

1940

1940

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INFORMATION PLEASE

CONTINUITIES OF COMMERCIALS ONLY.

Note: Master recordings of complete
programs on file in Advertising
Department Storeroom.

ATX01 0117376

INFORMATION PLEASE SPOT ANNOUNCEMENT
to be used
Tuesday, November 12th and Tuesday, November 19th, 1940
on the following stations ---

KWK	St. Louis
WLL	Battle Creek
WFL	Flint
WJTN	Jaestown
WJL	Lansing
KUTA	Salt Lake City
KGF	Pueblo
WJRA	Jackson, Mich.
KTAS	Santa Barbara
WLB	Bangor
WRBC	New Britain
WGN	Birmingham

ANNOUNCER: Information Please, formerly heard at this
time, will be broadcast on Friday nights over
another station. Consult your local newspaper
regarding time and station, and listen to
Information Please, Friday nights.

ATX01 0117377

INFORMATION PLEASE SPOT ANNOUNCEMENT
to be used
Tuesday, November 12th and Tuesday, November 19th, 1940
on the following stations ---

KEX	Portland, Ore
KGA	Spokane
KTAR	Phoenix
KVDA	Tucson, Ariz.
KYUM	Yuma
KGLU	Safford, Ariz.
KGKO	Dallas
WABI	Albany
KIDO	Boise
WJFF	Plattsburg
WSAI	Cincinnati
WSYR	Syracuse
WUPS	Memphis

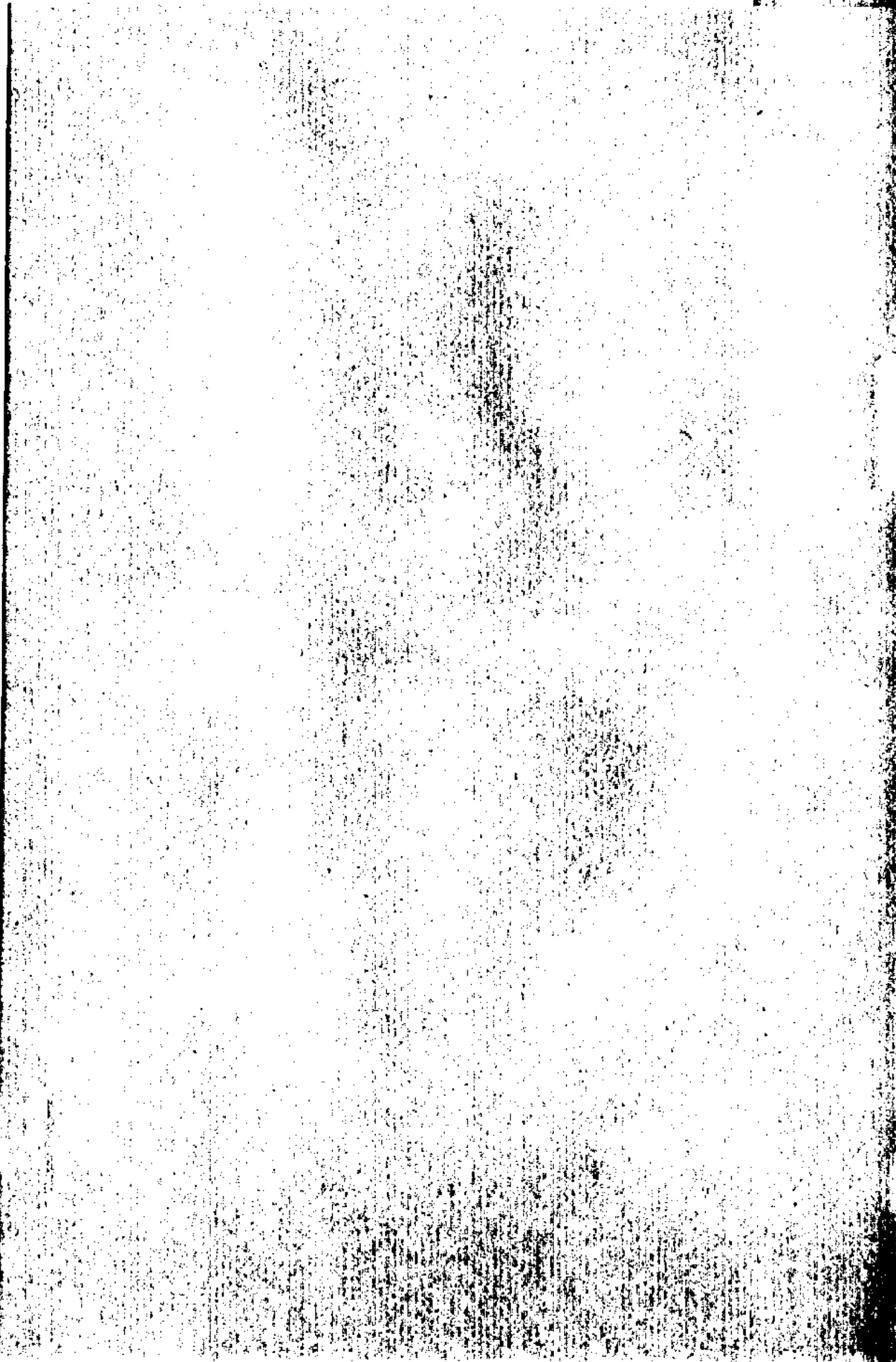
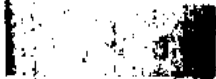
ANNOUNCER: Information Please, formerly heard at
this time, will be broadcast on _____
nights at _____ on Station _____.
Remember, Information Please, _____
nights at _____ on Station _____.

ATX01 0117378

Courtesy spot announcements were given at
different times by --

WHAM Rochester
NOWO Fort Wayne

ATX01 0117379



260

As Broadcast

11/15/40

WEAF

INFORMATION PLEASE

REBROADCAST BY RECORDING
WMCA NOV. 19, 1940 8-8:30P

() ()
8:30 - 9:00 P.M.

NOVEMBER 15, 1940

FRIDAY

AUCTIONEER: It's half past eight (CHANT 5 SECONDS ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time - time to wake up America and stump the experts. Each week at this time Lucky Strike presents, INFORMATION PLEASE. It'll be the same show you've always heard and liked, but, we hope, even a little better. You know how we run this weekly quiz - you send us the questions, we provide the experts to answer them. Now, listen carefully, for from this evening on we're changing the rules a little in your favor. For every question we use, Lucky Strike pays ten dollars plus, ladies and gentlemen, a copy of the 1941 edition of the new INFORMATION PLEASE quiz book, just published. And - keep listening, ^{because} ~~because~~ - if your question stumps our experts you get ^{dollars} twenty-five more - twenty-five, mark that well --- and in addition a complete 24 volume set of the current Encyclopaedia Britannica. If we gave away any more than that, we'd put Santa Claus out of business. Send your questions to INFORMATION PLEASE, 480 Lexington Avenue, N.Y.C. Now, sometimes our editorial staff may fix up or edit your questions a little - nothing to worry about. In case of duplication, INFORMATION PLEASE uses the question received first; and all questions become its property. Another thing - all questions we've received up to now will also be honored for use in the future, and will be awarded the new prizes.

(MORE)

ATX01 0117381

CROSS:
(CONT)

light up a lucky strike because
And now ^{it's} time for the Simon Legree of INFORMATION
PLEASE, the literary critic of the New Yorker Magazine,
the man who pops the question every week - Clifton

Fadiman...Mr. Fadiman...

FADIMAN:

APPLAUSE

Ladies and Gentlemen- well, we've got a new sponsor, LUCKY
STRIKE CIGARETTES, to whom all hail, a handshake, and here's
good luck to all of us. We're the same old unrehearsed,
absolutely spontaneous, guaranteed ad lib program some of
you have been listening to for some time. And, ladies and
gentlemen, the board of experts, ^{the} regular experts I mean,
that board is familiar to you, also. The irrepressible composer,
pianist, author, motion-picture actor - Oscar Levant! The
sports expert, bird-lover, poetry quoter, and anything and
everything recaller, John Kieran! The verse-writer and
conductor of the New York Posts Coping Tower, the unique
and only Franklin P. Adams ^{whose birthday, by the way, is today} Our guest tonight is a man who
is one of the brightest jewels in radio's crown, the
inimitable humorist and airwaves philosopher - Fred Allen,
working tonight without Portland Hoffa and ^{without Kenny Baker to help him} ~~his partner~~
Remember the new awards - for each question missed Lucky
Strike rings up \$25 (RING) which is paid out to the sender,
plus 24 volumes of the Encyclopaedia Britannica. Here we
go on our first broadcast for good old Lucky Strike.....

(QUESTIONS)

FADIMAN:

Now ladies and gentlemen....here's our old friend, Mr.
Milton Cross. You know, of course, that our program has
changed sponsors; and during the past week Mr. Cross has
been visiting his new sponsor. He has been all through the
Lucky Strike factory in Richmond, Va., and then he went to
some nearby tobacco auctions. (MORE)

ATX01 0117382

FADIMAN:
(CONT)

And now, for his first commercial announcement Mr. Cross tells me he has a bone to pick with us.

CROSS:

It's that old, ~~old~~ bone of contention - the claim made by all cigarette companies that they buy the best tobacco. ~~When I want to do something I think to myself~~ Instead of making claims, I just want to give you a few facts and figures. The first ~~fact~~ ^{fact} is simply this: That the American Tobacco Company, maker of Lucky Strike Cigarettes, consistently pays higher prices to get the finer, naturally milder tobaccos. Here's an example....At the auctions ^{which have taken place} ~~at~~ ^{at} South Hill, Virginia, ^{where I visited} last Tuesday, American Tobacco paid 37% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 37% more than the average market price of all types of tobacco sold - and the best will go to Luckies. Now this very considerable price difference may be a surprise to you - but it isn't to tobaccomen. Year after year, they see Luckies buy the finer, milder leaf, and pay the price to get it. That's why the independent tobacco experts who aren't connected with any cigarette company smoke Luckies by such an overwhelming majority - more than 2 to 1 in fact. Mr. Fadiman, does what I've been saying contain any hint for smokers?

FADIMAN:

I think it does, Mr. Cross, and I timed you at just 51 seconds.

(QUESTIONS)

FADIMAN:

And now, Mr. Cross....

INFORMATION

First Commercial found of Price Comparison

ATX01 0117383

CROSS: One question I asked the Lucky Strike tobacco buyer, during my visit to the auctions the other day, was a question I think lots of you would have asked. I simply said: "Mr. McGuire, I've seen you pay higher prices to buy certain baskets of tobacco here when baskets right next to them were selling for 10 or 15 dollars less. What makes those more expensive tobaccos worth the money?" Well, here's what he told me. They're worth the money because they're milder. In buying tobacco, ^{as} ~~like~~ in buying most things, you get what you pay for. We want and pay for and get milder tobacco. Lucky Strike continuously analyses tobacco all during the growing season; finds out where ^{and how} much of the finer, naturally milder leaf is going up for sale; and then pays the price to get it. The result - Luckies are made of milder tobaccos and give you a naturally milder cigarette. Now, if like most of us, you're smoking more today - more than you used to - then mildness is more important to you than ever before. So next time you buy cigarettes, take a tip from the experts. Ask for Lucky Strike. ←

FADIMAN: Thank you, Mr. Cross. Lucky Strike thanks you, Fred Allen, and so do we all for lending yourself to us this evening. Next week the experts will be Mr. Adams and Mr. Kieran. Our guests will be the well-known music critic and composer, Deems Taylor and - the distinguished Warden of Sing Sing, author of MEET THE MURDERER, Warden Lewis Lawes. Remember for every question we use, whether or not it is answered correctly the sender gets ten dollars.

(MORE)

ATX01 0117384

FADIMAN:
(CONT)

If the question stumps our experts you not only get twenty-five dollars more but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and answers to INFORMATION PLEASE, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina.

(CHANT 6 SECONDS "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for finer, naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

11/15/40
fm

Rebroadcast

WEAF

INFORMATION PLEASE

REBROADCAST BY RECORDING
WMCA NOV. 26, 1940 8-8:30 P.

() ()
8:30 - 9:00 P.M.

NOVEMBER 22, 1940

FRIDAY

AUCTIONEER: It's half past eight (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up America and stump the experts. Each week at this time Lucky Strike presents Information Please, a conversational quiz party for which you provide the questions and we provide the experts. "What's in it for me?" you ask. Well, plenty. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please Quiz book. That's that. But if, in addition, your question stumps our board of experts you get \$25 more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our Editorial Staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question received first; and all questions become its property. *relax & light up a Lucky Strike for here is* And now, ^{relax & light up a Lucky Strike for here is} ~~may I introduce~~ our Master of Ceremonies, the Literary Critic of the New Yorker Magazine, Clifton Fadiman. Mr Fadiman....

