0022126

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 10, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST

(not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST

(WOK)

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
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 10, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike, the cigarette
that's always smooth, mellow -- better
tasting by far! Try a carton of Luckies,
today. And now, from the Mutual News Room in
New York ... Les Higbie...

ATX01 0022128

LES HIGBIE
(COPIED BY MBS NEWS DIVISION)

OCTOBER 10, 1951

LAING:

It's time for Les Higbie and the news...presented by Lucky Strike, the cigarette that's always smooth, mellow - better tasting by far. Try a carton of luckies today. And now, from the Mutual News Room in New York...Les Higbie.

HIGBIE:

Excitement right down to the wire at Yankee Stadium but Hank Bauer's 6th inning triple stands up and the Yankees squeeze through to the title. Final score again Yankees 4 Giants 3. The Yanks taking the series four games to two.

Higher commuter fares are asked today by the New York Central Railroad. Application is made to the State Public Service Commission for increases ranging from $21\frac{1}{2}$ percent on 26 trip tickets - to 30 percent on restricted unrestricted monthly commutation tickets. Principally affected fares, says the railroad, are trips between New York City and points in Westchester County.

In Washington, the Interstate Commerce Commission has granted southern Railroads permission to raise their passenger fares by ten per cent.

Secretary of State Acheson defends Dr. Philip Jessup at his weekly news conference today. The Ambassador at Large had no part whatsoever, says Acheson, in that 1949 proposal, later rejected, to cut off aid to nationalist China. Acheson says he supported it himself at the White House discussion, but says the recommendation came originally from military leaders who were afraid the aid would fall into communist hands. Secretary Acheson also has some sharp words today for Egypt's abrogation of the treaty with Britain. The Cairo government knew, he charges, that the western allies were preparing "new proposals" to solve the newest British crisis. In London, Britain is reported readying an airlift to sustain its ten thousand man garrison in the Suez Canal Zone. And Cairo mobs are rioting in

ATX01 0022129

10/10/51

anti-British demonstrations.

Korean truce talks are now expected to resume by Friday. Liaison officers meet again tonight at Pan Mun Jom arranging final details. The new site: an open area a half mile southeast of the no-man's-land village on the banks of the Sachon River.

The Pentagon announces a new summary of American battle casualties in Korea: 89,382, a jump of 1,732 since last week's figures.

New York City Sanitation Commissioner Andrew Mulrain is calling 987 workers back early from their vacations tomorrow as the dispute continues with the AF of L sanitation workers' union.

Hundreds of others have reported "sick" and the union threatens to "pile up the garbage" to enforce its demands for better working conditions. New Jersey's Governor Alfred Driscoll receives a demand to clean-up Atlantic City. Richard Moser, former counsel to the Senate Crime Committee, calls the resort community "a captive city where a strange and sinister parallel exists between the actions of the underworld and the actions of public officials."

Back in Washington -- Treasury Secretary John Snyder tells House investigators that he asked the former St. Louis tax collector, James P. Finnegan to resign "several times" -- the last time in August 1950. Snyder's testimony thus seems to contradict earlier statements by Finnegan himself.

Now, here's John Laing.

LAING:

Friends, your enjoyment of a cigarette depends on the way it tastes. And taste in a cigarette, like in anything else, depends on two things -- what it's made of - how it's made. Well, Lucky Strike is famous for fine tobacco. Yes, LS/MFT --

ATX01 0022130

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 10, 1951

MIDDLE COMMERCIAL

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

10/10/51

Lucky Strike means fine tobacco. And to give a cigarette better taste, there's no substitute for fine tobacco - don't let anybody tell you different. What's more, Luckies are the best-made cigarette in the world. Always round and firm -- always fully packed and easy on the draw. So remember, you can depend on Luckies' fine tobacco and superior workmanship to make Luckies taste better than any other cigarette! Try a carton today. Back now to Les Higbie.

HIGBIE:

Princess Elizabeth and the Duke of Edinburgh captivated fifty thousand hoarsely-cheering Canadians at Ottawa today -- the biggest demonstration yet accorded the royal party. WOR will broadcast the Princess' talk at a state dinner in Ottawa -- at ten forty-five this evening. Today as the Princess' procession passed through the Canadian capital's streets -- one teen-age girl took a good look at the Duke and screamed...."the prince is a dreamboat!"

LAING:

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

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 10, 1951

CLOSING COMMERCIAL

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

ATX01 0022133

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, October 11, 1951

Network: Mutual

Broadcast: 5:55-9:00 AM EST

(not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST

(WOR)

- 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
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 11, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ...the cigarette of
 fine tobacco ... the cigarette that tastes better
 than any other. Try a carton -- today. And now,
 from the Mutual News Room in New York ...
 Les Higbie....

ATX01 0022135

LES HIGBIE

OCTOBER 11, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette of fine tobacco, the cigarette that tastes better than any other. Try a carton today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Allied and Communist liaison officers meet again at Pan Mun Jom early this evening as the Communist radio at Peiping broadcasts a report that the Reds proposed a full dress meeting of the top cease fire delegates for 11 PM tonight, Eastern Standard Time. UN officers insisted, however, says Peiping, on first fixing the boundaries of the new neutral zone. Thus, if the liaison officers agree on those boundaries this evening, the full scale talks may resume again tomorrow.

While anti British rioting continues in Cairo, the London Foreign Office says flatly that Britain will not give up her rights in the Egyptian Sudan. Another London dispatch reports that U.S. Joint Chiefs of Staff Chairman General Omar Bradley may soon go to Cairo to talk about a Middle East defense pact.

In Moscow Soviet Foreign Minister Andrei Vishinsky has given the British, French and American Embassies his reply to the big three proposals for revising the Italian peace treaty. No word yet on what he said.

A bulletin from St. Louis: The former St. Louis tax collector, James P. Finnegan, has been indicted by a Federal Grand Jury on bribery charges. Finnegan was a recent witness in a House sub-committee probe in Washington, a probe of alleged corruption in several Internal Revenue offices.

Thirty persons have been arrested, charged with stealing government property at several military and naval bases, property including such materials as pure silver, blankets and sheets and valuable electrical equipment. FBI Chief J. Edgar Hoover,

ATX01 0022136

HIGBIE

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making this announcement in Washington said the trusted Federal civilian and military employees were picked up in New Jersey, California, Ohio, Massachusetts, New York and Washington, D. C. Hoover notes an alarming trend. Such thefts, he says, are up 14% since the Korean war began. More than a thousand other cases are being investigated.

Otherwise in the capital the House turned aside today an attempt to throw out that air base at President Truman's home town; went on to pass the $4\frac{1}{2}$ billion dollar military construction bill.

Defense Secretary Robert Lovett making his first appearance before a Congressional committee since he took office made that formal request to Congress for a 10% pay boost for military personnel.

And at the State Department Chester Bowles has been sworn in as the new American Ambassador to India.

Illinois Congressman Peter F. Mack is flying the Atlantic. He is expected to land at the Azores about mid afternoon, on another leg of his global peace flight.

From New York comes this comment on the chances for world peace: World War Two Pacific Commander, Lt. General Robert L. Eichelberger says he thinks Russia will not dare attack us if we can keep the peace through 1952.

At Frankfurt, Germany allied military officers summing up the results of the recent maneuvers warned that western forces would take a bad beating at first if the Russians kicked off a surprise attack at this time.

In London the latest Gallup poll on the October 25th general elections shows growing support for the Conservatives.

Now, here's John Laing.

ATX01 0022137

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 11, 1951

MIDDLE COMMERCIAL

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

ATX01 0022138

HIGBIE

-3-

10/11/51

ANNOUNCER:

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

HIGBIE:

Rolling a peanut across the street with your nose is a hard enough task and of course it's a popular consequence for those who lose friendly wagers. But Richard Schroeder of St. Louis rolled his peanut halfway across then sneezed it the rest of the way. He was a Giant rooster and his thoughtful friend had sprinkled pepper in the middle of the street. It took Schroeder 30 minutes to get that peanut across. Long moments in which even he admitted the Yankees are not to be sneezed at.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. Remember friends, you can depend on Luckies for the best tasting cigarette you ever smoked. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0022139

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 11, 1951

CLOSING COMMERCIAL

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

ATX01 0022140

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, October 12, 1951

Network: Mutual

Broadcast 8:55-9:00 AM EST

(not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST

(WOf)

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
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 12, 1951

OPENING COMMERCIAL

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

LES HIGBIE

OCTOBER 12, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

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

HIGBIE:

Prospects for a prompt resumption of Korean truce talks grow dark again today as two allied liaison officers rush up to Panmunjom to investigate a new Communist charge that three allied planes strafed that area this morning killing a young boy and wounding another.

Meanwhile, die-hard remnants of Red forces ousted from control of Heartbreak Ridge are forcing UN troops into hand to hand combat. And another big air battle over northwest Korea -- 160 MIG 15's against 32 Sabre jets. One MIG shot down -- six others damaged -- all the Sabre jets return to base safely.

At the Pentagon -- the latest Army estimate of enemy casualties in Korea shows an increase of 21,767 since the last report. The new total up to October 29th is one million, 346-thousand, 723.

A bulletin from Washington: President Truman has just asked the Wage Stabilization Board to try and settle strikes at the Wright Aeronautical Corporation plant at Woodridge, New Jersey and the Douglas Aircraft Company at Long Beach, California. The two tie-ups have stopped production of jet engines and of transports used for evacuating Korean war wounded.

Defense Production Administrator Manly Fleischmann reveals in testimony before joint hearings of Senate and House banking and small business committees that there'll be an 11 $\frac{1}{2}$ % cutback in the use of metal for civilian goods beginning January 1st.

ATK01 0022143

HIGBIE

-2-

10/12/51

Senate internal security investigators hear Harold Stassen insist that the State Department's transcript of that 1949 conference confirms his charge that it was dominated by pro-Communists.

The State Department, as expected, has issued a sharply worded rejection of last night's note from Moscow outlining the Kremlin's so called price for approving revisions in the Italian peace treaty. Moscow's arguments are called false and specious.

The Soviet note does not in a single sentence, declares the State Department, recognize or acknowledge that the spirit of this treaty no longer accords with Italy's present status as an active and equal member of the Democratic and freedom loving family of nations.

Britain's headaches are multiplying. A spokesman for the Iraqi government in Baghdad confirms reports that his country wants to revise a 25 year old treaty permitting British use of two vital middle east air bases.

Informed London sources reveal today that the western powers will set up a joint Suez Canal zone defense system whether Egypt joins as an equal partner or not.

In New York it's revealed that the United States will support the British resolution in the Security Council Monday, but the Iranian deputy premier declares flatly that Iran will not negotiate the oil dispute under UN auspices.

A sports bulletin from New York: New York Yankee outfielder Joe DiMaggio talked with Yankee owner Dan Topping today about retiring from baseball -- but no final decision was reached.

Now, here's John Laing.

ATX01 0022144

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 12, 1951

MIDDLE COMMERCIAL

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

ATX01 0022145

HIGBIE

-3-

10/12/51

ANNOUNCER:

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

HIGBIE:

Red China, smarting under western shipping embargoes, has been doing some banning of exports herself recently, particularly of such valuable items as Ming Dynasty vases. But today there's a report from Hong Kong of a steady flow of so called children's toys into that city from Red China. Antique dealers scrape off an enamel coating and the toys are exposed as precious Ming Dynasty vases.

ANNOUNCER:

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

ATX01 0022146

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 12, 1951

CLOSING COMMERCIAL

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

ATX01 0022147

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, October 15, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(Not in New York)

REPEAT 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

AS REQUEST

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 15, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the news, presented by Lucky Strike. Friends, the next time you buy cigarettes, keep this in mind -- Luckies have been proved the best-made cigarette of the five principal brands. So ask for a carton of Lucky Strike. You'll agree -- Luckies taste better! And now, from the Mutual News Room in New York Les Higbie

LES HIGBIE

OCTOBER 15, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends, the next time you buy cigarettes, keep this in mind; Luckies have been proved, the best made cigarette of the five principle brands - so, ask for a carton of Lucky Strike. You'll agree, Luckies taste better!

And now from the Mutual newsroom in New York - Les Higbie.

HIGBIE:

Two doors were slammed in Britain's face today.

In Cairo, Egypt announced its official rejection of the U.S., British, French, and Turkish proposal for a Middle East defense alliance against Communism. Egypt's parliament gave its formal approval to abrogation of the Anglo-Egyptian treaties which permit British troops to guard the Suez Canal and the Sudan.

At UN Headquarters in New York, Iran's deputy premier says flatly there'll be no further negotiating with the British unless they wish to talk about the sale of oil or the amount of indemnity for the nationalized oil industry.

A step forward for western defense is reported from London. NATO, the North Atlantic Treaty Organization publishes a supplementary agreement. Once it's signed by all 14 nations, Greece and Turkey will be full-pledged members.

That hurricane off Cuba which threatened some extra fireworks at the Miami, Florida American Legion Convention, appears to be fizzling out. Chief storm forecaster, Grady Norton, in Miami, says the 80 mile an hour storm is breaking up into smaller squalls.

In Korea - five UN divisions stormed into Chinese-Communist lines South of Kumsong today. With tanks spearheading their advance, they seized ten strategic hills in a

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three mile push.

UN officers reveal too, that Russian-made Katushan rockets are being fired at allied positions in the central sector.

Some 500 UN troops and 70 Japanese crewmen have been rescued from that Navy transport which ran aground off Sasebo, Japan, in a churning typhoon.

Ten coal miners were killed in a mine gas explosion this morning near Morgantown, West Virginia. The blast occurred just a few moments before the miners would have ended their overnight shift underground.

Harold Stansen is back in Washington bearing down again in his campaign against confirmation of Dr. Philip Jessup as a UN delegate - declaring it's "unbelievable" that Jessup had no part in those 1949 conferences on cutting off American help to Chiang Kai-shek. Dr. Jessup sends a letter to the subcommittee stating flatly that he took no part in the 1949 White House discussions or in talks leading up to it, and that he was not concerned with China policies then.

The Supreme Court has agreed to hear appeals from 12 Communist leaders in California for a reduction in their fifty thousand dollar bond.

And the owner of the Washington Senators, Clark Griffith, tells House monopoly investigators that he sees little chance for the Pacific Coast League attaining the status of a third Major League any time soon.

William Boyle, Jr., is in Georgetown University Hospital in Washington for a check-up. The Democratic National Chairman, who cited ill health as his reason for resigning, will meet with other committee members to pick his successor in about three weeks.

Now, here's John Laing.

LAING:

Friends, here's exciting news as true as it is dramatic - it's new documented proof

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 15, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news as true as it is dramatic. It's new, documented proof of the comparative quality of the five principal brands of cigarettes. This study sweeps away the smoke screen of other cigarette claims--and proves Lucky Strike is by far the best-made of the five principal brands. The results of this series of impartial tests have been verified by Froehling and Robertson, independent laboratory consultants. They report - Quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And remember, LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that combines fine tobacco and superior workmanship -- Lucky Strike. Get a carton today. Back now to Les Higbie

ATX01 0022152

HIGBIE

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10/15/51

of the comparative quality of the five principle brands of cigarettes. This study sweeps away the smoke-screen of other cigarette claims - and proves Lucky Strike is by far, the best made of the five principle brands. The results of this series of impartial tests, have been verified by Throwing and Robertson Independent laboratory consultants. They report, quote - "It is our conclusion that Lucky Strike is the best made of these five major brands." Unquote. This is one big reason why Luckies taste better - and remember L S / M F T, Lucky Strike means fine tobacco. There's no substitute for fine tobacco; don't let anybody tell you different. So, smoke the cigarette that combines fine tobacco and superior workmanship - Lucky Strike. Get a carton today!

Back now to Les Higbie.

HIGBIE:

A bulletin from Washington - John Dunlap, the new Commissioner of Internal Revenue, announces the suspension of another high tax official. Dominic Vita, Chief of the Alcohol Tax Unit Inspection Division at Newark, New Jersey has been ordered suspended by the Treasury Department while a full investigation is made of what the Dunlap announcement calls "serious charges".

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike - the cigarette that's made better, the cigarette that tastes better. Next time ask for a carton of Lucky Strike!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022153

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 15, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie
and the News ... presented each week
day at this same time by Lucky Strike, the
cigarette that's made better ... the
cigarette that tastes better! Next time
ask for a carton of Lucky Strike!

ATX01 0022154

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, October 16, 1951

Network: Mutual

8:55-9:00 AM EST

Broadcast: (Not in New York)

REPEAT ~~10:55-11:00 AM EST~~

2:00-2:05 PM EST

(WOR)

AS BATTEN

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 16, 1951

OPENING COMMERCIAL

IAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike! ... Remember, Luckies!
 fine tobacco and superior workmanship make
 Luckies taste better! So, try a carton --
 today. And now, from the Mutual News Room in
 New York Les Higbie.

LES HIGBIE

OCTOBER 16, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Remember Luckies' fine tobacco and superior workmanship make Luckies taste better, so try a carton today. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Indian-Pakistan relations, smoldering near the breaking point for many months, may erupt in violence as a result of the assassination of Pakistan Prime Minister Liaquat Ali Khan. That's the speculation in several world capitals following the killing of Ali Khan by a Moslem fanatic, Saeed Akbar, member of a religious sect demanding a Holy War on India in the dispute over Kashmir.

More British troops will be sent to the Suez Canal Zone where fighting broke out this morning. The London Foreign Office announces that reinforcements will be sent to the crisis spot. Unofficial reports say 14 persons, including two Britons, were killed and 100 others injured when the Lancashire battalion went into action today.

In Washington, Senator Robert A. Taft has made it official. He is a candidate for President. At his special news conference the Ohio lawmaker confirmed the expected and forecast his own nomination and election. His declaration today puts him out in front. He's the first announced candidate in the GOP field.

Another top Democratic party official meantime announces his resignation. Sidney Salomon Jr., of St. Louis, a friend of the resigned chairman Bill Boyle, stepped down as Treasurer of the Democratic National Committee. He's quitting, says Salomon, because he thinks the new chairman should have a free reign to select his officers.

Japanese authorities sum up the worst typhoon in Japan in 20 years. Twenty-five hundred persons killed, injured or missing. Fifty-five million dollars in damage.

ATX01 0022157

HIGBIE

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In Tokyo, Far East Air Force Headquarters announces a B-29 crash, nine crewmen killed, five injured.

In that deadliest jet battle in history over northwest Korea, nine Communist planes were shot down, only one U.S. sabre jet was damaged.

General MacArthur has arrived in Miami to a big welcome. He'll speak tomorrow on U.S. military policy at the American Legion Convention.

Miami is soaked with rain, but no longer threatened with a Caribbean hurricane.

And a watered down hurricane is churning up the east coast as 60 search planes scour the Atlantic between the Azores and New England for a missing Air Force stratocruiser and its crew of eleven. A Canadian bomber has picked up an SOS that may have come from possible survivors.

Princess Elizabeth and the Duke of Edinburgh are running into winter as they fly into Winnipeg. Near blizzard weather is rolling across the Canadian prairies.

In Lausanne, Switzerland, Charles Davis of Pasadena, California was sentenced to eight months in jail by a Swiss court for searching out political information about U.S. diplomats in violation of Swiss laws.

In Washington the CIO Auto Workers may shortly reach a decision on calling off three strikes which the government says hamper defense production.

In the Internal Revenue hearings, Maxwell Shapiro of Boston says he paid ten thousand dollars to a New York insurance man expecting a cut in his tax liabilities.

Now, here's John Laing.

ATX01 0022158

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 16, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's news -- up-to-the-minute, exciting news about cigarettes. At long last it sweeps away the smoke screen of other cigarette claims. It proves through a long series of tests of quality that Lucky Strike tops the five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so smooth and mild smoking with no loose ends. But remember, better taste in a cigarette must start with fine tobacco. That's right -- there's no substitute for fine tobacco - don't let anybody tell you different, and LS/MFT - Lucky Strike means fine tobacco. So, smoke the cigarette that combines fine tobacco and superior workmanship -- Lucky Strike! Get a carton today! Now back to Les Higbie ...

ATX01 0022159

HIGBIE

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10/16/51

ANNOUNCER:

Friends, here's news, up to the minute, exciting news about cigarettes. At long last it sweeps away the smoke screen of other cigarette claims. It proves through a long series of tests of quality that Lucky Strike tops the five principle brands. Yes, Luckies are made better, always so round, so firm, so fully packed, so smooth and mild smoking with no loose ends. But remember, better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco - don't let anybody tell you different. And - L S M F T - Lucky Strike Means Fine Tobacco. So smoke the cigarette that combines fine tobacco and superior workmanship - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

If two deer hunters from Helena, Montana can hear this broadcast this is to warn them against bragging about their luck when they return from a seven day hunting trip in the rugged country 50 miles north of Helena. After they left their wives, Mrs. Morris Sanford and Mrs. Earl Charlton, drove across Helena Valley with two rifles - came back an hour and a half later. Each had bagged a four point buck!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Remember, friends, you can depend on Luckies' fine tobacco and superior workmanship for the best tasting cigarette you've ever smoked. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022160

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 16, 1951

CLOSING COMMERCIAL

LAING:

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

LBS HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, October 17, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST

(NOT in New York)

REPEAT 10:55-11:00 AM EST

2:00-2:05 PM EST

(WOR)

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
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 17, 1951

OPENING COMMERCIAL.

LAING: It's time for Les Higbie and the News...
 presented by Lucky Strike, the cigarette
 you can always depend on, in all ways
 for better quality ... for better taste.
 Try a carton of Luckies today! And now,
 from the Mutual News Room in New York ...
 Les Higbie...

ATX01 0022163

LES HIGBIE

OCTOBER 17, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike - the cigarettes you can always depend on in all ways for better quality, for better taste. Try a carton of Luckies today!

And now, from the Mutual newroom in New York - Les Higbie.

HIGBIE:

New hope is stirred that survivors of that missing Air Force stratocruiser may be found. Searchplane pilots report the sighting today of yellow dye marker on the Atlantic 490 miles east of Cape Cod. That's the same area where blinking lights were spotted during the night.

Two Yugoslav pilots are asking political asylum in Switzerland after flying their airliner with 20 persons on board to Zurich, instead of Belgrade, the Yugoslav capital. The pilots who had their wives and children with them, said they do not wish to live under the Tito regime.

Great Britain is preparing for further trouble in Egypt. Three thousand paratroopers have arrived in the Suez Canal zone from Cyprus. The Royal Navy's fastest mine-layer is speeding from Malta to Egyptian waters. Other warships are alerted.

In Washington, Secretary of State Acheson has issued a new call to Egypt to reconsider the four power proposal for a Middle East defensive pact.

From Tehran, capital of Iran, meantime, comes word that five Iranian planes, loaded with bombs, are ready to carry out suicide attacks on British warships in the Persian Gulf if any attempt is made to reoccupy the big Abadan oil refinery.

Premier Mossadegh will make his last speech to the UN Security Council in New York this afternoon, then go on to Washington for a conference with President Truman.

ATX01 0022164

HIGBIE

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In Washington, former Vice-President Henry Wallace has had his turn before a packed hearing room of the Senate Internal Security Committee. Charges by former Communist Editor Louis Budenz that his 1944 China report followed the Communist line, says Wallace, are slander and nonsense.

And Dr. Philip Jessup had another turn before the Senate Foreign Relations subcommittee considering his nomination as a UN delegate. Harold Stassen, his chief critic, declared Jessup has been jumping like a grasshopper from one misstatement to another - misstatements which, says Jessup, are contradicted by official documents.

Senate and House tax writers have agreed to meet at 3 o'clock this afternoon, trying once again to hammer out a new tax bill. There are rumors that President Truman might call a special session of Congress if it adjourns without approving higher taxes.

At the Miami American Legion Convention, General Douglas MacArthur has renewed his campaign against the Truman Administration, and on the prospects for a Korean cease-fire, he says this - "We negotiate and negotiate and negotiate, never seeming to learn that you cannot profitably negotiate with Communists."

At Panmunjom, Korea - another meeting of liaison officers is scheduled tonight.

The latest UN advances are described at the Pentagon as greatly strengthening the UN position by securing our hold on road networks and by knocking the enemy off balance in his build-up areas.

Also from the Pentagon comes a new weekly summary of American casualties. It shows an increase of 1,553 over last week's figures.

Now, here's John Laing.

ATX01 0022165

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 17, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting and dramatic news for every cigarette smoker. The results of a long series of tests of quality have just been revealed and they prove -- Lucky Strike is the best-made of the five principal brands. This authentic, documented evidence sweeps away the smoke screen of other cigarette claims. What's more, the results of these tests have been fully verified by Froehling and Robertson, Laboratory Consultants of Richmond, Virginia. And remember this, too: In a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different, and - LS/MFT - Lucky Strike means fine tobacco. So next time ask for a carton of Lucky Strike - the cigarette that's made better -- that always tastes better. Get a carton of Luckies today. Back now to Les Higbie...

HIGBIE

-3-

10/17/51

LAING:

Friends, here's exciting and dramatic news for every cigarette smoker. The results of a long series of tests of quality have just been revealed - and they prove, Lucky Strike is the best made of the five principle brands. This authentic, documented evidence, sweeps away the smoke-screen of other cigarette claims. What's more, the results of these tests have been fully verified by Throwing and Robertson, laboratory consultants of Richmond, Virginia. And remember this, too - in a cigarette, there's no substitute for fine tobacco - don't let anybody tell you different. And L S / M F T, Lucky Strike means fine tobacco. So next time ask for a carton of Lucky Strike - the cigarette that's made better, that always tastes better. Get a carton of Luckies today!

Back now to Les Higbie.

HIGBIE:

Radio Moscow is at it again today - wheeling out another new first for Russian inventive genius. Now, it's the bicycle that first saw the light of day on Russian soil. It all happened, Radio Moscow tells us, in 1801 when a man arrived in Moscow from the distant Ural Mountains on an unknown vehicle. Ever since they've been going around in circles on cycles.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, for smoother, milder smoking enjoyment, switch to Lucky Strike, the cigarette that's made better, that tastes better. Try a carton today!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

BTXG1 0022167

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 17, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same time
 by Lucky Strike. Friends, for smoother, milder
 smoking enjoyment, switch to Lucky Strike ...
 the cigarette that's made better ... that tastes
 better! Try a carton today!

ATX01 0022168

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE ~~Thursday, October 18, 1951~~

Network: Mutual

Broadcast: ~~8:55-9:00 AM EST~~
(Not in New York)
REPEAT 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 18, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's made better...
 the cigarette that always tastes better! Try
 a carton today. And now, from the Mutual News
 Room in New York ... Les Higbie.

ATX01 002170

LES HIGBIE

OCTOBER 18, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's made better, the cigarette that always tastes better. Try a carton today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Late word from Washington: The Senate Foreign Relations Sub-committee has just rejected Dr. Phillip Jessup as a UN delegate by a vote of 3 to 2. Nine other nominees including Dr. Channing Tobias, Mrs. Eleanor Roosevelt and Warren Austin are approved.

Senate and House conferees have just agreed also on a new five billion, six hundred ninety one million dollar tax increase bill. It's a revision of the measure turned down by the House two days ago and gives a slightly better break to taxpayers in the low income brackets.

Also in Washington - President Truman has signed the record-breaking 57 billion dollar defense money bill. At his weekly news conference Mr. Truman commented on several subjects. Final word on his own political plans next year, he said must wait till January after his three messages go to the new session of Congress. He's standing by previous declarations that agreements with Soviet Russia are not worth the paper they're written on. As for General MacArthur's charge that the administration planned some months ago to allow Formosa to go to the Reds, Mr. Truman says that statement was not based on fact and that the General knows it.

At today's session of the American Legion Convention in Miami, a resolution is approved demanding the ouster of the entire leadership of the U. S. State Department.

ATX01 0022171

Back in Washington - Another group of Senate-House conferees has agreed to increase postal rates by some 117 million dollars a year. One feature of the compromise measure: first class letters remain at three cents.

House investigators studying alleged corruption in the Internal Revenue Bureau, heard testimony today from James Donovan, a Lawrence, Massachusetts attorney, that former Boston tax collector Denis Delaney received three thousand dollars for what he called social introductions, in Washington.

In other hearings, newspaper columnist Joseph Alsop tells Senate Internal Security investigators that Louis Budenz' analysis of the 1944 Henry Wallace mission to China is a "gross distortion and deception."

And Thomas Halligan, President of the Central Class A Baseball League, tells the House monopoly sub-committee that he thinks baseball's farm system should be thrown out the window.

There's been more violence in Egypt. London announces that a British convoy of three ton trucks in the Suez Canal zone has been attacked by an unidentified group near Ismailia.

In Korea, UN troops are almost at the gates of Kumsong - as liaison officers from both sides meet again tonight, optimistic about the chances for renewing the armistice talks.

Forecasts of large-scale shake-ups in the Chinese Nationalist Government come from Formosa. This in the wake of the resignation of the nationalist premier.

Sixteen above zero weather and a 14 mile an hour wind and snow flurries greeted Princess Elizabeth and the Duke of Edinburgh today in Calgary, Alberta, as they continue their Canadian tour. Highlights of the day in Calgary: a wild west welcome including a miniature stampede.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 18, 1951

MIDDLE COMMERCIAL

LAING:

Friends, here's dramatic and exciting news that sweeps away the smoke screen of other cigarette claims. Just revealed is conclusive, documented evidence that Lucky Strike is the best-made of the five principal brands. Hundreds of impartial tests were made, and the results proving Luckies' superiority were verified by Froehling and Robertson, Laboratory Consultants. They report, quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands." unquote. Yes, Luckies are always so round, so firm, so fully packed - one big reason why Luckies taste better. And remember, -- IS/MFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different. So, switch to the cigarette that's made better ... that tastes better ... Lucky Strike. Back now to Les Higbie...

ATX01 0022173

HIGBIE

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10/18/51

Now here's John Laing.

ANNOUNCER:

Friends, here's dramatic and exciting news that sweeps away the smoke screen of other cigarette claims. Just revealed is conclusive, documented evidence that Lucky Strike is the best made of the five principle brands. Hundreds of impartial tests were made. And the results- proving Luckies' superiority were verified by Froehling and Robertson, Laboratory Consultants. They report, quote, "It is our conclusion that Lucky Strike is the best made of these five major brands." Unquote. Yes, Luckies are always so round, so firm, so fully packed - one big reason why Luckies taste better. And remember, LSMTT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different. So, switch to the cigarette that's made better - that tastes better - Lucky Strike. Back now to Les Higbie.

HIGBIE:

The Chicago Transit Authority is a landlord and doesn't like the idea. Nathaniel McHorton set up housekeeping under one of the Authority's elevated stations. It's a snug home, inside an engine room, it's now furnished with a mattress, alarm clock, radio, chair and four barrels. McHorton has been living there for three weeks. In court today he'll claim - squatters' rights.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike, the cigarette you can always depend on for better quality and better taste. Try a carton of Luckies today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022174

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 18, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this same
time by Lucky Strike ... the cigarette you can
always depend on for better quality and better
taste! Try a carton of Luckies today.

ATX01 0022175

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, October 19, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST

(Not in New York)

REPEAT 10:55-11:00 AM EST

2:00-2:05 PM EST

(WOR)

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
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 19, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
presented by Lucky Strike. Remember, there are
two good reasons why Luckies taste better -- fine
tobacco and superior workmanship. So try a carton
soon. And now, from the Mutual News Room in
New York ... Les Higbie.

ATX01 0022177

LES HIGBIE

OCTOBER 19, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER: :

It's time for Les Higbie and the news presented by Lucky Strike. Remember there are two good reason why Luckies taste better: fine tobacco and superior workmanship. So try a carton soon. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

An Air Force C-47 crashed in the Everglades, 18 miles northwest of Miami, Florida today. But all five crew members escaped safely, they're being evacuated to Miami by helicopter.

In Washington - Congress races toward adjournment - possibly tonight - more probably tomorrow.

In the House, Administration leaders laid aside the big 5 billion, 691 million dollar tax bill temporarily until later this afternoon. A tactical maneuver to pick up more votes. The House did pass and send on to the Senate legislation granting pay raises to many postal and civil service workers.

Also in the nation's capital, President Truman hints that General George C. Marshall may be called back to government service from retirement again.

Three more Internal Revenue Bureau employecs - this time in New York City - are suspended by the new Commissioner, John B. Dunlap.

The nation's railroads are asking higher freight rates from the Interstate Commerce Commission - about 7.2 percent higher than existing rates.

The U.S. Defense program is costing "billions of dollars" more than it would have, charges the Joint Congressional Watchdog Committee, because of Administration delay in slapping on price and wage controls.

ATX01 0022178

10/19/51

Today's announced atomic test at Frenchman's Flat, Nevada was called off. The official announcement of the Atomic Energy commission puts the blame on a mechanical fault in a key electrical test circuit.

East - West protests are being exchanged today. Moscow accuses France of violating the 1944 Russo-Franco pact.

U.S. officials demand Communists evacuate Berlin sector they seized yesterday.

Britain's troubles in Asia and the middle east continue. The UN Security Council at Flushing Meadow put the British complaint against Iran back on the shelf after Yugoslavia's support was withdrawn.

Egypt's government at Cairo charges Britain with aggression in the Suez Canal zone. Electric cables from Ismailia in the zone to British installations further north have been cut. And two more British warships are racing to Egyptian waters.

Five thousand demonstrators are roaming the streets of Damascus, demanding that Syria also get into the anti-British act.

The latest Gallup Poll in Britain shows Labor gaining on Winston Churchill's conservative party.

In Korea - UN forces are now just two miles from flaming Kumsong, as prospects for an early resumption of truce talks brighten again. And as the Army estimates enemy casualties through October 10th - at one million, three hundred seventy three thousand.

Princess Elizabeth and the Duke of Edinburgh are scanning the grandeur of the Canadian Rockies through a snow storm today with brief stops scheduled at such interesting - sounding places as Revelstoke, Sicamous, Salmon Arm, and Kamloops.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 19, 1951

MIDDLE COMMERCIAL

LAING:

Friends, here's the most dramatic evidence of cigarette quality ever presented. It's so authentic, so completely convincing that it sweeps away the smoke screen of other cigarette claims. It proves that Lucky Strike is the best-made of the five principal brands. Day after day, month after month, tests were made and Lucky Strike won on every count. The results of these tests were verified by Froehling and Robertson, Laboratory Consultants of Richmond, Virginia, and they report: quote, "It is our conclusion that Lucky Strike is the best made of these five major brands." unquote. This is one big reason why Luckies taste better. Another reason is fine tobacco, for in a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. So smoke the cigarette that's made better ... that tastes better -- Lucky Strike. Ask for a carton today. Back now to Les Higbie...

ATX01 0022180

HIGBIE

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10/19/51

Now here's John Laing.

ANNOUNCER:

Friends here's the most dramatic evidence of cigarette quality ever presented. It's so authentic, so completely convincing that it sweeps away the smoke screen of other cigarette claims. It proves that Lucky Strike is the best-made of the five principle brands. Day after day, month after month, tests were made and Lucky Strike won on every count. The results of these tests were verified by Froehling and Robertson, Laboratory Consultants of Richmond, Virginia. And they report, quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands." Unquote. This is one big reason why Luckies taste better. Another reason is fine tobacco, for in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. So smoke the cigarette that's made better - that tastes better - Lucky Strike. Ask for a carton today. Back now to Les Higbie.

HIGBIE:

It took time, but Mrs. Vicky Joseph of Rosemead, California finally convinced her 3 year old daughter she wasn't kidding. Mrs. Joseph climbed up on the roof to fix her television antenna, found she couldn't get down again. For three hours thereafter she coaxed and pleaded with daughter Lydia that "Mommy isn't playing." Lydia finally went for help.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends this coming weekend be sure to have plenty of smoking enjoyment on hand for you and your friends. Yes, pick up a carton or two of Lucky Strike, the cigarette that's made better, that tastes better. And now until Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022181

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 19, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News...
presented each week day at this same time by
Lucky Strike. Friends, this coming week-end be
sure to have plenty of smoking enjoyment on
hand -- for you and your friends. Yes, pick up
a carton or two of Lucky Strike ... the cigarette
that's made better ... that tastes better. And
now, until Les Higbie returns next Monday, this
is John Laing wishing you a pleasant week-end.

ATX01 0022182

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Monday, October 22, 1951

Mutual

Network:

Broadcast 8:55-9:00 AM EST

(Not in New York)

REPEAT 10:55-11:00 AM EST

2:00-2:05 PM EST

(WOR)

DATE _____

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

1-

RA-945A

ATX01 0022183

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 22, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented by
Lucky Strike. Friends -- Luckies have been proved
the best-made cigarette of the five principal
brands. So enjoy the better taste of fine, mild
tobacco in the cigarette that's made better --
Lucky Strike! And now, from the Mutual News Room
in New York ... Les Higbie....

ATX01 0022184

LES HIGBIE

OCTOBER 22, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best-made cigarette of the five principle brands. So enjoy the better taste of fine, mild tobacco in the cigarette that's made better - Lucky Strike. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

UN forces have gained complete military control of Kumsong on the central Korean front and allied tank units are patrolling through that key railhead supply and communications center. The Army spokesman at the Pentagon describes the fall of Kumsong as an important victory for UN forces.

No official word yet as to when the full dress armistice talks resume. It'll probably be early this evening according to word from Tokyo.

A new warning about Communist air strength in Manchuria is issued by the Air Force. The air buildup is now well over 12 hundred planes of which six hundred are jets. And that represents, say air spokesmen, an increase of 200 planes in the past four or five months.

That warning points up another ominous report from Washington - this one unofficial. Observers say we're losing our combat airplanes more rapidly than we can replace them.

British jet fighters take the headlines in Egypt. They're now patrolling 24 hours a day over the Suez Canal zone and the Royal Navy is now in complete control of all Suez shipping.

The Royal Air Force is preparing a massive airlift of three thousand more soldiers from England to Egypt.

ATX01 0022185

10/22/51

There's new trouble for the British meantime, in Malaya. Communist bandits have killed ten British soldiers, wounded twelve more in an ambush not far from Kuala Lumpur.

That explosion at Frenchman's Flat, Nevada, this morning was hardly audible 30 miles away, lending support to the current speculation that BABY A-bombs and perhaps atomic artillery is involved.

The Atomic Energy Commission announcement confirms only that there was a nuclear detonation this morning, but fills in no details.

More details on the Formosa earthquake: 33 separate shocks in sixteen hours of temblers have touched off heavy landslides - burst open dams - killed at least 118 persons.

It's a brisk news day in Washington despite the adjournment of Congress.

On Capitol Hill, Internal Revenue agent John J. Callahan, tells a House Ways and Means Sub-Committee that the former Boston Tax Collector, Denis Delaney, received tremendous discounts on new cars from dealers who were having tax difficulties.

The nation's highest court reverses itself on a decision of last summer - now agrees to review those contempt sentences handed out to six attorneys for the 11 convicted Communist leaders.

In the growing controversy over General Mark Clark's appointment, as Ambassador to the Vatican the White House has asked Attorney General J. Howard McGrath for a legal ruling on whether Clark can be sent to Rome on a recess appointment.

A sharp drop in prices has occurred on the New York Stock Market - some prices off more than \$5.00 a share - the entire market moving downward.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 22, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news -- new, documented proof of the comparative quality of the five principal brands of cigarettes. It sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of the five principal brands. The results of a series of impartial tests have been verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia.' They report --
Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And above all, remember this: LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today. Back now to Les Higbie...

ATX01 0022187

HIGBIE

-3-

10/22/51

And the spreading New York Waterfront Strike broke out in fighting with fists and cobblestones today in Brooklyn.

In Boston, AF of L longshoremen have joined the stoppage in sympathy with the wildcat walkout in New York.

Now here's John Laing.

ANNOUNCER:

Friends here's exciting news - new documented proof of the comparative quality of the five principle brands of cigarettes. It sweeps away the smoke screen of other cigarette claims. Proves Lucky Strike is by far the best-made of the five principle brands. The results of a series of impartial tests have been verified by Froehling and Robertsons, leading Laboratory Consultants of Richmond, Virginia. They report, quote, " It is our conclusion that Lucky Strike is the best-made of these five major brands." Unquote. This is one big reason why Luckies taste better, and above all remember this: L S M F T. Lucky Strike means fine tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Back now to Les Higbie.

HIGBIE:

The old tongue-twister, Sally Sells Sea Shells Down by the Sea Shore, holds no terror for the clerk of court in Manchester, Connecticut. In court today, he called out these two names of men charged with breaching the peace: George Junior, Sr. and George Junior, Jr.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week-day at this same time by Lucky Strike, the cigarette that's made better, the cigarette that tastes better. Next time ask for a carton of Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

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ATX01 0022188

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 22, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ...
presented each week day at this same time by
Lucky Strike, the cigarette that's made better...
the cigarette that tastes better! Next time ask
for a carton of Lucky Strike!

ATX01 0022189

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES
MUTUAL
Broadcast: 8:55-9:00 AM EST
(Not in New York)
R.F.P. SAT ~~10:55-11:00 AM EST~~
2:00-2:05 PM EST
(WOR)

Tuesday, October 23, 1951
Network:
DATE _____

AS BROADCAST

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 23, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ... presented
by Lucky Strike! ... Remember, for a milder,
smoother smoke GO LUCKY -- they're made better --
they taste better! And now, from the Mutual News
Room in New York ... Les Higbie.

ATX01 0022191

LES HIGBIE

OCTOBER 23, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Remember for a milder, smoother smoke - go Lucky. They're made better, they taste better. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE

Britain's new Ambassador to Moscow, Sir Alvary Gaskoyn, reportedly has appealed to the Kremlin for an early end to the Korean fighting.

Radio Peiping meantime has broadcast a speech by the Chinese Red Premier, Mao Tze Tung, in which he indicates that he'll agree to a Korean cease fire only if the truce line is drawn at the 38th parallel.

The Communist high command has not yet sent word that the new ground rules have been signed. Thus, the time for resumption of the full dress truce negotiations is still up in the air.

Officials of the Port of Waleen on the Formosan East Coast report half of that city's four thousand houses destroyed in the violent series of earthquakes that have rocked the island in the past 48 hours.

Allied threats of counter-moves forced the Soviets to back down today in Berlin pulling their East zone Communist police out of that sector they seized in the American zone five days ago.

Egyptian police had to resort to fists, tear gas bombs and bullets today, to break up an anti-British parade in Cairo, where ten thousand youthful demonstrators shouted their support of Egypt in a current dispute over the Suez Canal zone and the Sudan.

ATX01 0022192

There are dark hints, meantime, of an Egyptian underground movement in the making, to force the British out.

In London with the general election only two days away - Conservative leader, Winston Churchill declares today that re-election of the Attlee Labor Government would mean a worsening of relations with both Russia and the United States.

Congressional investigations are keeping the top spot in Washington. Members of the House Monopoly Sub-committee heard Pittsburgh Pirate general manager Branch Rickey defend baseball's farm system - as the savior of baseball. Without it he declared, it is problematical whether we would have minor league baseball at all.

The new Internal Revenue Commissioner John B. Dunlap is slated to take the stand in a House Ways and Means hearing room to reply to accusations that big tax cases were pigeon-holed against a Kansas City coin machine operator and a West Virginia race track proprietor.

In the offing - a new inquiry by Senate Investigators into the reported help Vice President Barkley's secretary and a Senate Committee counsel gave two companies in getting RFC loans.

Eighteen persons are dead in Atlanta, Georgia after drinking highballs made with paint remover. Two others are reported in critical condition.

Work on two important construction projects at the Oak Ridge, Tennessee atomic plant was halted today when AF of L workers walked off their jobs.

The New York waterfront tie-up has forced major railroads to extend their freight embargo from New York to Boston. But one longshoremen's local controlling piers of major passenger liner companies has voted to go back to work tomorrow.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 23, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's exciting news about cigarettes that sweeps away the smoke screen of other cigarette claims. A long series of tests of quality proves that Lucky Strike is the best-made of the five principal brands. Yes, Luckies are made better -- always so round, so firm, so fully packed -- so smooth and mild smoking with no loose ends. And remember, better taste in a cigarette must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy the better taste of fine, mild tobacco in the cigarette that's made better -- Lucky Strike! Get a carton today! Now, back to Les Higbie...

HIGBIE

-3-

10/23/51

From Tokyo - an optical company sends word that a new camera lens has been perfected which the Japanese claim will revolutionize movie, television and still photography. Pictures can be taken, they claim, under the light of a full moon at one-fifth of a second.

And that Canadian cold wave - moving into the Dakotas and Minnesota - sent the mercury early today down to 15 degrees below freezing at Watertown, South Dakota.

Now here's John Laing.

LAING:

Friends here's exciting news about cigarettes that sweeps away the smoke screen of other cigarette claims. A long series of tests of quality proves that Lucky Strike is the best-made of the five principle brands. Yes, Luckies are made better, always so round, so firm, so fully packed, so smooth and mild smoking with no loose ends. And remember better taste in a cigarette must start with fine tobacco. That's right. There's no substitute for fine tobacco, don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. So enjoy the better taste of fine, mild tobacco in the cigarette that's made better. Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

West Germans have gone American Beauty contest promoters one better. Today, at Merkendorf, they named their Miss Sauerkraut of 1951. To celebrate their selection they held a big festival, complete with free sauerkraut and spareribs for everyone and the band played the Bavarian Cabbage Hymn. Miss Sauerkraut's regal crown? That was easily prepared from a ring of cabbage leaves.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Remember Luckies taste better because they give you

ATK01 0022195

HIGBIE

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10/23/51

fine, mild tobacco in the cigarette that's made better. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022196

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES. HIGBIE AND THE NEWS
TUESDAY, OCTOBER 23, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News..!
presented each week day at this same time by Lucky
Strike. Remember, Luckies taste better because they
give you fine, mild tobacco in the cigarette that's
made better! Try a carton today!

ATX01 0022197

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES
Mutual
Broadcast 8:55-9:00 AM EST
Not in New York
Wednesday, October 24, 1951 Network: REPEAT 10:55-11:00 AM EST
DATE _____ 2:00-2:05 PM EST
(WOR)

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

14

RA-945A

ATX01 0022198

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 24, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike, the cigarette you
 can always depend on, in all ways for better
 quality ... for better taste. Try a carton
 of Luckies today! And now, from the Mutual
 News Room in New York ... Les Higbie...

ATX01 0022199

LES HIGBIE

OCTOBER 24, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Striko, the cigarette you can always depend on in all ways for better quality, for better taste. Try a carton of Luckies today. And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

The latest series of big air battles in Korea may be IT, says an Air Force spokesman at the Pentagon. This may be the beginning, he says, of an all out Communist attempt to gain control of the skies over Korea.

The daring enemy challenge this morning found MIG-15 jets flying down to within sixty miles of the battlefield. One and possibly two MIGS were destroyed.

Also at the Pentagon - a new summary of American casualties - shows an increase of 2,062 over last week's figures. The new overall total: 92,997.

Encouraging signs are reported in Washington in the Anglo-Iranian oil dispute, as Premier Mossadegh confers with Secretary of State Acheson. There are indications, say Iranian officials, that negotiations may soon be resumed with Britain.

British troops are assembling at Colchester, England for Britain's biggest airlift to the tense Suez Canal zone in Egypt.

President Truman proclaims today - as the UN begins its 7th year - a formal end to the state of war with Germany. Noting that attempts to write a peace treaty for that divided nation have been "frustrated" up to now by Russia.

ATX01 0022200

Two more internal revenue officials in the New York area were ordered suspended today. The Brooklyn tax collector, Joseph P. Marcella, who was fired last night, failed to show up at a House sub-committee hearing today in Washington. The committee has issued a subpoena for him.

House baseball investigators hear former New York Yankee owner Larry MacPhail call for six major leagues. And he thinks raising the Pacific coast league to major status would be an improvement.

RFC Administrator W. Stuart Symington says Senate investigators can have full access to RFC records pertaining to those loans in which Vice President Barkley's secretary reportedly was interested.

Another Pennsylvania embezzlement case is announced by FBI chief J. Edgar Hoover. He reveals the arrest in Pittsburgh of three Department Store Credit Union officers - they're accused of embezzling more than three hundred thousand dollars.

A spokesman for the Brotherhood of Locomotive Firemen and Enginemen in Washington threatens a nationwide railroad strike. Alert notices have gone out to Brotherhood members to be prepared for such an eventuality.

Despite boos and jeers from wildcat strikers some longshoremen are handling military cargoes on the paralyzed New York waterfront today.

Britain's polls will open in less than 24 hours for the general election, and Winston Churchill's conservatives are now a 6 to 1 favorite to return to power.

California state highway patrolmen report U.S. Highway #40 is closed in the Sierra Nevada mountains because of an unusually heavy snowfall.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIBBIE AND THE NEWS
WEDNESDAY, OCTOBER 24, 1951

MIDDLE COMMERCIAL

LAING:

Friends, here's exciting news that once and for all sweeps away the smoke screen of other cigarette claims. Just revealed are the results of a series of tests of quality that prove -- Lucky Strike is the best-made of the five principal brands. What's more, the results of these tests have been fully verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. They report, Quote: "It is our conclusion that Lucky Strike is the best made of these five major brands," unquote. But remember, in a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different, and -- LS/MFT -- Lucky Strike means fine tobacco! -- mild, smooth-smoking tobacco. So next time ask for a carton of Lucky Strike -- the cigarette that's made better -- that always tastes better. Get a carton of Luckies today. Back now to Les Hibbie....

ATX01 0022202

HIGBIE

-3-

10/24/51

And that non-atomic explosion at Frenchman's Flat, Nevada, apparently was touched off this morning, although no flash was seen and no rumble heard.

Now here's John Laing.

ANNOUNCER:

Friends, here is exciting news that once and for all sweeps away the smoke screen of other cigarette claims. Just revealed are the results of a series of tests of quality that prove Lucky Strike is the best-made of the five principle brands. What's more the results of these tests have been fully verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. They report, quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands." Unquote. But remember in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. And LSMFT - Lucky Strike means fine tobacco, mild, smooth smoking tobacco. So next time ask for a carton of Lucky Strike, the cigarette that's made better, that always tastes better. Get a carton of Luckies today. Back now to Les Higbie.

HIGBIE:

Citizens of Mountain Brook, Alabama must find a new play thing for birthday parties. The city fathers have just outlawed use of the city fire truck for such purposes. Another weighty problem faces the city fathers of Boston. Four blocks of granite each weighing four hundred pounds have been stolen, and no one saw them go.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends for smoother, milder smoking enjoyment, switch to Lucky Strike, the cigarette that's made better, that tastes better. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022203

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 24, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
News ... presented each week day at this
same time by Lucky Strike. Friends, for
smoother, milder smoking enjoyment, switch
to lucky Strike.... the cigarette that's
made better ... that tastes better! Try
a carton today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Thursday, October 25, 1951

Mutual

Network:

Broadcast: 8:55-9:00 AM EST

(Not in New York)

REPEAT 10:55-11:00 AM EST

2:00-2:05 PM EST

(WOR)

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
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 25, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News ...
 presented by Lucky Strike ... the cigarette
 that's made better ... the cigarette that
 always tastes better! Try a carton today.
 And now, from the Mutual News Room in
 New York ... Les Higbie

ATX01 0022206

LES HIGBIE

OCTOBER 25, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike, the cigarette that's made better, the cigarette that always tastes better - try a carton today!

And now from the Mutual Newsroom in New York - Les Higbie.

HIGBIE:

First returns from the British general election are expected about five o'clock this afternoon, Eastern Standard Time, one hour after the polls close. And Mutual's Norman Mickey reports from London that half of the parliamentary seats should be accounted for by ten o'clock tonight. It appears to be a record turnout of voters today, as most polls and predictors see Winston Churchill's Conservatives returning to power.

The cost of living's up again in this country, to another all-time high. In Washington, the Bureau of Labor Statistics reports a rise of six tenths of one percent for the period August 15th to September 15th - and that's a record high water mark.

For some 100 thousand workers, whose wages are pegged to the index, the new rise will mean a slight boost in pay.

In Atlanta, Georgia, police say a 360 pound man named John Hardy has admitted that he distributed that poison whisky which killed 31 persons and sent 200 others to Atlanta hospitals this week - some of them blinded for life.

The ousted Brooklyn tax collector, Joseph P. Marcelle, made his delayed appearance before the House subcommittee probing tax scandals in Washington today - he declared that he's completely in the dark as to why he was asked to resign.

3. The former Commerce Department official, William Remington, whose perjury conviction

ATX01 0022207

HIGBIE

-2-

10/25/51

was reversed by a US court of appeals in August and a new trial ordered, was indicted again today by a federal grand jury in New York. He's accused of five counts of perjury during the original trial in February.

Some mild fisticuffs broke out on the strike-crippled New York waterfront but no serious injuries are reported. And a spokesman for the customs service says, military shipping is back to normal.

Milk supplies are cut off for New York area residents today - but negotiators say it looks as if there'll be a settlement before the day is over.

UN officers in Korea await the Communist answer to the proposed cease-fire buffer zone offered to the Red truce negotiators at Panmunjom last night. The Red reply is expected at the second meeting of the reopened talks tonight.

Also in the Far East - US Army Chief of Staff, General J. Lawton Collins, inspected Philippine constabulary troops in central Luzon today - troops that are now leading the drive against Hukbalahap rebels - he leaves for Formosa tomorrow.

Iranian Premier Mohammed Mossadegh leaves his Washington hospital room long enough today to travel down to Middleburg, Virginia and the country home of Assistant Secretary of State, George McGhee - for further talks on the possibility of renewed Anglo-Iranian oil discussions.

Secretary of State Acheson held a last minute conference with McGhee, presumably on this subject, before he left Washington for New York - on the first leg of his trip to Paris for the UN general assembly meeting. He's due to sail on the liner America at 4 o'clock this afternoon, New York time.

Now, here's John Laing.

LAING:

Friends, here are facts that sweep away the smoke-screen of other cigarette claims

ATXO1 0022208

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 25, 1951

MIDDLE COMMERCIAL

LAING:

Friends, here are facts that sweep away the smoke screen of other cigarette claims. Just revealed is dramatic new proof that Lucky Strike is the best-made of the five principal brands. A series of tests of quality was made, and the results proving Luckies' superiority were verified by Froehling and Robertson, leading laboratory consultants of Richmond Virginia. Yes, Luckies are made better -- so round, so firm, so fully packed -- a big reason why Luckies taste better. And, remember, LS/MFT -- Lucky Strike means fine tobacco, and to get better taste in a cigarette there's no substitute for fine tobacco -- don't let anybody tell you different. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better .. that tastes better -- Lucky Strike. Back now to Les Higbie...

ATX01 0022209

HIGBIE

-3-

10/25/51

just revealed an dramatic new proof that Lucky Strike is the best made of the five principle brands. A series of tests of quality was made and the results, proving Luckies' superiority were verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. Yes, Luckies are made better - so round, so firm, so fully packed - a big reason why Luckies taste better - and remember L S / M F T, Lucky Strike means fine tobacco. And to get better taste in a cigarette, there's no substitute for fine tobacco - don't let anybody tell you different. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better, that tastes better - Lucky Strike!

Back now to Les Higbie.

HIGBIE:

The city of Concord, New Hampshire has a real financial interest in the wastebaskets at City Hall. For the next several hours, those baskets will be used to hold a week's take from Concord parking meters. They're loaded to their rims with 60 thousand pennies and 8 thousand nickels. No mistakes permitted on the city's paper work - until those coins are counted!

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike, the cigarette of fine tobacco that's made better, that tastes better. Try a carton of Luckies today!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022210

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, OCTOBER 25, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 same time by Lucky Strike ... the cigarette
 of fine tobacco that's made better -- that
 tastes better! Try a carton of Luckies
 today!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Friday, October 26, 1951

Network: Mutual

8:55-9:00 AM EST

Broadcast: (Not in New York)

REPEAT ~~10:55-11:00 AM EST~~

2:00-2:05 PM EST

(WOR)

DATE _____

AS 20110000

- 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
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 26, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News,
 presented by Lucky Strike. Friends, Luckies
 have been proved the best-made cigarette
 of the five principal brands. So enjoy
 the better taste of fine, mild tobacco in
 the cigarette that's made better -- Lucky
 Strike. And now, from the Mutual News Room
 in New York ... Les Higbie...

LES HIGBIE

OCTOBER 26, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends Luckies have been proved the best-made cigarette of the five principle brands. So enjoy the better taste of fine, mild tobacco in the cigarette that's made better - Lucky Strike. And now Les Higbie.

HIGBIE:

Winston Churchill moving back to the familiar surroundings of Number ten Downing Street in London as a result of the Conservative victory in the British general election, may go to Washington soon for a review of the world situation with President Truman.

The White House is reported preparing an invitation to the new British Prime Minister for such a trip.

Latest tabulations with eight of six hundred twenty five parliamentary contests still unreported - Conservatives 317 - Labor 293 - Liberals and others 7. It appears that Mr. Churchill will have a small working majority slightly better than Labor's old majority.

Shares in the Suez Canal Company jumped five points on the London Stock Exchange when it became certain that the Conservatives had won.

In Cairo, Egypt's foreign minister called anew for complete evacuation of British troops from the Canal zone and the Sudan before any mediation offers are considered.

New Pentagon estimates of enemy casualties in Korea, are announced in Washington, revealing more than 41,000 Communist soldiers, killed, wounded or captured in the ten day period- October 10th through 20th. That runs the overall total of enemy losses since the war began to one million, four hundred fourteen thousand.

ATX01 0022214

HIGBIE

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10/26/51

Today's sixth straight day of big air battling up in MIG Alley, resulted in two more enemy MIG-15 jet fighters shot down.

In Washington, U.S. Ambassador to Moscow Alan Kirk says he thinks the outlook for a truce in Korea is definitely improved since his recent exchange with Foreign Minister Vishinsky.

A leading Cleveland businessman, Thomas H. White, principle stockholder in the Cleveland Plain Dealer newspaper, his wife and daughter-in-law, were killed today when their light plane crashed near Washington's National Airport.

President Truman is reported on the verge of intervening in the longshoremen strike which spread from the New York waterfront today to Philadelphia. Mr. Truman talked over the situation with his cabinet at their regular Friday get-together. But there's no word yet on what decisions were reached.

Twelve million New York area residents are able to buy milk again today. That one day teamsters walk-out ending with a ten dollar wage boost.

At Oakridge, Tennessee, striking plumbers and steam fitters are picketing the entire atomic, production and research center, bringing construction work almost to a standstill.

Bad weather forced still another postponement of the Baby A-Bomb tests at Frenchman's Flat, Nevada, thus putting the Atomic Energy Commission's time table for the battlefield atomic experiments still further out of balance. AEC officials say they'll try again tomorrow.

Now here's John Laing.