ATX01 0117386

FADIMAN: Ladies and Gentlemen: to our old friends and our new friends we'd like to say that Information Please will continue as the same unrehearsed, completely spontaneous, ad lib program it has always been. The ad libbers this evening include the sports expert extraordinary and general fount of knowledge, Mr John Kieran; the verse writer and conductor of the New York Post's Conning Tower, Franklin P. Adams; the composer and music critic, Dooms Taylor whose work for Walt Disney's FANTASIA is now being loudly acclaimed; and as our special guest, the famous warden of Sing Sing Prison, author, among other books of MEET THE MURDERER- Lewis E. Lawes. Remember, for each question missed Lucky Strike rings up \$25.... (RING) .. which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

- (QUESTIONS) -

FADIMAN: Now, ladies and gentlemen .. here's Mr Milton Cross who's still talking about those tobacco auctions he visited.

ATX01 0117387

CROSS:

Well, Mr Fadiman, any smoker visiting a tobacco auction would be impressed, watching Lucky Strike and the other cigarettes bidding in open competition for tobacco. And you actually see who gets the finer, lighter, naturally milder leaf. Let me quote a few actual figures. So far this season, according to latest reports, at South Boston, Virginia, the American Tobacco Company has paid 44% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 44% more than the average market price of all types of tobacco sold - and the best will go to Luckies. Well, in buying tobacco - as in buying most things - you get what you pay for. Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. That's why the independent tobacco experts who watch each sale choose Luckies for their own cigarette....the figures on that are 2 to 1. Have I justified my interest in tobacco auctions, Mr Fadiman?

FADIMAN:

I think you have, Mr Cross, and the justification took you 57 seconds.

- (QUESTIONS) -

FADIMAN:

And now, Mr Cross....

CROSS:

If tobacco auctions were held in big Fifth Avenue stores - if you went in, yourself, and picked out the tobaccos you want in your cigarette - you'd buy the same finer, lighter, naturally milder tobaccos that Lucky Strike buys at Southern auctions. Now, of course, those tobaccos would cost you more - ten or fifteen dollars more per hundred pounds. But I think you'd say to yourself: "I'm smoking more today - more than I used to - so I certainly want a smoke that's truly mild - and I'll pay the price to get it." That's the way Lucky Strike figures things. Luckies want - and pay for - and get milder tobaccos. In fact, to make doubly sure, we continuously analyze tobaccos all during the growing season. We find out where and how much of the finer ^{the} lighter, the naturally milder leaf is going up for sale and then we pay the price to get it. The result - Luckies are the kind of really milder cigarette you want in these days of increased smoking. So take a tip from the experts. Ask for Lucky Strike.

FADIMAN:

Thank you, Mr Cross. Lucky Strike thanks you, Mr Taylor and Warden Lawes for your cooperation this evening. Next week our regular trio, Adams, Kieran and Levant will show their stuff, and our guest will be a man distinguished as an economist and as a figure in national affairs, a member of The National Defense Advisory Commission, Mr Leon Henderson. Remember for every question we use, whether or not it is answered correctly, the sender gets ten dollars.

(More)

ATK01 0117389

FADIMAN: If the question stumps our experts you not only get
(Cont'd) \$25 dollars more, but in addition the complete 24
volume set of the Encyclopaedia Britannica. Send
letters with questions and answers to Information
Please 480 Lexington Avenue, New York City. And now
a parting message from Mr L A "Speed" Riggs -famous
tobacco auctioneer of Goldsboro, North Carolina.
(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen -
means Luckies pay higher prices for finer lighter
naturally milder
tobaccos. With independent tobacco experts -
auctioneers, buyers, warehousemen - with men who know
tobacco best, it's Luckies 2 to 1!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

11/22/40
LC

ATX01 0117390

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#3

INFORMATION PLEASE

() ()
8:30 - 9:00 PM

NOVEMBER 29, 1940

FRIDAY

AUCTIONEER: It's half past eight (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. We set up a quartet of quiz wizards and you hurl at them the toughest questions you can think of. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please Quiz Book. If your question stumps us, you get \$25 more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our Editorial staff edits your question a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first, and all questions become the property of Information Please. And now, ^{light up a lucky for here is} ~~may I introduce~~ our Master of Ceremonies, the Literary Critic of the New Yorker Magazine, Clifton Fadiman...Mr. Fadiman.

ATX01 0117391

FADIMAN: Ladies and gentlemen: Our old friends know and our new friends are learning that Information Please is a completely unrehearsed program. The questions are not seen in advance by any of the experts -- honor bright. As for those experts, they include this evening that walking encyclopedia whose vocation is that of sports authority, Mr. John Kieran; the inimitable verse writer and Conductor of the New York Post's "Conning Tower", Mr. Franklin P. Adams, better known as F.P.A.; the irrepressible composer, pianist, motion picture actor and author, the one and only Oscar Levant, and, as our guest, the well known economist and member of the National Defense Advisory Commission, Mr. Leon Henderson. Remember, for each question missed Lucky Strike rings up \$25....(RING)....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

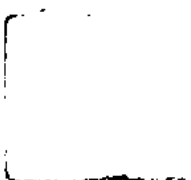
FADIMAN: And now, Mr. Cross.....regretting that our program isn't televised tonight.

CROSS: Yes, Mr. Fadiman, because with television I could show you some of the tobacco I saw "Sold American" down South. Now tobacco like that costs more - it's finer - it's lighter - and it's naturally milder - so, of course, it brings a better price. Let me quote some actual figures... So far this season, according to latest reports, at Petersburg, Virginia, The American Tobacco Company has paid 40% more per pound for the tobacco it bought for its cigarettes and other tobacco products -- yes 40% above the average market price paid for all the various types and grades of tobaccos sold there -- and ^{our} ~~the~~ best will go to Luckies. Well, in buying tobacco - as in buying most things - you get what you pay for. And Luckies pay the price to get the finer, lighter, the naturally milder tobaccos. Why not follow the lead of "the men who know tobacco best" - the independent experts who smoke Luckies 2 to 1.

FADIMAN: And the admirable thing about your commercials, Mr. Cross, is that facts make for brevity - in this case exactly 58 seconds.

(QUESTIONS)

End 11/29/40



REVISED

-4-

FADINAH: And now, Mr. Cross, with some very timely remarks ...

CROSS: In these days of increased smoking, every smoker is interested in mildness - real mildness. And I saw that interest reflected at the tobacco auctions in the higher prices of certain types of tobacco. I saw Lucky Strike paying 30 dollars a hundred pounds, while tobacco right in the next basket was selling for 10 or 15 dollars less. Why were those more expensive tobaccos worth the money? Well, the reason Lucky Strike pays higher prices is to get the milder, lighter leaf. By analyzing tobacco all during the growing season, we find out where and how much of this finer, lighter, naturally milder leaf is going up for sale; and then we pay the price to get it. Well, you get what you pay for and Luckies' finer tobaccos give you a milder, better smoke - the kind you want more than ever today, if you're smoking more. So take a tip from the experts. Next time ask for Lucky Strike

||

ATX01 0117395

FADIMAN: Thank you, Mr. Cross. Lucky Strike thanks you, Mr. Henderson, for joining us tonight. Next week Mr. Adams and Mr. Kieran will be on tap, and our two guests will be Jan Struther, author of MRS. MINNIVER, and the famous playwright, novelist and man of the theatre, Elmer Rice. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts you not only get \$25 ^{in addition} ~~more~~ but ~~in addition~~ ^{beyond that} the complete 24 volume set of the Encyclopedia Britannica. Send letters with questions and answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs-- famous tobacco auctioneer of Goldsboro, North Carolina....

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, 2 to 1!

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

Amie's
~~cross~~
cr 11/29/40

As Broadcast ✓

THE AMERICAN TOBACCO COMPANY

WEAF

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

DECEMBER 6, 1940

FRIDAY

AUCTIONERR: It's half past eight (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. This is a conversational quiz party, with four experts providing the floor show and you, the American public, as the quizzical audience. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please Quiz Book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now ~~we~~ I introduce our Master of Ceremonies, the Literary Critic of the New Yorker Magazine, Clifton Fadiman.
Mr. Fadiman.....

12/6/40

FADIMAN: Ladies and Gentlemen: Unrehearsed now and forever, Information Please continues on its casual and informal way. The regular experts this evening include our dependable duo, Mr. John Kieran, Pooh-Bah of Knowledge and sports expert; and Franklin P. Adams, light and medium versifier and conductor of the New York Post's humorous column "The Conning Tower." Our guests are the charming Englishwoman, Jan Struther, author of MRS. MINNIVER, in a return engagement; and the famous Pulitzer-Prize-winning dramatist and man of the Theatre, Elmer Rice. Remember, for each question missed, Lucky Strike rings up \$25.....(RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN: It seems an event of quite some importance took place this week out in the country that is famous for its beautiful women and its fast horses...I've got that right, haven't I, Mr. Cross?

ATX01 011739B

12/6/40

CROSS: About the women and the horses - yes, Mr. Fadiman! But the big event of the week concerned another reason for Kentucky's fame. On Monday, December 2nd, the world's largest Burley tobacco market opened with colorful ceremony in Lexington, Kentucky. And tobacco experts, gathered from all over the South, saw Lucky Strike, as usual, pay the price to get the finer, lighter, the naturally milder tobaccos. Here's an actual tabulation of the figures.....On that opening day of the Lexington Market, the American Tobacco Company paid 17% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 17% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. So you see Luckies pay what it takes to assure you finer, lighter, milder tobaccos in your cigarette.

FADIMAN: Mr. Cross, money talks - and, in this case, it said its say in only 5 seconds.

(QUESTIONS)

FADIMAN: I think Mr. Kieran in particular will be interested to hear that there are some other experts in this world who have wonderful memories Tell him who, Mr. Cross.

ATX01 0117399

12/6/40

CROSS: They're the tobacco experts, Mr. Kieran. And what they remember so vividly is the grades of tobacco they've seen the different cigarette companies buy at the auctions - yes, and the prices paid. Now when Messrs. Tobacco Experts step up to a cigarette counter, those memories of a thousand-and-one tobacco auctions don't desert them. No, they know perfectly well the kind of tobacco they'll smoke in Cigarette A, Cigarette B, and so on. That's why it means so much that the overwhelming majority of them choose Luckies for their own cigarette. In fact, sworn records show that over twice as many independent experts - auctioneers, buyers and warehousemen - smoke Luckies exclusively as smoke all other cigarettes combined. Let your memory dwell on that fact the next time you step up to the cigarette counter. Remember -- the experts see who pays the price to get the finer, lighter, the naturally milder tobaccos. They see and - they smoke Luckies 2 to 1!

ATX01 0117400

12/6/40

FADIMAN: Thank you, Mr. Cross. Miss Struther and Mr. Rice, accept Lucky Strike's thanks for joining the party this evening. That tried and true triad -- Kieran, Levant, Adams -- will be with us next week and, as our guest, we present the well-known Harvard anthropologist, Earnest Albert Hooton, author of TWILIGHT OF MAN among other books. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs -- famous tobacco auctioneer of Goldsboro, North Carolina....
(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, 2 to 1!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

EJR
12/5/40

ATX01 0117401

THE AMERICAN TOBACCO COMPANY

12/13/40

WEAF

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

DECEMBER 13, 1940

FRIDAY

PROGRAM # 5

AUCTIONEER: It's half past eight (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. You send in the questions; we set up the experts -- and sometimes your questions upset them. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now

26 I introduce our Master of Ceremonies, the Literary Critic of the New Yorker Magazine, Clifton Fadiman. Mr. Fadiman,.....

ATX01 0117402

FADIMAN: Ladies and Gentlemen: As you know, the questions heard on Information Please are not seen in advance by any of the experts. That is a cast-iron guarantee of a completely ad lib performance this week and every other week. Our board tonight includes the always astonishing composer, pianist and author, Oscar Levant; the almost unbelievably learned sports expert Mr. John Kiernan; and their equally invaluable colleague, the New York Post's humorous columnist Franklin P. Adams. Our guest tonight is a famous Harvard anthropologist whose statements and writings are listened to and read outside of academic walls as well as inside, whose most recent work is "Why Men Behave Like Apes And Vice Verse" -- Professor Earnest Albert Hooton. Remember, for each question missed, Lucky Strike rings up 25 dollars.....(RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN: UP to this point Lucky Strike announces a loss of \$ 25 and 1 sets of the Encyclopaedia Britannica. And now Mr. Cross has another news item this week from below that imaginary line made famous by Messrs. Mason and Dixon.

CROSS: "Auction Season Closes in Important Tobacco Market" might be the headline, Mr. Fadiman, for my news concerns the tobacco auctions which took place this fall at Greenville, North Carolina. All the big cigarette companies, the export companies and the leaf-buying companies were, of course, represented, and they did some lively bidding. Here are the final reports.... As usual, the American Tobacco Company paid higher prices to get the finer, lighter, milder tobaccos.... for the season at Greenville, we paid 55% more per pound for the tobacco we bought for our cigarettes and other tobacco products -- yes, 55% above the average market price paid for all the various types and grades of tobaccos sold there - and the best we bought will go to Luckies. Well - is it any wonder that independent tobacco experts smoke Luckies 2 to 1? Every smoker who wants a cigarette of finer, lighter, naturally milder tobaccos might well profit by their example and ask for Lucky Strike.

FADIMAN: Mr. Cross - you flashed across the finish line in just 1/2 seconds.