ANNOUNCER:

Friends here's news - dramatic new evidence of comparative quality that sweeps away the smoke screen of other cigarette claims. A long series of tests proves

ATX01 0022215

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 26, 1951
MIDDLE COMMERCIAL

LAING: Friends, here's news -- dramatic new evidence of comparative quality that sweeps away the smoke screen of other cigarette claims. A long series of tests proves Lucky Strike is the best-made of the five principal brands. The results of these tests were verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia, and they report: quote; "It is our conclusion that Lucky Strike is the best made of these five major brands," unquote. This is one big reason why Luckies taste better. The other reason is fine tobacco, for in a cigarette there's no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco! So enjoy the better taste of fine, mild tobacco in the cigarette that's made better ... Lucky Strike. Ask for a carton today. Back now to Les Higbie...

ATK01 0022216

HIGBIE

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10/26/51

Lucky Strike is the best-made of the five principle brands. The results of these tests were verified by Froehling and Robertson, leading laboratory consultants of Richmond, Virginia. And they report, quote, "It is our conclusion that Lucky Strike is the best-made of these five major brands." Unquote. This is one big reason why Luckies taste better. The other reason is fine tobacco. For in a cigarette there's no substitute for fine tobacco. Don't let anybody tell you different. And LSMFT - Lucky Strike means fine tobacco. So enjoy the better taste of fine, mild tobacco in the cigarette that's made better - Lucky Strike. Ask for a carton today. Back now to Les Higbie.

HIGBIE:

Each year fires attack more than a quarter of a million homes, handicap our defense efforts and worst of all cause much loss of life. Most of these fires start because someone was careless. Put out all matches, and cigarettes before you throw them away. Don't smoke in bed. Make sure all electrical wiring is properly installed. Remember only you can prevent fires.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike. Friends this coming week-end be sure to have plenty of smoking enjoyment on hand for you and your friends. Yes, pick up a carton or two of Lucky Strike, the cigarette that's made better, that tastes better. And now until Les Higbie returns next Monday, this is John Laing, wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022217

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, OCTOBER 26, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie and the News ... presented each week day at this same time by Lucky Strike. Friends, this coming week-end be sure to have plenty of smoking enjoyment on hand -- for you and your friends. Yes, pick up a carton or two of Lucky Strike ... the cigarette that's made better ... that tastes better. And now, until Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0022218

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Monday, October 29, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat: 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 29, 1951

OPENING COMMERCIAL

LAING:

It's time for Les Higbie and the News, presented by Lucky Strike. Friends, -- Luckies have been proved the best-made cigarette of the five principal brands. So enjoy ~~the better taste~~ of fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! And now, from the Mutual News Room in New York ...
Les Higbie....

ATK01 002220

LES HIGBIE

OCTOBER 29, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of the five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

A new development in enemy air tactics in Korea is reported by the Air Force today in Washington. Pentagon air spokesmen note communist use of night interceptors for the first time, and the Red night fighters, presumably equipped with radar, are beginning to give our boys a little trouble says the Air Force although no allied planes have been lost to them yet.

From Korea meantime, comes this report. Two allied fighters, an F51 Mustang and an F80 Shooting Star jet were shot down today by ground fire. Neither pilot survived.

UN ground forces have come out on top in a series of sharp clashes along the 70 mile battle-front. The Chinese Reds have moved up a new division into the Kumsong area from eastern Korea to bolster their badly battered forces in the central sector.

Sir Oliver Franks, Britain's Ambassador to Washington may soon be replaced, that top diplomatic post going to someone in Winston Churchill's closest confidence, according to the London reports. There's also speculation that the new British Prime Minister may make a change in the Paris Embassy.

In London today Anthony Eden took over his duties as the new Foreign Secretary;

ATX01 0022221

HIGBIE:

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10/29/51

immediately summoned Sir Francis Shepherd home from Iran for top-level consultations. Some London sources say Sir Francis will not return to Tehran.

The Foreign Office meantime reveals receipt of a new note from Egypt concerning the tense Suez Canal zone dispute but there's no hint as to what the note says.

The first major break has occurred in the New York waterfront strike, police holding back pickets at the pier where the Queen Elizabeth docked today while one hundred fifty longshoremen passed through the lines and went back to their jobs.

Earlier New York's Governor Thomas E. Dewey ordered his state mediation board to make all possible efforts to bring the strike to an end.

Washington reports over the weekend indicated that President Truman might take action under the Taft-Hartley law if the tie-up did not end by today or tomorrow.

The Defense Production Administration in Washington issues a new regulation, placing copper at the top of the list of critically scarce materials.

Philippine Foreign Affairs Secretary Carlos Romulo arrives in Washington, is admitted to Walter Reed Hospital with a high fever.

Doctor Karl T. Compton a member of the National Security Training Commission, preparing plans for Universal Military Training says a six month UMT program for 18 year olds may get underway next summer.

In New York, former heavyweight boxing champion Joe Louis fails to show up at a scheduled news conference.

In Chicago, C.E. Davis warns motorists that there'll be more knocks in their gasoline from now on. Davis, Director of the Refining Division of the Defense Petroleum Administration declares in a speech that there's less tetraethyl lead available now.

ATX01 0022222

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 29, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of the five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 002223

HIGBIE:

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10/29/51

Now, here's John Laing.

LAING:

Friends here's important news that sweeps away the smoke-screen of other cigarette claims, proves Lucky Strike is by far the best made of the five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, quote, " It is our conclusion that Lucky Strike is the best made of these five major brands." unquote. This is one big reason why Luckies taste better, and never forget, L E M F T, Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today. Back now to Les Higbie.

HIGBIE:

"We're not interested in trading real estate" say allied truce negotiators in Korea today. And from the allied public information officer, Brigadier General Bill Nuckols comes a picturesque description of communist proposals for a big UN withdrawal in return for a minor communist pullback. Says General Nuckols, "The teeter-totter teeters more than it totters!"

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM

BTX01 0022224

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, OCTOBER 29, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie 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 002225

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Tuesday, October 30, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(Not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST
(WOR)

DATE

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 30, 1951

OPENING COMMERCIAL

LAING:

It's time for Les Higbie and the News, presented
by Lucky Strike. Friends, -- Luckies have been
proved the best-made cigarette of the five
principal brands. So enjoy
fine, mild, good-tasting tobacco in the
cigarette that's made better -- the cigarette
that tastes better -- Lucky Strike! And now,
from the Mutual News Room in New York ...
Les Higbie.....

LES HIGBIE

OCTOBER 30, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends Luckies have been proved the best-made cigarette of the five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

There's ground fighting in Korea today near enough to the Panmunjom truce talks site to be seen and heard...allied and Communist patrols penetrating each other's lines as close as a mile from the tiny village at some points.

In Tokyo - the United Nations commission on unification and rehabilitation of Korea issues its first complete report charging among other things that North Korean cabinet vice ministers - run the country, that many of them are former citizens of Soviet Russia.

French authorities at Saigon, IndoChina call the assassination of the French High Commissioner to Cambodia, Jean De Raymond, part of a terrorist plot. The assassin, a houseboy in the high commissioner's home, was planted they say, by terrorists.

Violence broke out in Egypt again today. A British woman and a child were stoned while riding in an automobile across the Abbasa Bridge in the Suez Canal zone.

In London, Winston Churchill in his first action as Britain's new Defense Minister ordered the British third infantry division to duty in the Middle East. Churchill also met with twelve members of his new cabinet for the first time today.

BTX01 002222B

10/30/51

The biggest and most spectacular of the current series of atomic tests at Frenchman's Flat, Nevada, was touched off this morning - a boiling, purple-colored, mushroom shaped cloud rising over the Nevada desert - the brilliant flash blotting out the sun momentarily. The Atomic Energy Commission says flatly that no troops were involved in today's experiment.

The former Commerce Department official, William Remington, has pleaded innocent in New York to that new five-count perjury indictment. The tentative trial date, December 10th.

Coast Guard officials in Buffalo have revised the death toll downward in that tragic ship explosion in Buffalo Harbor. Ten men were killed - not seventeen as reported earlier.

AF of L longshoremen loyal to union president Joe Ryan, moved onto nine New York waterfront docks today to load cargo, but wildcat strikers are still keeping most of the world's biggest port at a standstill.

Military piers are operating normally for the first time since the tie-up began 16 days ago.

In San Francisco, Harry Bridges' west coast longshoremen issue a thinly-veiled warning of possible violence if Ryan's dock workers win a court battle over loading of two strikebound ships in San Francisco harbor.

Chief Defense Mobilizer Charles E. Wilson talked to reporters in Pittsburgh today about a possible steel strike. You can't have steel go out, he said, the security of the nation depends on it.

In Washington, President Truman signed the new postal rate increase bill today, thus insuring the death of the penny postcard after January 31st. From then on postcards will require two cents.

ATX01 0022229

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 30, 1951

MIDDLE COMMERCIAL

LAING:

Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of the five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco-- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie...

ATX01 0022230

HIGBIE

-3-

10/30/51

Mr. Truman also signed the measure which increases railroad retirement benefits for some four hundred thousand persons.

And in Chicago, shoe manufacturers revealed that shoe prices will probably be down from fifty cents to two dollars a pair next spring.

Now here's John Laing.

ANNOUNCER:

Friends here are facts that sweep away the smoke screen of cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best-made of the five principle brands. Yes, Luckies are made better, always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste. But never forget, better taste in a cigarette must start with fine tobacco. That's right, there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. So enjoy fine, mild good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

Someone un-coupled two cars of a freight train blocking a Baltimore railroad crossing recently. In court today, charged with the offense, truck driver Edwin Kessler, said he didn't do it. Said Kessler, "It must have been someone else who got impatient."

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022231

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, OCTOBER 30, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie 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 0022232

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE _____ Wednesday, October 31, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(Not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 31, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented by Lucky Strike, Friends, -- Luckies have been proved the best-made cigarette of the five principal brands. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! And now, from the Mutual News Room in New York ...
Les Higbie.....

ATX01 0022234

LES HIGBIE

OCTOBER 31, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends Luckies have been proved the best-made cigarette of the five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Several wild animals escaped into Ozark mountain country near the tiny village of Mt. Ida, Arkansas today when a circus truck overturned. Two tigers, two polar bears and a brown bear gained their freedom from a truck belonging to the same circus whose lion clawed a nine year old to death last night in Mena, Arkansas.

The bodies of three miners killed in a coal mine blast near Charleston, West Virginia this morning, have been recovered, and hopes are fading that nine others trapped underground will be found alive.

An explosion aboard a Panamanian oil tanker off Newfoundland set the ship afire and two crewmen are reported missing. Eighteen others were rescued safely.

Princess Elizabeth had a narrow escape from serious injury in Montreal today when a big chunk of concrete, apparently loosened by high winds, fell on the steps of a veterans hospital where the princess had stood only a moment before.

Washington is waiting eagerly to welcome the Princess and the Duke later this afternoon. Their plane is due to land at National Airport, just across the Potomac River, at 4:00 P.M, and the royal couple will be greeted by President and Mrs. Truman and many other top government officials.

ATX01 0022235

HIGBIE

-2-

10/31/51

U. S. atomic weapons will be used in Korea if the cease fire talks collapse. That's the belief expressed today in Washington by Tennessee's Democratic Congressman Albert Gore - who's just back from yesterday's big atomic test at Frenchman's Flat, Nevada.

At the State Department, Acting Secretary James Webb issues a word of caution on the surprise Communist truce line offer which brings the two sides more closely together than at any time since the negotiations began. Don't be too optimistic, warns Webb. There are many complex problems to be worked out - besides the buffer zone.

The regular summary of American casualties is issued at the Pentagon today. It shows an increase of 2, 595 for last week. One of the heaviest increases since the war began.

Secretary Webb was optimistic about chances for settlement of another critical problem - the Anglo-Iranian oil dispute. Some progress has been made, he says, in the current Washington discussions with Premier Mohammed Mossadegh.

Egyptian traffic was shoood off the Cairo-Suez road in the canal zone today. British troops firing over the heads of Egyptians to seal off the city of Suez.

In New York the waterfront is still paralyzed in the 17th day of the wildcat longshoremen strike. But full crews are working at army piers in both Brooklyn and Staten Island.

The Dun and Bradstreet wholesale food price index continues downward. It's off to \$6.65...the low point since November 1950.

Now here's John Laing.

ANNOUNCER:

Friends once and for all the smoke screen of other cigarette claims is swept away.

ATX01 0022236

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 31, 1951

MIDDLE COMMERCIAL

LAING: Friends, once and for all the smoke screen of other cigarette claims is swept away. Just revealed are the results of a series of impartial tests of quality that prove -- Lucky Strike is the best-made of the five principal brands. And the results of these tests have been fully verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, report:

quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands," unquote. And never forget, LS/MFT-- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike. Try a carton today! Back now to Les Higbie....

ATX01 002237

HIGBIE

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10/31/51

Just revealed are the results of a series of impartial tests of quality that prove Lucky Strike is the best-made of the five principle brands. And the results of these tests have been fully verified by leading laboratory consultants. For example: Foster D. Smell, Inc. of New York report, quote, "In our opinion the properties measured are all important factors affecting the taste of cigarettes smoked. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. And never forget - L S M F T - Lucky Strike means fine tobacco. There is no substitute for fine tobacco - don't let anybody tell you different. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Try a carton today. Back now to Les Higbie.

HIGBIE!

Winston Churchill after naming nine more top officials in his Conservative government's cabinet in London today, took his seat in the House of Commons for the first meeting of the new parliament. Commons elected Conservative W. S. Morrison as speaker. Morrison then took part in the traditional ritual of being "dragged" to the speaker's chair. The custom stemming from ancient times when so many speakers were beheaded by the King that there was considerable reluctance to occupy the chair.

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022238

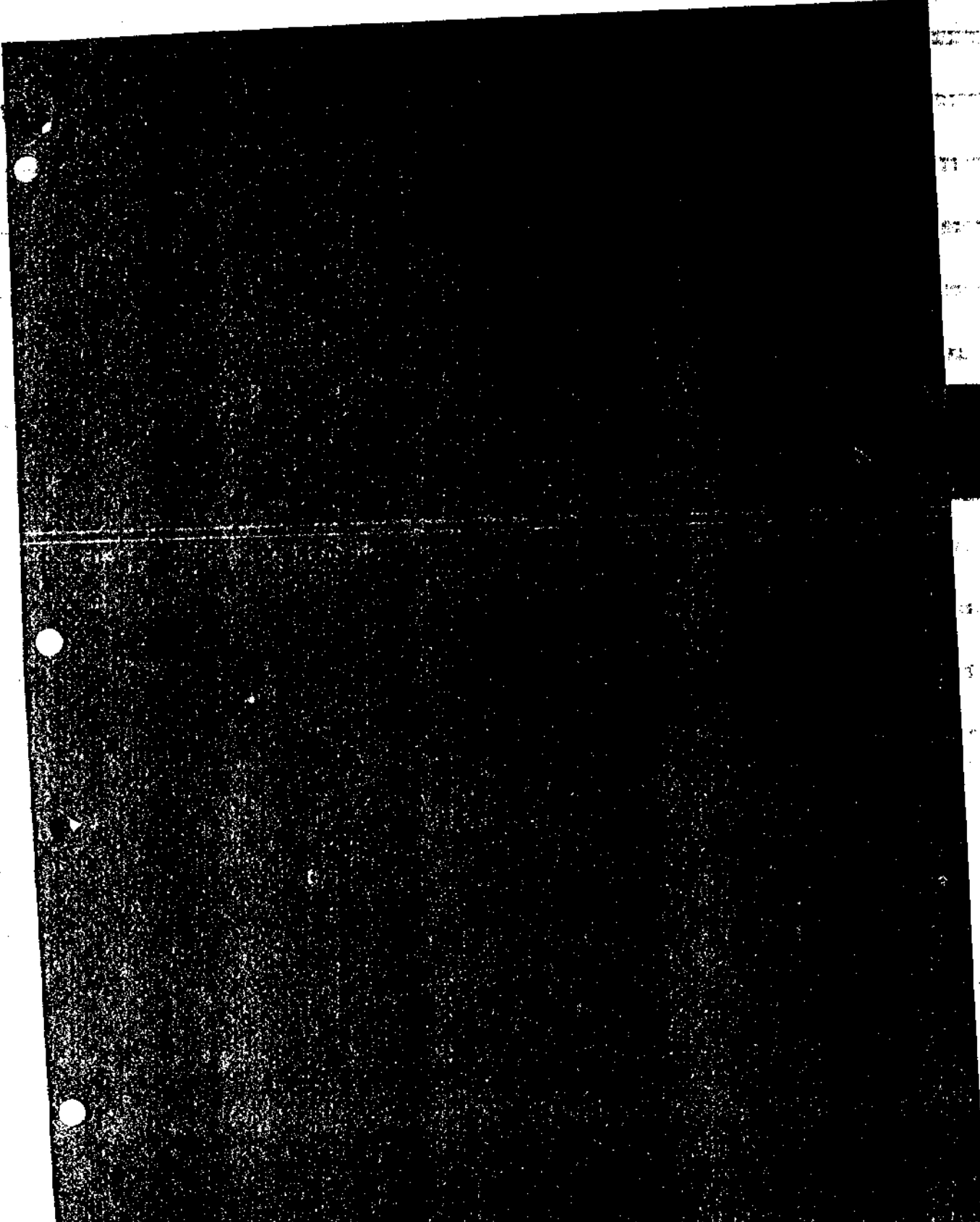
THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, OCTOBER 31, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie 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 0022239



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LES HIGBIE and THE NEWS

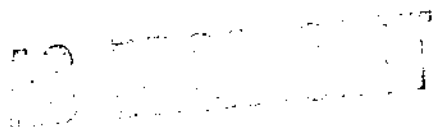
produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, November 1, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(Not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)



- 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
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 1, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented
 by Lucky Strike. Friends, -- Luckies have been
 proved the best-made cigarette of the five
 principal brands. So enjoy
 fine; mild, good-tasting tobacco in the
 cigarette that's made better -- the cigarette
 that tastes better -- Lucky Strike! And now,
 from the Mutual News Room in New York ...
 Les Higbie.....

ATX01 002242

LES HIGBIE

NOVEMBER 1, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York - Les Higbie.

HIGBIE:

General Dwight D. Eisenhower flies home tomorrow night in response to a sudden summons from the White House today. He'll meet with Washington officials next week in a two-day top-level military conference. But, the White House announcement says Ike's return does not mean there's any present emergency in the European defense organization. Nor is there any mention of political matters.

Lyle Wilson of United Press has just talked with Ike at his Paris headquarters, says he still isn't saying yes and he isn't saying no to questions about 1952 and running for President. The only comment Ike will make, says Wilson, is that he does not aspire to the Presidency.

History's first atomic combat maneuvers were carried out at Frenchman's Flat, Nevada on schedule this morning. And the Army commander at the scene says, an appreciable step forward has been taken toward relating military tactics to the employment of atomic weapons.

Plate glass windows in four Las Vegas stores, ninety miles away, were shattered by today's blast.

Atomic matters move into the forefront in London today, too. Prime Minister Winston Churchill takes responsibility for the British atomic program away from

ATX01 0022243

HIGBIE

-2-

11/1/51

the Ministry of Supply and gives it to his World War II scientific adviser, Lord Cherwell.

Arab workers in the Suez Canal zone are being rounded up by British tank troopers today - and placed in Army camps for their own protection. That's the British reply to Egyptian Underground threats of public beatings and fire-brandings for any civilians who help the British.

Small-scale Allied attacks are continuing at several points along the Korean battlefield today in spite of heavy sleet and rainstorms - and the season's first snow in the east-central sector.

It's a bleak day in Washington - windy, damp and gray - as Princess Elizabeth and the Duke of Edinburgh continue their split-second schedule of activities - laying wreaths on George Washington's Mount Vernon tomb and at the Tomb of the Unknown Soldier in Arlington National Cemetery. And preparing for the grueling grind of two hours of handshaking at a late afternoon British embassy reception.

The White House has moved to end political patronage in picking Internal Revenue Bureau collectors. President Truman in his January recommendations to Congress, says the White House today, will call for legislation putting all such jobs under the civil service merit system.

Six wild animals who escaped from a circus truck are still roaming the Washita National Forest in Arkansas' Ozark mountain country today - a black bear, four monkeys and a polar bear described as dangerous.

Earlier today, another black bear was seized alive and a 160 pound leopard was shot and killed by a lumberjack.

Now, here's John Laing.

ATK01 0022244

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 1, 1951

MIDDLE COMMERCIAL

LAING: Friends, let's sweep away the smoke screen of other cigarette claims and consider facts ... facts not claims! A series of impartial tests of quality was made, and the results were verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands," unquote. Yes, Luckies are made better -- and remember, LS/MFT -- Lucky Strike means fine tobacco. There's no substitute for fine tobacco -- don't let anybody tell you different. So, smoke the cigarette that's made better ... the cigarette that tastes better ... Lucky Strike. Back now to Les Higbie....

RTX01 002245

HIGBIE

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11/1/51

LAING:

Friends, let's sweep away the smoke-screen of other cigarette claims and consider facts - facts, not claims. A series of impartial tests of quality was made and the results were purified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Incorporated of New York - quote - "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better - and remember, L S / M F T, Lucky Strike means fine tobacco. There's no substitute for fine tobacco - don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better - Lucky Strike.

Back now to Les Higbie.

HIGBIE:

Correspondents covering the reopened armistice talks at Panmunjom, discovered today that this tiny no-man's-land village was the scene of a successful conference at one point in its history.

Near one of the village's three houses, they found a shrapnel-chipped, moss-covered stone with this inscription: "In grateful memory of a happy agreement. At this site the people of Kaesong and Changtan districts saved many sacks of rice by agreeing to construct a dam." That stone was placed there 180 years ago.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022246

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 1, 1951

CLOSING COMMERCIAL

LAING:

You've been listening to Les Higbie 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 002247

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE	Friday, November 2, 1951	Network:	Mutual	Broadcast:	8:55-9:00 AM EST (Not in New York)
				Repeat	10:55-11:00 AM PST 2:00-2:05 PM EST (WOR)

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
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 2, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented
by Lucky Strike. Friends, -- Luckies have been
proved the best-made cigarette of the five
principal brands. So enjoy
fine, mild, good-tasting tobacco in the
cigarette that's made better -- the cigarette
that tastes better -- Lucky Strike! And
now, from the Mutual News Room in New York ...
Les Higbie.....

LES HIGBIE

NOVEMBER 2, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York - Les Higbie.

HIGBIE:

An important statement on American atomic power comes from the Pentagon today - just 24 hours after the history-making atomic combat maneuvers at Frenchman's Flat, Nevada.

Air Force Secretary Thomas Finletter says this - "We are moving into a time of relative atomic plenty - which will make atomic weapons available for the battlefield in important quantities."

Those recent atomic explosions in Nevada, by the way, are sending out radioactive particles across the nation - but authorities emphasize that there's not enough to be dangerous.

The Air Force identifies another Europe-bound air unit. The 123rd Fighter-Bomber Wing, equipped with F84 Thunderjets, will soon move to England.

And the Defense Department sends out its January call for draftees - 48 thousand for the Army - 11,650 for the Marine Corps.

The London stock market was swept today by a wave of panic selling, unlike anything seen there since 1939 - pushing many British government bonds to all-time lows.

President Truman's newly appointed Mutual Security Administrator, W. Averell Harriman, began a series of conferences in London with Prime Minister Churchill

ATK01 002250

HIGBIE

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11/2/51

which may lead to an early Truman-Churchill meeting.

Two other series of top-level conferences are the subject of much speculation - the White House discussions next week for which General Eisenhower leaves Paris late this afternoon - and the unofficial Big 3 talks in Paris Sunday.

More British reinforcements are moving into the Suez Canal zone today - some 12 thousand troops flying to Egypt in Britain's biggest peacetime airlift.

In Cairo it's announced that Egypt's foreign minister will confer with Britain's Anthony Eden soon - on the worsening crisis.

In the Iranian capital of Tehran - some 10 thousand shouting Communists paraded through downtown streets today, in support of Egypt's position.

And in French Morocco, the dark and mysterious native quarters of Casablanca are sealed off by police and army troops, in the wake of bloody rioting.

Army Chief of Staff, General J. Lawton Collins, just back in Washington from the Far East, expresses confidence today that there will ultimately be a truce in Korea.

His comment comes at a time when UN negotiators indicate, they're prepared to make a major compromise in establishing a buffer zone.

Princess Elizabeth and the Duke of Edinburgh are flying back to Montreal - their brief stay in Washington ended. But they're by-passing New York City - the skyscrapers they had hoped to see from the air are hidden in gray rain clouds.

Here's another note on the unseasonable cold wave spreading over many sections of the nation. There's snow today in Tennessee and the temperature this morning at Fort Collins, Colorado was 17 below zero.

Federal mediators in New York are making a last minute effort to head off that

ATX01 0022251

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 2, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's news -- positive evidence of comparative quality that sweeps away the smoke screen of other cigarette claims. A long series of impartial tests was made of the five principal brands and the results were verified by leading laboratory consultants. For example, Froehling and Robertson of Richmond, Virginia, report: quote "It is our conclusion that Lucky Strike is the best made of these five major brands," unquote. This is one big reason why Luckies taste better. Another reason is fine tobacco. And LS/MFT -- Lucky Strike means fine tobacco! There's no substitute for fine tobacco -- don't let anybody tell you different. So enjoy the better taste of fine, mild good-tasting tobacco in the cigarette that's made better --- Lucky Strike. Ask for a carton today. Back now to Les Higbie.

ATX01 0022252

11/2/51

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HIGBIE

that threatened Atlantic and Gulf Coast ships' officers strike tonight. They'll meet at 4 o'clock this afternoon.

Now, here's John Laing.

LAING:

Friends, here's news - positive evidence of comparative quality that sweeps away the smoke-screen of other cigarette claims. A long series of impartial tests was made of all five principle brands - and the results were verified by leading laboratory consultants. For example, Froehling and Robertson of Richmond, Virginia report, quote - "It is our conclusion that Lucky Strike is the best made of these five major brands." Unquote. This is one big reason why Luckies taste better - another reason is, fine tobacco - and L S / M F T - Lucky Strike means fine tobacco. There's no substitute for fine tobacco - don't let anybody tell you different. So, enjoy the better taste of fine, mild, good-tasting tobacco in the cigarette that's made better - Lucky Strike! Ask for a carton today!

Back now to Les Higbie.

HIGBIE:

Here's an inflation note today from Ireland. The charge for kissing the Blarney Stone has just been upped from 14 to 21 cents!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, this coming weekend 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 002253

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 2, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

ATK01 0022254

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 5, 1951

Network Mutual

Broadcast 8:55-9:00 AM EST

(not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST
(MOR)

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
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 5, 1951
OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATX01 0022256

LES HIGBIE

NOVEMBER 5, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

President Truman issues a grave warning in Washington. To the Defense Advisory Committee on Women in the Service, Mr. Truman declares that the United States is in the midst of one of the greatest crises we have ever faced. His comment came shortly before he met with General Dwight D. Eisenhower today. General Ike is making the rounds in Washington - top level conferences at the Pentagon; lunch with the President; and a White House conference with Mr. Truman, Secretary of Defense and the Acting Secretary of State.

General Ike says he plans to fly out of Washington on his way back to Paris before lunch tomorrow.

The big three, Britain, France and the United States, on the eve of tomorrow's opening session in Paris of the sixth UN General Assembly, are proposing a UN inquiry to find out whether really free elections can be held throughout Germany under present conditions.

Today's big atomic blast at Frenchman's Flat, Nevada, #5 in the current series, was touched off about 11:30 AM, Eastern Standard Time. Observers who watched the 11th atomic explosion ever triggered in this country say it was dropped from a B-29, exploded with the customary brilliant flash, followed by a towering finger-like spiral of smoke and then the identifying mushroom cloud formation.

ATX01 0022257

11/5/51

In Korea Air Force pilots say they're seeing increasing numbers of pack animals and carts behind the battle lines. The Pentagon releasing these reports at today's regular briefing, indicates that our recent heavy air attacks are thus taking a heavy toll of Communist motor vehicles.

Navy pilots also have spotted heavy truck concentrations heading into Wonsan over on the Korean east coast.

A plane chartered by 27 returning Korean servicemen crashed on the Tumcari, New Mexico runway today but no one was hurt.

In Miami, the immigration service announces the arrest of Gregorio Simonovich, also known as Grieka the Russian, a man accused of heading up Communist activities in the western hemisphere. There have been warrants out for his arrest on smuggling charges since 1947.

Several court actions of interest: Frederick Vanderbilt Field, Dashiell Hammet, and Alphaeus Hunton - trustees of the Civil Rights Congress, were denied a motion for bail in the U.S. Court of Appeals in New York.

Federal Judge Edward A. Conger in New York set November 19th as the tentative trial date for 17 Communist leaders, so-called second team of the U.S. Red hierarchy.

The U.S. Supreme Court in Washington gave twelve persons charged with Communist activity in California a new opportunity to plead for reduction of their 50-thousand dollar bail.

The Anglo-Egyptian crisis continues about the same. Britain sent a destroyer flotilla to the Mediterranean from the home fleet today.

In London, Winston Churchill's government is concentrating for the moment on domestic problems.

Now, here's John Iaing.

ATX01 002258

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 5, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie....

ATX01 0022259

LES HIGBIE

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11/5/51

ANNOUNCER:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims, proves Lucky Strike is by far the best made of all five principle brands. The results of the series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, quote: "It is our conclusion that Lucky Strike is the best made of these five major brands".unquote. This is one big reason why Luckies taste better. And never forget - L S M F T - Lucky Strike Means Fine Tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today. Back now to Les Higbie.