(QUESTIONS)

FADIMAN: Now Mr. Cross has a question and I think it's a rather interesting one.

CROSS:

How can a New England farmer, a Chicago housewife and a New York debutante influence tobacco prices all over the South? Well, the answer is that - like most people across the land today - they want a mild cigarette. Each cigarette company naturally tries to give the farmer, the housewife and the debutante what they want. So, inevitably, that old law of supply and demand takes effect at the auctions where tobacco is sold to the highest bidder. The finer, lighter, milder tobaccos go up in price. If you, yourself, were a tobacco expert, you'd see Lucky Strike paying ten to 15 dollars more per hundred pounds to get the milder tobaccos. These experts who see what tobacco each company buys, know Lucky Strike goes after finer, lighter leaf and they smoke Luckies themselves by an overwhelming majority. Indeed if you were a tobacco expert, the odds are two to one that you'd be a Lucky Strike smoker. For remember this.....In buying tobacco you get what you pay for. And Luckies pay the price to get the finer, lighter, naturally milder tobaccos.

FADIMAN:

Thank you, Mr. Cross. Lucky Strike's losses for this week are 25 dollars and 1 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Dr. Hooton, for lending us your wit and wisdom this evening. Next week Mr. Kieran and Mr. Adams will be with us. One of our guests is an old friend of Information Please -- the noted American novelist Louis Bromfield, and as our second guest we present that well-known star of movies and radio -- currently appearing in THE LETTER, Mr. Herbert Marshall. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina... (CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, 2 to 11

(APPLAUSE)

CROSS:

THIS IS THE NATIONAL BROADCASTING COMPANY.

hs:12/12/40

As Broadcast

THE AMERICAN TOBACCO COMPANY

12/20/40

WEAF

INFORMATION PLEASE - PROGRAM #6

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8:30-9:00 P.M.

DECEMBER 20, 1940

FRIDAY

AUCTIONEER: It's half past eight...(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. All you have to do is send us questions - hard ones. We think we have the boys who are tough enough to overcome them. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. ^{light up a Lucky Strike} And now ~~say~~ I introduce our Master of Ceremonies, the Literary Critic of the New Yorker Magazine, Clifton Fadiman.
Mr Fadiman.....

ATX01 0117407

FADIMAN: Ladies and gentlemen: Uncabined, uncribbed and unconfined, Information Please continues on its unrehearsed path. Strolling down the path tonight are the Samuel Pepys of our generation, Conductor of the Conning Tower in the New York Evening Post -- Mr Franklin P. Adams; and the Macaulay of our generation, the sports authority John Kieran. Our two guests are the eminent American novelist, Louis Bromfield, whose most recent book is NIGHT IN BOMBAY; and the distinguished motion-picture star, who is no stranger to the air, Mr Herbert Marshall....Remember, for each question missed, Lucky Strike rings up 25 dollars...(RINGS)which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN: Lucky Strike announces a loss of \$_____ and _____ sets of the Encyclopaedia Britannica. Now, Mr Cross twists an old saying...somewhat brutally perhaps but for good purpose...to come up with this.....

CROSS: In speaking of cigarettes, handsome is as handsome buys... No cigarette is better than the tobacco that's bought for it at the auctions. That's why Lucky Strike, at auction after auction, consistently pays higher prices to get the finer, lighter, naturally milder tobaccos. For instance, here are the latest reports for this season from the big Burley tobacco market at Knoxville, Tennessee....The American Tobacco Company has paid 28% more per pound for the tobacco we bought for our cigarettes and other tobacco products - yes 28% above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Well, in buying tobacco, you get what you pay for. The independent tobacco experts know that well - so they smoke Luckies 2 to 1. Why not profit by precept and example....For a cigarette of finer, lighter, naturally milder tobaccos, ask for Lucky Strike.

FADIMAN: Handsomely spoken, Mr Cross, in just _____ seconds.

(QUESTIONS)

FADIMAN: Now, Mr Cross - famous for bringing us the facts about cigarettes - tells us about a group of people who already know those facts from A to Z.

CROSS: They're the tobacco experts, Mr Fadiman. And they don't need to be told anything about any cigarette. For they already know just what tobacco the different cigarette companies buy. They see the grades - and the prices paid. And their good common sense reasoning about cigarettes can be summed up in just these five words: It's the tobacco that counts. So it certainly means a lot that the overwhelming majority of independent tobacco experts - the ones not connected with any cigarette company - choose Luckies for their own smoking enjoyment. Sworn records show that over twice as many of these independent buyers, auctioneers and warehousemen smoke Luckies exclusively as smoke all other cigarettes combined. Remember that, next time you buy cigarettes. Remember - it's the tobacco that counts - and independent tobacco experts see Luckies pay the price to get the finer, lighter, naturally milder tobaccos.

FADIMAN: Thank you, Mr Cross. Lucky Strike's losses for this week are 100 dollars and 4 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr Bromfield and Mr Marshall, for coming down tonight. Next week our terribly talented threesome - Levant, Kieran and Adams, will be aided and abetted by the noted American novelist and short story writer whose most recent book, CHAD HANNA, is soon to be released as a movie, Walter D. Edmonds.

(MORE)

ATX01 0117410

FADIMAN: Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina.....

(CHANT ENDING SOLD AMERICAN)

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, 2 to 1!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

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12/20/40

ATX01 0117411

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#7

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8:30 - 9:00 P.M.

INFORMATION PLEASE

DECEMBER 27, 1940

FRIDAY

AUCTIONEER: It's half past eight....(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. We set 'em up. You knock em down. I mean we set up the experts and you try to demolish them with your questions. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. ^{-light up a lucky strike is} And now ~~may~~ I introduce our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman.

Mr Fadiman.....

RTX01 0117412

FADIMAN: Ladies and Gentlemen: As you know, INFORMATION PLEASE is a completely unrehearsed and ad lib program. The four ad libbers this evening include our three regulars; the pianist, composer, and author Oscar Levant; the conductor of the Conning Tower in the New York Post, Franklin P Adams; and the sports authority, John Kieran. Our guest of honor is the well-known American novelist Walter D Edmonds, whose recent book CHAD HANNA was a best seller and can currently be seen as a motion picture. Remember, for each question missed, Lucky Strike rings up 25 dollars. dollars.. (RINGS).....WHICH IS PAID OUT TO THE sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN:

So far Lucky Strike has paid out \$ 25 and 1 sets of the Encyclopaedia Britannica.

Now here's a question submitted by none other than Mr Milton Cross.. Who back in 1928 made famous the saying: Let's look at the record?...By a strange coincidence I see that Mr. Cross has his hand up to answer his own question.

CROSS:

The answer, when it comes to politics, is Al Smith. But when it comes to smoking it's Lucky Strike that wants everyone to look at the record. For the record shows that Lucky Strike consistently pays higher prices to get finer, lighter, milder tobaccos. For instance, here are the season totals from that important Bright tobacco market - Goldsboro, North Carolina.. At that *auction* market, the American Tobacco Company paid 49% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 49% above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Well - you get what you pay for. And Lucky Strike wants - and pays for - and gets - the finer, *the* lighter, the naturally milder leaf. So remember the record next time you buy cigarettes. Ask for Lucky Strike.

FADIMAN:

Mr Cross did himself out of an Encyclopaedia Brittanica by answering his own question perfectly in just 54 seconds.

(QUESTIONS)

FADIMAN: Now Mr Cross tells us one of the most interesting things he saw at Southern tobacco auctions...

CROSS: As the auction progresses along a row of tobacco - warehouse employees fill out a ticket for each basket sold. They write down the buyer - and the price - and leave the ticket on top of the basket. For instance, I remember seeing tickets marked "A" - meaning Sold American - and "31" - meaning 31 dollars per hundred pounds. And right next to them were baskets - which were not marked "A" - and which bore the price figure "17" or "18". I asked tobacco buyers to explain the difference and here in effect is what they said. "Mr Cross, you want a mild smoke, don't you? Most folks do. Everybody in tobacco knows that, of course - so, at the auctions, when some fine, light, really mild tobacco comes along, we're all in there, bidding. And the price goes up and up. Now Lucky Strike pays those higher prices at auction after auction. That's why you can be sure of ^{the} finer, ^{the} lighter, ^{the} naturally milder tobaccos in Luckies."

FADIMAN: Thank you, Mr Cross. Lucky Strike's losses for this week are 50 dollars and 2 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr Edmonds, for coming down tonight. Next week that dependable duo, Kieran and Adams, will be on hand and our two guests will be an oldtimer we always welcome back, Deems Taylor of FANTASIA fame and that renowned journalist and author of PERSONAL HISTORY and NOT PEACE, BUT A SWORD, Mr Vincent Sheean.

(More)

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Its Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#8

INFORMATION PLEASE

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8:30- 9:00 P.M.

JANUARY 3, 1941

FRIDAY

AUCTIONEER: It's half past eight...(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America and stump the experts. Each week at this time Lucky Strike presents Information Please. We stage a coast-to-coast quiz party and you furnish the questions. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. ^{Light up a Lucky Strike} And now ~~may~~ I introduce our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr Fadiman.....

ATX01 0117417

FADIMAN: Ladies and Gentlemen: As you know, Information Please is a completely unrehearsed, spontaneous and ad lib program. This is a cast-iron guarantee. Our quartet of experts this evening are the sports authority and memory wizard John Kieran; the Conning Tower columnist of the New York Post, the irreplaceable Franklin P. Adams; the music critic, Deems Taylor, to whom in part we owe Walt Disney's FANTASIA; and the author, foreign correspondent, and lecturer, Vincent Sheean, whose most recent book is NOT PEACE BUT A SWORD. Remember, for each question missed, Lucky Strike rings up 25 dollars.. (RINGS)...which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$ _____ and _____ sets of the Encyclopaedia Britannica.

Now...enter Mr Cross, with what looks like a telegram.

CROSS: It is, Mr Fadiman. This wire is from Richmond, Kentucky. And it's so typical of reports from tobacco markets all over the South, that I want to read it to everyone. All it says is: "Richmond, 25%." But here's what it means: At tobacco auctions in Richmond, Kentucky, so far this season, the American Tobacco Company has paid 25% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 25% above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now I could read you reports from market after market showing that Lucky Strike consistently pays higher prices to get the finer, lighter, the naturally milder tobaccos. It all comes down to this....You want a mild smoke - Luckies have real mildness, bought and paid for at the auctions. So why not get together?

FADIMAN: Mr Cross, you made your point in just 52 seconds.

(QUESTIONS)

FADIMAN: Now for just a moment, Mr Cross is going to take my place. The expert he wants to fire questions at is Mr Speed Riggs -- well known tobacco auctioneer.

CROSS: Mr Riggs....Information Please. Just who are the independent tobacco experts?

RIGGS: Well, they're tobacco men not connected with any cigarette company - like auctioneers, ware-house owners and operators and independent buyers.

CROSS: And they deal with all cigarette companies on an equal basis?

RIGGS: Yes they do - and they have the reputation for being fair and square, that's what makes them a success in the tobacco business.

CROSS: Thank you, Mr Riggs. Ladies and gentlemen, these independent experts are present at every auction. They know just who buys what tobacco. And they're as free to choose their own cigarette as you or I. They see Lucky Strike pay the price to get the finer, the lighter, the naturally milder tobaccos. And - they smoke Luckies 2 to 1. Won't you profit by their example? Next time ask for Lucky Strike.

FADIMAN: Thank you, Mr Cross. Lucky Strike's losses for this week are _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, Mr Sheean and Mr Taylor, for coming to Lucky Strike's party this evening.

(MORE)

FADIMAN: Next week Mr Kieran and Mr Adams will again be with us. We announce the return engagement of the distinguished attorney and New York State Congressman Kenneth Simpson, and, as our special guest, Judge James G. Wallace of the New York Court of General Sessions. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina.....

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, ware-housemen - with men who know tobacco best, it's Luckies, 2 to 1!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

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As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#9

INFORMATION PLEASE

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8:30 - 9:00 P M

JANUARY 10, 1941

FRIDAY

AUCTIONEER: It's half past eight.... (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America and stump the experts. Each week at this time Lucky Strike presents Information Please. You send us tough questions and we provide tougher experts. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us you get \$25 more plus a 24 volume set of the current Encyclopaedia Britannica. Send your question to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now ^{right up a lucky strike as} ~~now~~ I introduce our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr Fadiman....

ATX01 0117422

FADIMAN: Ladies and Gentlemen: Unrehearsed and completely spontaneous Information Please ^{is your way} continues on its go-as-you-please path. Tonight we have the following experts: The eminent Conductor of the New York Post's CONNING TOWER, the lyrical Franklin P Adams; and his distinguished side-kick, the sports authority and rememberer-in-chief, John Kieran. We also have with us as our guests the well-known New York attorney and New York State Congressman Mr Kenneth Simpson; and Judge James G Wallace of the New York Court of General Sessions. Remember - for each question missed, Lucky Strike rings up \$25...(RINGS)...which is paid out to the sender plus 24 volumes of the Encyclopedia Britannica. We're off....

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$ 50 and 2 sets of the Encyclopaedia Britannica. Now Mr Cross gives an old truth a new twist _ and, I think, new meaning.

CROSS: Everybody knows, you get what you pay for. But, in buying cigarettes, you get what we pay for. By that I mean, the kind of cigarette you get depends on the kind of tobacco bought for it at the auctions. To illustrate, at auctions in Williamston, North Carolina, this past season, the American Tobacco Company paid 56% more per pound for the tobacco it bought for its cigarettes and other tobacco products _ yes, 56% above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Well - it's like that at auction after auction all over the South. Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. So remember - in buying cigarettes, you get what we pay for. And Lucky Strike foots the bill for finer, lighter, milder cigarette tobacco.

FADIMAN: An old truth gave birth to a new truth in just 5 seconds, Mr Cross.

(QUESTIONS)

FADIMAN: I hope that Mr Kieran and Mr Adams, as regulars, will forgive us for mentioning another kind of experts who are even harder to stump...Tell them who, Mr. Cross.

CROSS: They're the tobacco experts, gentlemen. And the reason they're so hard to stump, on the subject of smoking, is because it's their bread-and-butter business to know just who buys what tobacco at the auctions - yes, and the prices paid. Now suppose you cornered Mr. Tobacco Expert and asked him this question: What cigarette do you smoke?

(MORE)

CROSS:
(CONT'D)

Here's the answer you might get! "Every year I follow the tobacco auctions from Georgia through the Carolinas to Kentucky. And every year I see Lucky Strike pay the price to get finer, lighter, naturally milder tobaccos. Can't you guess what cigarette I smoke?" (PAUSE) Well, to save guessing, here are the facts. Sworn records show that twice as many independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies exclusively as smoke all other cigarettes combined. That fact will keep you from being stumped, if you want the natural mildness of finer, lighter tobaccos. Ask for the tobacco experts!

cigarette - Lucky Strike *With more than 40 years of experience in the tobacco business & 101 years of service to the world's smokers.*
Thank you, Mr. Cross. Thank you, Judge Wallace and Mr.

FADIMAN:

Simpson for helping us out this evening. Next week the old reliable trio will be back in full force.... Kieran, Adams, and Levant. And our guest will be the distinguished American playwright Owen Davis, whose mystery play, MR AND MRS NORTH, opens soon. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with question and correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina....

(CHANT ENDING "SOLD AMERICAN".)

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

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ATX01 0117426

As Broadcast

THE AMERICAN TOBACCO CO.

W E A F

INFORMATION PLEASE

#10

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8:30 - 9:00 P.M.

JANUARY 17, 1941

FRIDAY

AUCTIONEER: It's half past eight...(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time - time to wake up, America, and stump the experts. Each week at this time Lucky Strike presents Information Please. This is a weekly inquisition with you as the quizzers and a board of four know-it-alls as the quizees. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more, plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now ^{light up a lucky Strike a} ~~now~~ I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman.
Mr. Fadiman....

ATX01 0117427

FADIMAN: Ladies and Gentlemen! Information Please, as you know, is uncabined, uncribbed, and unconfined, free as the wind and go-as-you-please. The four know-it-alls tonight are the versatile Oscar Levant, composer, pianist, author, motion picture actor, and insomniac; ~~extraordinary~~; the light verse writer and conductor of that priceless American Institution, the New York Post's CONNING TOWER, Franklin P. Adams; the sports expert who specializes in all knowledge, John Kieran; and Owen Davis, author of the new hit, MR. AND MRS. NORTH. Remember, for each question missed, Lucky Strike rings up 25 dollars.(RINGS),.which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off...

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$_____ and _____ sets of the Encyclopaedia Britannica. Now Mr. Cross demonstrates that a straight line is the shortest path between two points.

CROSS: It's an American habit to go straight to the point - not to beat around the bush. That's why Lucky Strike is bringing you actual market reports on tobacco - to show *you* that we consistently pay higher prices to get the finer, the lighter, the naturally milder leaf. For example, at the Morristown, Tennessee tobacco auctions, latest reports show that The American Tobacco Company has paid 32% more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 32% above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Well - that's really getting down to brass tacks on the subject of cigarettes, isn't it? Market reports like this show you why more and more level-headed Americans are turning to Luckies for a cigarette of finer, lighter, naturally milder tobaccos.

FADIMAN: Mr. Cross, you went straight to the point in exactly 53 seconds.

(QUESTIONS)

FADIMAN: Now here's Mr. Cross with a word about supply and demand.

CROSS: The demand, Mr. Fadiman, is everybody's demand today for a mild smoke. Now, that demand draws upon America's supply of the finer, the lighter, the naturally milder leaf. So what's the result? Well - that kind of tobacco is bid up higher at the auctions. That's why it's important for smokers to know the actual tobacco market figures such as I quoted to you a few minutes ago - to know that Lucky Strike pays the necessary higher prices to get the finer, lighter, milder tobaccos. So when you consider the question of mildness, remember this: At auction after auction, independent tobacco experts see Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos - and they smoke Luckies two to one. Why not profit by their experience? For a really mild cigarette, ask for Lucky Strike.

Lucky Strike cheerfully pays out \$100. and 4 sets of the fine. Bait.
FADIMAN: Thank you, Mr. Cross. Thank you Mr. Davis, for adding to the fun this evening. Next week Mr. Kieran and Mr. Adams will hold down their usual positions and we will have an unusual combination of guests - Warden Lawes of Sing Sing - returning by popular request; and the amiable Boris Karloff, now appearing in Broadway's smash hit, ARSENIC AND OLD LACE. Remember for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs - famous tobacco auctioneer of Goldsboro, North Carolina...

ATX01 0117430

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen - means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

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As Broadcast

THE AMERICAN TOBACCO CO.

WEAF

INFORMATION PLEASE

#11

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8:30 - 9:00 P.M.

JANUARY 24, 1941

FRIDAY

ACUTIONEER: It's half past eight .. (CHANT ENDING "HALF PAST EIGHT")
CROSS: It's half past eight New York Time .. time to wake up,
America and stump the experts. Each week at this time
Lucky Strike stages a quiz party with four experts
providing the floor show. For every question we use,
Lucky Strike pays out ten dollars plus a copy of the
new Information Please quiz book. If your question stumps
us, you get 25 dollars more, plus a 24 volume set of
the current Encyclopaedia Britannica. Send your questions
to Information Please, 480 Lexington Avenue, New York
City. If our editorial staff edits your questions a bit,
don't fret over it. In case of duplication, Information
Please uses the question that was received first; and
all questions become the property of Information Please.
And now ^{light up a lucky strike as} ~~now~~ I present our master of ceremonies, the
literary critic of the New Yorker Magazine, Clifton
Fediman. Mr. Fediman ..

ATX01 0117432

FADIMAN: Ladies and Gentlemen: As always, Information Please is a completely unrehearsed and spontaneous performance. The performers tonight include Franklin P. Adams of the New York Post's CONNING TOWER; John Kieran, sports authority and general fount of wisdom; Lewis E. Lawes, famed as Warden of SingSing and author of MEET THE MURDERER, who has been with us before; and doing his best to scare up a little information for us, Mr. Boris Karloff, now appearing in the Broadway hit ARSENIC AND OLD LACE. Remember, for each question missed, Lucky Strike rings up 25 dollars .. (RINGS)...which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off ..

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$_____ and _____ sets of the Encyclopaedia Britannica. Now Mr. Cross.. of all people.. wants to de-glamorize that weird chant of the tobacco auctioneer.

CROSS: Not at all, Mr. Fadiman. I simply want to point out that, in spite of the color and excitement of the auctions, tobacco sales are, after all, a dollars-and-cents proposition. That's why it means so much that Lucky Strike consistently pays more .. much more than average market prices .. to get the finer, the lighter, the naturally milder leaf. For example, final reports for the season from Abingdon, Virginia show that, at the auctions there, the American Tobacco Company paid 36% more per pound for the tobacco it bought for its cigarettes and other tobacco products..

(MORE)

CROSS:
(CONT'D)

Yes, 35% above the average market price paid for all the various types and grades of tobacco sold there .. and the best we bought will go to Luckies. Now this is typical of reports from market after market, year after year. We want .. and pay for .. and get that finer, lighter milder leaf. Try Luckies for a week and see for yourself.

FADIMAN:

Mr. Cross, you made your point in just 57 seconds. Ladies and Gentlemen, before we start the second half of the program, may we remind you that the annual campaign against infantile paralysis is now under way in your community? Support it .. give all the dimes you can. Help make every town and city in the nation a front line of America's national defense against infantile paralysis. Remember, every dime helps protect the health of the youngster just around your corner.

(QUESTIONS)

FADIMAN:

Now here's Mr. Cross in a reminiscent mood ...

CROSS:

Those tobacco market reports we brought you a few minutes ago from Abingdon, Virginia, made me recall a little tobacco lesson I got one day from the Lucky Strike tobacco buyer at another Virginia auction. We were standing on the auction floor beside two baskets of leaf. One basket had just been "Sold American" at 31 dollars a hundred pounds. The other basket had gone to another buyer at 22 dollars a hundred pounds .. 9 dollars less.

(MORE)

ATX01 0117434

CROSS:
(CONT'D)

So I asked the buyer: "What makes this tobacco worth more?" He answered: "Mr. Cross, you'd be amazed .. the difference in quality and real mildness those few dollars make. This tobacco for Lucky Strike is finer, lighter, and milder so of course it costs more." Well .. I've often thought that little tobacco lesson should be learned by more smokers. Remember we pay the price to get the finer, the lighter, the naturally milder tobaccos. So next time why not ask for Lucky Strike?

FADIMAN:

Lucky Strike has paid out in all \$25 and 1 set of the Enc. Brit.
Thank you, Mr. Cross. Thank you, Mr. Lawes and Mr. Karloff, for coming to Lucky Strike's party tonight. Next week Mr. Kieran and Mr. Adams will be on hand and, as our guests, we present the celebrated author, critic and actor, Mr. Alexander Woolcott, and Mr. S.J. Perelman, a familiar contributor to the New Yorker, author of the humorous book. LOOK WHO'S TALKING. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L A "Speed" Riggs .. famous tobacco auctioneer of Goldsboro, North Carolina ..

(MORE)

ATX01 0117435

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen.. means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts .. auctioneers, buyers ,warehousemen.. with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

ms/1/24/41

ATX01 0117436

As Broadcast

WEAF

THE AMERICAN TOBACCO CO.

#12

() ()
8:30 - 9:00 P.M.

INFORMATION PLEASE

JANUARY 31, 1941

FRIDAY

AUCTIONEER: It's half past eight....(CHANT ENDING "HALF PAST EIGHT")
CROSS: It's half past eight New York time....time to wake up,
America, and stump the experts. Each week at this time
Lucky Strike sets up a board of four know-it-alls for you
to throw questions at. For every question we use, Lucky
Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps
us, you get 25 dollars more, plus a 24 volume set of the
current Encyclopaedia Britannica. Send your questions
to Information Please, 480 Lexington Avenue, New York
City. If our editorial staff edits your questions a bit,
don't fret over it. In case of duplication, Information
Please uses the question that was received first; and all
questions become the property of Information Please.
And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine, Clifton Fadiman. Mr. Fadiman.....

ATX01 0117437

FADIMAN: Ladies and Gentlemen: Let us remind you again that Information Please is a completely unrehearsed and ad lib performance from beginning to end. We have tonight the priceless pair, John Kieran, sports expert, naturalist and classical authority; and Franklin P. Adams, light verse writer and conductor of the CONNING TOWER in the New York Post. Our guests are, first, the one and only Alexander Woolcott, actor, raconteur, author; and S. J. Perelman, whose funny pieces you may have read in the NEW YORKER and in his latest book, LOOK WHO'S TALKING. Remember, for each question missed, Lucky Strike rings up 25 dollars....(RINGS)....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$____ and ____ sets of the Encyclopaedia Britannica. Now, for anyone who says that "tobacco, after all, is just tobacco", Mr. Cross has an interesting rebuttal.

CROSS: I have here an official tobacco market report covering sales in the North Carolina Middle Belt one day last Fall. This report lists seventy-one different grades of tobacco. Now these grades vary greatly in quality - and in price. Obviously, the finer, lighter, milder tobaccos cost more. But Lucky Strike wants - and pays for - and gets - that finer, milder leaf. For example, at auctions in Oxford, North Carolina, during the 1940 season, the American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Next time you buy cigarettes, remember: Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. So ask for Lucky Strike.

FADIMAN: Mr. Cross, you and your official report disposed of that subject in just 57 seconds.

(QUESTIONS)

FADIMAN: Now with due apologies to Mr. Kieran, whose talents are so diverse, Mr. Cross points out that this is an age of specialists.

CROSS: I do indeed, Mr Fadiman. For instance, you've heard me speak of the independent tobacco experts.....and of the fact that they smoke Luckies 2 to 1. Now I'd like to tell you just who these experts are. They're a group of true specialists in tobacco. As buyers, auctioneers and warehousemen, they buy, sell and handle this huge American crop. With such a responsibility on their shoulders, they must and do know tobacco from A to Z. Now at auction after auction they see who pays the price to get the finer, the lighter, the naturally milder leaf. And sworn records show that twice as many of these independent experts smoke Luckies exclusively as smoke all other cigarettes combined. So there you have the judgment of the real specialists in leaf tobacco. Why not profit by their expert knowledge? For a cigarette of finer, lighter, milder tobaccos, ask for Lucky Strike.