HIGBIE:

The weather man sees practically no relief in sight for those sections of the country hard hit by premature wintry blasts. Across the nation at least 190 persons have lost their lives due to accidents caused by the weather or from freezing and exposure. Heavy crop damage is reported as far south as Mississippi, Alabama and Georgia. A moderately heavy snow storm is expected in Indiana and Illinois tonight.

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022260

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 5, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 6, 1951

Network Mutual

Broadcast 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WGR)

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 6, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

RTX01 0022263

LES HIGBIE

NOVEMBER 6, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends Luckies have been proved the best-made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

General Eisenhower is flying back to Paris - leaving behind him in Washington a new swirl of political speculation. At the airport before he left Washington he declared if the time ever comes that I feel my duty compels me to say a word of any kind I will do so positively and definitely.

Meantime, from several world capitals come important declarations. The chief of the Soviet Secret Police, Marshall Lavrenti Beria delivers the traditional Red Revolution anniversary address in Moscow - declaring that the Red Army stands ready to strike a deadly blow at any aggressor:

In Paris, Vincent Auriol, President of France, delivers the opening address at the 6th UN General Assembly meeting - issuing a call for man to man talks among Stalin, Churchill, Truman and himself.

First action of the new assembly: election of Mexico's Luis Padilla Nervo as president succeeding Nasrollah Entezam of Iran.

In London, Britain's Prime Minister Winston Churchill speaking in the House of Commons after today's formal opening of parliament says a secret session will be called soon to discuss defense problems. Earlier Churchill promised drastic moves to end Britain's financial crisis - declared that Britain will fight if necessary to stay in the Suez Canal zone.

ATX01 0022264

HIGBIE

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11/6/51

And the British Ambassador in Cairo delivered a sharp note to the Egyptian government denouncing as a UN charter violation her cancellation of their 1936 treaty. Also in Cairo, there are mounting indications that Egypt may soon make a formal break with the west and seek Russian support in her tussle with Britain. A high-ranking Egyptian personality according to one Cairo newspaper is on his way to Moscow on what the paper calls a secret and important mission.

In Korea, two allied units are reported overrun in the new Chinese Red offensive. But here's later word: two of three hills taken by the enemy have now been recaptured by allied troops.

From Washington we learn that an investigator for the House sub-committee probing tax scandals is on his way to Detroit to study new charges of internal revenue office irregularities.

The chairman of the National Railway Mediation Board has notified the White House of an emergency existing under the railway labor law - thus paving the way for presidential appointment of a fact finding board and possible postponement of a strike by firemen and enginemen now set to begin Thursday afternoon.

And in New York, shipping officials say they'll wait till tomorrow before expressing optimism about the current increase in numbers of striking longshoremen going back to their jobs. The union president, Joe Ryan says the tie-up will be over by the end of the week.

Now here's John Laing.

ANNOUNCER:

Friends here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best-made of all five principle brands. Yes, Luckies are made better. Always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the

ATX01 0022265

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 6, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie.....

ATK01 0022266

HIGBIE

-3-

11/6/51

taste. But never forget, better taste in a cigarette must start with fine tobacco. That's right, there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T - Lucky Strike Means Fine Tobacco. So enjoy fine, mild good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

That midwestern pre-winter storm is heading toward the Great Lakes area today and the weatherman says Chicago may get an eight inch blanket of snow. St. Louis is paralyzed by the worst snowstorm there in 39 years. Some sections of Missouri report drifts up to two feet- clogging highways - forcing many schools to close. There's a broad belt of snow across the middle west from Oklahoma to Kansas to Ohio. Further south, sleet and freezing rain are reported. And in the tiny community of Owls Head in northern New York, the mercury has dropped to zero.

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022267

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 6, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 002226B

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 7, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)

Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 7, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ...Les Higbie....

ATX01 0022270

LES HIGBIE

NOVEMBER 7, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York, Les Higbie.

HIGBIE:

Three men armed with two sub-machine guns took advantage of a swirling snowstorm in Milwaukee today to pull off a daring 97 thousand dollar bank robbery. Storm warnings are up from Maryland to New England as the eastern seaboard is hit by heavy rains and gale-force winds.

Incidentally, in Schenectady, New York, the expert on man-made snowstorms--Dr. Vincent Shaefer, says the recent atomic tests in Nevada "had no connection" with the big midwestern storm, which buried St. Louis under 20 inches of snow.

Oklahoma residents flooded state police and newspaper switchboards with calls today about a window-breaking blast which sounded, they say, "like someone running across the porch." Authorities say it was probably a meteor.

First official details of the new U.S., British, and French peace plan are not expected now until 6 o'clock this evening, Eastern Standard Time. That's the hour set for simultaneous release of the expected Big 3 world disarmament proposals in London, Paris and Washington.

Four and a half hours later, President Truman makes his address to the nation, presumably in explanation of the plan -- an address to be broadcast by Mutual at 10:30 PM Washington time.

ATX01 0022271

HIGBIE:

-2-

In Paris, informants close to the Russian U.N. delegation say that Soviet foreign minister, Andrei Vishinsky, will make a surprise announcement about Korea, quote: "when the time is ripe."

Vinshinsky indicated today that "serious" attention will be given the proposals of French President Vincent Auriol for a Truman-Stalin-Churchill face to face meeting but the Soviet press is belittling the idea as part of its traditional anti-western blasts on this, the anniversary of the Russian Revolution.

Winston Churchill's new cabinet is making further drastic moves in London to curb the trend toward British bankruptcy.

An immediate cut of 980 million dollars a year in British imports is announced, imports, that is, from nations outside the Pound Sterling trade area. First effect of the new move: Less food for Britons.

The Navy Department in Washington issues a delayed report on a fatal accident aboard the carrier, Antietam, last Sunday. Four Navy men were killed, ten others injured when a jet fighter crashed through safety barriers on the flight deck.

At the Pentagon, too, the latest American casualty list shows an increase of 1,922 since last week, the seventh week in a row of HIGH Korean casualty figures. The overall total now: 97, 514.

Dun and Bradstreet's weekly survey of wholesale food prices just published in New York, shows the index at its lowest point in almost a year, standing at \$5.64 for the week ending November 6.

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims, proves Lucky Strike is, by far, the best made of all five principal brands.

ATX01 0022272

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 7, 1951

REVISED

MIDDLE COMMERCIAL

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York; Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 0022273

LAING:

-3-

The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York, quote: "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude, that Lucky Strike is the best made of the five major brands", unquote.

This is one big reason why Luckies taste better. And never forget, LS/MFT, Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different. So, smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today.

Back now, to Les Higbie.

HIGBIE:

New York Internal Revenue authorities report the first sale today of one of those \$50 bookmaking licenses - required by the new federal tax law.

Actor Mervin Vye was the purchaser. He's currently playing the role of a Broadway bookie in the play "The Number".

But actor Vye made a hasty explanation. He doesn't contemplate switching professions, he only wants the license as a prop for the play.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022274

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 7, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022275

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Thursday, November 8, 1951

Network: Mutual

Broadcast: ~~8:55-9:00 AM EST~~
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 8, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATX01 002277

LES HIGBIE

NOVEMBER 8, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends Luckies have been proved the best-made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Mobilization officials announce a major move in Washington to step up defense production. Effective February 1st, new models of automobiles, washing machines, refrigerators, television sets and other civilian durable goods are banned. National Production Authority officials say the action will mean more machine tools for military production.

Secretary of State Acheson formally presented the new Big Three world disarmament plan to the UN General Assembly in Paris today, only to have it rejected in a scoffing propaganda blast by Andrei Vishinsky. The Soviet Foreign Minister called for a world conference to talk about arms reduction on Russian terms, a conference to be held by June next year.

Vishinsky's other proposals for pulling all troops back to the 38th parallel in Korea in ten days and all foreign troops out of Korea in three months, are called "ludicrous" by an American spokesman.

U.S. officials say the west will continue to press for UN approval of the Big Three Foolproof plan despite Russia's prompt rejection.

Speaking in Chicago, General Omar Bradley expresses doubt that the Kremlin will ever cooperate in an effective arms inspection program. And, summing up the military outlook, the chairman of the Joint Chiefs calls for a big increase in U.S. strategic

ATX01 002227B

11/8/51

and tactical air power.

Air Force Chief of Staff, General Hoyt Vandenberg has arrived in Tokyo to check up on the increase of Communist air power in Korea, as a record number of enemy jet fighters roared out of Manchuria into the skies over northwest Korea today. One hundred eighty two Mig 15's tangling with seventy allied jets. One red plane shot down, two damaged, two more probably damaged.

Army Chief of Staff, General J. Lawton Collins declares in New Orleans that the Army will be forced to tap National Guard and Reserve units further for specialist replacements to send to Korea.

President Truman arrived at his Key West vacation retreat to find a brisk wind blowing today and the temperature a shivering 63 degrees. Before he took off from Washington, he issued a flat denial of that New York Times story which said he offered to back General Eisenhower for the Democratic nomination next year. In Paris too, the report is called purely fictional by a spokesman at the General's headquarters.

Other headline notes - Fifteen Germans were killed in a passenger-freight train collision today near Munich.

Authoritative quarters in Paris say France, Italy, Belgium, Luxembourg, Holland and Germany are near agreement on the military aspects of setting up a one and a quarter million man European Army by the end of 1953.

Egypt's King Farouk is reported discussing a ban on British imports with his cabinet in Cairo.

Winston Churchill's majority in the House of Commons in London is expected to drop to sixteen after a delayed election today in a Yorkshire coalfield district.

ATX01 0022279

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 8, 1951

REVISED

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco-- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie...

ATX01 002280

HIGBIE

-3-

11/8/51

Now here's John Laing.

ANNOUNCER:

Friends here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best-made of all five principle brands. Yes, Luckies are made better, always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste. But never forget, better taste in a cigarette must start with fine tobacco. That's right there's no substitute for fine tobacco. Don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

Six year old Jackie Cambra of Santa Clara, California has some words of caution for Santa Claus today. Jackie climbed up on the roof of his home, into the chimney and tried to slide down. But it took the fire department to complete his journey. So Jackie writes to the North Pole, as follows: "Don't come down our chimney, Santa, I'll leave the front door open".

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022281

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 8, 1951
CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie 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!

RTX01 002282

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 9, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(Not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(MOR)

- 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
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 9, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News
 Room in New York Les Higbie...

RTX01 0022284

LES HIGBIE

NOVEMBER 9, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

A sudden move by Yugoslavia's UN delegation adds further bitterness in the Paris meeting of the General Assembly today. Foreign Minister Edward Kardelya asked the Assembly to take up the three year old feud between Marshal Tito and the Kremlin and hostile actions against Yugoslavia.

A Moslem priest in Cairo broadcasts a call to arms against the British. On the Egyptian government controlled radio he appeals for a holy war against what he calls "the aggressive invaders".

Observers still see some hope for settling the Anglo-Iranian oil dispute because of Iranian Premier Mossadegh's decision to stay on in Washington another week.

Enemy air commanders sent their jet fighters out in strength again over northwest Korea today, but they lost three more shot down, two others damaged.

At the Pentagon in Washington the Army issues a new estimate of enemy casualties. Since the war began one million, 443-thousand Communists have been killed, wounded or captured.

Eighth Army Headquarters lifts Korean censorship enough today to reveal that it was the British Commonwealth Division which bore the brunt of those recent Communist offensives on the western front.

ATX01 0022285

HIGBIE

-2-

11/9/51

New York Times columnist Arthur Krock adds two more bits of information about his source for the story that President Truman has offered General Eisenhower his support for the '52 Democratic nomination. He describes his source as "a northern Democrat who is, quote, "eminent".

California's Governor Earl Warren who is expected to tip his hand today on that invitation from state Republican leaders to announce his candidacy for President.

In New Hampshire 23 Republican leaders are moving to put General Eisenhower's name on that state's Presidential Primary ballot for the voting next March.

In Cincinnati Senator Robert A. Taft's brother, Charles, announces he'll run for Governor of Ohio.

And South Carolina's Governor James F. Byrnes arriving in Hot Springs, Arkansas for the Southern Governors Conference says he's there to attend a Governors Conference and not a political convention.

Philip Murray has been re-elected President of the CIO at the CIO convention in New York.

Rebel longshoremen in New York are wading into mountains of cargo in full force again today on the waterfront.

The National Production Authority in Washington announces a 63% rejection of construction applications in the final three months of the year. Promises more turn-downs between now and next June.

Wisconsin Congressman John Byrnes charges the Department of Justice with stymying a House sub-committee's investigation of tax fraud cases.

A distress call has been heard in California from a Japanese freighter some 2500 miles northwest of San Francisco.

ATX01 0022286

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 9, 1951

REVISED

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better-- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie.....

ATX01 0022287

HIGBIE

-3-

11/9/51

Five South Pacific natives have reached safety in the New Hebrides after drifting in a small boat without motor power for three and a half months. They blame radioactive rain water from Bikini for knocking out their compass.

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims, proves Lucky Strike is by far the best made of all five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, quote: "It is our conclusion that Lucky Strike is the best made of these five major brands".unquote. This is one big reason why Luckies taste better. And never forget - LSMET - Lucky Strike Means Fine Tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today.

Back now to Les Higbie.

HIGBIE:

Here's a reminder from the Post Office Department in Washington. If you're sending a Christmas package to Europe it must be in the mails by next Thursday, November 15th, to make certain it will be delivered by Christmas.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, this coming weekend 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 Les Higbie returns next Monday, have a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 002288

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 9, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie
 returns next Monday, ~~this is John Laing wishing~~
 ^{Love} you a pleasant week-end.

ATX01 0022289

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Monday, November 12, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)

Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 12, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie

ATX01 0022291

LES HIGBIE

NOVEMBER 12, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York - Les Higbie.

HIGBIE:

Britain's Labor Party, assuming its role of minority in the House of Commons again, is making its first try at overturning the Churchill government - attacking the Conservative promise to denationalize the steel industry.

The Prime Minister, meantime, raises anew the possibility of a Truman-Stalin-Churchill meeting. Such a get-together he tells Commons today should not be excluded.

London also announces officially that Churchill will come to Washington the first week in January to see Mr. Truman.

The chief American UN delegate, Warren Austin, showed up at today's meeting of the General Assembly in Paris, wearing a bright green tie and a dazzling red carnation. It's his seventy fourth birthday.

While the Chinese Nationalist delegate spoke to the Assembly, the Soviet delegates, Andrei Vishinsky and Jacob Malik walked out of the hall - then returned when he had finished.

There are authoritative reports in Paris that American diplomats are trying to find some way of mediating the Anglo-Egyptian dispute.

ATX01 0022292

HIGBLE

-2-

11/12/51

A spokesman for the Cairo government, also in Paris, says Egypt will not change its opposition to the proposed Middle East defense alliance even if other Arab nations join up.

Washington has given the anti-communist government of Austria strong diplomatic support by promoting the U.S. Minister to Vienna, Walter Donnelly, to the rank of full Ambassador.

Major General Henry Hodes unveils a new weapon in the Korean truce talks, throwing some Shakespeare at his Communist counterparts in the latest unproductive debate over where to draw the armistice line.

Both sides meet again tonight - allied negotiators apparently resigned to a long siege in the deadlocked discussions.

From Key West, Florida, comes a comment on that retired Army Captain's letter to the President. In response to the Captain's query if his criticism of the administration had anything to do with his son, who was killed in Korea, not being awarded the Congressional Medal of Honor, Presidential Secretary, Joe Short, tells reporters at the vacation White House that the President holds that award to be so sacred that he would not tolerate anyone tampering with the procedures that are set up for its award.

Opposition Radicals have captured seven seats in the new Argentine Parliament, despite the overwhelming return to office mandate registered for President Juan Peron.

In our own political hurly-burly, Republican Congressman Fred Busbey of Illinois, just back from Europe, tells reporters in New York, he thinks there's a good chance General MacArthur could beat both Taft and Eisenhower for the GOP nomination next year.

At Hot Springs, Arkansas, Georgia's governor, Herman Talmadge, announces he'll push the name of Senator Dick Russell as the Democratic nominee.

ATX01 0022293

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. This is one big reason why Luckies taste better. And never forget , LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie

ATX01 0022294

HIGBIE

-3-

11/12/51

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke-screen of other cigarette claims - proves, Lucky Strike is by far the best made of all five principle brands. The results of a series of impartial tests of quality, have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Incorporated of New York, quote - "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. This is one big reason why Luckies taste better and never forget - L S / M F T, Lucky Strike means fine tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better - Lucky Strike! Get a carton today!

Back now to Les Higbie.

HIGBIE:

A major campaign to recruit more women for duty with the Army, Navy, Air Force and Marine Corps is beginning today. The goal - 72 thousand. If the campaign is successful there'll be a total of 112 thousand women, including nurses, in active military service.

Pentagon officials say there are more jobs than ever before in which women can serve their country. They advise those who are interested to see their local recruiting offices.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022295

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 12, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

RTX01 0022296

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

Tuesday, November 13, 1951
DATE _____

Network: actual

Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

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
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 13, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATX01 0022298

LES HIGBIE

NOVEMBER 13, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best-made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Soviet Russia's latest attempt to gain a UN seat for Communist China was beaten down in Paris today after Secretary of State Acheson delivered a stinging rebuke to the Mao Tze Tung regime.

Red China's international conduct, he declared, is so low it would take vast improvement to bring it up to the general level of barbarism. Today's vote in the General Assembly thus precludes any chance for consideration of the issue at the current session.

Moscow also suffered three other rebuffs today in Paris. The Assembly will debate the charges of Yugoslavia and Nationalist China against the Kremlin, and will consider a UN commission for all German elections.

Leading British military experts publish authoritative estimates in London today of Soviet military strength. The annual military review "Brassey's Annual" says Russia has five hundred bombers capable of atom-bombing the United States - is producing twelve thousand combat planes per year and has three hundred, eighty submarines with at least 120 others a-building.

It's announced officially in London that Prime Minister Churchill will follow up his January trip to Washington with a visit to Ottawa for three days of conferences with Canada's Prime Minister.

ATX01 0022299

Britain's worsening financial position was reflected on the London stock exchange today - as leading government securities fell to new all-time lows.

From International Monetary Fund headquarters in Washington -it's announced that near-brankrupt Iran will receive an eight and three quarter million dollar emergency loan.

And it's national struggle day in Egypt. Five hundred thousand anti-British demonstrators observing the anniversary of the 1919 revolution against Great Britain.

In a Washington speech today, Treasury Secretary John Snyder takes a look at the future for American taxpayers. He says we'll have to pay heavy taxes for a long time to come. And he adds, a sort of Indian summer of plentiful civilian supplies is coming to an end.

South Carolina's governor James E. Byrnes, makes a sharp reply to speaker Sam Rayburn's plea for southern loyalty to the Democratic Party. The south, declares Byrnes, in a news conference at Hot Springs, Arkansas, owes its loyalty to no party or candidate.

Back in Washington, Senator James Duff and former Senator Harry Darby have just announced that a nation-wide Eisenhower For President Organization will be set up shortly.

A Navy flier, Lt. Donald Hammer, was picked up in the Atlantic off Cape Hatteras today by the crew of an oil tanker after his plane crashed.

More details on that disastrous Wyoming train wreck which took at least 20 lives. Among the dead: Dr. Anthony Ippolito, a former football star for Purdue University and the Chicago Bears.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 13, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better -- always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different. And LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie.....

ATX01 0022301

Now here's John Laing.

ANNOUNCER:

Friends here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best-made of all five principle brands. Yes, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste. But never forget - better taste in a cigarette must start with fine tobacco. That's right. There's no substitute for fine tobacco, don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. So enjoy fine, mild good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

Last month eight year old Larry Foster and two young friends of Clarence, Missouri found twelve and a half thousand dollars in a fruit jar in the city park. Under the "finders-keepers" law they'll get all the money next year if no one claims it. Larry's father says he'll put the money in a trust fund for the boys - but young Larry is not impressed. To that he says: "you can have it all Pop, if you will give me a BB gun!"

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 13, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022303

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 14, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 14, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATX01 0022305

LES HIGBIE

NOVEMBER 14, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike.

Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York, Les Higbie.

HIGBIE:

Two candidates are now officially in the running for the Republican presidential nomination next year. Governor Earl Warren of California, the 1948 Vice presidential candidate, has just put his own name up against that of Ohio's Senator, Robert A Taft -- announcing that he's available for the top spot on the GOP ticket in '52.

In Washington, a major crackdown is ordered by the Treasury Department today, a broad investigation of the liquor industry and the Internal Revenue Bureau's Alcohol Tax Unit. Commissioner John B. Dunlap announces its purpose: to ferret out racketeers in the liquor business -- to correct any irregularities in the Alcohol Tax Unit.

And congressman Cecil King of California -- chairman of the House subcommittee probing tax scandals says President Truman has agreed to order the Justice department to turn over its tax fraud files to his committee.

A major move to meet the threat of communist aggression in Europe is announced in Washington and Belgrade -- the signing of a U.S.-Yugoslav agreement which guarantees American military equipment -- and other help for Marshal Tito's forces.

ATX01 0022306

HIGBIE:

-2-

11/14/51

It follows by only a day the decision of the UN general assembly in Paris to consider Yugoslavia's charges of aggression against Moscow and her satellites.

Today, in Paris, India's chief delegate, Sir Benegal Rau, called on the Big Four foreign ministers to meet secretly in the French capital -- right away -- and work out a NO WAR declaration.

From Cairo it's reported that Texas oil king, Glenn McCarthy, is touring the Red Sea Coast. An Egyptian source says he may take over the concession of the Standard Oil Company in that region.

Anti-British demonstrations are in progress throughout the middle east today, and the American Export Lines in New York says all cargo bookings for Suez city and Port Said are now halted -- until further notice.

The State department charges the Soviet Union with condoning the killing of Corporal Paul Gresens of Ontario, New York in Vienna last spring. Gresens, says a U.S. note to Moscow, was properly performing his duties, when he was attacked and killed by two Russian soldiers.

The charge follows by only a few hours, publication in Korea of the charge that Chinese and North Korean reds have massacred nearly 13 thousand UN prisoners of war since the fighting began - including 5,660 Americans.

American battle casualties have climbed still closer to the 100 thousand mark. The weekly summary published today at the Pentagon, shows the total now: 99,226.

The search for that missing Air Force transport plane and 36 GI passengers in France has been called off until tomorrow, because of hazardous weather conditions.

The final death toll in the train wreck two days ago near Evanston, Wyoming, has been revised downward: 16 dead, one missing.

ATX01 0022307

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 14, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie.....

ATX01 002308

HIGBIE:

-3-

11/14/51

A rather severe earthquake rumbled through California's EEL RIVER VALLEY early this morning, but no injuries or serious damage is reported.

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims, proves Lucky Strike is, by far, the best made of all five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants.

For example, here's the report of Froehling and Robertson of Richmond Virginia, quote: "It is our conclusion that Lucky Strike is the best made of these five major brands", unquote.

This is one big reason why Luckies taste better. And never forget, LS/MFT, Lucky Strike means fine tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So, smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today.

Back now, to Les Higbie.

HIGBIE:

One more reminder about mailing Christmas packages overseas. To assure a December 25th delivery to servicemen in any foreign area, except Korea, those packages must be mailed by tomorrow. The Korean deadline was November first.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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. THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022309

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022310

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 15, 1951

Network National

Broadcast: 8:55-9:00 AM EST

(Not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST

(WOR)

- 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
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 15, 1951
OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

LES HIGBIE

NOVEMBER 15, 1951

COPIED BY MBS NEWS DIVISION

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike. Friends, Luckies have been proved the best-made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Senator Henry Cabot Lodge of Massachusetts has just been named national campaign manager of the Eisenhower for President movement. He'll open headquarters offices in Washington shortly. That's the announcement in Abilene, Kansas, by Henry Jameson, President of the Grass Roots Eisenhower for President Club.

Late word from Tokyo - General Matthew Ridgway said to be angry at publication of that atrocity report by an Eighth Army Colonel at Pusan, Korea - is preparing a sharp downward revision of the figures.

In Washington, State and Defense Department officials caught off balance by the announcement said they are not able to say whether the government officially backs up the charges.

And at Key West, President Truman in his first news conference in three weeks says he has no official word on the massacres, but said if it's true it's the worst act of barbarism in 100 years.

A brief flurry of gunplay in Egypt today - Egyptian terrorists opening fire on British troops - wounding one soldier - one of the terrorists was also wounded.

In London, Foreign Secretary Anthony Eden tells the House of Commons that the defense and security of the Sudan area will be guaranteed by Britain until that

ATX01 0022313

11/15/51

region is capable of governing itself.

In Paris - United Press quotes authoritative sources as saying that U.N. Secretary General Trygve Lie will shortly make a direct appeal to Moscow to reconsider its turndown of those big three disarmament proposals.

Three 1951 Nobel awards are announced today in Stockholm. The Swedish author, Pär Fabian Lagerquist is selected in the field of literature.

Two University of California atomic scientists, Dr. Glenn Seaburg and Dr. Edwin McMillan are due to receive the prize in chemistry in a joint award.

Other highlights at Key West, at President Truman's news conference. His state of the union message to Congress in January will renew his Fair Deal proposals. He did not talk politics with General Eisenhower last week - will not comment on whether he'll support Ike for the '52 nomination.

The President thinks Governor Warren, who announced his candidacy yesterday, is a fine man. Mr. Truman still thinks the United Nations is the proper place for settling world disputes and he hasn't changed his mind about a meeting with Soviet Premier Joseph Stalin.

The death toll in eight days of storms and floods in northern Italy has now risen to 83 - 33 were drowned today when a refugee-loaded truck was swept away in the raging Po River.

Naval authorities in Miami have ended their investigation of three submarines sighted off the Florida coast, saying they were definitely not foreign.

Officials of the Pacific Coast baseball league say they look with favor on the proposal of Commissioner Ford Frick to raise the west coast clubs to a new status higher than their present classification.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 15, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better -- Lucky Strike. Get a carton today! Now, back to Les Higbie....

ATX01 0022315

HIGBIE

-3-

11/15/51

Now here's John Laing.

ANNOUNCER:

Friends here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best-made of all five principle brands. Yes, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste. But never forget better taste in a cigarette must start with fine tobacco. That's right there's no substitute for fine tobacco - don't let anybody tell you different. And L S M F T - Lucky Strike means fine tobacco. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. Get a carton today. Now back to Les Higbie.

HIGBIE:

Normally there are two deer heads mounted on plaques and hanging in the living room of Mrs. Lillian Green of Narrowsburg, New York. She was understandably surprised, therefore, when she saw three deer heads - one of them munching her prize geraniums through a window. Mrs. Green screamed. The startled deer took off, dragging the window shade behind him, because with the geraniums the deer had also swallowed the window shade cord.

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0022316

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 15, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022317

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 16, 1951

Network: National

Broadcast: 8:55-9:00 AM EST
(not in New York)

Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 16, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York Les Higbie ...

ATX01 0022319

LES HIGBIE

NOVEMBER 16, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

A late comment just reported from Paris on Andrei Vishinsky's new refusal to accept the Big Three's disarmament plan. Secretary of State Acheson says "the only encouragement we can derive from Vishinsky's second thoughts is he decided to cease laughing and admitted he now has read the tripartite proposals." The Soviet Foreign Minister before the UN General Assembly called today for a major power agreement by February first on a treaty outlawing the atomic bomb.

Also in Paris UN Secretary General Trygve Lie has just issued an appeal to the Foreign Ministers of all nations represented in the Assembly to begin immediate negotiations to end the cold war.

For the first time today front line troops in Korea heard Armed Forces Radio broadcasts reporting those atrocity figures published two days ago at Pusan. Senator Willis Robertson of Virginia says in Washington the figures may involve duplications.

No tangible results at the latest truce session as UN officers admit that an allied plane did violate the Panmunjon neutral area last weekend.

The Pentagon estimates enemy casualties through November 6th at one million, 457-thousand, 466. Nearly 15-thousand more than the estimate through October 31st.

ATX01 0022320

HIGBIE

-2-

11/16/51

Retiring Economic Stabilizer Eric Johnston summed up for Washington reporters today his ten months fight against inflation. And he called for someone to put aside personal inconvenience and succeed him in what may become a very difficult job in the next two months if there's a breakdown in the forthcoming wage negotiations with the steel industry.

Johnston predicts a flood of new rent control orders soon and his boss, Chief Mobilizer Charles E. Wilson, tells the Toledo Chamber of Commerce that we face still higher taxes to finance our rearmament.

France took new steps today to meet her worsening financial crisis, halting all imports of tobacco and paper pulp, putting new restrictions on imports of coal, chemical products and oil. It will mean, say French officials, the return of austerity to that country for the first time since 1947.

U.S. Air Force planes are helping rescue operations in the northern Italy flood zone today and Army engineers have rescued 30 men, women and children from a slowly receding island in the high running and turbulent Po River.

The weekly paper, France-Dimanche in Paris quotes an escaped Soviet officer as saying he saw the missing British atomic scientist Dr. Bruno Pontecorvo and the two missing British diplomats Donald MacLean and Guy Burgess recently in Russia.

Now here's John Laing.

LAING:

Friends, here's important news that sweeps away the smokescreen of other cigarette claims...proves Lucky Strike is by far the best made of all five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell Incorporated of New York, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarettes smoked. We conclude that Lucky Strike is

ATX01 0022321

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 16, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Skell, Inc., of New York: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie...

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HIGBIE

-3-

11/16/51

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Back now to Les Higbie.