FADIMAN: Thank you, Mr. Cross. Tonight, Lucky Strike has sent out a total of \$_____ and _____ sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. Perelman and Mr. Woolcott, for coming tonight. Next week Mr. Adams and Mr. Kieran will be on deck as usual. At the present time it would be hard to find two guests who could better represent heroic England for us on our little program. One of them has been with us before, the charming English lady who wrote MRS. MINNIVER, Miss Jan Struther. And the second might be called the unofficial ambassador from the LONDON TIMES, the distinguished correspondent, Sir Willmott Lewis. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs... famous tobacco auctioneer of Goldsboro, North Carolina....

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

EJR
1/30/41

ATX01 0117441

as Broadcast

WEAF

THE AMERICAN TOBACCO CO.

#13

INFORMATION PLEASE

() ()
8:30-9:00 P.M.

FEBRUARY 7, 1941

FRIDAY

AUCTIONEER: It's half past eight ... (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time ... time to wake up, America, and stump the experts. Each week at this time Lucky Strike throws a coast-to-coast quiz party at which you are all invited to be guests. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more, plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman ... Mr. Fadiman ...

FADIMAN: Ladies and Gentlemen: Information Please continues on its carefree and completely unrehearsed and spontaneous path. The quizzes tonight are Franklin P. Adams, conductor of the New York Post's CONNING TOWER; his partner, John Kieran, sports expert and universal authority; Miss Jan Struther, author of the best selling book, MRS MINNIVER; and her countryman, Sir Willmott Lewis, American correspondent for THE LONDON TIMES.

AFX01 0117442

FADIMAN: Now, two special announcements: first, we want to thank the New York World-Telegram and the radio editors of America for again electing us their favorite quiz program of the year. We'll try to do even better next year. Secondly, to allay the fears of those of our audience who have been worrying about Oscar Levant, let me say that Mr. Levant is at present in Hollywood making a picture, and will be back with us February 21st. Remember, for each question that is missed, Lucky Strike rings up 25 dollars ... (RINGS) .. which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

2/7/41

#13

FADIMAN: So far Lucky Strike has paid out \$_____ and _____ sets of the Encyclopaedia Britannica. Now - very appropriately at this cruising season of the year - Mr. Cross invites us on a specially conducted "Cruise of Tobaccoland."

CROSS: Let's call it a "Smokers' Cruise", Mr. Fadiman. I have here a list of the South's great tobacco markets in Georgia Virginia, the Carolinas, Kentucky and Tennessee. Now on this itinerary of important tobacco towns, what's the big point of interest for smokers? Well, let's look in at Asheville, North Carolina, for example. Here's what we find ... At tobacco auctions in Asheville during the past season, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products .. Yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there. .. and the best we bought will go to Luckies. Now we can visit town after town in Tobaccoland and we'll find that Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. Isn't that fact worth remembering next time you buy cigarettes?

FADIMAN: Mr. Cross, you covered a whole lot of ground in just 58 seconds.

(QUESTIONS)

MATION PLEASE

ATX01 0117444

FADIMAN:

Ladies and Gentlemen: As you know, Information Please is a completely unrehearsed, spontaneous and ad lib program. We welcome back tonight, with much heigh ho, our wandering expert, Oscar Levent, fresh from recent triumphs in Hollywood. The other two members of the trio are, of course, on hand -- the eminent maestro of sports and what have you, Mr John Kieran; and the equally eminent and lyrical conductor of the New York Post's Conning Tower, Mr Franklin P Adams. Our guest is the world-famous sculptor, raconteur, Mr Jo Davidson, who is the third bearded marvel we have had on this program. Remember, for each question that is missed Lucky Strike rings up \$25....(RINGS)....which is paid out to the sender plus 24 volumes of the Encyclopaedia Brittanica. We're off....

By the way, J. Kieran notice note, a book of notice is out today - Run, not walk to Tower, Mr Franklin P Adams. Our guest is the world-famous sculptor, raconteur, Mr Jo Davidson, who is the third bearded marvel we have had on this program. Remember, for each question that is missed Lucky Strike rings up \$25....(RINGS)....which is paid out to the sender plus 24 volumes of the Encyclopaedia Brittanica. We're off....

the market leader

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out \$ 50 and 2 sets of the Encyclopaedia Britannica. Now Mr Cross shows us how to "talk turkey" about tobacco.

CROSS: The only way to "talk turkey" about tobacco, Mr Fadiman, is to talk facts. And the facts are: that Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. Now smokers, let me give you one example....Here are the season's totals from the important Burley tobacco market of Springfield, Kentucky. At auctions in Springfield, The American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now I could quote season's totals from market after market and they'd all add up to this one fact: Lucky Strike wants - and pays for - and gets - the finer, the lighter, the naturally milder leaf. Have you tried a Lucky lately?

FADIMAN: Mr Cross, you "talked turkey" in just 54 seconds.

(QUESTIONS)

FADIMAN: Mr Cross says it's just as hard to get a real education in tobacco as it is to go through Yale or Harvard.

GROSS: That's right, Mr Fadiman. A great deal of special training is necessary before a man can become an expert tobacco buyer or auctioneer or warehouseman. Indeed, it may take him much more than four years of difficult apprenticeship in the tobacco warehouses before he rates as a real expert. Now that's one reason why the judgment of these experts in the matter of cigarettes means so much to you. For they know tobacco from A to Z. And at auction after auction they see who pays the price to get the finer, the lighter, the naturally milder leaf. Well, sworn records show that over twice as many of the independent tobacco experts - not connected with any cigarette company - smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Won't you profit by their experience in selecting a cigarette of finer, lighter, milder tobaccos Lucky Strike.

FADIMAN:

Thank you, Mr Cross. Tonight Lucky Strike has sent out a total of \$50 and 2 sets of the Encyclopaedia Britannica. Thank you, Mr Davidson, for lending your voice and your beard this evening to Lucky Strike's party. Next week the Kieran-Adams-Levant combination will serve 'em up and our guest will be the brilliant American novelist and short story writer, John O'Hare, *author of the book of the smash hit musical comedy "Yal Joey"* whose ~~PAH JOEY series form the basis of the book of the smashing Broadway hit of the same name.~~ Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Brittanica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs....famous tobacco auctioneer for Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With the independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS:

THIS IS THE NATIONAL BROADCASTING COMPANY.

mh
2/21/41

AFX01 0117448

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#16

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8:30 - 9:00 PM

INFORMATION PLEASE

FEBRUARY 28, 1941

FRIDAY

AUCTIONEER: It's half past eight ... (CHANT ENDING "HALF PAST EIGHT")
CROSS: It's half past eight New York time ... time to wake up,
America and stump the experts. Every week, at this time,
Lucky Strike presents a quartet of wiseacres who challenge
you to baffle them. For every question we use, Lucky
Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps us,
you get 25 dollars more, plus a 24-volume set of the
current Encyclopaedia Britannica. Send your question to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of duplications, Information Please
uses the question that was received first; and all
questions become the property of Information Please. And
now, light up a Lucky Strike as I present our Master of
Ceremonies, the distinguished composer, music critic and
commentator, Deems Taylor ... Mr. Taylor..

ATX01 0117449

TAYLOR: Ladies and Gentlemen: That slight rattling noise that you may have heard just now was merely myself, preparing to fill the shoes of Clifton Fadiman, for one consecutive performance of Information Please. Appearing on this unrehearsed and un-coached program tonight, are our three regular experts: John Kieran, authority on sports, cooking, ornithology, or what you will; Franklin P. Adams, conductor of the New York Post's famous column, THE CONNING TOWER, and authority on everything else; and Oscar Levant, whose vast store of musical knowledge has long been a source of amazement and annoyance to friend and foe alike. We have also a guest, John O'Hara, novelist and playwright, whose latest, the musical comedy PAL JOEY, is packing them in at the Ethel Barrymore Theatre at this very moment. Remember, for every question that is missed, Lucky Strike rings up \$25 ... (RINGS) ... which is paid out to the sender, plus 24 volumes of the Encyclopaedia Britannica.

Gentlemen ... on your marks ...

(QUESTIONS)

TAYLOR: Now here's Mr. Cross with a question.....

CROSS: Who really buys the finer, lighter, milder tobaccos at the auctions? The surest answer, I believe, is to be found in the actual reports from tobacco markets. Now I want to read you some typical reports. For instance, at tobacco auctions in Danville, Virginia, during the past season, the American Tobacco Company paid 44 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products ... Yes, 44 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. On the same basis, at Farmville, North Carolina, American paid 49 percent more, and at Pamlico, South Carolina, 54 percent more. And so it goes, at market after market. Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder leaf. Isn't that fact worth remembering next time you buy cigarettes?

TAYLOR: Unaccustomed as I am to public timing, Mr. Cross, my watch says that took you just 59 seconds.

(QUESTIONS)

TAYLOR: Now here's Mr. Cross ...

CROSS: Thank you, Mr. Taylor. A few minutes ago, as you recall, I read some typical reports from Southern tobacco markets. These reports gave actual facts and figures, showing that Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. Now I want to point out that many independent tobacco experts were present at those markets. They saw just what kind of tobacco Lucky Strike selected. And this is true at thousands of auctions all over the country. The independent tobacco buyers, auctioneers and warehousemen are in a position to observe just who buys what tobacco and the prices paid. So here's a fact that surely says a lot to every smoker. Sworn records show that over twice as many independent tobacco experts smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

ATX01 0117452

TAYLOR:

Thank you, Mr. Cross.

Tonight, Lucky Strike has sent out a total of \$ 75
and 3 sets of the Encyclopaedia Britannica.

Our profound thanks to John O'Hara for keeping the appointment, if not in Samara, certainly in the studio. Next week, in addition to our anchor team of Adams and Kieran, we shall have two guests. One is Elmer Layden, who has recently resigned as coach of the Notre Dame football team to become Chairman of the Professional Football Commission. The other whom you have met before, is Christopher Morley, actor and author, whose KITTY FOYLE is now delighting movie fans all over the country.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition, the complete 24-volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs ... famous tobacco auctioneer ^{of} from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With ~~the~~ independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

2/28/41
CMR

(APPLAUSE)

CROSS:

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATX01 0117453

FADIMAN: Now Mr. Cross has something to say about ringside seats and tobacco auctions.

CROSS: At a prize fight we pay good money to get seats close up to the ring, because it's the best way to see the action. Now at a tobacco auction, it's a struggle of bids instead of blows! Yet you want a seat close up to the ringside, if you're to follow just what takes place. Well at thousands of tobacco auctions, year after year, the independent tobacco experts occupy those ringside seats. They see just how the bidding goes ... they know who buys what tobacco ... and the prices paid. So the fact that they smoke Luckies by a vast majority should surely say a lot to every smoker. Next time you buy cigarettes, remember: The independent tobacco experts - auctioneers, buyers and warehousemen - see who pays the price to get the finer, the lighter, the naturally milder tobaccos. They see - and they smoke Luckies 2 to 1.

FADIMAN: Thank you, Mr. Cross. Tonight, Lucky Strike has sent out a total of \$ 75 and 3 sets of the Encyclopaedia Britannica. Thank you, Miss Struther and Sir Willmott, for attending Lucky Strike's party this evening. Next week we will have Mr. Kieran and Mr. Adams with us again, of course, and our guests will be our old friend Deems Taylor, and a new friend, the distinguished president of Vassar College, Dr. Henry Noble MacCracken.

(MORE)

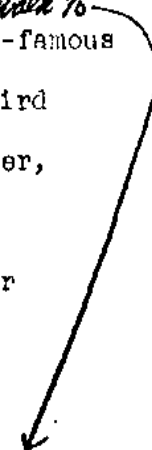
FADIMAN:

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By the way, J. Kieran notice note, a book of notice notes is out today - Run, not walk to Tower, Mr Franklin P Adams.

(QUESTIONS)

the nearest look store



FADIMAN: So far Lucky Strike has paid out \$ 50 and 2 sets of the Encyclopaedia Britannica. Now Mr Cross shows us how to "talk turkey" about tobacco.

CROSS: The only way to "talk turkey" about tobacco, Mr Fadiman, is to talk facts. And the facts are: that Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. Now smokers, let me give you one example....Here are the season's totals from the important Burley tobacco market of Springfield, Kentucky. At auctions in Springfield, The American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now I could quote season's totals from market after market and they'd all add up to this one fact: Lucky Strike wants - and pays for - and gets - the finer, the lighter, the naturally milder leaf. Have you tried a Lucky lately?

FADIMAN: Mr Cross, you "talked turkey" in just 54 seconds.

(QUESTIONS)

FADIMAN: Mr Cross says it's just as hard to get a real education in tobacco as it is to go through Yale or Harvard.