HIGBIE:

Our final note today - this fascinating bit of intelligence reported by Reuters from Calcutta. A lady beggar is attracting crowds wherever she travels in East Bengal, India because she's seven feet tall. And she's followed in her search for alms by a two and a half foot man with a grey mustache.

LAING:

You've been listening to Les Higbie and the news, presented each week day at this same time by Lucky Strike. Friends, this coming weekend 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022323

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 16, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

ATXO1 0022324

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 19, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 19, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie

LES HIGBIE

NOVEMBER 19, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends - Luckies have been proved the best made cigarette of all five principle brands. So enjoy find, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better, Lucky Strike. And now, from the Mutual News Room in New York, Les Higbie.

HIGBIE:

Second phase atomic tests began today at Frenchman's Flat, Nevada - the first shot of a new series touched off at noon Eastern Standard Time - and official observers say it was very effective. Lessons learned today will have considerable influence on military technique and military training, says the exercise director.

In New York Salvatore Sollazo has been sentenced for his role in fixing college basketball games. General Sessions Judge Saul Streit orders him to prison for an eight to sixteen year term. Judge Streit goes on to issue a strong blast at college sports as dominated by commercialism. And he calls Sollazo a cool, calculating and cunning weasel who preyed on the gullible and unsuspecting.

Missouri Congressman Leonard Irving who represents President Truman's home district is being tried in Kansas City Federal Court accused of using improperly in the 1948 campaign money from the labor union of which he's president.

Delaware's Republican Senator John Williams in Washington hands to reporters a charge by Assistant U.S. Attorney Charles O'Gara in San Francisco, that his superiors prevented him from exposing what he called shocking corruption in the San Francisco Internal Revenue Office. Attorney General J. Howard McGrath promises a thorough investigation of the charge.

BTX01 0022327

HIGBIE

-2-

11/19/51

Chairman Cecil King of the House sub-committee probing tax scandals is giving his own committee a free hand to confirm or deny rumors that King, who represents California's 17th District, forestalled tax fraud prosecutions for several of his constituents. Rumors which King says are completely false.

Coast Guard officials at Norfolk, Virginia, say the 90 foot yacht Islamorada reported rudderless and being pounded by high seas off the Virginia coast earlier today has now been located 30 miles east of Cape May, New Jersey. It's apparently in no immediate danger.

The top political development up to this hour today - Harold Stassen's promise in Detroit to announce his decision on entering the Republican presidential race in January.

In Korea, while we await the Communist reply to our 30 day armistice proposal due tomorrow night, UN troops are attacking in the center, Communists in the West. And the Reds are led by a dark haired pistol-totin' Chinese woman officer who spurs her troops into action by screaming at them.

North Korea's foreign minister has broadcast an appeal for an end to the fighting along the present battle line.

In London, Foreign Secretary Anthony Eden says Britain sees eye to eye with the United States on Korea - and he calls east-west differences disheartening for the present and alarming for the future.

British and American Air Force pilots have joined the Italians in mercy flights in the flood stricken Po River Valley, dropping emergency food supplies.

Now, here's John Laing.

ATX01 0022328

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 19, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. This is one big reason why Luckies taste better. And never forget , LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie

ATX01 0022329

HIGBIE

-3-

11/19/51

LAING:

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Back now to Les Higbie.

HIGBIE:

For those who may have been awaiting the chance to buy a new two penny postcard, the Post Office Department tells us today that the new cards will be available by December 1st. The two cent rate is not required until January 1st and the old penny postcard will be valid right up to the deadline, midnight of December 31st.

LAING:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022330

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 19, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

RTX01 0022331

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Tuesday, November 20, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST

(not in New York)

Repeat 10:55-11:00 AM PST

2:00-2:05 PM EST
(WOR)

- NOV 20 1951
- I. Opening Billboard and brief commercial
 - II. Presentation of News
 - III. Middle Commercial
 - IV. Closing News Item
 - V. Closing Billboard and Brief commercial

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 20, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATX01 002333

LES HIGBIE

NOVEMBER 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike! Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York, Les Higbie.

HIGBIE:

An explanation is offered just now in the disappearance of that US Air Force C-47 transport plane - missing 24 hours on a flight from Germany to Yugoslavia.

The US Embassy in Belgrade, says the plane, with a crew of four, was fired on twice by Hungarian and Romanian frontier guards and is now lost somewhere in Yugoslavia.

Eighty miles south of Chicago, at Gilman, Illinois, nine cars of the Illinois Central Railroad's fast flyer, the Louisiane derailed today - four persons injured - many others shaken up.

President Truman has arrived back in Washington for a political speech tonight. He'll be back in Key West at the vacation White House again tomorrow.

And the man he says is being considered for Ambassador to Russia, George F. Kennan, says he'll take the job if it's offered.

Kennan, once the State Department's Russian expert, is the leading architect of the present US containment policy on Russia.

In Paris, a new cabinet crisis seems in the making. Debate is beginning in the National Assembly on a motion of confidence in Premier Plevin's policy of slashing dollar imports.

ATX01 0022334

LES HIGBIE

NOVEMBER 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike! Friends, Luckies have been proved the best made cigarette of all five principle brands. So, enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike!

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Kennan, once the State Department's Russian expert, is the leading architect of the present US containment policy on Russia.

In Paris, a new cabinet crisis seems in the making. Debate is beginning in the National Assembly on a motion of confidence in Premier Ploven's policy of slashing dollar imports.

ATX01 0022335

HIGBIE

-2-

11/20/51

Britain's Chancellor of the Exchequer reveals in London, that the United States has been informed that Britain wants, its due share of any dollar aid under terms of the new American Mutual Security Act.

The London Stock Exchange is off again - losing another three hundred fifty million dollars in values today.

And a high-ranking American military source back in Paris, says the program of US military help for Europe means this: West Europe gets top priority for American arms, ahead of the US Army but after Korea.

In the Middle East, two Israeli soldiers are reported killed in a small-scale Arab-Israeli outbreak in southern Palestine.

Cairo's pulling out all the stops for Iranian Premier Mohammed Mossadegh - cheering thousands greeting his arrival in the Egyptian capital.

In the Suez Canal zone, at riot-torn Ismailia, the streets are stacked high with bundles, boxes and suitcases, as the evacuation of British families gets under way.

From Generalissimo Chiang Kai-shek's headquarters on Formosa, Nationalist China issues this warning: Red China has five million troops under arms ready for battle, plus ten million more in Reserve. And, say the Nationalists, the Reds are building up a big air force.

Important news from Korea may come in the next twelve hours - Communist acceptance of the 30-day armistice plan seems indicated at tonight's Panmunjom truce meeting.

Frieda Miller, Director of the Women's Bureau of the Labor Department, blasts the double wage standard for women. Working women, she says in a New York speech, should get equal pay for equal work, with men.

Officials at City College in New York admit that two star basketball players,

ATK01 0022336

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the
smoke screen of other cigarette claims.
A series of impartial tests of quality proves
-- Lucky Strike is the best-made of all five
principal brands. Yes, Luckies are made
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packed -- so free and easy on the draw with
no annoying loose ends to spoil the taste!
But never forget -- better taste in a cigarette
must start with fine tobacco. That's right -
there's no substitute for fine tobacco --
don't let anybody tell you different. And
LS/MFT -- Lucky Strike means fine tobacco.
So, enjoy fine, mild, good-tasting tobacco in
the cigarette that's made better -- the
cigarette that tastes better - Lucky Strike.
Get a carton today! Now, back to Les Higbie.....

ATX01 002337

HIGBIE

-3-

11/20/51

convicted in the fix scandal, entered CCONY with phony credit transcripts.

Now, here's John Laing.

LAING:

Friends, here are facts that sweep away the smoke-screen of other cigarette claims - a series of impartial tests of quality proves, Lucky Strike is the best made of all five principle brands. Yes, Luckies are made better - always so round, so firm, so fully packed; so free and easy on the draw, with no annoying loose ends to spoil the taste. But never forget, better taste in a cigarette must start with fine tobacco. That's right, there's no substitute for fine tobacco - don't let anybody tell you different. And, L S / M F T, Lucky Strike means fine tobacco. So, enjoy fine, mild, good tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike! Get a carton today!

Back now to Les Higbie.

HIGBIE:

A man and a woman walked into a motorcycle shop in Goslar, Germany - the man asking for a trial run on one of the proprietor's motorbikes. I'll leave my wife here as security, he said - but he went away and never returned. When police were called in, the woman explained, I'm not his wife, I only promised to show him the way to the store.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, when you're shopping for the Thanksgiving trimmings, get a carton of Luckies - then, you and your guests can enjoy the cigarette that's made better, that tastes better - Lucky Strike!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 002233B

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 20, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News...
 presented each week day at this same time by
 Lucky Strike. Friends, when you're shopping for
 the Thanksgiving trimmings, get a carton of
 Luckies. Then you and your guests can enjoy the
 cigarette that's made better -- that tastes better
 -- Lucky Strike!

ATX01 002339

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 21, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 21, 1951
OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATK01 0022341

LES HIGBIE

(COPIED BY MBS NEWS DIVISION)

NOVEMBER 21, 1951

LAING:

It's time for Les Higbie and the news presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle brands. So, enjoy fine, mild, good-tasting tobacco in a cigarette that's made better, the cigarette that tastes better, Lucky Strike.

And now from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

Important declarations on airpower and the use of atomic bombs in Korea come today from the U. S. Air Force Chief of Staff General Hoyt Vandenberg. In a lengthy give and take with Pentagon reporters, he says, U. S. control of the air in northwest Korea although by no means lost -- is not as firm as it was. General Vandenberg says there are no targets in North Korea to warrant use of A-bombs like those we now have stockpiled.

As forecast -- the Pentagon reveals that American battle casualties in Korea now are past the 100 thousand mark.

In the truce negotiations - despite a near agreement - several more days of technical arguments appear at hand.

Here's late word on the tax scandal investigation from Washington. A House sub-committee says there's no foundation for rumors that committee chairman Cecil King of California interfered in three California tax cases.

Acting State Secretary James Webb tells reporters that we're trying to confirm reports that Hungarian or Romanian anti-aircraft gunners shot down that missing U. S. air force transport plane.

ATX01 0022342

11/21/51

Secret talks to reduce East-West tension could happen any time says Chief American U. N. delegate Warren Austin in Paris. But he adds no such talks have yet occurred.

In London, Prime Minister Winston Churchill debating in the House of Commons declares that so long as they're needed for world peace and security American atomic bombers can be based in Britain.

Secretary Acheson talked in Paris for almost three hours with West Germany's Chancellor Konrad Adenauer today about the role Germany will play in the months ahead.

General Eisenhower's forces are gaining new strength. Advance elements of the U. S. 28th Infantry Division are arriving today in Germany. The main body of Canada's 27th Brigade was welcomed by Ike himself at Rotterdam.

And just back from Europe in Washington - Oregon's Congressman Walter Norblad says he's encouraged at the chances for a successful defense of Western Europe.

In Moscow -- the Soviet Deputy Foreign Minister Andrei Gromyko has just handed notes on the proposed allied middle-east defense command to those middle-east nations concerned.

Egyptian and Russian officials are conferring in Cairo on details of a Cairo-Moscow trade agreement.

Large scale Soviet air maneuvers are reported near the Iranian border.

President Truman flew back to Key West from Washington today, taking Mrs. Truman and Chief Justice and Mrs. Fred Vinson with him for the Thanksgiving holiday.

The Thanksgiving day weather forecast - fair and warmer along the eastern seaboard and in the Gulf states. Snow in the midwest. Fair and warm on the Pacific coast.

Now, here's John Laing.

ATK01 0022343

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 21, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie.....

ATXO1 0022344

LES HIGBIE

-3-

11/21/51

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims - proves Lucky Strike is by far the best made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, "It is our conclusion that Lucky Strike is the best made of these five major brands." This is one big reason why Luckies taste better, and never forget IS/MFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So, smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today.

Back now to Les Higbie.

HIGBIE:

Two literary surveys make news today. In East Lansing, Michigan, Professor Morton Malter of Michigan State completes the task of reading 10,440 pages of 185 comic books and he says he thinks they're not so bad.

It's announced in Berlin that a work on which several scientists and scholars have been laboring 57 years is now completed. It's an 11 volume dictionary of Egyptian Hieroglyphics and they don't think it'll be a best seller.

LAING:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike. Friends, when you're shopping for the Thanksgiving trimmings get a carton of Luckies, then you and your guests can enjoy the cigarette that's made better, that tastes better, Lucky Strike.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022345

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 21, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News...
 presented each week day at this same time by
 Lucky Strike. Friends, when you're shopping for
 the Thanksgiving trimmings, get a carton of
 Luckies. Then you and your guests can enjoy the
 cigarette that's made better -- that tastes better
 -- Lucky Strike!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 22, 1951

Network: Mutual

Broadcast: 8:55-9:00 AM EST
(Not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 22, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

ATK01 0022348

LES HIGBIE

(COPIED BY MBS NEWS DIVISION)

NOVEMBER 22, 1951

LAING:

It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.....

HIGBIE:

The Chinese communist THANKSGIVING DAY attack on the central Korean front has failed says 8th Army headquarters -- the ten-thousand-man enemy attack reeling back after some minor successes earlier.

Helicopter pilots flew through freezing rain to carry hot Turkey dinners to front-line troops.

No official word on the cause of a New York City train collision today -- One spokesman for the New Haven railroad says "it may have been a switching error or there may have been a motorman's error." There were no deaths -- but at least 29 persons were injured when the two New Haven trains collided in the tunnel under Park Avenue at 56th street in midtown Manhattan.

Holiday accidents across the nation have taken 27 lives since 6 o'clock last evening.

Outside the country --

17 persons are reported killed in a train-truck collision 170 miles northwest of Mexico City.

ATX01 0022349

HIGBIE

-2-

11/22/51

Several deaths are reported in a train derailment near Buenos Aires, capital of Argentina.

A typhoon which killed three persons in the central Philippines appears heading for the South China coast.

The Po River is still rising in northern Italy as a violent cloudburst brings floods in southern Italy too - near Salerno.

The Rhone River basin in southern France also is beset by still-rising floodwaters.

New reports are coming in of major diplomatic moves on both sides of the iron curtain.

Russia sends a note to UN secretary General Trygve Lie asking that its charge that the United States Mutual Security Act fosters subversive activities in communist countries -- be put on the UN general assembly agenda.

The Big 3 foreign ministers and West German chancellor Konrad Adenauer announce in Paris official agreement on a so-called MASTER PLAN which gives more sovereignty to West Germany.

It's just announced in London that prime minister Churchill will leave for Washington, December 29th -- sailing on the liner Queen Mary.

Accenting Britain's worsening financial position -- the London stock exchange was off sharply again today -- gilt-edged British government bonds breaking to new low levels.

ATX01 0022350

HIGBIE

-3-

11/22/51

In Cairo -- Iran and Egypt -- both on the outs with Great Britain -- have signed a joint declaration of friendly relations.

We have a new report of a high seas mutiny in the Baltic today -- the three man crew of a Polish fishing boat seizing their ship -- sailing into a south Sweden port -- asking for political asylum.

In Moscow -- western diplomats say they think George F. Kennan may NOT be acceptable to the Kremlin -- if he's named U.S. ambassador to Russia -- because of his record of vigorous anti-communism.

That NEWSWEEK Magazine story which hints at a new Burgess-MacLean case in Britain soon -- produces a comment from the British foreign office spokesman in London. He says he knows of no facts to support the report.

Burgess and MacLean are the British diplomats missing since last June.

Now, here's John Laing.

LAING:

Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different, and IS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better -- Lucky Strike. Get a carton today! Now, back to Les Higbie....

ATX01 0022351

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 22, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed -- so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better -- Lucky Strike. Get a carton today! Now, back to Les Higbie....

RTX01 0022352

HIGBIE

-4-

11/22/51

HIGBIE:

Since six o'clock last evening 27 Americans have been killed accidentally. If you're DRIVING today -- please drive carefully. Stay on the RIGHT side of the road -- the SAFE SIDE.

LAING:

You've been listening to Les Higbie 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 0022353

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 22, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Friday, November 23, 1951.

Network:
Mutual

Broadcast: 7:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:03 AM EST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 23, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York Les Higbie ...

ATX01 002356

LES HIGBIE

NOVEMBER 23, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 a cigarette that's made better ... The cigarette that tastes better ... Lucky Strike!

And now from the Mutual news room in New York, Les Higbie:

HIGBIE:

Washington is keeping an official silence on a report that Soviet Russia has sent a formal protest ... charging a flight over Vladivostok by an American reconnaissance plane. Russian fighter planes chased the ship and shot at it ... according to this report.

An intensive air and ground search for plane wreckage reported forty miles southeast of Bolzano, Italy has failed to turn up any more information on that missing Air Force transport plane.

In London, sources close to Prime Minister Winston Churchill say he's laid aside his idea of an early face-to-face meeting with Joseph Stalin and will not try to talk President Truman into such a conference when he goes to Washington in January.

A new Communist attack ... in regimental strength ... is just reported from Eighth Army Headquarters in Korea, Chinese troops overrunning a U.N. hill position on the Western front.

In Washington ... spokesmen for both the State and Defense Departments are optimistic about the tentative cease-fire agreement in Korea. There's now a real chance, they think, that the fighting can be ended by Christmas.

ATK01 0022357

HIGBIE

- 2 -

11/23/51

The new Pentagon estimate of enemy casualties shows an increase of about ten thousand and Reds killed, wounded, or captured between November sixth and fourteenth.

In Paris, the special U. N. political committee ... (despite a vigorous Soviet protest) ... has approved establishment of a special watchdog commission for the tense Balkans. Another watchdog committee ... appointed to watch out for any Yugoslav threats to Greece ... has been abolished.

The former St. Louis Collector of Internal Revenue James P. Finnegan pleaded not guilty there today to five charges of bribery and other misconduct in office. His trial was set for March third.

Two men in white overalls ... armed with a rifle and a pistol ... held up the Johnson County National Bank at Prairie Village, Kansas ... a suburb of Kansas City. They made off with an estimated loot of sixty-two thousand dollars. They left in a 1950 model yellow convertible.

Afternoon editions of today's Boston American say that F.B.I. agents have found the spot ... just fifteen miles south of Boston ... where the million-dollar loot from the fabulous Brinks' robbery was hidden for several weeks.

There's no official verdict yet on the cause of that Manhattan railroad crash Thanksgiving Day; but the manager of Grand Central Terminal, Ernest B. Moorhouse, says he thinks a New Haven express ran through a red signal light shortly before colliding with a Stamford, Connecticut local.

Flood-stricken northern Italy reports some relief today ... as heavy rains let up..

Now here's John Laing:

LAING:

Friends, here's important news that sweeps away the smokescreen of other cigarette claims, proves Lucky Strike is by far the best made of all five principal brands:

ATX01 0022358

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 23, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT -- Lucky Strike means fine tobacco ... there's no substitute for fine tobacco -- don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 0022359

HIGBIE

- 3 -

11/23/51

The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Incorporated of New York, Quote ... "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands."... Unquote

This is one big reason why Luckies taste better ... And never forget ... L S M F T ... Lucky Strike means fine tobacco. There's no substitute for fine tobacco. Don't let anybody tell you different! So, smoke the cigarette that's made better ... the cigarette that tastes better ... Lucky Strike! Get a carton today.

Now back to Les Higbie:

HIGBIE:

Newsboys in Johannesburg, South Africa are hawking a new headline today ... Man bites lion! McUngu, a native, who lives near Bulawayo, heard a noise in his sheep pen ... found a lion there when he investigated. McUngu threw a knife at him. But the enraged animal jumped on McUngu and chewed him badly. Thereupon, McUngu grabbed the lion's tail and bit the King of Beasts on the nose and ears. And while the lion licked his wounds, McUngu broke for the house and locked the door.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, this coming weekend 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0022360

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 23, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

ATX01 0022361

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Monday, November 26, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

NO DUBS

- 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
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 26, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ..
Les Higbie....

ATX01 0022363

LES HIGBIE

NOVEMBER 26, 1951.

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike! Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

General Dwight D. Eisenhower continues to keep his 1952 political intentions to himself. In Rome to address the North Atlantic Council Meeting, Ike tells reporters that he has no interest in serving anywhere except for the preservation of peace. He adds bluntly, "That's why I'm here!"

And to the NATO Conference the General sounds a note of urgency, pleading for a speedup in creating the European army.

Dr. Philip Jessup of the American UN delegation has delivered the official U.S. reply in Paris to Andrei Vishinsky's latest rebuff of the Big Three disarmament proposal. Russia, charges Dr. Jessup, not the United States, is to blame for present world tensions. And the United States, he adds, is prepared to hold secret talks with Moscow representatives about an arms cut if a majority of the UN members are in favor of such a move.

Anti-British demonstrations in Egypt have resulted in injuries to an American. Frank R. Boyd, 25 year old U.S. Embassy courier, suffered minor injuries in Cairo when a crowd attacked him, mistaking for a Briton.

There's a sudden new burst of activity in Congressional hearing rooms in Washington. House tax scandal investigators heard the ousted Assistant Attorney General T. Lamar Caudle declare that he feared for his life when he tried to clamp down on rackets in

ATX01 0022364

Charlotte, North Carolina when he was U.S. Attorney there.

Ohio's Senator Robert A. Taft is lashing his accusers in another Congressional committee room charging before a group of Senators studying the 1950 Ohio campaign that his opponents last year took part in a sinister conspiracy with what he calls a "peculiar Communist undertone". And, Senator Taft charges that his opposition spent three dollars for every one dollar spent in his behalf.

At the same time the joint congressional watchdog committee on defense production hears this prediction from price chief Mike DiSalle: Controls laws now on the books will mean higher price ceilings and they'll be harmful to the economy, he says.

In Key West, at the vacation White House, it's announced that the former Mayor of Springfield, Massachusetts, Roger L. Putnam, is being considered as a successor to Eric Johnston as Economic Stabilizer.

Far East Air Force headquarters claimed that new Communist air base at Uiju, just inside North Korea from Manchuria, has been knocked out. The battle for Little Gibraltar on the western front in Korea is still in progress at last report. One thousand Chinese Reds opening a fierce new assault just two hours before Allied and Red staff officers agreed on a truce line at Panmunjom.

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette claims, proves Lucky Strike is by far the best made of all five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Incorporated of New York, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands"..unquote. This is one big reason

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 26, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York; quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. This is one big reason why Luckies taste better. And never forget, IS/MFT - Lucky Strike means fine tobacco... there's no substitute for fine tobacco - don't let anybody tell you different. So smoke the cigarette that's made better - the cigarette that tastes better - Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 0022366

HIGBIE

-3-

11/26/51

why Luckies taste better and never forget, LSMFT - Lucky Strike Means Fine Tobacco. There's no substitute for fine tobacco, don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today. Back now to Les Higbie.

HIGBIE:

Fifty-one year old Will Luden of Decatur, Illinois, is protesting his arrest. He was picked up in a Decatur tavern last night accused of disorderly conduct for eating drinking glasses. But it's all very unfair, he says. He was doing it only to entertain his fellow tavern patrons and besides, he adds, "I paid for every glass I ate".

LAING:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTX01 0022367

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, NOVEMBER 26, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 002368

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE: Tuesday, November 27, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat: 10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

AS [unclear]

- 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
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 27, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie...

ATX01 0022370

LES HIGBIE

NOVEMBER 27, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER

It's time for Les Higbie 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 Mutual newsroom in New York, Les Higbie.

HIGBIE

The man defeated by Senator Robert A Taft in last year's Ohio Senatorial Campaign makes some sharp charges in a congressional hearing room in Washington today. Ohio State Auditor Joseph T. Furgeson says Republican voters helped elect a Democratic Governor in his state last year and he adds "I am inclined to think there was some kind of deal."

Senator Taft -- at a news conference in Asheville, North Carolina -- meantime -- foresees his party carrying several southern states next year -- if as he puts it, "the issues are 'properly presented.'"

In another headline-producing committee hearing in Washington, the former Asst. Attorney General T Lamar Caudle tells House tax scandal investigators that he DID receive a free plane trip to Florida in 1947 from a friend whose tax affairs were under investigation -- but that he wouldn't have accepted it had he known of the investigation.

And representatives of the Brotherhood of Locomotive Firemen and Enginemen walked out today of a Washington meeting of a Presidential emergency board -- studying the brotherhood's 24 month wage dispute with the nation's leading railroads.

ATX01 0022371

HIGBIE

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11/27/51

New bloodshed is reported in the Suez Canal zone - and riot squads were ordered out in Rome where they battled communist demonstrators protesting the current North Atlantic council meeting.

Several council delegates say they think General Dwight D Eisenhower will soon leave his post as Supreme commander. And when asked why, they answer mysteriously, "on the basis of information available to the North Atlantic Treaty Organization."

Today at the NATO meeting -- Secretary Acheson calls for a prompt "push forward" on the European Army plan -- and France's Robert Schumann says recruiting of a 43 division force can begin in April.

In Paris -- there's only stony silence from the Russian U.N. delegation on the idea of secret Big Four disarmament talks -- this as the U.N. steering committee votes unanimously for a full hearing in the General Assembly of Moscow's charges that the U.S. Mutual Security Act is AGGRESSION against the Soviet Union.

It looks like another major shakeup of the Czech communist government is underway in Prague -- with the official announcement of the arrest of Rudolf Slansky -- former chief of the Czech communist party.

A new deadlock threatens in the Korean truce negotiations -- as delegates from each side begin talking about a method of enforcing a truce -- now that they've reached tentative agreement on a cease-fire line.

Five fishermen are believed lost in the shipwreck of a trawler on Cuttyhunk Island -- midway between Martha's Vineyard and the Massachusetts mainland.

And ten crewmen on another fishing vessel out of Gloucester, Massachusetts are fighting hard to keep their sinking boat afloat in a 70 mile gale -- off Nova Scotia.

ATX01 0022372

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 27, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better -- always so round, so firm, so fully packed - so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget - better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco - don't let anybody tell you different. And LS/MFT - Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie...

ATX01 0022373

HIGBIE

-3-

11/27/51

More than a million dollars damage is reported in a series of forest fires in east-central Louisiana.

Now, here's John Laing.

LAING

Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves Lucky Strike is the best made of all five principal brands. Yes, Luckies are made better, always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste, but never forget, better taste in a cigarette must start with fine tobacco. That's right. There's no substitute for fine tobacco. Don't let anybody tell you different. And LS/MFT, Lucky Strike means fine tobacco. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Get a carton today.

Now, back to Les Higbie.

HIGBIE

The winner and new champion today -- in the men's division -- National Crotcheting Contest at Chicago -- is 49 year old George Link of Bunker Hill, Illinois. Link is a husky foreman for an oil company who does most of his crotcheting in a barroom. He's frequently needed by his friends for his needlework, says Link, but it's all in good fun.

Says Link: "My friends are used to it and I don't mind one bit."

ANNOUNCER

You've been listening to Les Higbie and the news presented each weekday 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. THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022374

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, NOVEMBER 27, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Wednesday, November 28, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

AS BATTEN

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

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 28, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York....Les Higbie...

ATX01 0022377

LES HIGBIE

NOVEMBER 28, 1951

(COPIED BY MBS NEWS DIVISION)

LAING:

It's time for Les Higbie 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 a cigarette that's made better, the cigarette that tastes better, Lucky Strike. And now, from the Mutual newsroom in New York, Les Higbie.

HIGBIE:

A sweeping shakeup in the scandal-shaken Internal Revenue Bureau is announced in Washington and Key West. 31 employees fired including James G. Smyth, collector of internal revenue at San Francisco. Today's announcements constitute the biggest shakeups since a House Ways and Means Sub-committee began probing indications of widespread corruption and inefficiency. Martin Tierney, chief of the wage and excise division of the San Francisco office, says he has also been fired. Employees were fired in thirteen cities, San Francisco, Los Angeles, New York, Newark, N.J., Boston, Springfield, Ill., Harrison, Ark., Williston, N.D., Denver, Syracuse, St. Louis, Philadelphia and San Rafael, Cal. And there were forced resignations in eight cities. San Francisco, Los Angeles, New York, Baltimore, Newark, Detroit, Philadelphia and Nashville, Tenn.

In the House Committee's hearing room today the ousted Asst. Attorney General T. Lamar Caudle returned to the stand to tell investigators that members of the House and the Senate put tremendous pressure on him on behalf of constituents who were delinquent in their taxes.

There's no official comment forthcoming from either the Pentagon or the State Department on the sudden halt in Korean ground fighting, the whole affair apparently taking Washington by surprise. But unofficially, some authorities in the Capital call it a logical development. And there are indications that the decision was

AFX01 0022378

HIGBIE

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11/28/51

made by UN supreme commander General Matthew Ridgway. At any rate it is definite that, for the first time in 17 months, firing has ceased along the important sectors of the front. Even though 8th Army headquarters says it has not issued a cease-fire order.

The Navy announces in Washington that a patrol plane has been fired on but not hit by a wooden ship some 50 miles off the port of Swatow, in South China.

Conflicting reports continue about General Dwight D. Eisenhower's future intentions. West European government leaders think Ike is back at his Paris desk for the final two months of his tenure as Supreme Commander. But a spokesman at Ike's headquarters flatly denies the specific report that the five star general will quit his post before February to seek the Republican nomination for President.

Britain's foreign minister, Anthony Eden, tells reporters in Rome that his country will not participate in the projected European Army, but he promises the closest possible British association with it.