CROSS: That's right, Mr Fadiman. A great deal of special training is necessary before a man can become an expert tobacco buyer or auctioneer or warehouseman. Indeed, it may take him much more than four years of difficult apprenticeship in the tobacco warehouses before he rates as a real expert. Now that's one reason why the judgment of these experts in the matter of cigarettes means so much to you. For they know tobacco from A to Z. And at auction after auction they see who pays the price to get the finer, the lighter, the naturally milder leaf. Well, sworn records show that over twice as many of the independent tobacco experts - not connected with any cigarette company - smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Won't you profit by their experience in selecting a cigarette of finer, lighter, milder tobaccos Lucky Strike.

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(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With ~~the~~ independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS:

THIS IS THE NATIONAL BROADCASTING COMPANY.

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2/21/41

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#16

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8:30 - 9:00 PM

INFORMATION PLEASE

FEBRUARY 28, 1941

FRIDAY

AUCTIONEER: It's half past eight ... (CHANT ENDING "HALF PAST EIGHT")
CROSS: It's half past eight New York time ... time to wake up,
America and stump the experts. Every week, at this time,
Lucky Strike presents a quartet of wiseacres who challenge
you to baffle them. For every question we use, Lucky
Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps us,
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Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of duplications, Information Please
uses the question that was received first; and all
questions become the property of Information Please. And
now, light up a Lucky Strike as I present our Master of
Ceremonies, the distinguished composer, music critic and
commentator, Deems Taylor ... Mr. Taylor..

ATX01 0117459

TAYLOR: Ladies and Gentlemen: That slight rattling noise that you may have heard just now was merely myself, preparing to fill the shoes of Clifton Fadiman, for one consecutive performance of Information Please. Appearing on this unrehearsed and un-coached program tonight, are our three regular experts: John Kieran, authority on sports, cooking, ornithology, or what you will; Franklin P. Adams, conductor of the New York Post's famous column, THE CONNING TOWER, and authority on everything else; and Oscar Levant, whose vast store of musical knowledge has long been a source of amazement and annoyance to friend and foe alike. We have also a guest, John O'Hara, novelist and playwright, whose latest, the musical comedy PAL JOEY, is packing them in at the Ethel Barrymore Theatre at this very moment. Remember, for every question that is missed, Lucky Strike rings up \$25 ... (RINGS) ... which is paid out to the sender, plus 24 volumes of the Encyclopaedia Britannica.

Gentlemen ... on your marks ...

(QUESTIONS)

ATK01 0117460

TAYLOR: Now here's Mr. Cross with a question.....

CROSS: Who really buys the finer, lighter, milder tobaccos at the auctions? The surest answer, I believe, is to be found in the actual reports from tobacco markets. Now I want to read you some typical reports. For instance, at tobacco auctions in Danville, Virginia, during the past season, the American Tobacco Company paid 44 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products ... Yes, 44 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. On the same basis, at Farmville, North Carolina, American paid 49 percent more, and at Pamlico, South Carolina, 54 percent more. And so it goes, at market after market. Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder leaf. Isn't that fact worth remembering next time you buy cigarettes?

TAYLOR: Unaccustomed as I am to public timing, Mr. Cross, my watch says that took you just 59 seconds.

(QUESTIONS)

TAYLOR: Now here's Mr. Cross ...

CROSS: Thank you, Mr. Taylor. A few minutes ago, as you recall, I read some typical reports from Southern tobacco markets. These reports gave actual facts and figures, showing that Lucky Strike consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. Now I want to point out that many independent tobacco experts were present at those markets. They saw just what kind of tobacco Lucky Strike selected. And this is true at thousands of auctions all over the country. The independent tobacco buyers, auctioneers and warehousemen are in a position to observe just who buys what tobacco and the prices paid. So here's a fact that surely says a lot to every smoker. Sworn records show that over twice as many independent tobacco experts smoke Luckies exclusively as smoke all other cigarettes combined. Yes, with men who know tobacco best, it's Luckies 2 to 1. Have you tried a Lucky lately?

ATX01 0117462

TAYLOR:

Thank you, Mr. Cross.

Tonight, Lucky Strike has sent out a total of \$ 75
and 3 sets of the Encyclopaedia Britannica.

Our profound thanks to John O'Hara for keeping the appointment, if not in Samara, certainly in the studio. Next week, in addition to our anchor team of Adams and Kieran, we shall have two guests. One is Elmer Layden, who has recently resigned as coach of the Notre Dame football team to become Chairman of the Professional Football Commission. The other whom you have met before, is Christopher Morley, actor and author, whose KITTY FOYLE is now delighting movie fans all over the country. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition, the complete 24-volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs ... famous tobacco auctioneer ^{OF} from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With ~~the~~-independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

2/28/41
CMR

(APPLAUSE)

CROSS:

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATXO1 0117463

As Broadcast

WEAF

THE AMERICAN TOBACCO CO.

#17

INFORMATION PLEASE

(
8:30 - 9:00 PM.)

MARCH 7, 1941

FRIDAY

AUCTIONEER: It's half past eight.....(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time....time to wake up, America, and stump the experts. Each week at this time Lucky Strike sets up a board of four know-it-alls for you to throw questions at. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more, plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr. Fadiman.....

ATX01 0117464

FADIMAN: Ladies and Gentlemen: Let us remind you again that Information Please is a completely unrehearsed and ad lib performance from beginning to end. We have tonight the priceless pair, John Kieran, sports expert, naturalist and classical authority; and Franklin P. Adams, light verse writer and conductor of the CONNING TOWER in the New York Post. Our guests are, first, the essayist, playwright, actor, and author of KITTY FOYLE, Christopher Morley; and the wellknown athlete and coach of Notre Dame, newly appointed head of the Professional Football Commission, Elmer F. Layden. Remember, for each question missed, Lucky Strike rings up 25 dollars.... (RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

ATX01 0117465

FADIMAN: So far Lucky Strike has paid out \$ 50 and 2 sets of the Encyclopaedia Britannica. Now Mr. Cross brings us some bulletins from the Tobacco Front...

CROSS: Yes, Mr. Fadiman...I have here reports from many tobacco markets. These reports show just what really happens in the lively competition for finer, lighter, milder tobacco at the auctions. For example, in Lebanon, Kentucky, during the past season, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....Yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. And so it goes at market after market....At Greeneville, Tennessee: American, on the same basis, paid 40 percent more....Boone, North Carolina: American paid 42 percent more. Yes, Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder leaf. Isn't that just the kind of tobacco you want to enjoy in your cigarette?
Next time ask for Lucky Strike.

FADIMAN: Brief and to the point, Mr. Cross. I timed you at 60 seconds.

(QUESTIONS)

FADIMAN: Now here's Mr. Cross with a gentleman we all know -
Mr. Speed Riggs, the tobacco auctioneer.

CROSS: Mr. Riggs is going to tell us just what happens at a
tobacco auction when a basket of the finer, the lighter,
the naturally milder tobacco comes up for sale.

RIGGS: Well, Mr. Cross, if it's really fine, mild leaf, all
the tobacco buyers perk up right away. They start firing
one bid after another at me.

CROSS: So it develops into a regular "Battle Royal of Bids"?

RIGGS: That's a good name for it, Mr. Cross. They'll bid up
a basket of tobacco like that so it sells for ten or
fifteen dollars more per hundred pounds than other
baskets right at the same auction!

CROSS: Thank you, Mr. Riggs. And, smokers, remember this...
The independent experts at every tobacco auction see who
pays the price to get that finer, lighter, milder leaf.
They see- and they smoke Luckies by a vast majority.
Yes, remember - with independent experts - auctioneers,
buyers and warehousemen - with men who know tobacco best,
it's Luckies 2 to 1!

FADIMAN: Thank you Mr. Cross and Mr. Riggs.

FADIMAN: Tonight, Lucky Strike has sent out a total of \$100 and 7 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. Layden and Mr. Morley, for coming tonight. Next week Mr. Adams, Mr. Levant and Mr. Kieran will be on deck as usual; and as our fourth expert we are privileged to announce the Secretary of Agriculture ^{of} ~~for~~ the United States, Claude Wickard. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs...famous tobacco auctioneer of Goldsboro, North Carolina...

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts - auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY

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3/6/41

ATX01 0117468

As Broadcast

WEAF

THE AMERICAN TOBACCO CO

#18

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

MARCH 14, 1941

FRIDAY

AUCTIONEER: It's half past eight...(CHANT ENDING "HALF PAST EIGHT")
CROSS: It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky strike throws a quiz party with four experts as
the floor show. For every question we use, Lucky
Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps
us, you get 25 dollars more, plus a 24 volume set of
the current Encyclopaedia Britannica. Send your
questions to Information Please, 480 Lexington Avenue,
New York City. If our editorial staff edits your
questions a bit, don't fret over it. In case of
duplication, Information Please uses the question that
was received first; and all questions become the property
of Information Please. And now light up a Lucky Strike
as I present our Master of Ceremonies, the literary
critic of the New Yorker Magazine, Clifton Fadiman.
Mr Fadiman.....

ATX01 0117469

FADIMAN: Ladies and gentlemen: As you know, Information Please is perfectly off-the-cuff. Everything said on this program is completely unrehearsed and spontaneous. Tonight our tested trio is on hand, Oscar Levant, author, pianist, composer and movie star; John Kieran, sports expert whose recent book of Nature Notes has been doing very well indeed; and Franklin P. Adams, light verse writer and conductor of the Conning Tower in the New York Post. We feel it a special privilege to introduce tonight our guest of honor, the Secretary of Agriculture, Mr Claude Wickard. Remember, for each question missed, Lucky Strike rings up 25 dollars..... (RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

QUESTIONS

FADIMAN: Now here's Mr Cross with a sheaf of very official-looking papers.

CROSS: Mr Fadiman, these papers contain annual reports from one hundred nineteen tobacco markets...markets where tobacco buyers...buy over 96 percent of all the cigarette tobaccos sold at auction in this country. Now at every one of these one hundred nineteen markets, during the past season, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos. For example, at Brookneal, Virginia, American paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products....Yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. At Farmville, North Carolina, American paid 49 percent more. At Douglas, Georgia, 50 percent more. And so it goes. To enjoy finer, lighter, milder, tobaccos, ask for Lucky Strike.

FADIMAN: Mr Cross, you covered the tobacco markets in 55 seconds flat.

QUESTIONS

FADIMAN: Now here's Mr Cross.

CROSS: A few minutes ago I read you a few typical reports from tobacco markets. These reports show that The American Tobacco Company consistently pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example: at Brookneal, Virginia - 34 percent more than the market average...Farmville, North Carolina - 49 percent more...Douglas, Georgia - 50 percent more. Now these big price differences in tobacco sold at auction may surprise you - but they're facts well-known to the independent tobacco experts. The auctioneers, buyers and warehousemen see the prices paid at every auction - they see just what kind of tobacco is bought by the different buyers - and they're ~~the~~ ^{are} expert judges of the leaf. Well, sworn record shows that they choose Luckies for their own cigarette by an overwhelming majority. In fact - with independent experts - with men who know tobacco best, it's Luckies 2 to 1. So if you're looking for a cigarette of finer, lighter, milder tobaccos, let me just ask: Have you

tried a Lucky lately?

7th evening Lucky Strike has paid out \$100 and 4 acts of the E.B.
FADIMAN: ^ Thank you, Mr Cross. Thank you Mr Wickard for joining the party this evening. Next week Mr Adams and Mr Kieran will be at bat and they will be supported first by our good friend Deems Taylor, the composer and radio commentator; and one of America's favorite actors of stage and screen the inimitable Roland Young.

(MORE)

ATX01 0117472

FADIMAN:
(Cont'd)

Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a pertinent message from Mr L.A. "Speed" Riggs.....famous tobacco auctioneer of Goldsboro, North Carolina.....

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts -- auctioneers, buyers, warehousemen - with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY.

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3/14/41

ATX01 0117473

As broadcast

THE AMERICAN TOBACCO CO

WEAF

INFORMATION PLEASE

#19

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8:30-9:00 P.M.

MARCH 21, 1941

FRIDAY

AUCTIONEER: It's half past eight .. (CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time .. time to wake up America and stump the experts. Each week at this time Lucky Strike offers you four know-it-alls who are willing to answer or try to answer the questions you send us. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more, plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please. And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr. Fadiman ..

(Applause)

ATX01 0117474

FADIMAN:

Ladies and gentlemen: Spontaneous and completely unrehearsed, Information Please continues on its carefree way. Tonight we present Franklin P. Adams, light verse writer and conductor of the Conning Tower in the New York Post; John Kieran, amateur naturalist sports expert and Shakespearean authority par excellence: our old friend Deems Taylor, composer and music critic: and as our special guest, one of America's favorite stage and screen stars, whose most recent picture, Topper Returns, opens late this month .. Mr. Roland Young. Remember, for each question missed, Lucky Strike rings up 25 dollars .. (RINGS) .. which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica.

We're off ..

QUESTIONS

3/21/41

*As far as Lucky Strikes has paid out — dollars —
and sets of the 1933-Encyclopaedia Britannica #19*

FADIMAN: *and* Now we come upon Mr. Cross in an alphabetical mood.

CROSS: I have here a list, in alphabetical order, of one hundred and nineteen tobacco markets that handle ninety-six percent of all the cigarette tobaccos sold at auction in this country. Now at every one of these markets last season, The American Tobacco Company paid higher prices to get the finer, the lighter, the naturally milder tobaccos. Let's start right at the beginning of the list with the "A's". First ¹⁵ ~~in~~ Aberdeen, North Carolina .. American paid ten percent more than the market average. Next, Abingdon, Virginia .. thirty-six percent more. Adel, Georgia, thirty-seven percent more. Ahoskie, North Carolina — well, at Ahoskie, American paid sixty-seven percent more per pound for the tobacco it bought for its cigarettes and other tobacco products .. Yes, sixty-seven percent above the average market price paid for all the various types and grades of tobacco sold there .. and the best we bought will go to Luckies .. No wonder, with men who know tobacco best, it's Luckies 2 to 1 .. have you tried a Lucky lately?

FADIMAN: Mr. Cross, you gave us the ABC's of smoking in just 58 seconds.

QUESTIONS

ATX01 0117476

FADIMAN: Mr. Cross wishes me to headline what he has to say now with this: The Experts Know.

CROSS: Yes, Mr. Fadiman. The tobacco experts .. the buyers, auctioneers and warehousemen .. know. They know that Lucky Strike pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. Such reports as I read you a few minutes ago .. that American paid ten percent more than the market average ⁱⁿ ~~in~~ Aberdeen, North Carolina; thirty-six percent more ^{at} ~~in~~ Abingdon, Virginia .. thirty-seven percent more ^{at} ~~in~~ Adel, Georgia .. sixty-seven percent more ^{at} ~~in~~ Ahoskie, North Carolina .. these reports are no surprise to the tobacco experts. For at auction after auction they see who buys what leaf .. and the prices paid. So it means a lot that the tobacco experts who can truly be called independent .. the ones not connected with any cigarette company .. choose Luckies for their own cigarette by an overwhelming majority. In fact, with these independent experts .. with men who know tobacco best, it's Luckies 2 to 1. So profit by their experience in selecting your cigarette. Make sure you enjoy finer, lighter milder tobaccos by asking for Lucky Strike.

FADIMAN:

This evening Lucky Strike has set out 125 and most of the Encyclopedia Britannica
Thank you, Mr. Cross. Thank you, Mr. Taylor and Mr. Young for helping out so nobly this evening. Next week Mr. Levant, Mr. Kieran and Mr. Adams will be aided and abetted by *Elsa Lanchester, wife of Charles Laughton, and currently starring in the Broadway success "They Walk Alone."*

FADIMAN:
(CONT'D)

Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now ^{we'll have} a parting message from Mr L. A. "Speed" Riggs .. famous tobacco auctioneer of Goldsboro, North Carolina ..

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts .. auctioneers, buyers, warehousemen .. with men who know tobacco best, it's Luckies, two to one!

(APPLAUSE .. (ORGAN THEME)

Ann
CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY

ms/3/21/41

As Broadcast

THE AMERICAN TOBACCO CO

WEAF

INFORMATION PLEASE

#20

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8:30 - 9:00 PM

MARCH 28, 1941

FRIDAY

AUCTIONEER: It's half past eight .. (CHANT ENDING "HALF PAST EIGHT)

CROSS: It's half past eight New York time .. time to wake up America and stump the experts. Each week at this time you are invited by Lucky Strike to attend its inquisitorial free-for-all. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr. Fadiman ..

ATX01 0117479

FADIMAN: Ladies and Gentlemen: As you know, whatever happens on Information Please is completely unpremeditated. The questions are never seen in advance by any of the experts. Tonight our board includes that terrific trio: Oscar Levant, pianist, composer, author, actor; Franklin P. Adams, verse writer, conductor of the New York Post's CONNING TOWER; John Kieran, sports expert and author of a charming book called JOHN KIERAN'S NATURE NOTES. Our guest you have met before on the screen where she has often appeared with her famous husband, Charles Laughton. She is Elsa Lanchester, at present starring on Broadway in the play, THEY WALK ALONE. Remember, for each question missed, Lucky Strike rings up 25 dollars .. (RINGS) .. which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica.

We're off ..

QUESTIONS

COMMERCIAL #1

FADIMAN: Now Mr. Cross covers a lot of territory .. as he brings us reports from the tobacco markets.

CROSS: Yes, Mr. Fadiman, my reports take us as far South as Florida .. and as far West as Tennessee. They show that.. all over Tobacco-land .. the American Tobacco Company pays higher prices and gets the finer, the lighter, the naturally milder tobaccos. For example, at Morristown, Tennessee .. during the past season, The American Tobacco Company paid 33 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 33 percent above the average market price paid for all the various types and grades of tobacco sold there.. and the best we bought will go to Luckies. At Valdosta, Georgia .. American paid 41 percent more. At Lake City, Florida, 46 percent more. At Wilson, North Carolina, 53 percent more. And so it goes at market after market.. all over Tobacco-land. Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos .. have you tried a Lucky lately?

FADIMAN: Mr. Cross, you covered Tobaccoland in just 60 seconds by my watch.

QUESTIONS

ATX01 0117481

COMMERCIAL #2

FADIMAN: Now here's Mr. Cross with proof that those tobacco markets we heard about a few minutes ago are typical.

CROSS: You recall that The American Tobacco Company, to get finer, lighter, milder tobaccos, paid 33 percent more than the market average at Morristown, Tennessee .. 41 percent more at Valdosta, Georgia .. 46 percent more at Lake City, Florida .. 53 percent more at Wilson, North Carolina. Now just to show you how typical those markets are, I have here reports from a total of one hundred and nineteen different tobacco markets .. markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country. And at every one of these markets, Lucky Strike last season paid higher prices and got the finer, the lighter, the naturally milder tobaccos. Perhaps that helps you understand why the independent tobacco experts choose Luckies for their own cigarette by such an overwhelming majority. Those buyers, auctioneers, and warehousemen, see Luckies pay higher prices for lighter, milder leaf and so with these independent experts .. with men who know tobacco best .. it's Luckies 2 to 1.

ATX01 0117482

Tonight Lucky Strike has paid-out a total of \$-AND - sets of the E. B.

FADIMAN: Thank you, Mr. Cross. Thank you, Miss Lancheater, for attending Lucky Strike's party this evening. Next week Mr. Kieran and Mr. Adams will be on hand and as our guests we welcome the world famous foreign correspondent, John Gunther, who has just recently returned from South America, and Lyman Bryson, well known moderator of the radio program The People's Platform and professor of adult education at Columbia University. Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs .. famous tobacco auctioneer of Goldshoro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay higher prices for the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts .. auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one!

(MUSIC . . . THEME . . . APPLAUSE)

CROSS: THIS IS THE NATIONAL BROADCASTING COMPANY

ms/3/28/41

ATX01 0117483

WEAF

"INFORMATION PLEASE"

#21

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8:30 - 9:00 P. M.

APRIL 4, 1941

FRIDAY

AUCTIONEER: It's half past eight...(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time...time to wake up America and stump the experts. Every week at this time Lucky Strike stages an informal quiz party with you as the quizzers and four walking encyclopaedias as the quizzees. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman.

Mr. Fadiman.....

(Applause)

FADIMAN: Ladies and Gentlemen -- We repeat, as always, that Information Please is a completely unrehearsed and spontaneous program. This evening our board consists of the famous duo, John Kieran, sports expert and author of a recent book entitled JOHN KIERAN'S NATURE NOTES; Franklin P. Adams, light verse writer and conductor of the CONNING TOWER in the New York Post; together with our two guests: John Gunther, the world famous foreign correspondent and political authority who has just returned from an extended trip to South America; and Lyman Bryson, conductor of THE PEOPLE'S PLATFORM and professor of Adult Education at Columbia University. Remember, for each question missed, Lucky Strike rings up 25 dollars(RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

FADIMAN: Now here's the very consistent Mr Cross.

CROSS: It's easy to be consistent, Mr. Fadiman...when I talk about Luckies. Because Lucky Strike consistently pays higher prices and gets the finer, the lighter, the naturally milder tobaccos at market after market. One of these markets is Huntington, West Virginia... where...during the past season....The American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there...and the best we bought will go to Luckies. Other markets are Knoxville, Tennessee... where American paid 35 percent more. New Tazewell, Tennessee...where American paid 37 percent more. And Weston, Missouri...where American paid 41 percent more! And so it goes...at market after market all over the South. No wonder, with men who know tobacco best... it's Luckies 2 to 1! Have you tried a Lucky lately?

FADIMAN: Mr. Cross, your brevity is equally consistent. You said your say in exactly 57 seconds.

(QUESTIONS)

April 4, 1941

#21

-4-

FADIMAN: Now Mr Cross explains why he can say so much. so quickly.

CROSS: Well, smokers, I need only quote a few tobacco market reports to give you an accurate picture of what happens all over Tobacco-land. That's because at every one of the hundred and nineteen markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country Lucky Strike pays higher prices for tobacco. As you recall, American paid 30 percent more than the market average in Huntington, West Virginia; 35 percent more in Knoxville, Tennessee; 37 percent more in New Tazewell, Tennessee.. 41 percent more in Weston, Missouri. These markets are typical. Just how typical is shown by the smoking preference of the independent tobacco experts who watch the sales. All over Tobacco-land they see Luckies pay higher prices and get the finer, the lighter, the naturally milder tobaccos - and they smoke Luckies by an overwhelming majority! Yes - with independent experts - buyers, warehousemen and auctioneers - with men who know tobacco best - it's Luckies 2 to 1!

ATX01 0117487

April 4, 1941

#21

FADIMAN:

Tonight Lucky Strike has sent out that plus one set of 2
Thank you, Mr. Cross. Thank you, Professor Bryson *Encyclopaedia Britannica*
and Mr. Gunther, for coming to Lucky Strike's party
tonight. Next week our terrific trio - Levant,
Kieran and Adams -- will be in there pitching and as
our guest we announce an actor familiar to us on stage
and screen, the star of the current play, THE TALLEY
METHOD - Mr. Philip Merivale. Remember, for every
question we use, whether or not it is answered
correctly, the sender gets 10 dollars. If the question
stumps our experts, you not only get 25 dollars more,
but in addition the complete 24 volume set of the
Encyclopaedia Britannica. Send letters with questions
and the correct answers to Information Please,
480 Lexington Avenue, New York City. And now a parting
message from Mr. L. A. "Speed" Riggs...famous tobacco
auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and
gentlemen, means Luckies pay higher prices for the
finer, the lighter, the naturally milder tobaccos.
With independent tobacco experts...auctioneers,
buyers, warehousemen, with men who know tobacco best,
it's Luckies two to one!

(APPLAUSE)

CROSS: This is the National Broadcasting Company.

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ATX01 0117488

WEAF

THE AMERICAN TOBACCO CO.

INFORMATION PLEASE

#22

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8:30 - 9:00 P.M.

APRIL 11, 1941

FRIDAY

AUCTIONEER: It's half past eight.....

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time ... time to wake up America and stump the experts. Every week at this time Lucky Strike presents a four-ring quiz circus. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman. Mr. Fadiman.....

appliance

FADIMAN: Ladies and Gentlemen: As you know, Information Please is a completely unrehearsed and spontaneous performance. Our performers this evening include the inexhaustible trio, Franklin P. Adams, conductor of the New York Post's CONNING TOWER; John Kieran, sports expert and author of JOHN KIERAN'S NATURE NOTES; and Oscar Levant, pianist, composer, author, actor and what have you. Our guest is the distinguished actor, Philip Merivale, ^{S.M. Behrman's} now appearing in New York in ~~the~~ successful play, THE TALLEY METHOD. Remember, for each question missed Lucky Strike rings up 25 dollars....(RINGS) which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

FADIMAN: Now Mr. Cross tells me he has a bone to pick with us.

CROSS: It's that old bone of contention - the argument as to who buys the best tobacco. Instead of making claims, I just want to give you a few facts and figures. The first fact is simply this: that The American Tobacco Company, maker of Lucky Strike Cigarettes, consistently pays higher prices to get the finer, lighter, naturally milder tobaccos. Here's an example ... at Lexington, Kentucky, last season The American Tobacco Company paid 18% more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 18% above the average market price paid for all the various types and grades of tobacco sold there ... and the best we bought will go to Luckies. Now, this very considerable price difference may be a surprise to you - but it isn't to tobacco men. Year after year, they see Luckies buy the finer, milder leaf and pay the price to get it. That's why the independent tobacco experts who aren't connected with any cigarette company smoke Luckies by such an overwhelming majority - more than 2 to 1 in fact. Mr. Fadiman, does what I am saying contain any hint for smokers?

FADIMAN: I think it does, Mr. Cross, and I have timed you at just 65 seconds.

FADIMAN: Now Mr. Cross, [^]point out that the tobacco experts are present at every auction.