The North Atlantic Council Meeting in Rome has ended. The council's acceptance of General Eisenhower's speedup plan for a European Army, conditioned on an economic survey now being undertaken by Mutual Security Director Averell Harriman. A spokesman at General Eisenhower's headquarters outside Paris identifies the newly selected French Naval Commander for West Mediterranean Naval Forces. He's Admiral Antoine Sala, who now commands French forces at Algiers, North Africa.

Now here's John Laing.

LAING:

Friends, here's important news, that sweeps away the smoke screen of other cigarette claims. Proves Lucky Strike is by far the best made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of

ATX01 0022379

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 28, 1951

MIDDLE COMMERCIAL

LAING: Friends, here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. This is one big reason why Luckies taste better. And never forget, LS. MFT - Lucky Strike means fine tobacco ... there's no substitute for fine tobacco - don't let anybody tell you different. So smoke the cigarette that's made better - the cigarette that tastes better - Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 002380

HIGBIE

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11/28/51

Froehling & Robertson of Richmond, Virginia. Quote: It is our conclusion that Lucky Strike is the best made of these five major brands. Unquote. This is one big reason why Luckies taste better, and never forget LSMFT - Lucky Strike means fine tobacco. There's no substitute for fine tobacco, Don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better Lucky Strike. Get a carton today. Back now to Les Higbie.

HIGBIE:

A deathly silence settled down over the world's largest city for ten minutes today as New York civil defense officials staged our first all-out A-day air raid drill. The shrieking sirens bringing activity to a halt until the all-clear was sounded. No panic was reported. And New York City's Civil Defense Director, Arthur Wallander, says results were excellent.

IAING:

You've been listening to Les Higbie and the news, presented each weekday 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. This is the Mutual Broadcasting System.

ATX01 002381

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, NOVEMBER 28, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022382

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Thursday, November 29, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

- 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
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 29, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News
Room in New York ... Les Higbie...

ATK01 0022384

LES HIGBIE

NOVEMBER 29, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike! Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Neweroom in New York - Les Higbie.

HIGBIE:

Kenneth S. Wherry of Nebraska, Republican leader of the Senate, died in Washington today at the age of 59. He was admitted to a hospital there this morning in a critical condition after a period of convalescence from an operation last month.

That test case on the new gambling tax law was thrown out of court in Washington today - the three-judge panel decreeing that the petitioner did not come into court with clean hands. No ruling was made on the law's constitutionality.

In the continuing tax scandal hearings at the Capitol, former Assistant Attorney General, T. Lamar Caudle, tells House investigators that he had specific permission from Attorney General J. Howard McGrath in 1950 to accept a five thousand dollar commission on the sale of an airplane to a man who represented two other persons accused of tax fraud.

The Weather Brueau reports a late autumn heat wave heading eastward - the entire nation to be covered with warmer weather, say the forecasters, as long as we can see into the future.

Great Britain blasted Egypt in a 47 page, 20 thousand word White Paper presented to Parliament in London today, accusing the Cairo government of a lack of responsibility in the current Suez Canal zone dispute.

ATK01 0022385

11/29/51

The text of General Eisenhower's remarks to the North Atlantic council Monday, with military secrets deleted, is now available to reporters in Rome.

In it, Ike speaks promisingly of the small Atlantic Pact army now at his disposal - but he urges NATO members to set up a real European political, military and economic union - and to include Germany on an equal basis.

President Truman will be asked about the mystery cease-fire order in Korea when he holds his regular weekly news conference at 4 P.M., Eastern Standard Time at Key West.

Air, ground and naval fighting is on again as Eighth Army Commander, General James Van Fleet, declares the mix-up is all due to a misinterpretation of his directives to subordinate commanders.

Two governments in widely-separated parts of the world were overturned in bloodless revolutions today.

Radio Bangkok announces an Army coup d'etat in Siam.

Earlier, the 24 hour old government of Dr. Marouf Dawalbi in Syria was toppled also by an Army coup.

West German police say political terrorists may have plotted a bomb blast in Bremen today which killed two and injured seven.

In this country, Coast Guardsmen are beginning the grim search for the bodies of 13 crewmen, trapped in a sunken fishing boat in Boston's outer harbor.

Rescue workers report in Flagstaff, Arizona, that 35 hunters, marooned in heavy snowstorms for nearly a week, have apparently made their way to safety.

In Chicago, that Aberdeen Angus Steer, Toby, Grand Champion of the International Livestock Show, was sold for \$6,75 a pound.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 29, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves -- Lucky Strike is the best-made of all five principal brands. Yes, Luckies are made better - always so round, so firm, so fully packed - so free and easy on the draw with no annoying loose ends to spoil the taste! But never forget -- better taste in a cigarette must start with fine tobacco. That's right -- there's no substitute for fine tobacco -- don't let anybody tell you different, and LS/MFT -- Lucky Strike means fine tobacco. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike. Get a carton today! Now, back to Les Higbie...

ATX01 0022387

HIGBIE

-3-

11/29/51

Now, here's John Laing.

LAING:

Friends, here are facts that sweep away the smoke screen of other cigarette claims. A series of impartial tests of quality proves, Lucky Strike is the best made of all five principle brands - yes, Luckies are made better - always so round, so firm, so fully packed, so free and easy on the draw, with no annoying loose ends to spoil the taste - but, never forget, better taste in a cigarette must start with fine tobacco. That's right - there's no substitute for fine tobacco; don't let anybody tell you different. And, L S / M F T, Lucky Strike means fine tobacco. So, enjoy fine, mild, good tasting tobacco in the cigarette that's made better - the cigarette that tastes better - Lucky Strike! Get a carton today!

Now back to Les Higbie.

HIGBIE:

British foot doctors have some advice for milady today - how to deal with heels. They're talking about high heels and they suggest alternate hot and cold foot baths after wearing high heels a long time.

And for the housewife - here's a good argument to hand your husband when he comes home tonight. An Australian dietary consultant says the tired housewife needs eight hours sleep a night and an hour's siesta each afternoon to avoid 20th century jitters.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022388

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, NOVEMBER 29, 1951

CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie 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 0022389

LES HIGBIE and THE NEWS

produced for

THE AMERICAN TOBACCO CO.

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT: LUCKY STRIKE CIGARETTES

DATE Friday, November 30, 1951 Network: Mutual Broadcast: 8:55-9:00 AM EST
(not in New York)
Repeat 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

NO BROADCASTS

- 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
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 30, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News
 Room in New York ... Les Higbie...

ATX01 002391

LES HIGBIE

NOVEMBER 30, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Highbie and the news, presented by Lucky Strike.

Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York - Les Highbie,

HIGBIE:

The White House has just revealed at Key West, Florida, the partial contents of a previously unpublished secret document, revealing that the Eighth Army in Korea on Monday, ordered continued fighting in Korea until an armistice is signed.

Reports from Washington indicate that at least one of the two National Guard divisions, now on occupation duty in Japan, the 45th of Oklahoma or the 40th of California, will be sent to Korea.

The Pentagon publishes its latest estimate of enemy casualties - one million, five hundred five thousand, nine hundred Reds killed, wounded or captured through November 22nd.

Latest totals in the Korean war's biggest air victory show allied pilots, this morning, shooting down 11 enemy planes - at least half of them bombers.

U.S., British and French UN delegates are meeting secretly in Paris, plotting strategy for the closed door Big Four disarmament talks which begin there tomorrow.

In the Ohio 1950 election campaign investigation in Washington, Senator Robert A Taft's campaign treasurer, Ben Tate, says he raised three hundred thousand dollars to help re-elect Taft - but included only one hundred sixty three thousand dollars in

ATX01 0022392

HIGBIE

-2-

11/30/51

his official report - distributing some of the balance to various campaign committees and he's sure they reported it.

House investigators of burgeoning tax scandals put over their next public hearing until Monday, while they study files at the Department of Justice.

Chief Defense Mobilizer, Charles E. Wilson, addressing nearly three hundred West European businessmen in Washington, declares we can go on maintaining our military strength for a century if need be, and absorb the strain in our stride.

A major reshuffling of some State Department jobs is reported in the offing - Assistant Secretary, George McGhee, to become Ambassador to Turkey.

Henry Byroade to succeed McGhee.

Assistant Secretary for Far Eastern affairs, Dean Rusk, to resign, joining the Rockefeller Foundation.

No official confirmation or denial of this report.

November is bowing out in a flurry of springlike weather in many parts of the nation, after new snowfall and low temperature records were set earlier. There are some scattered wet spots today - showers in Washington, Oregon and northern California.

A burning B-29 crashed near Yoakum, Texas, today - eleven airmen on board parachuted to safety.

And Kansas City Police Chief, Henry Johnson, says he has information that may help solve the murders of Charley Binaggio and Charles Gargotta.

Now, here's John Laing.

LAING:

Friends, here's important news that sweeps away the smoke screen of other cigarette

ATX01 0022393

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 30, 1951

MIDDLE COMMERCIAL

LAING:

Friends here's important news that sweeps away the smoke screen of other cigarette claims -- proves Lucky Strike is by far the best-made of all five principal brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Inc., of New York: Quote "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." unquote. This is one big reason why Luckies taste better. And never forget, LS/MFT - Lucky Strike means fine tobacco ... there's no substitute for fine tobacco ... don't let anybody tell you different. So smoke the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike! Get a carton today! Back now to Les Higbie...

ATX01 0022394

HIGBIE

-3-

11/30/51

claims - proves Lucky Strike is by far, the best made of all five principle brands. The results of a series of impartial tests of quality have been verified by leading laboratory consultants. For example, here's the report of Foster D. Snell, Incorporated of New York. Quote, "In our opinion, the properties measured are all important factors, affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands," Unquote. This is one big reason why Luckies taste better and never forget, L S / M F T, Lucky Strike means fine tobacco. There's no substitute for fine tobacco; don't let anybody tell you different. So smoke the cigarette that's made better, the cigarette that tastes better - Lucky Strike! Get a carton today!

Back now, to Les Higbie.

HIGBIE:

The man who found Adam is celebrating his 97th birthday in Heidelberg, Germany.

Daniel Hartmann in 1907, a sandpit foreman, found a strange jaw bone with 16 teeth larger than those of any human being today.

It wasn't Adam, Professors of Paleontology told him, but it was old - something like 500 or 600 thousand years old. And his find, dubbed "Homo Heidelbergensis" is still the oldest trace of man ever found in Europe.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

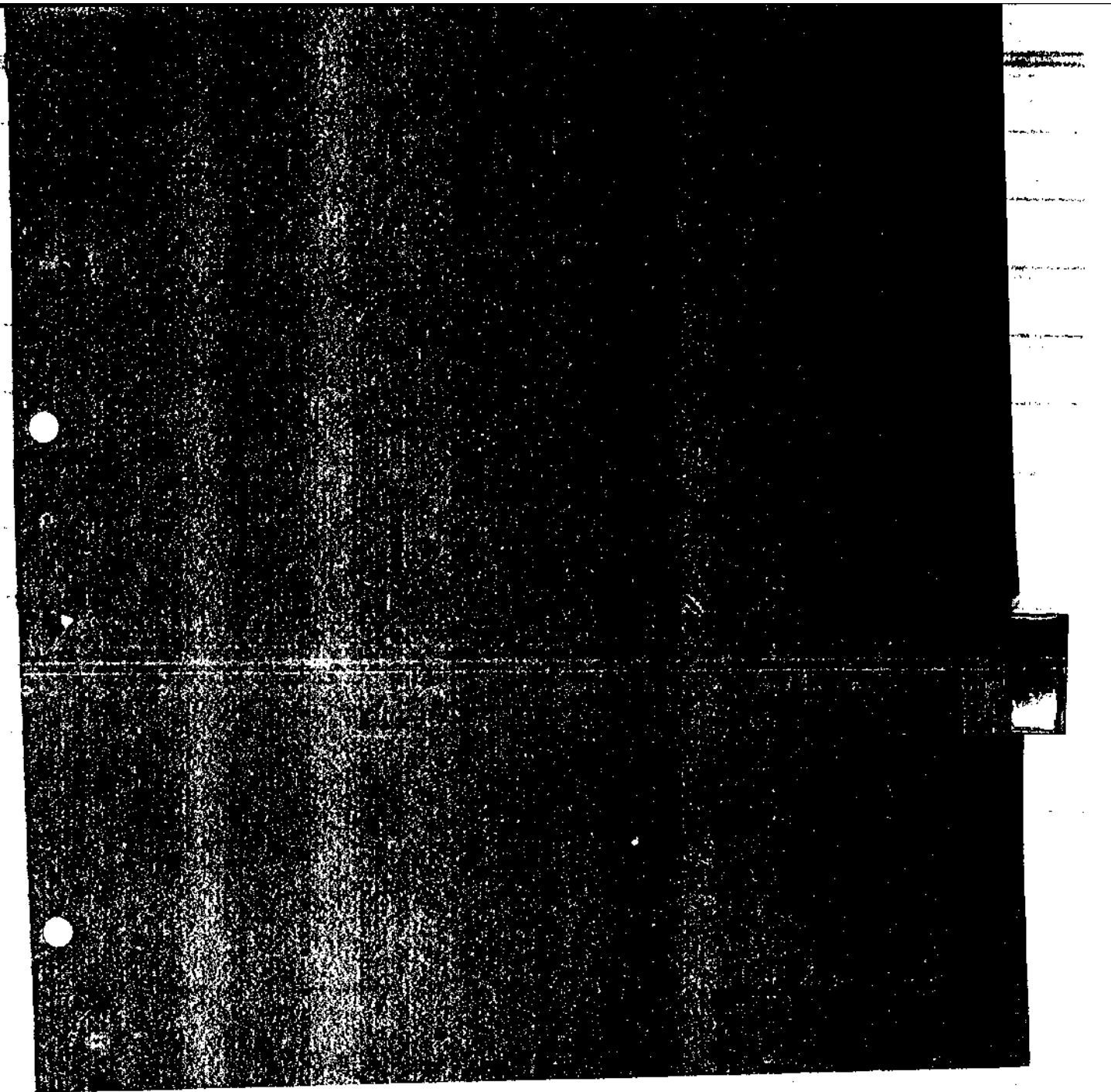
ATX01 0022395

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, NOVEMBER 30, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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
Les Higbie returns next Monday, this is John
Laing wishing you a pleasant week-end.

ATK01 0022396



ATX01 002397

Radio Program *prepared and produced by...*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Monday, December 3, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WCR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 3, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News
Room in New York ... Les Higbie ...

ATK01 002399

LES HIGBIE

DECEMBER 3, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual Newsroom in New York, Les Higbie.

HIGBIE:

First a bulletin - an Air Force B29 has crashed in an exclusive residential section of Denver -- all crew members are reported killed -- several residents injured -- and several homes are burning.

Another plane -- a twin-engine Beechcraft, crashed in a Reno, Nevada residential district. Preliminary reports say one person killed, and four survivors.

The State Department promises immediate action to obtain the release of four Air Force crewmen from that missing C47 transport plane in the Balkans.

The Russians now admit they forced the ship down in Hungary two weeks ago and are holding the four men there. Moscow's first public admission that Soviet Air Force planes operate in that region.

New sensations come out of the tax scandal investigation in Washington. Justice Department attorney John H. Mitchell tells the House subcommittee that Congressman Frank Boykin of Alabama tried to head off the prosecution of a tax fraud case in his home state.

A Senate small business subcommittee is back in the Capital to wind up its lengthy hearings on the gray market in steel. And a Bethlehem Steel Corporation vice

ATK01 0022400

12/3/51

president, J.V. Honeycutt, says in today's testimony that shortages of copper and other materials, but not in steel, probably make a cutback in automobile production necessary.

Important court decisions in Washington. The Supreme court declines to review the contempt convictions of Frederick Vanderbilt Field and mystery writer Dashiell Hammet.

The High Court grants California further hearings in the Tidclands Oil dispute.

At Key West -- President Truman establishes a special committee to enforce more rigidly those non-discrimination clauses in Federal contracts.

A communist correspondent in Korea, Wilfred Burchett of the leftist Paris newspaper, Ce Soir, who apparently keeps in close touch with the official communist line, says the North Korean and Chinese reds are compiling information on allied war prisoners in their hands -- to be used for a mass exchange if a Korean armistice is signed.

Eighth Army headquarters sums up its November operations today in terms of enemy losses. 44,70 communist casualties, including about 30,290 killed -- 13,480 wounded -- 966 captured.

From Saigon, Indo China -- comes a report that the communist-led Viet Minh leader, Ho Chi Ming, has been charged with Titoism and replaced by a man more subservient to Moscow.

Heavy bloodshed is reported from Egypt. 17 to 24 Egyptians and British killed in a new outburst in the Suez Canal zone.

And that perennial trouble spot, Berlin, also reports new trouble: a blockade of coal shipments from East Germany to West Berlin.

Now, here's John Laing.

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 3, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia -- Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," Unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better -- Lucky Strike! Try a carton today! Back now to Les Higbie.

ATX01 0022402

HIGBIE

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LAING:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here is the report of Froehling and Robertson, of Richmond, Virginia, quote: "It is our conclusion that Lucky Strike is the best made of these five major brands." unquote. Yes Luckies are made better, a big reason why Luckies taste better. Always so mild, so smooth, so firm and fresh with better taste in every puff. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Try a carton, today.

Back now, to Les Higbie.

HIGBIE:

American Comic Books are on trial in Rome. The Chamber of Deputies will debate the censoring of Italian translations of the six million American comic booklets sold each week in Italy. The complaint? It's not desirable, say those who're against them, for Italian children to add POW - BAM - ZING - and BOFF to their vocabularies.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTKO1 0022403

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 3, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022404

Radio Program *prepared and produced by...*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

LES HIGBIE AND THE NEWS

Tuesday, December 4, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 4, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room
 in New York ... Les Higbie....

ATK01 0022406

LES HIGBIE

DECEMBER 4, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike.

Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie:

HIGBIE:

Western diplomats in Paris are looking for the "joker" in a sensational pronouncement today by Soviet foreign minister Andrei Vishinsky. Coming out of a three and a half hour session of Big Four secret disarmament talks ... Vishinsky told reporters that Russia WILL PERMIT international inspection of Soviet atomic weapons plants once the U.N. General Assembly decides all such weapons are illegal.

The Western powers made some propaganda hay in Paris ... gaining approval in the U.N. political committee ... in spite of violent Russian objections ... of a U.N. hearing for both East and West Germans on all-German elections.

Diplomatic quarters in Budapest are predicting Hungary will soon set free those four American Airmen whose transport plane the Russians forced down two weeks ago ... this in response to a strong demand made by the U.S. charge d'affaires in the Hungarian capital today. The State Department hears from Hungary that all four are alive and in good health.

More violence breaks out in Egypt ... There are unconfirmed reports of twenty Egyptians killed and two Britons wounded in the Suez Canal zone area today.

Investigators of tax scandals dig out new Washington headlines ... Former deputy

ATK01 0022407

HIGBIE

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Attorney General Peyton Ford ... (on the witness stand) ... says he cut T. Lamar Caudle off from information about an Alabama tax fraud case ... because he believed Caudle was giving a member of Congress Grand Jury information.

Also in the Capital ... The Department of Justice is asking the Internal Revenue Bureau to study further the tax case involving Governor William Beardsley of Iowa.

Another plane crashed near Denver today ... only ten miles from the site of yesterday's smashup of an Air Force B-29.... Three persons died today when a United Airlines DC-3 plunged to earth on the Rocky Mountain arsenal reservation. ... That runs the death toll in six plane crashes in the last twenty four hours to twenty two.

Philippine officials fear the casualty toll from a tremendous eruption of Mount Hibok Hibok on Camiguin Island near Mindanao may rise still higher. Rescue parties are fighting their way through blinding volcanic ash, dust, and heat to reach those who were trapped. ... The Red Cross says one hundred forty one bodies have been recovered.

Fire broke out in Buckingham Palace in London today, but the flames were put out rapidly ... Only minor damage resulted.

Allied officers await an answer from Communist truce negotiators on the U. N. proposal for immediate talks on exchanging war prisoners ... an answer that may come tonight at Panmunjom.

Now, here's John Laing:

LAING:

Friends, Luckies taste better because Lucky's fine, mild, good-tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality proves Luckies are made better ... always so mild, so smooth, so firm and fresh ... with better taste in every puff. But, never forget, ... In a cigarette better taste starts with fine tobacco, and L S M F T Lucky Strike

ATXG1 0022408

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 4, 1951

MIDDLE COMMERCIAL

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

RTX01 0022409

HIGBIE

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means fine tobacco. So, don't be misled by the smokescreen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better ... The cigarette that tastes better ... Lucky Strike! Try a carton today.

Now, back to Les Higbie:

HIGBIE:

An ancient City of the Dead is reported discovered near Cairo; and it includes, says archaeologist Doctor Etienne Drioton, the grave of an unknown Egyptian Pharaoh's guardian ... people who lived in the year 3400 B.C.

And from New Delhi, India ... British explorer Eric Shipton is returning to London with photographs of gigantic footprints ... possibly the tracks of legendary, gorilla-like man-eating monsters who are said to live in the snow-bound heights of Mount Everest.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

Friends, enjoy fine, mild, good-tasting tobacco in a cigarette that's made better. ... The cigarette that tastes better ... Lucky Strike. Try a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0022410

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 4, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Wednesday, December 5, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE
WEDNESDAY, DECEMBER 5, 1951

OPENING .COMMERICAL

LAING: It's time for Les Higbie 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 ... Les Higbie....

ATX01 0022413

LES HIGBIE

DECEMBER 5, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie...

HIGBIE:

The pilot of an Air Force helicopter has sighted the wreckage of an Air Force transport plane on the side of a mountain near Ontario, California. He radios back that he sees no sign of life, that it would be a miracle if anyone survived. Rescue teams are making their way to the scene on foot.

That formal American protest to Hungary demanding the immediate release of four of our airmen has gone to Budapest and at the State Department Acting Secretary James Webb says there is no decision yet on whether a similar protest will also go to Moscow.

Today's witness in the Washington tax scandal hearings, gambler Frank Nathan, tells House investigators he never asked his friend, the former Assistant Attorney General T. Lamar Caudle, for help on tax cases, although many people did come to him, he says, with their tax troubles.

Altoona, Pennsylvania moves into the basketball fix limelight with the arrest there of Daniel Dutch Lamont. New York District Attorney Frank Hogan says Lamont was the money man in an attempt to fix a Cornell-NYU game last January - a game in which Cornell racked up a 69-56 upset win.

ATX01 0022414

HIGBIE

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12/5/51

Menacing rumblings are heard from the giant Hibok Hibok volcano on Camiguin Island in the southern Philippines, even before all the bodies from this week's tremendous eruption have been recovered. The number of known dead is now 169 and a provincial governor's estimate of 2,000 dead is called too staggering by authorities in Manila.

More details on that spectacular explosion and fire at Trenton, Michigan outside Detroit. Eleven big gasoline and oil tanks blew up sending sheets of flame hundreds of feet into the sky, spreading a pall of black smoke over a ten mile area, but no one was hurt.

In New Orleans' uptown industrial section a freak windstorm did a million dollars damage this morning - again, no one reported injured.

Marshal Tito has taken a new step toward closer ties with the west, away from Moscow, setting free the long imprisoned Archbishop Stepinac. He is released, say Yugoslav officials, on a parole basis which sets certain unspecified conditions for his freedom.

Information reaches top level American officials in Paris that Russia will launch a new all out attempt to push the allies out of Berlin this next spring.

Tense Anglo-Egyptian relations were made more tense today as Cairo ordered Egyptian policemen to shoot on sight any British army vehicle trying to enter the city of Suez in the Canal Zone.

In Teheran two Iranian Senators quit their jobs on the eleven man oil nationalization board in protest against a reported government plan to peddle some of Iran's nationalized oil to Soviet Russia and Russian satellites.

Now, here's John Laing...

ATK01 0022415

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 5, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: Quote: "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better -- Lucky Strike! Try a carton today! Back now to Les Higbie.

ATX01 0022416

HIGBIE

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12/5/51

LAING:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principle brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Incorporated of New York reports, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands".. unquote. Yes, Luckies are made better. A big reason why Luckies taste better - always so mild, so smooth, so firm and fresh, with better taste in every puff. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Try a carton today.

Back now to Les Higbie.

HIGBIE:

Here's a little girl who wants a quiet Christmas, a little girl in New York named Barbara sends this special request to Santa Claus: "Dear Santa" she says, "I'd like more than anything in the world a baby gorilla. I don't want anything at all if I can't have a baby gorilla." New York Postmaster Albert Goldman who tries to handle requests from little girls to Santa Claus is stumped by this one, since gorillas are not notably prevalent at the North Pole.

LAING:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022417

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 5, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 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 002241B

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Thursday, December 6, 1951

Regular

REPEAT

8:55-9:00 PM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 6, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie....

LES HIGBIE

DECEMBER 6, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike! Friends, Luckies have been proved, the best made cigarette of all five principle 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 Mutual Newsroom in New York, Les Higbie.

HIGBIE:

Winston Churchill makes an optimistic report to the House of Commons in London. He sees less danger of World War III today than during the 1948 blockade of Berlin.

The Prime Minister also tells Commons that Britain will not flinch if events make it necessary to use U.S. atomic bomber bases in Britain, against Soviet Russia.

Our own chief of Naval operations looks at the U.S. Navy's future in this Atomic Age.

In a Navy League address at Memphis, Admiral William Fechteler insists that the Navy can carry out a more effective atomic attack than land-based planes - this against targets within six hundred miles of a coastline.

In Paris, the Big Four secret disarmament talks have ended in failure - each nation confirming the expected result, that settlement of major East-West differences is not now possible.

But Mexico's Luis Padillo Nervo, President of the UN General Assembly, says he'll meet privately with each of the Big Four powers, trying to mediate their disarmament differences.

Frank Costello stood up in federal court in New York today, to plead not guilty to

ATX01 0022421

HIGBIE

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an eleven-count indictment accusing him of contempt of Congress.

And Costello's name cropped up in the tax scandal hearings in Washington.

New York businessman, Larry Knohl told House investigators, he once sold some oil production to Costello.

Knohl went on to say he did buy a thirty thousand dollar airplane through T. Lamar Caudle, then the ousted Assistant Attorney General - but, Knohl claims it did not have anything to do with the tax case in which he was interested.

Most of the copper industry closed down for two weeks last summer by a crippling strike, was granted a fifteen cent an hour pay boost today by the Wage Stabilization Board.

At Key West, President Truman announces his formal acceptance of the resignation of Assistant State Secretary Dean Rusk.

Allied officers hurl a charge of blackmail at Communist truce negotiators in Korea. The Red refusal to talk about exchanging war prisoners until after agreement on enforcing a truce, is called negotiatory blackmail, by UN spokesman, Brigadier General Bill Nuckols.

Cairo has ordered Egyptian military missions in Britain to return home; has asked British officers attached to Egyptian Army units, to leave the country.

Iranian police are under orders to prevent Communists from holding a peace rally in Tehran tomorrow. And the Iranian deputy premier orders police to prosecute anti-Reds for disorders, too.

Late reports telegraphed from Camiguin Island in the southern Philippines, tell of black smoke spiralling up from the crater of Mount Hibok Hibok.

Authorities fear a new and bigger eruption is coming in the wake of four tremendous

ATXO1 0022422

HIGBIE

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12/6/51

blowups already this week, which have taken hundreds of lives.

Now, here's John Laing.

LAING:

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

Now, back to Les Higbie.

HIGBIE:

We have new details on those gorilla-like, man-eating monsters, possibly real, possibly legendary, who are said to live high on the slopes of Mount Everest and other peaks in the Himalayans between India and Tibet.

British explorer, Eric Shipton, is back in London with those pictures of giant footprints made, perhaps, by these beasts called abominable snowmen.

He's heard, says Shipton, that their feet turn backward so they can climb more easily.

He won't say he's certain they really exist - but he won't say flatly they don't!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike.

ATX01 0022423

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 6, 1951

MIDDLE COMMERCIAL

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

ATK01 0022424

HIGBIE

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Friends, enjoy fine, mild, good tasting tobacco in the cigarette that's made better,
the cigarette that tastes better, Lucky Strikes! Try a carton today!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022425

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 6, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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!

RTX01 0022426

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

Friday, December 7, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 7, 1951

OPENING COMMERCIAL.

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.

LES HIGBIE

DECEMBER 7, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual newsroom in New York, Les Higbie:

HIGBIE:

American Army sources in Berlin are quoted today as saying that the evacuation of American women and children from Berlin is underway - the last family due to be gone from that perennial trouble spot by October.

French police are investigating a traveler's report that he heard an explosion near St. Beausemestre in southern France - a clue perhaps to the latest missing plane in Europe - an Air Force transport lost with ten passengers.

And officers at Kindley Field, Bermuda report a B-29 with eighteen on board overdue on a flight from the Azores.

House tax scandal investigators are arguing among themselves in Washington, uncertain about whether or not they should have heard testimony from Chicago lawyer Abe Teitelbaum in public or not. Meanwhile, the resigned Chief Counsel of the Internal Revenue Bureau, Charles Oliphant, asks the committee for a weekend of rest. His testimony is put off until Monday.

Aboard the half-sunken, shattered hulk of the battleship Arizona - still rusting in the waters of Pearl Harbor - brief ceremonies today observe the tenth anniversary of the disastrous Japanese attack.

ATX01 0022429

LES HIGBIE

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12/7/51

GIs, fighting a new aggressor ten years after Pearl Harbor, ran into stiff enemy resistance in central Korea, fighting in a heavy snowstorm.

But Tokyo reports a break in the truce talks may be near with only two major items now preventing agreement. Allied officers are reported considerably more optimistic.

At the Pentagon, a new estimate of enemy casualties - an increase of more than eleven thousand since last week's report.

In the Middle East, Iranian Communists back down in the face of a crackdown order from Premier Mossadegh calling off their scheduled peace demonstrations.

Czechoslovakia is taking new steps to stamp out Titoism. Communist President Klement Gottwald announces the arrest of another high-ranking party official.

In Paris, while American atomic experts, including Dr. J. Robert Oppenheimer, confer with General Dwight D. Eisenhower, the U.N. General Assembly votes 54 to 5, with one abstention, to instruct the Security Council to give Italy full U.N. membership.

Four persons - two of them Honolulu high school football players - are charged with bribery ... a new Fix Scandal breaking out; this time in Hawaii.

Judge Saul Strite, in New York, hands down sentences for three Bradley University basketball players ... suspended sentences for Bill Mann, Gene Melchiorre, and George Chianakis.

Now, here's John Laing:

ANNOUNCER:

Friends, here are facts that sweep away the smokescreen of empty claims made by other cigarettes. The facts are ... A series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principal brands. The results

ATK01 0022430

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 7, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better -- Lucky Strike! Try a carton today! Back now to Les Higbie.

ATX01 0022431

HIGBIE

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12/7/51

of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia: Quote ...

"It is our conclusion that Lucky Strike is the best made of these five major brands."

Yes, Luckies are made better ... a big reason why Luckies taste better ... always so mild, so smooth, so firm and fresh, with better taste in every puff. So, enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better ... Lucky Strike. Try a carton today!

Back now to Les Higbie:

HIGBIE:

The staid London Times prints Eric Shipton's footprint pictures today ... photographs of footprints said to have been made by the abominable snowmen... those gorilla-like, man-eating monsters of the Himalayas we've been hearing about. But the Times is not going overboard on the mystery of whether the monsters really exist or not.

"The principal point of interest" ... says the Times ... 'is whether explorer Shipton's photos support theories that the monsters are nothing more than big brown bears!"

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike .

Friends, this coming weekend 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 002432

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 7, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Monday, December 10, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 10, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie ...

ATX01 0022435

LES HIGBIE

DECEMBER 10, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Only a few carefully chosen words are issued at the White House on this morning's conference among President Truman and the top military and diplomatic brass. The world situation was discussed but no policy decisions were made. Korea was among the subjects discussed. All the conferees ducked out a side door of the White House after the meeting to avoid reporters.

Press-radio Secretary Joe Short also reveals that Mr. Truman wants to talk soon to Attorney General J. Howard McGrath, but probably will not see him today. This, at a time when speculation is rife of an impending administration move to deal with burgeoning tax scandals.

Testimony at the capital today: T. Lamar Caudle, the ousted tax fraud prosecutor, says he heard last August that his name was linked to an alleged half million dollar tax shakedown and when he heard about it, says Caudle, he telephoned Frank Nathan in Florida and told him "to quit bandying my name about."

A hasty news conference in Philadelphia is called by the new chairman of the Democratic National Committee. Frank McKinney says he did make a 68-thousand dollar profit on a one thousand dollar investment in 1946 but there was no political influence or impropriety involved.

ATX01 0022436

HIGBIE

-2-

12/10/51

Several cars of a Great Western freight train caught fire near Botna, Iowa today when two Diesel units and 27 cars jumped the tracks. No one reported injured.

Nature is delivering more heavy punches at the Philippines. Six new eruptions in one hour are reported from Mt. Hibok Hibok on Camiguin Island as a wildly swirling typhoon strikes with its full fury at the central Philippines.

Heavy crop damage is feared in Southern California in the wake of bitterly cold winds of near hurricane force. Strong winds are expected through today and tonight.

At Hermiston, in eastern Oregon, 51-year-old Norman Ford was saved this morning after more than 18 harrowing hours at the bottom of a 20-foot well.

California police put up road blocks today for a tough-guy kidnapper who seized a couple near Yuma, Arizona and headed for California, boasting that he's tougher than killer Billy Cook.

Some headline names today: Fred Seaton, well known Nebraska newspaper publisher has been appointed to serve out the Senate term of the late Kenneth Wherry.

Earl Blaik, the Army football coach, denies that he's been offered the head coaching job at Pittsburgh.

And Frank Sinatra and Ava Gardner complained to Scotland Yard in London that twelve thousand dollars in jewelry has been stolen from their hotel suite.

A top ranking diplomat tells the AP in Paris that the Big Four powers have agreed on setting up a disarmament commission.

Now here's John Laing.

RTX01 0022437

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 10, 1951

MIDDLE COMMERCIAL

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

ATK01 0022438

HIGBIE

-3-

LAING:

Friends, here are facts that sweep away the smokescreen of empty claims made by other cigarettes. The fact are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principle brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Incorporated of New York reports, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." unquote. Yes, Luckies are made better, a big reason why Luckies taste better. Always so mild, so smooth, so firm and fresh, with better taste in every puff. And right now Luckies are available in bright holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy-go-Lucky Christmas for your family and friends.

Back now to Les Higbie.

HIGBIE:

It may be a man's world, but that world is shrinking. Here's an ominous sign of the times. Hollywood director William Wellman has called in a real fight trainer to teach two actresses how to box...the better to fight before the cameras. And Wellman says he's changed his mind about this being the weaker sex. "That may be true when they're matched with a man," he says, "but match a woman with her own weight and her fighting ability is every bit as good as a man's."

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022439

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 10, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 002440

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Tuesday, December 11, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 11, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room
 in New York ... Les Higbie....

ATX01 0022442

LES HIGBIE

DECEMBER 11, 1951

(COPIED BY MBS NEWS DIVISION)

LAINC:

It's time for Les Higbie and the news, presented by Lucky Strike! Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Most of the late headlines are coming out of Washington. Attorney General J. Howard McGrath is on the witness stand in the tax scandal hearings. He rejects responsibility for T. Lamar Caudle's associates and McGrath says Caudle assured him none of the parties to the sale of that airplane were in trouble with the government.

Also in Washington at the annual conference of the American Municipal Association Mayor Fletcher Bowron of Los Angeles warns against assuming that all city executive officers and police officials must be corrupt because of widespread investigations of crime and corruption.

President Truman meets with the Democratic National Chairman Frank McKinney this afternoon, reportedly to talk about McKinney's proposal for a bi-partisan group to carry out a drastic corruption cleanup.

Supreme Court decisions are handed down in two widely publicized cases: The Justice Department's attempts to start a second trial against William Remington run up against a ruling by the high court today denying a motion looking toward a dismissal of his first indictment.

And the high court upholds a lower court ruling that the advertising policy of the Lorain, Ohio Journal violated the Sherman Anti-Trust Law.

ATX01 0022443

HIGBIE

-2-

12/11/51

Price Chief Mike DiSalle was admitted to practice before the Supreme Court today. Also admitted, Don C. Miller, once a famous football name, as one of Notre Dame's Four Horsemen.

The new Retail Food Price Index just published in Washington shows a rise to an all time high - 234.4% of the 1935-39 average.

From NPA, the National Production Authority, comes an order pulling some four million wrecked autos out of junk yards to be used for scrap metal, a scarce item just now.

Agreement is reported among the President and his leading defense and State Department advisors on new moves in the Korean truce talks - a new directive reportedly being passed to General Ridgway in Tokyo.

In Korea a new type enemy jet has been sighted. Pilots of two propellor-driven F51 Mustangs say they saw it near Sariwon.

A report from Bermuda indicates three men were killed in the crash of the U.S. Navy Catalina Flying Boat at King's Point Naval Base, Bermuda today.

And here's a bulletin from New York: Joe DiMaggio, veteran New York Yankee outfielder, says today he will not play baseball again.

In Beverly Hills, California screen actor Franchot Tone pleads guilty to a charge of battery on a lady newspaper columnist. He gets a 45 day suspended jail sentence.

In New York more than 100 spectators are turned away at the Grand Larceny trial of Tallulah Bankhead's former secretary.

Now, here's John Laing.

ATX01 0022444

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 11, 1951

MIDDLE COMMERCIAL

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

ATX01 0022445

HIGBIE

-3-

12/11/51

LAING:

Friends, Luckies taste better because Luckies fine, mild, good tasting tobacco goes into the cigarette that tops all five principle brands for quality. Yes, a series of impartial tests of quality proves Luckies are made better, always so mild, so smooth, so firm and fresh, with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco. And L S M F T - Lucky Strike Means Fine Tobacco. So don't be misled by the smokescreen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality. Enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother because it's made better - the cigarette that tastes better - Lucky Strike. Try a carton today.

Now back to Les Higbie.

HIGBIE:

The frogs of Kayda are reported fighting again and the simple village folk of the steaming Malaya jungle country recall that hundreds of frogs fought similar battles just before World War One - and also just before the Japanese invaded Malaya in 1941. Villagers who saw the earlier battles claim the frogs break off spiky blades of grass to use as weapons. And those who saw them fight today are fearful they've seen an evil omen.

LAING:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022446

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 11, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022447

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Wednesday, December 12, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WCR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE
WEDNESDAY, DECEMBER 12, 1951

OPENING .COMMERICAL

LAING: It's time for Les Higbie 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 ... Les Higbie....

ATX01 0022449

LES HIGBIE

DECEMBER 12, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual News room in New York, Les Higbie.

HIGBIE:

New indications are just reported from Washington that President Truman will soon make a major move to deal with the flood of tax scandals coming out on Capitol Hill. F.B.I. chief J. Edgar Hoover and Attorney General J. Howard McGrath have been meeting with the President this morning. There's no official word on what they talked about - but Hoover has been frequently mentioned as a possible head of an independent investigation of corruption.

Today's chapter in the House subcommittee hearing room features Florida businessman Bert K. Naster. Naster denies that he tried a half million dollar tax shake-down says he's in "physical fear" of Abe Teitelbaum who charged that he did. Naster reveals too that he once received a passport to Europe, while on parole from a federal prison, this within two days after he talked about it with his friend, T. Lamar Caudle.

An Air Force B45 jet bomber has crashed into Chesapeake Bay near Norfolk, Virginia today apparently carrying three crewmen to their death.

F.B.I. chief Hoover announces the arrest of two men and a woman in connection with an 800 thousand dollar Alabama bank shortage.

ATK01 0022450

HIGBIE

-2-

12/12/51

At Lansing, Michigan a county circuit judge issues an injunction to the Western Union company ordering a halt to the transmission of horse race betting information in the state of Michigan.

Philippine President Elpidio Quirino declares a state of public calamity on Camiguin island in the Southern Philippines and other Philippine islands battered in the last two weeks by an erupting volcano, a typhoon, and several earthquakes.

American battle casualties in Korea are up 888 over last week's report. The Pentagon announces the total for the entire war as 102,576 killed, wounded, or missing.

American F86 sabrejets carried out wide sweeps over northwest Korea's MIG Alley unchallenged today, enemy jets failing to rise from their Manchurian bases.

Parliament square in Tehran is the scene of a big pro-government demonstration. Five thousand organized supporters of Mossadegh regime screaming epithets at their opponents.

Egypt delays that recall of her ambassador to London at the urging of U.S. ambassador to Cairo, Jefferson Caffery. It's also reported that an 11th hour personal message from Britain's foreign secretary Anthony Eden to the Egyptian foreign minister has cleared the air somewhat in the present tense situation.

Other overseas notes:

Sharp criticism of West Germans by U.S. high commissioner John J. McCloy for their tendency to blame the allies for their troubles.

A London report that Britain has decided to pay in full the installments due on U.S. and Canadian loans at the end of this month.

In New York, the new Dun and Bradstreet wholesale food price index is out. Prices up one cent in the week ending December 11th.

ATX01 0022451

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 12, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now - Luckies are available in bright, holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy - go Lucky Christmas for your family and friends. Back now to Les Higbie.

ATX01 0022452

HIGBIE

-3-

12/12/51

Now, here's John Laing.

ANNOUNCER:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia. Quote: "It is our conclusion that Lucky Strike is the best made of these five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better, always so mild, so smooth, so firm and fresh, with better taste in every puff. And right now, Luckies are available in bright holly decked Christmas cartons. So put them on your Christmas shopping list and make it a happy go Lucky Christmas for your family and friends. Back now, to Les Higbie.

HIGBIE:

Here's a new remedy for hiccups. Second Lieutenant Otto Grupp of Sampson Air Force base, claims he gets them every time he washes or dries his neck. He's heard many remedies, but this one he's skeptical about. He's advised by an anonymous benefactor to look cross-eyed at a wet noodle.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022453

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 12, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this
 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 0022454

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Thursday, December 13, 1951

Mutual

REPEAT

8:55-9:00 PM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 13, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room
in New York ... Les Higbie....

ATX01 0022456

LES HIGBIE

DECEMBER 13, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike!

Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual Newsroom in New York - Les Higbie.

HIGBIE:

President Truman promises a quick clean-up of government corruption. At his weekly News Conference, Mr. Truman declares gravely that he'll take direct action shortly, to curb federal workers' outside activities. He has no use for wrongdoers, says the President, no matter who they are or how big they are. Mr. Truman also says that he foresees no early Cabinet changes.

Well, the most widely discussed rumor in Washington today, is that Secretary of State Dean Acheson will resign as soon as the Korean war ends, to be replaced by Averell Harriman. But high administration officials issue a flat denial - say Acheson will remain.

In the tax scandal hearings at the Capitol, Florida promoter, Bert K. Naster, takes the stand again - says it's very evident to him that the whole tax shakedown story was concocted.

No comment from the State Department, but there is a report in the Capital that Sweden and Switzerland are being sounded out, as possible neutral inspectors for any Korean truce.

And, in that tremendous new air victory in which 13 enemy planes were shot down this morning, it's revealed that only one American plane was lost - not due to enemy

ATX01 0022457

HIGBIE

-2-

12/13/51

action.

A bulletin from Cairo - Egypt announces that she does intend to recall her ambassador to London, as a protest against British actions in the Suez Canal zone dispute.

Another bulletin - The Committee of College Presidents meeting in Washington has just recommended abolition of all Bowl games and post-season tournaments.

Federal mediators are moving into the steel talks at Pittsburgh, as Phil Murray calls his Wage Policy Committee for a possible strike vote on Monday.

A federal grand jury, has indicted the village president of Cicero, a suburb of Chicago, and six other Cicero officials, in connection with last summer's race riots there.

Tucumcari, New Mexico officials say they think their big water tank was blown up. Four persons are known dead - damage is estimated in the millions.

One elderly woman may have been trapped in an early morning hotel fire in Fargo, North Dakota - 200 guests fleeing into 13 below zero weather.

Several northern midwest states report temperatures dipping under the zero mark - the coldest weather of the season.

Senator Robert A. Taft, laying aside his presidential campaigning until after the holidays, will have his tonsils out in Cincinnati tomorrow.

And Waxey Gordon, notorious beer baron of another day, gets 25 years to life in New York for narcotics peddling. His latest offense, says the Judge, should bring down the curtain on his parasitic, lawless life.

Now, here's John Laing.

ATX01 0022458

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 13, 1951

MIDDLE COMMERCIAL

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

ATX01 0022459

HIGBIE

-3-

12/13/51

LAING:

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

Now back to Les Higbie.

HIGBIE:

The tiny Dorset village of Bere Regis in England is publicized around the world today for its unique fire station - but, the village fathers are not at all pleased about it. When the new fire-house was opened recently, villagers stared in amazement at cream-colored sliding doors, blue window frames, and pink brickwork. Inside, the walls were a delicate light blue.

The red-faced officials are demanding an investigation to find out why Bere Regis' fire-house is not painted red.

ANNOUNCER:

You've been listening to Les Higbie and the news presented each weekday 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!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTXO1 0022460

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 13, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022461

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Friday, December 14, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 14, 1951

OPENING COMMERCIAL

LAINC: It's time for Les Higbie 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 Mutual News Room
in New York ... Les Higbie.

ATX01 0022463

LES HIGBIE

DECEMBER 14, 1951

(COPIED BY MBS NEWS DIVISION)

LAING:

It's time for Les Higbie and the News, presented by Lucky Strike. Friends -- Lucky's 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 Mutual News Room in New York...Les Higbie.

HIGBIE:

The White House continues silent on when the President's corruption clean-up move will be announced -- declines too to comment on reports that federal judge Thomas F. Murphy will take part. And Chairman King of the House tax scandal investigators, refuses to say what was discussed after a 35 minute talk with the president. There is more sensational testimony before his committee. Charles Oliphant, resigned revenue bureau counsel, says Henry Grunewald once told him "he was helping" New Hampshire's Senator Bridges in a tax case involving an H.E. Klein of Baltimore. Oliphant says too that he once permitted a tax prosecution case to drop -- this at the behest of Representative James Morrison of Louisiana. In Washington's federal district court, meanwhile, an income tax lien was filed today against Henry W. and Christine Grunewald for more than 51 thousand dollars.

The Pentagon makes a new estimate of enemy casualties in Korea. The increase over last week's report is nearly ten thousand and runs the overall total to an estimated 1,526,898.

In a subcommittee meeting at the Panmunjon truce talks the reds indicate for the first time that they are holding fewer than 50 thousand allied prisoners of war -- including South Koreans.

U.S. army authorities in Frankfurt, Germany report the apparent desertion of an

ATK01 0022464

HIGBIE

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American G.I. behind the iron curtain. He's identified only as an American constabulary trooper who's missing from his post and presumed deserted to Czechoslovakia.

A bulletin from Vienna. The Czech radio says a British stenographer has been shot by Communist soldiers of Czechoslovakia. The radio Broadcast from Prague says the woman was spying.

Two coaches and a Pullman of a Southern Pacific passenger train plunged down a 15 foot embankment into a water-filled ditch near Houston, Texas this morning. seven persons were hurt, but no one seriously.

A sharp earthquake jolted southwestern Los Angeles in the early morning hours, but no damage is reported.

Sumner T. Pike handed in his resignation as an Atomic Energy Commissioner to take effect tomorrow.

In Topeka, 86 year old Arthur Capper, the former Senator from Kansas has had a slight relapse after rallying earlier from a critical attack of pneumonia.

The National Safety council announces a postponement from December 21st to December 22nd as the expected date when the nation's one millionth traffic victim will die. The one day delay means, says the council, "that about 100 persons who were expected to be traffic statistics are still alive."

Now, here's John Laing.

LAING:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example,

ATX01 0022465

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 14, 1951

MIDDLE COMMERCIAL

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

ATX01 0022466

HIGBIE

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12/14/51

LAING:

Foster D. Snell, inc., of New York, reports: quote: "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. And right now -- Luckies are available in bright, holly-decked Christmas cartons. So put them on your Christmas shopping list and make it a happy -- go Lucky Christmas for your family and friends.

Back now to Les Higbie.

HIGBIE:

A midwestern snowstorm tied up city traffic -- disrupted plane flights -- made highway travel hazardous today -- from Colorado east to Ohio.

Six of St. Louis' seven streetcar lines were put out of service by sleet and freezing rain.

In London -- transportation was crippled by a real Pea Soup Fog -- which narrowed visibility to five yards. It's considered a Real Pea Souper in London if the fog is so thick the birds walk. But no one could tell whether they walked or flew today. You couldn't even see them!

LAING:

You've been listening to Les Higbie and the news, presented each weekday 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end. THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATXO1 0022467

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 14, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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
Les Higbie returns next Monday, this is John
Laing wishing you a pleasant week-end.

RTXD1 002468

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Monday, December 17, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 17, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie ...

ATX01 0022470

LES HIGBIE

DECEMBER 17, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.

HIGBIE:

Four days of biting cold weather spread over the nation from the Rockies to the East Coast -- have taken at least 121 lives -- and there's more bad weather coming. A new frigid spell is waiting in Canada -- ready to move across the border.

A lady stepped off a plane in Pennsylvania today -- after flying from Miami -- found the temperature 22 below zero -- shivered --- shrugged-- and bought a ticket on the next plane -- back to Miami.

Meantime - a new snowstorm is expected to pile up 3 to 6 inches from Nebraska to New England tonight.

New York Coast Guard headquarters hears a distress report from the British freighter Chiswick. She's taking on water in her engine room -- battling 40 foot seas and near-hurricane winds 600 miles northeast of Cape Race, Newfoundland.

Investigation continues in the disastrous Elizabeth, New Jersey plane crash which took 56 lives.

Robert Duff, president of MIAMI AIRLINES -- operators of the plane --

ATX01 0022471

HIGBIE

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says he thinks the tragedy was caused by a gas pipe leak in the heating system.

More than 65 special agents of the Internal Revenue Bureau are checking up on reports of tax shakedowns in New York. That word comes from Internal Revenue Commissioner John B. Dunlap in Washington who declines to reveal any names of persons involved.

High administration sources confirm that Federal Judge Thomas F. Murphy has accepted the role of GOVERNMENT CLEANUP MAN but the White House is keeping a tight silence.

The cases of 565 federal employees are reopened in Washington by the Loyalty Review Board -- in the wake of last week's "reasonable doubt" doctrine enunciated in the case of veteran diplomat John S. Service.

The magazine US News and World Report...asserts flatly today that Gen. Zuck has turned down offers to be the Democratic candidate next year and has given the GREEN LIGHT to his Republican backers.

A sudden rash of sharp patrol actions is reported from the Korean battlefront -- as the North Korean radio broadcasts a claim that the communists have retaken two small islands off the northeast coast.

At the Pentagon -- the Air Force sums up a year of aerial combat over Korea -- 130 Mig 15 jet fighters destroyed by the 4th Fighter Wing of F86 Sabrefjets.

London's foreign exchange money market was reopened today for the first time in 12 years -- as a result of Britain's loosening of controls on the pound Sterling. Reaction in New York: slightly higher prices for the Pound in terms of U.S. dollars.

ATX01 0022472

HIGBIE

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12/17/51

Now, here's John Laing.

ANNOUNCER:

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

HIGBIE:

We have a sequel today to the legend of ABOMINABLE SNOWMEN in the Himalayan Mountains -- those gorilla-like, man-eating monsters we've been hearing about ever since British explorer Eric Shipton returned to London with pictures of giant footprints.

Australian paleontologists put up a rival -- some footprints of giant birds and beasts in the land down under --

But the Australian entries in this competition for headlines -- are fossilized footprints -- 50 thousand year old rock impressions left by giant Kangaroos, Wombats, and Emus.

RTX01 0022473

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 17, 1951

MIDDLE COMMERCIAL

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

HIGBIE

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12/17/51

ANNOUNCER:

You've been listening to Les Higbie 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!
THIS IS THE MUTUAL BROADCASTING SYSTEM.

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ATK01 0022475

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 17, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022476

Radio Program *prepared and produced by...*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

DATE
Tuesday, December 18, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 18, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie ...

ATX01 002247B

LES HIGBIE

DECEMBER 18, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news presented by Lucky Strike!

Friends, Luckies have been proved the best-made cigarette of all five principle 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 Mutual Newsroom in New York - Les Higbie.

HIGBIE:

Later word is in on when those Communist prisoner of war lists may be released. The plane carrying the lists was fogged in at Kimpo Airport, near Seoul, Korea, but may be in the air now en route to Tokyo - thus they could begin moving out of Tokyo to this country as early as 5:45 P.M., Eastern Standard Time this evening. There's no confirmation yet that Major General William Dean's name is on the list.

At Pusan, Korea, the South Korean government expresses shock at the discrepancies between the number of South Korean and American troops listed by the Reds as prisoners and those listed as missing by the Allies.

And the UN command warns anxious relatives that the lists, when they are published, may include questionable information.

Winston Churchill announces in Paris strong British support for the European Army plan. Britain's Prime Minister promises British forces to be attached to defense troops of the European community.

Andrei Vishinsky tells the UN Political Committee, also in Paris, that Russia will take part in proceedings of the new disarmament commission - this, despite Moscow's bitter antipathy to the US atomic control plan.

ATX01 0022479

HIGBIE

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12/18/51

Winter doesn't arrive, officially, until Saturday, but many Americans are fighting the worst weather of the season - new masses of cold air beginning to move in from Canada behind a tremendous wind-driven snowstorm smothering most of the nation from the Rockies to the East Coast.

Travel is hazardous.

For southern California listeners - it was 35 below zero today in Bismarck, North Dakota.

And there's 45 inches of snow in Watertown, New York.

North Atlantic storms which put three ships in danger are quieting down.

A Canadian fishing trawler which ran short of fuel in heavy seas 300 miles East of Halifax, is now expected to make port there tonight.

The British freighter, Chiswick, has pumped out her engine room, is making headway 600 miles East of Cape Race, Newfoundland.

But nothing has been heard from the Norwegian freighter, Andwy, since she radioed yesterday that she needed repairs - she was making her way, then, slowly toward St. Johns, Newfoundland.

Those two American icebreakers, loaned to Russia during World War II, arrived at Bremerhaven, Germany at long last today - the Russian crew dropping anchor from the rusty, unkempt vessels a half mile off shore.

Federal mediators take action to head off the steel strike threatened for January 1st. Cyrus Ching summons bargainers for the CIO steel workers and ten steel companies to Washington for meetings beginning Thursday.

Now, here's John Laing.

ATX01 0022480

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 18, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that's been proved the best made of all five principal brands. Yes, a series of impartial tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike. And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year, make it a Happy - Go Lucky Christmas for your family and friends with cartons of Lucky Strike. Back now to Les Higbie ...

ATX01 0022481

HIGBIE

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12/18/51

LAING:

Friends, Luckies taste better because Luckies fine, mild, good tasting tobacco goes into the cigarette that's been proved the best-made of all five principle brands. Yes, a series of impartial tests of quality proves Luckies are made better; always so mild, so smooth; so firm and fresh, with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco - and, L S / M F T, Lucky Strike means fine tobacco. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better; the cigarette that tastes better - Lucky Strike! And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year make it a happy-go-Lucky Christmas for your family and friends with cartons of Lucky Strike.

Back now to Les Higbie.

HIGBIE:

At dawn tomorrow in the Eastern sky, Americans can see what could be a replica of the Star of Bethlehem. Dr. Lloyd R. Wylie, Wittenberg College Astronomer in Springfield, Ohio, explains that the planets Mars and Saturn make their nearest approach to one another shortly before 6:30 A.M., Eastern Standard Time tomorrow.

Any discussion of the Star of Bethlehem must rank as speculation, he points out - but if it was a rare natural event, quite probably, he says, it was an approach of planets such as is now taking place.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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!

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATK01 0022482

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 18, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022483

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Wednesday, December 19, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM EST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 19, 1951
OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie....

ATX01 0022485

LES HIGBIE

DECEMBER 19, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual news room in New York, Les Higbie.

HIGBIE:

A four engine Navy transport plane is reported in trouble off the California coast. Escort planes are racing to a rendezvous with the ship 900 miles out from San Francisco. The navy plane is due at Moffett field, south of San Francisco at one P.M. Pacific Standard Time. But the pilot radios he has a runaway propeller.

Northern states east of the Rockies are taking another pummeling from the pre-winter cold wave. Snow and low temperatures are forecast for tomorrow in the middle west. Fresh snow is reported today on the Northern plains and northern Rocky Mountain area. The death toll in six days of bad weather now stands at 214.

Latest word from the Pentagon: Most of the names on the communist list of American prisoners of war checked so far, have been found on the Pentagon's own list of those missing in action. Discrepancies are negligible.

From the White House comes this warning. The government has no way of verifying completeness of the list, it should be treated by everyone with skepticism.

The Pentagon, working round the clock checking the list against our own missing in action records, estimates the job can be completed by six o'clock this evening, Eastern Standard Time.

ATK01 0022486

John L. Lewis has moved into the steel wage negotiation picture with a promise of United Mine Worker support to CIO steel worker demands for a wage boost. Lewis announces, too in Washington that he's been authorized by the UMW policy committee to reopen coal contracts on March 31st.

Convicted communist leader, Gus Hall was found guilty of two contempt of court counts in New York today. Federal Judge Sylvester Ryan handing down a guilty verdict because Hall fled to Mexico when ordered to surrender last summer on another conviction.

Some heated exchanges are reported from the Paris U.N. meeting. Andrei Vishinsky hinting that those four American airmen held by Hungary may be tried as spies. Congressman Mike Mansfield of Montana charging Moscow with responsibility for world tensions. Vishinsky rising in a furious temper waving his arms and pounding the table. Earlier charges by radio Moscow that two U.S. trained Russian spies were parachuted into southwest Russia are called a fabrication by Secretary of State Acheson.

Dun and Bradstreet reports a decline in wholesale food prices. For the week ending yesterday, the index is down to \$6.63 - the low point since mid-November 1950.

Mobilization officials reveal, in Washington, that next month more steel will be used to make guns, planes, tanks and other weapons, than for cars, refrigerators, washers and other civilian items.

Now, here's John Laing.

ANNOUNCER: .

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principal brands. The results of

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY DECEMBER 19, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves -- Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: Quote: "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better - always so mild, so smooth, so firm and fresh - with better taste in every puff. And right now -- Luckies are packed in smart, holly-decked Christmas cartons. There's no finer gift for anyone on your list...so for a real, happy -- Go Lucky Christmas, give Christmas cartons of Lucky Strike. Back now to Les Higbie.

ATX01 0022488

HIGBIE

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12/18/51

these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York reports, quote: "In our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better. A big reason why Luckies taste better, always so mild, so smooth, so firm and fresh, with better taste in every puff. And right now, Luckies are packed in smart holly decked Christmas cartons. There's no finer gift for anyone on your list. So, for a real happy go Lucky Christmas, give Christmas cartons of Lucky Strike,

Back now, to Les Higbie.

HIGBIE:

The 45th annual sale of Christmas seals, the campaign to raise funds to fight tuberculosis, will continue until December 25th. Since the National Tuberculosis Association began its first nationwide campaign in 1904 - the death rate has been forced down 85%. Your purchases of Christmas seals -- have saved five million American lives in that time.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022489

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 19, 1951

CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie and the
News ... presented each week day at this 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 002490

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Thursday, December 20, 1951

Mutual

8:55-9:00 AM EST
(Not in New York)
REPEAT 10:55-11:00 AM EST.
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 20, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room
in New York ... Les Higbie....

LES HIGBIE

DECEMBER 20, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Latest word on that Danish ship burning at the mouth of the Columbia River near Astoria, Oregon: At least 103 persons have reached shore safely, eleven others are missing but may have reached the shore at some other point.

There were no casualties in the emergency landing of a non scheduled C-46 airliner in a blinding snowstorm today near Coburg, Ontario. Fifty persons on board were flying from Burbank, California to the east coast.

A Navy transport plane landed unexpectedly at Des Moines, Iowa seeking medical help for a passenger, Rear Admiral Clyde Brunson of Seattle. But the 57 year old Admiral was dead when the plane landed - victim of a heart attack.

An apartment hotel fire in Chicago early this morning snuffed out the lives of two persons and eleven others were injured.

Right behind that new snowstorm buffeting many sections of the country between the Rockies and the east coast forecasters promise a new cold wave - worst of the season.

Freezing rain in the Kansas City area today set up a bad traffic jam for police to unsnarl, forced the closing of many schools and business firms.

ATX01 0022493

HIGBIE

-2-

12/20/51

The National Safety Council reports the traffic death toll mounting slowly toward the expected one millionth victim on Saturday and warns that the coming four day Christmas holiday will result in 600 Americans killed on the nation's highways.

The Pentagon is holding up public identification of 332 names on the Communist prisoner of war lists, pending a further check. This as the so-called twilight war in Korea finds the Chinese Reds more aggressive on the central and western fronts today.

The case of OSS Major William Holohan is back in the headlines. A House committee investigating his alleged murder in Italy during World War Two, seeking the return to Washington for questioning of an unnamed Army Intelligence officer from overseas.

Egyptian sources claim in Cairo that a railroad bridge linking the British Army garrison at Suez with a supply of fresh water has been blown up.

The UN General Assembly in Paris takes two affirmative actions putting Greece on the Security Council, approving an impartial survey of Germany to determine if all German elections are feasible.

The State Department makes public in Washington a categorical rejection of Soviet protests against Mutual Security Act provisions for helping escapees from behind the Iron Curtain.

And federal mediators are trying to head off a steel strike January 1st in Washington conferences today with representatives of the steel workers and ten steel companies.

Now, here's John Laing.

LAING:

Friends, Luckies taste better because Luckies fine, mild, good tasting tobacco goes into the cigarette that's been proved the best made of all five principle brands.

ATX01 002494

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 20, 1951

MIDDLE COMMERCIAL

LAING: Friends, Luckies taste better because Luckies' fine, mild, good-tasting tobacco goes into the cigarette that's been proved the best made of all five principal brands. Yes, a series of imparital tests of quality proves -- Luckies are made better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco, and -- LS/MFT -- Lucky Strike means fine tobacco. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better -- the cigarette that tastes better -- Lucky Strike. And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year, make it a Happy - Go Lucky Christmas for your family and friends with cartons of Lucky Strike. Back now to Les Higbie.

ATX01 0022495

HIGBIE

-3-

12/20/51

Yes, a series of impartial tests of quality proves Luckies are made better, always so mild, so smooth, so firm and fresh with better taste in every puff. But never forget, in a cigarette better taste starts with fine tobacco. And - L S M F T - Lucky Strike Means Fine Tobacco. So enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike. And for perfect Christmas gifts, give Christmas cartons of Luckies in their bright holly-decked wrapping. This year make it a Happy Go Lucky Christmas for your family and friends with cartons of Lucky Strike.

Back now to Les Higbie.

HIGBIE:

Another chapter, perhaps the last word for a while on the abominable snowman of the Himalayan Mountains, and this time royalty gets into the act. Prince Peter of Greece studying anthropology in India writes a letter to the Statesman newspaper in New Delhi telling how daring Tibetans captured one of the beasts by pouring powerful barley beer in a trough from which he drank. They tied the beast in a drunken stupor to a pole and hauled him off toward Kalimpong for display. But they didn't make it. The abominable snowman's hangover, says Prince Peter, is even more abominable than the beast himself. He awakened in an unfriendly mood, broke his bonds and escaped.

ANNOUNCER:

You've been listening to Les Higbie 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022496

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 20, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022497

Radio Program *prepared and produced by...*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT - LUCKY STRIKE CIGARETTES

Friday, December 21, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:35-11:00 AM EST
2:00-2:05 PM EST
(NOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 21, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ... Les Higbie.

LES HIGBIE

DECEMBER 21, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, Luckies have been proved the best made cigarette of all five principle 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 Mutual newsroom in New York, Les Higbie.

HIGBIE:

Ground and air searchers are scouring the rugged Tehachapi mountains of California for the wreckage of a big plane reported crashed. Earlier reports that a military plane was in trouble in that area proved unfounded.

Another all time high point is recorded in the new cost of living index just issued in Washington. The rise from October 15th to November 15th averaged 6/10 of 1%. That means 4 cents an hour more pay for a million and a quarter railway workers.

Federal mediators threw in the towel in Washington in their efforts to negotiate a steel settlement. Negotiations have collapsed and the deadlock referred to the White House for the next move to head off a strike.

House tax scandal investigators opened the doors of their hearing room today to take public testimony from the so called mystery man Henry Grunewald. But the session broke out in an angry uproar, Grunewald declining to answer questions, his lawyer bitterly charging the committee with depriving Grunewald of his constitutional rights.

The top development overseas - in Paris the UN General Assembly brushes aside the Soviet charge that the mutual security act constitutes aggression by the United States.

ATX01 0022500

HIGBIE

-2-

12/21/51

From Vienna comes a report of a major turnover in the Soviet occupation hierarchy in Austria. Three deputies to the Russian high commissioner replaced, and the high commissioner himself, quote, "on vacation".

World War Two peace treaty limitations on Italian military forces were waived by the western powers today. This in the face of expected bitter opposition from Moscow.

Evidence of possible fakery in the Communist prisoner of war list is reported from Ft. MacArthur, California. Army private Antonio Apodaca, back from Korea, since last summer found his own name on the list.

South Dakota is hardest hit by the pre winter weather. Snow plows channeling through today to villages isolated for nearly two weeks.

Mayor Martin Kennelly of Chicago says if much more snow falls there an emergency may develop.

Heavy snow and icy highways in many northern states appear to be limiting highway traffic but the accidental death toll continues to mount.

In Hollywood agent Jennings Lang returns to his home from the hospital where he has been treated for a bullet wound. He's due to appear next week at Walter Wanger's arraignment on a charge of assault with a deadly weapon with intent to commit murder.

Back in Washington John Stewart Service, fired last week by the State Department, has appealed to the Loyalty Review Board for a reversal of its ruling that there is reasonable doubt of his loyalty.

Now, here's John Laing.

ATX01 0022501

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 21, 1941

MIDDLE COMMERCIAL

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

ATX01 0022502

HIGBIE

-3-

12/21/51

LAING:

Friends, here are facts that sweep away the smokescreen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principle brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia, quote: "It is our conclusion that Lucky Strike is the best made of these five major brands"..unquote. Yes, Luckies are made better, a big reason why Luckies taste better, always so mild, so smooth, so firm and fresh with better taste in every puff. And right now Luckies are packed in smart holly decked Christmas cartons. There is no finer gift for anyone on your list. So for a real happy-go-Lucky Christmas, give Christmas cartons of Lucky Strike.

Back now to Les Higbie.

HIGBIE:

Dispatches from Australia report an increase in gold fever sweeping the continent down under. Two prospectors working over the old Coolgardie Field in southwestern Australia, scene of a famous gold rush in the 1890's, show up in Perth today with 75 thousand dollars worth of gold...75 thousand dollars for four weeks of digging.

LAING:

You've been listening to Les Higbie and the news presented each week day at this same time by Lucky Strike. Friends, this coming weekend 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 Les Higbie returns next Monday, this is John Laing wishing you a very pleasant weekend.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

RTX01 0022503

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 21, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 Les Higbie returns next Monday, this is John Laing wishing you a pleasant week-end.

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT -- LUCKY STRIKE CIGARETTES

Monday, December 24, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AN THE NEWS
MONDAY, DECEMBER 24, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ...
Les Higbie ...

ATX01 0022506

LES HIGBIE

DECEMBER 24, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual news room in New York, Les Higbie.

HIGBIE:

Government hopes for averting a defense crippling steel strike January first are raised by word of a surprise move today by CIO steel workers president Phil Murray. He's summoned his wage policy committee to a Pittsburgh meeting on Thursday - presumably to consider President Truman's plea to call off the strike before it begins.

In Washington the State Department is asking U.S. officials in Budapest to get a clarification from Hungary of the communist government's decision to fine four American airmen 120 thousand dollars on trumped up spy convictions. Legation spokesmen in Budapest earlier expressed optimism that the men would soon be set free.

Medical men say the survival of 44 year old Cecil Sanders in the West Frankfort, Illinois mine explosion is a miracle. Sanders was pulled out of the gas filled death trap which has claimed 119 lives.

The accidental death toll - making it a dark Christmas for many families -- has risen to 413 since early Friday evening - including eight persons burned to death in Cincinnati this morning - 290 dead in highway crashes.

The Korean truce talks are still stalemated - and the Christmas quiet along the battlefield has been shattered by the roar of heavy artillery.

ATX01 0022507

HIGBIE

-2-

12/24/51

Highpoint of the Christmas Day in Korea - the biggest and best turkey dinner ever fed to troops in combat.

More than 15 hundred veterans of the Korean fighting arrived in San Francisco today. The army has chartered 60 planes at nearby Oakland airport to fly the men to personnel centers nearest their homes.

Most northern states from Montana to New England will have a White Christmas.

On the west coast Christmas Day temperatures are expected to be in the low 40's in Washington and Oregon, 50 in northern California, and the lower and mid 60's in southern California.

Religious pilgrims from the world over are gathering in the Holy City of Jerusalem today - preparing for the annual trek to Bethlehem. This morning the sun broke through the clouds for the first time in ten days.

President Truman is back home in Independence, Missouri for Christmas. At 5PM Eastern Standard Time he'll broadcast his traditional Christmas message to the nation - and press the key which lights a giant community Christmas tree on the White House grounds.

In Lexington, Kentucky - the University of Kentucky's seven-foot, All-America basketball player, Bill Spivey - quit the squad today, charging that his name had been linked to the basketball scandals by "false and malicious rumors."

California's Republican Congressman Allan Hunter makes this political prediction, "Top Democrats in Washington say House Speaker Sam Rayburn may get the Democratic nomination."

Now, here's John Laing.

ATX01 0022508

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 24, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports: Quote - "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh - with better taste in every puff. And if you still have some Christmas shopping to do, be sure to get holiday cartons of Luckies. They require no wrapping and you can be sure they'll be appreciated by your family and friends. Back now to Les Higbie.

ATX01 0022509

HIGBIE

-3-

12/24/51

ANNOUNCER:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality proves Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York reports, quote: "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better, always so mild, so smooth, so firm and fresh, with better taste in every puff. And if you still have some Christmas shopping to do, be sure to get holiday cartons of Luckies. They require no wrapping and you can be sure they'll be appreciated by your family and friends.

Back now, to Les Higbie.

HIGBIE:

Some citizens of Rochester, New Hampshire are dining on venison this Christmas Eve, unexpectedly. Dogs chased a young doe through Rochester streets. The deer leaped through a plate glass window and tromped around among the nylon stockings and dainty lingerie. Then, leaping back through the window, the doe fled into some nearby woods, was tracked down and shot. This was a case, they tell you solemnly, of a real deer in a lingerie store - making like a bull in a China shop!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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. Take a carton today.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022510

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
MONDAY, DECEMBER 24, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022511

Radio Program prepared and produced by...
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT -- LUCKY STRIKE CIGARETTES

Tuesday, December 25, 1951

Mutual

REPEAT

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 25, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie and the News, presented by Lucky Strike. Friends, we hope you've had a very Merry Christmas and that your personal Christmas stocking has been filled to the top with happiness and good will. And now, from the Mutual News Room in New York, Lucky Strike, the cigarette that tastes better ... presents Les Higbie ...

LES HIGBIE

DECEMBER 25, 1951

(COPIED BY MBS. NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie and the news, presented by Lucky Strike. Friends, we hope you've had a very merry Christmas and that your personal Christmas stocking has been filled to the top with happiness and good will. And now, from the Mutual news room in New York, Lucky Strike, the cigarette that tastes better, presents Les Higbie.

HIGBIE:

San Francisco overseas radio monitors hear the Chinese communist radio broadcast this declaration today: "It appears to be impossible to wind up the Korean truce talks by December 27th with an agreement." And that's the first acknowledgement by the Reds that the provisional agreement will run out before any full settlement is reached.

Christmas at Panmunjom was just just another day of no progress. The truce talks were featured by a U.N. charge that the Reds have taken allied war prisoners in considerable numbers out of North Korea - into Manchuria.

Allied air operations are at a standstill in Korea - as a Christmas snowstorm sweeps across the battlefield. Two screen stars - Paul Douglas and his wife Jan Sterling touring Korea to entertain the troops, are snowbound at first Marine division headquarters. In spite of the snow - in most sections, however, trucks did manage to reach most GIs with hot turkey dinners.

Arriving at an airport near Pusan, South Korea today, round the world flier Peter Mack - Republican Congressman from Illinois. He's due to fly up to the front lines tomorrow if the weather improves.

American GIs in Europe are also enjoying roast turkey dinners today, but there's been a hitch in mail and package delivery. Giant C54's of the Military Air

ATX01 0022514

HIGBIE

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12/25/51

Transport Service are stacked up at airports outside Germany waiting to fly in when the weather's better. They're carrying tons of mail and packages for the recently arrived 28th, 43rd, 2nd Armored and 4th divisions.

Many residents of Chicago are taking to the thumb - hitch-hiking rides as nine inches of snow slows down public transportation. One lucky reporter for United Press - working a regular shift on this Christmas Day - claims he helped the following reach their destinations in the Windy City today: three women, one man and five children enroute to church - a railroad worker, a baker, a druggist, a cop, and two telephone operators on their way to work.

Heavy snows covering or falling on most northern states from Montana to New England apparently are keeping many cars off the highways in those states, but the traffic death toll is mounting across the nation nonetheless. 411 persons have been killed since 6 o'clock Friday evening.

President Truman passed up his usual early morning walk on the icy streets of Independence, Missouri today. The nation's first family celebrated Christmas quietly at home. And this afternoon Mr. Truman plans to get in some more work on his 1952 State of the Union and Budget messages - both of which are due soon after Congress reconvenes January 8th.

There are strong indications that the threatened steel strike which Mr. Truman has asked the CIO steelworkers to call off - may not begin one week from today after all. Observers interpret CIO president Philip Murray's call for a Thursday meeting of his wage policy committee as meaning that he's prepared to drop the strike plans.

Christmas day brings new violence reports from Egypt - terrorists launching a series of attacks on British troops in the Suez Canal zone. One British airman was injured.

Four American airmen are spending Christmas in a communist prison in Hungary - as

ATX01 0022515

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 25, 1951

MIDDLE COMMERCIAL

LAING: Friends, perhaps you received a Christmas carton of Lucky Strike cigarettes, and if you have we certainly hope it has contributed to your pleasure this Christmas Day. You see, we sincerely believe that Luckies are a truly better tasting cigarette -- smooth, rich, mellow. So won't you join us now in a Lucky as we return to Les Higbie and the News.

ATX01 0022516

HIGBIE

-3-

12/25/51

top Washington officials debate the advisability of paying that 120 thousand dollars in fines levied by the Reds against the men - after their conviction on trumped up spy charges.

Now, here's John Laing.

ANNOUNCER:

Friends, perhaps you received a Christmas carton of Lucky Strike cigarettes. And if you have, we certainly hope it has contributed to your pleasure this Christmas day. You see, we sincerely believe that Luckies are a truly better tasting cigarette. Smooth, rich, mellow. So, won't you join us now in a Lucky as we return to Les Higbie and the news.

HIGBIE:

In Tokyo harbor -- American sailors aboard the Escort Carrier Bairoko invited 140 Japanese orphans aboard their ship for Christmas dinner. When they asked them whether they wanted turkey or Japanese food - the kids responded with a lusty call for hot dogs.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday at this same time by Lucky Strike. And now, this is John Laing, speaking for Lucky Strike and wishing each and everyone of you a truly merry Christmas.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022517

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
TUESDAY, DECEMBER 25, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the
 News ... presented each week day at this same
 time by Lucky Strike. And now, this is John
 Laing speaking for Lucky Strike and wishing
 each and every one of you a truly merry
 Christmas!

ATX01 002251B

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT -- LUCKY STRIKE CIGARETTES

Wednesday, December 26, 1951

Mutual

8:55-9:00 AM EST
(Not in New York)

REPEAT 10:55-11:00 AM PST
2:00-2:05 PM EST
(WOR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 26, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ...
Les Higbie....

ATX01 0022520

LES HIGBIE

DECEMBER 26, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual news room in New York, Les Higbie.

HIGBIE:

The State Department in Washington promises an announcement about the four American airmen imprisoned in communist Hungary between 2:30 and four o'clock this afternoon, Eastern Standard Time. This development coincides with mounting indications that something important is pending. The French news agency says the fliers certainly will be freed tomorrow. The British news service Reuters reports in a dispatch datelined Budapest that there are strong reasons to believe the four airmen have been released and are on their way now, to Vienna.

Diplomatic officials in Washington also report that U.N. supreme commander General Matthew Ridgway in Tokyo, has been granted permission to extend the tentative Korean cease-fire line another 15 days - the present 30 day agreement expires at ten o'clock tomorrow morning, Washington time.

Extremists in Cairo and Alexandria, Egypt rioted today - in protest against the selection of two pro-western advisers by King Farouk - unopposed by diplomatic observers in London as a possible indication that Farouk seeks to end the current Anglo-Egyptian tension.

Three miners were injured, but only slightly, in another coal mine explosion today, this time at Crucible, Pennsylvania.

At West Frankfort, Illinois, meanwhile, investigators are seeking the cause of the

ATX01 0022521

HIGBIE

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12/26/51

disastrous Friday blast which took 119 lives. There's no confirmation or denial yet from United Mine Workers chief John L. Lewis - of that report that he'll call a ten day memorial holiday in all coal mines - beginning tomorrow.

The weekend traffic death toll is up to 543, the major part of a total of 841 persons who lost their lives over the four day holiday.

No serious after-effects are reported from the Christmas Day earthquake which jarred southern California, but many other parts of the country are due for a new bout with winter. Rain on the west coast and in the south. Snow in New England. Low temperatures in the snow-burdened midwest.

Highway travel is hazardous again in some sections, but there's good news from the railroads for servicemen. Those reduced furlough rates are extended now until June 30 next year.

The temperature was ten degrees above zero at Independence, Missouri today as President Truman left for nearby Kansas City and a day's work at his temporary office in the Hotel Muehlbach. He's working on his forthcoming Budget message to Congress and he talked to Washington by telephone about the threatened steel strike.

Wholesale food prices show a one cent increase this week. Dun and Bradstreet reports its index at \$6.64 for the week ending yesterday.

In Washington - New Hampshire's outspoken Senator Charles Tobey - calls today for the whipping post as a means of dealing with tax culprits and tax offenders. Only Maryland and Delaware - of all the States - still authorize whipping punishments.

Now, here's John Laing.

ANNOUNCER:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are a series of impartial tests of cigarette quality

ATX01 0022522

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 26, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality proves - Lucky Strike is the best-made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson of Richmond, Virginia. Quote: "It is our conclusion that Lucky Strike is the best-made of these five major brands," unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh -- with better taste in every puff. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better -- Lucky Strike! Try a carton today! Back now to Les Higbie.

HIGBIE

-3-

12/26/51

proves Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, here's the report of Froehling and Robertson, of Richmond, Virginia. Quote: "It is our conclusion that Lucky Strike is the best made of these five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better, always so mild, so smooth, so firm and fresh, with better taste in every puff. So, enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better, Lucky Strike. Try a carton today.

Back now, to Les Higbie.

HIGBIE:

Many of the nation's leading economists today ran up against the hard facts of inflation - the hard facts they've been talking about for many months. Arriving at the annual meeting in Boston of the American Economic Association - they found the registration fee doubled!

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022524

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
WEDNESDAY, DECEMBER 26, 1951

CLOSING COMMERCIAL

IAING: You've been listening to Les Higbie and the News...
presented each week day at this 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 0022525

Radio Program *prepared and produced by...*

BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT -- LUCKY STRIKE CIGARETTES

Thursday, December 27, 1951

Mutual

8:55-9:00 AM EST
(Not in New York)

REPEAT 10:55-11:00 AM EST

2:00-2:05 PM EST
(WCR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 27, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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 Mutual News Room in New York ...
Les Higbie....

ATX01 0022527

LES HIGBIE
DECEMBER 27, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual news room in New York, Les Higbie.

HIGBIE:

No news on when the four American airmen will be set free, says the State Department. Hungary's communist government is reviewing the U.S. offer to pay the \$120,000 ransom and promises to give an answer later. Diplomatic officials in Washington say they've still not given up hope, however that the four men will be released sometime today. More Congressional demands are heard, meantime, for a get tough attitude. And Oregon's Senator Wayne Morse is calling for a Senate investigation of the whole affair -- urges that the four men be called to testify once they're free. Our government, he says, must take appropriate steps to protect the dignity, honor, and international rights of our country.

In the far East, the U.N. high command renews its blackmail charges against the Chinese and North Korean Reds. General Ridgway's headquarters accuses the communists of deliberately delaying the Korean truce talks as the 30 day time limit for signing an armistice expires. No outbreak of heavy fighting is expected, but the war is wide open again - as of today.

U.S. Army authorities announce the death in a Christmas Party fight near Augsburg, Germany - of an American GI, Private Norman Schekmaider of Louisiana. Several others were injured in the service club brawl.

Rioting is reported for the second day in a row from Cairo and Alexandria. Police

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and students clashing - as the students demonstrate against the selection by King Farouk of two pro-western advisors.

The British Isles are buffeted by heavy gales today - gusts of more than 90 miles an hour roaring in from the sea - producing what British coast guard authorities call the worst seagoing weather since 1945. Giant waves are crashing over seawalls in southern England.

In New York - three more years are added to the time that convicted communist leader Gus Hall must serve in prison. Federal Judge Sylvester Ryan hands down that sentence in Hall's contempt of court conviction for fleeing to Mexico.

More than 60 planes are criss-crossing the area between Red Bluff California and Klamath Falls, Oregon - for that Air Force C47 transport plane missing on a flight from Spokane to Travis Air Base near San Francisco with eight men on board.

President Truman returned to his temporary office in Kansas City early this morning, from his home at nearby Independence, poring over those budget figures he'll soon submit to Congress - figures reported unofficially in Washington to be near 82 billion dollars for the next fiscal year. Mr. Truman presumably is also keeping close track of what happens in Pittsburgh today where CIO chief Philip Murray reportedly is recommending to his wage policy committee that the threatened steel strike be called off.

Now, here's John Laing.

ANNOUNCER:

Friends, Luckies taste better, because Luckies' fine, mild, good tasting tobacco goes into the cigarette that tops all five principal brands for quality. Yes, a series of impartial tests of quality prove Luckies are made better, always so mild, so smooth, so firm and fresh, with better taste in every puff. But never forget, in a cigarette, that better taste starts with fine tobacco. And LS/MFT, Lucky

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THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 27, 1951

MIDDLE COMMERCIAL

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

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Strike means fine tobacco. So, don't be misled by the smoke screen of claims and empty promises made by other cigarettes. Remember the proven facts of Lucky Strike quality, enjoy the mild, rich taste of fine tobacco in the cigarette that smokes smoother, because it's made better, the cigarette that tastes better, Lucky Strike. Try a carton today.

Now, back to Les Higbie.

HIGBIE:

The U.N. high command sets up a special Army postoffice today to handle mail for American prisoners of war in North Korea.

To send letters to communist-held GIs - address them to APO 100, care of Postmaster, San Francisco, California. That's APO 100, care of Postmaster, San Francisco, California.

ANNOUNCER:

You've been listening to Les Higbie and the news, presented each weekday 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.

THIS IS THE MUTUAL BROADCASTING SYSTEM.

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THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
THURSDAY, DECEMBER 27, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie 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 0022532

Radio Program *prepared and produced by...*
BATTEN, BARTON, DURSTINE & OSBORN, Inc.

PRODUCT -- LUCKY STRIKE CIGARETTES

Friday, December 28, 1951

Mutual

8:55-9:00 AM EST
(Not in New York)
10:55-11:00 AM PST
REPEAT 2:00-2:05 PM EST
(WCR)

LES HIGBIE AND THE NEWS

- 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
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 28, 1951

OPENING COMMERCIAL

LAING: It's time for Les Higbie 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
 Mutual News Room in New York ... Les Higbie ...

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LES HIGBIE

DECEMBER 28, 1951

(COPIED BY MBS NEWS DIVISION)

ANNOUNCER:

It's time for Les Higbie 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 Mutual News Room in New York...Les Higbie.

HIGBIE:

Four American airmen have reached the American sector of Vienna. They were set free a few hours ago by communist Hungary - in return for 120 thousand dollars in ransom money - paid by the United States government.

Across the nation, expressions of indignation echo at Hungary's highhanded action. Congressional demands are heard for economic boycotts, for a breaking of diplomatic relations. There are warnings of more and bigger ransom demands by other Soviet puppet states. Dr. Robert Albion, professor of history at Harvard, sees a "close parallel" in Hungary's action and operations of the infamous Barbary Coast Pirates, around 1800.

The federal bureau of Mines fixes the probable cause of last week's disastrous explosion at West Frankfort, Illinois. The blast was touched off "most likely" say federal officials, by a spark from electrical equipment.

The Pentagon issues a new estimate of enemy casualties in Korea, - adding nearly 20 thousand for the period between December 5th and 18th - running the overall total of Chinese and North Korea reds killed, wounded and captured to 1,546,868.

On the truce talks - a high ranking U.N. official says at Panmunjom today - "I don't know where we go from here!"

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Eastern states are shivering in a cold wave that sent the mercury way below zero in some parts of New England today, while the midwest continues to dig out from under record snowfalls - basking in a breath of warming air carried in by winds from the southwest. Northern California faces more damage to highways and railroads as more rain drenches that area - flooding farmlands - hampering the search for an Air Force C47 missing two days on a flight from Spokane to Travis Air Force Base - near San Francisco.

Mexico City was shaken by a sharp earthquake early today - but there are no reports of damage.

Off the southeast coast of Ireland - the U.S. motorship Flying Enterprise radios that she's in trouble - "drifting" in a severe hurricane with a port list of 30 degrees.

In New York - Federal judge Samuel H. Kaufman orders medical examinations for two of 17 second string communist leaders - who are now scheduled for trial on Conspiracy charges - next year.

In Washington - the Immigration Appeals Board upholds a ruling which excludes from the United States - eleven refugees from behind the iron curtain - who sailed across the Atlantic in a leaky boat.

President Truman, returning to Washington from Missouri, confers this afternoon with his top budget and military advisors - on his forthcoming Budget message to Congress.

Now, here's John Laing.

ANNOUNCER:

Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are - a series of impartial tests of cigarette quality.

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THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 28, 1951

MIDDLE COMMERCIAL

LAING: Friends, here are facts that sweep away the smoke screen of empty claims made by other cigarettes. The facts are -- a series of impartial tests of cigarette quality proves -- Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, report. Quote -- "In our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best-made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better -- always so mild, so smooth, so firm and fresh - with better taste in every puff. So enjoy fine, mild, good-tasting tobacco in the cigarette that's made better ... the cigarette that tastes better -- Lucky Strike! Try a carton today! Back now to Les Higbie...

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proves - Lucky Strike is the best made of all five principal brands. The results of these tests have been verified by leading laboratory consultants. For example, Foster D. Snell, Inc., of New York, reports, quote: "in our opinion, the properties measured are all important factors affecting the taste of cigarette smoke. We conclude that Lucky Strike is the best made of the five major brands." Unquote. Yes, Luckies are made better, a big reason why Luckies taste better - always so mild, so smooth, so firm and fresh - with better taste in every puff. So. enjoy fine, mild, good tasting tobacco in the cigarette that's made better, the cigarette that tastes better - Lucky Strike! Try a carton today!

Back now to Les Higbie.

HIGBIE:

Boston police Superintendent Edward W. Fallon defies an ancient tradition today - declaring that Boston women must announce their true ages next week.

Police officers will be making the rounds collecting information for city voting rosters - and from now on, says Fallon, the answer "over 21" will not be acceptable.

ANNOUNCER:

You've been listening to Les Higbie and the News...presented 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. This is John Laing wishing you a pleasant week end.
THIS IS THE MUTUAL BROADCASTING SYSTEM.

ATX01 0022538

THE AMERICAN TOBACCO COMPANY
LUCKY STRIKE
LES HIGBIE AND THE NEWS
FRIDAY, DECEMBER 28, 1951

CLOSING COMMERCIAL

LAING: You've been listening to Les Higbie and the News ... presented 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. This is John Laing wishing you a pleasant week-end.

ATX01 002539