CROSS: That's right, Mr. Fadiman. And at auction after auction these independent tobacco experts see how consistently The American Tobacco Company pays the price to get the finer, lighter, milder leaf for Luckies. In fact, at one hundred and nineteen different markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid well above the market average - and the best we bought will go to Luckies. Now I gave you an example of this a few minutes ago ... American paid 18 percent more than the market average at Lexington, Kentucky - on the same basis we paid 20 percent more at Hartsville, Tennessee -- 22 percent more at Henderson, North Carolina - 30 percent more at Oxford, North Carolina. Yes, at market after market, independent tobacco experts see us pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. That's why - with these experts - with men who know tobacco best, it's Luckies 2 to 1.

Lucky STRIKE HAS CHEERFULLY PAID \$5- and one set of the E.B. #22 4/11/41

FADIMAN: Thank you, Mr. Cross. ~~Lucky Strike~~ Thanks you, Mr. Merivale, for joining the fun this evening. Next week Mr. Adams and Mr. Kieran will do their darndest and our guests will include the eminent creator of the Nero Wolfe mysteries, our old friend, Rex Stout; and as our special guest, Chief Magistrate Henry Curran, whose book PILLAR TO POST has just appeared. Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts ... auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one!

dm
4/11/41

ATX01 0117493

As Broadcast

WEAF

THE AMERICAN TOBACCO CO.

4/18/41

#23

() ()
8:30 - 9:00 PM

INFORMATION PLEASE

APRIL 18, 1941

FRIDAY

AUCTIONEER: It's half past eight.....

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time....time to wake up America and stump the experts. Every week at this time Lucky Strike puts on a coast-to-coast quiz party. For every question we use, Lucky Strike pays out ten dollars plus a copy of the New Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman...Mr. Fadiman..

upplaw

ATX01 0117494

4/18/41

-2-

#23

FADIMAN: Ladies and Gentlemen: Spontaneous as ever, Information Please continues on its carefree path. Our experts tonight are John Kieran, sports expert, and naturalist, author of JOHN KIERAN'S NATURE NOTES; Franklin P. Adams, light verse writer and conductor of the Conning Tower, in the New York Post; Rex Stout, creator of the Nero Wolfe mysteries; and Chief Magistrate Henry Curran whose autobiography, PILLAR TO POST, was published recently. Remember, for each question missed Lucky Strike rings up 25 dollars...(RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

ATX01 0117495

4/18/41

- 3 -

#23

FADIMAN:

So far Lucky Strike has paid out 50 dollars and 2 sets of the Encyclopaedia Britannica... Now, Mr. Cross, ... here's a question about Luckies that turned up in our mail: How can The American Tobacco Company afford to pay so much more than the average market price for tobacco?

CROSS:

Well, Mr. Fadiman, the answer is simply this: It's good business. Buying tobacco is like buying anything else - you get what you pay for. If you pay higher prices, you get better tobacco. If you get better tobacco, you can make better cigarettes - and more and more people will want to smoke them. Let me give you a concrete example of how we get the finer, lighter, milder tobaccos for Luckies ... At auctions in Mount Pleasant, Tennessee, last season, American paid 21 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 21 percent above the average market price paid for all the various types and grades of tobacco sold there ... and the best we bought will go to Luckies. ~~Now~~ So it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. That's good business for us - because it's good smoking for you.

ATX01 0117496

REVISED

4/18/41

#23

- 4 -

FADIMAN: Mr. Cross - that's making it short and sweet, in just 58 seconds by my watch.

But before we go on with the next question, I would like to take this opportunity of expressing our appreciation for the recent honors bestowed upon INFORMATION PLEASE. In the Star of Star Poll, conducted by Movie-Radio Guide Magazine, INFORMATION PLEASE won the national awards for the best Quiz Show and the Best Educational Program. We are sincerely grateful for this twofold victory, and thank our ~~many listeners for this distinction.~~

(QUESTIONS)

It's very nice to be told by our listeners that we're as good as all that - and we'll do our best to live up to it. Our best thanks for this beautiful trophy which we will add to our museum with the greatest satisfaction.
(applause)

Questions

ATX01 0117497

4/18/41

-5-

#23

FADIMAN: Now here's Mr. Cross with Mr. Speed Riggs, the tobacco auctioneer.

CROSS: I've asked Mr. Riggs to explain how tobacco varies in price at the auctions.

RIGGS: Well - most folks are surprised how much difference there is. One basket of leaf may sell for 10 dollars a hundred pounds - another for 20 - still another for 30 dollars. It all depends on quality. You've got to pay higher prices to get the lighter, milder leaf - the kind that goes into Luckies.

CROSS: Thank you, Mr. Riggs. And, ladies and gentlemen, you'll be interested to know that at one hundred and nineteen different tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid higher prices to get the finer, the lighter, the naturally milder tobacco. For example, at Franklin, Tennessee, American paid 27 percent more than the market average ... At Lawrenceville, Virginia, 32 percent more ... And I could name a full one hundred and nineteen examples. If you're not a Lucky smoker now, find out for yourself what finer tobaccos mean to your smoking enjoyment. Find out what makes Lucky Strike the 2 to 1 favorite of independent tobacco experts.

ATK01 011749B

4/18/41

-6-

#23

FADIMAN: Thank you Mr. Cross, this evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica Thank you, Mr. Curran and Mr. Stout for coming to Lucky Strike's party tonight. Next week Messrs. Levant, Kieran and Adams will be aided and abetted by the star of the current Broadway smash hit, WATCH ON THE RHINE, the eminent stage and screen actor, Mr. Paul Lukas.

Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs....famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts....auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one.

ejr
4/17/41

ATX01 0117499

10 Broadcast

W E A F

THE AMERICAN TOBACCO CO.

#24

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

APRIL 25, 1941

FRIDAY

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York Time..time to wake up America and stump the experts. Each week at this time Lucky Strike provides you with a board of four know-it-alls against whom you may test your knowledge. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the current Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of duplication, Information Please uses the question that was received first; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman...Mr. Fadiman.

Clifton Fadiman

ATX01 0117500

4/25/41

FADIMAN: Ladies and Gentlemen: As you know, Information Please is completely unrehearsed and spontaneous. Tonight our four experts are the verse writer and conductor of the New York Post's CONNING TOWER, the one and only Franklin P. Adams; and, speaking of one and onlys, the sports expert, John Kieran, whose recent book JOHN KIERAN'S NATURE NOTES should be in every well regulated home: the one and only Oscar Levant, pianist, composer, author and universal madcap. And, as our guest, the eminent stage and screen actor, Mr. Paul Lukas, at present starring in the Broadway smash hit, WATCH ON THE RHINE. Remember, for each question missed Lucky Strike rings up 25 dollars...(RINGS).... which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off....

(Q U E S T I O N S)

ATX01 0117501

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 seta of the Encyclopaedia Britannica. Now Mr. Cross--with no false modesty - tells us of a compliment paid to him the other day.

CROSS: It's a compliment I need feel no modesty about, Mr. Fadiman. Because it came from a gentleman who told me quite frankly that the reason he had switched to Luckies was - quote - because, instead of just talking, Mr. Cross, you produce the actual facts and figures about tobacco - end quote. Well, I consider that a very fine compliment, indeed - to Lucky Strike. We do have the facts and figures to back up our statement that we get the finer, the lighter, the naturally milder tobaccos for Luckies...For example, at auctions in Durham, North Carolina, last season, The American Tobacco Company paid 17 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 17 percent above the average market price paid for all the various types and grades of tobacco sold there...and the best we bought will go to Luckies. And so it goes at market after market. Mr. Fadiman, don't you think these market reports are worth bearing in mind when a person steps up to a cigarette counter?

FADIMAN: I think so, Mr. Cross, and let me offer you a compliment on your brevity. Just 61 seconds.

FADIMAN: Now here's Mr. Cross with a word on the subject of good business.

GROSS: Specifically, Mr. Fadiman, I want to point out why it's good business for The American Tobacco Company to pay well above the average market price for the tobacco we buy for Luckies. To put it in a nutshell, higher prices mean better tobacco - better tobacco means better cigarettes - better cigarettes mean that more and more people will want to smoke them. That's why, at one hundred and nineteen different tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid higher prices to get the finer, lighter, milder tobaccos. For example, at Richmond, Kentucky, American paid 27 percent more than the market average...At Gallatin, Tennessee, 32 percent more. And this is true at all one hundred and nineteen markets. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. That's good business for us, because it's good smoking for you.

4/25/41

FADIMAN: Thank you Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Thank you, Mr. Lukas, for coming to Lucky Strike's party tonight. Next week we will have with us the reliable Kieran and Adams combination and, as our guests, we welcome back our old friend Deems Taylor, and as our special extra guest, the well-known author and scenario writer, Donald Ogden Stewart. Remember, if your city does not observe Daylight Saving Time, Information Please will be heard one hour earlier, starting next Friday. And for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed Riggs... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts...auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one.

jgs-4/24/41

ATX01 0117504

To Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#25

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

MAY 2, 1941

FRIDAY

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY MAY 6TH
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 to 8:00 P.M. P.D.S.T.

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike gives you a chance to test your wits against
four super wits. For every question we use, Lucky Strike
pays out ten dollars plus a copy of the new Information
Please quiz book. If your question stumps us, you get
25 dollars more plus a 24 volume set of the Encyclopaedia
Britannica. Send your questions to Information Please,
480 Lexington Avenue, New York City. If our editorial
staff edits your questions a bit, don't fret over it.
In case of similarity we'll have to be sole judge of
who shall be paid; and all questions become the property
of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine, Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

ATX01 0117505

5/2 /41

FADIMAN: Ladies and Gentlemen: Information Please, uncabined, uncribbed and unconfined, continues on its spontaneous path. Tonight our board includes the sports expert and nature writer, John Kieran; the lyrist and conductor of the New York Post's Conning Tower, Mr. Franklin P. Adams; the music critic, composer and radio personality, Deems Taylor; and as our special extra guest, Donald Ogden Stewart who has written the screen play of the Ernst Lubitsch picture, THAT UNCERTAIN FEELING, now showing at the Radio City Music Hall here in New York.

Remember, for each question missed Lucky Strike rings up 25 dollars...(RINGS)...which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off..

(QUESTIONS)

RTX01 0117506

5/2/41

FADIMAN: So far Lucky Strike has paid out 75 dollars and 3 sets of the Encyclopedia Britannica. Now Mr. Cross reports on a place of business where anything can happen.

CROSS: That's right, Mr. Fadiman...anything can happen at a tobacco auction...because tobacco is sold in the open market...in open competition, where anyone can bid - anyone can buy. And at auction after auction, The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobacco. For example, at Asheville, North Carolina, last season American paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products...yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. And so it goes at market after market. Now just what does this mean to you as a smoker? It means greater smoking enjoyment from Luckies' finer, milder tobaccos. And Mr. Fadiman, don't you agree that's just what smokers are looking for these days?

FADIMAN: I should think it would be, Mr. Cross. I timed you at exactly 55 seconds.

(QUESTIONS)

ATX01 0117507

5/2/41
REVISED

FADIMAN: Now Mr. Cross invites us to step into somebody else's shoes.

CROSS: Yes, Mr. Fadiman. I wish everyone here - just for one minute would try to fit himself into the following picture ... You're an independent tobacco expert. You spend your life, buying, selling and handling tobacco. You see who buys what tobacco - the prices they pay - and the quality they get. Now if you were an independent tobacco expert, wouldn't you smoke the cigarette you thought contained the best tobacco? Undoubtedly you would, and the chances are over 2 to 1 that you'd be a Lucky Strike smoker. You see, at one hundred and nineteen tobacco markets - markets that handle 96 percent of all the cigarette tobaccos sold at auction in this country - The American Tobacco Company last season paid higher prices to get the finer, the lighter, the naturally milder leaf. And the best we bought will go to Luckies. No wonder, that the independent tobacco experts - auctioneers, buyers and warehousemen - smoke Luckies 2 to 1. Why not let their expert judgment guide you in the selection of your cigarette?

ATX01 0117508

5/2/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Thank you Mr. Stewart and Mr. Taylor for coming to our party tonight. Next week, our three regulars, Mr. Kieran, Mr. Levant and Mr. Adams will be on hand and, as our guest, we are glad to announce a man known to us as a scholar, an athlete and most recently as a Lieutenant Commander in the United States Navy, Gene Tunney. Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. With independent tobacco experts..auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one.

5/1/41 sk

ATX01 0117509

To Broadcast

WEAF

THE AMERICAN TOBACCO CO.

#26

INFORMATION PLEASE

() ()
8:30-9:00 P.M.

MAY 9, 1941

FRIDAY

AUCTIONEER: It's half past eight

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY MAY 13
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 to 8:00 P.M. P.D.S.T.

CROSS: It's half past eight New York time ... time to wake up
America and stump the experts. Each week at this time
you get a chance to test yourself against Lucky Strike's
quartet of quizery and quipery. For every question we
use, Lucky Strike pays out ten dollars plus a copy of
the new Information Please quiz book. If your question
stumps us, you get 25 dollars more plus a 24 volume set
of the Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the Literary critic of the New Yorker
magazine, Clifton Fadiman Mr. Fadiman ...

(APPLAUSE)

RTX01 0117510

FADIMAN: Ladies and Gentlemen: Information Please continues in its regular groove, completely carefree and unrehearsed. Tonight our carefree Board consists of the eminent sports and nature maestro, John Kieran; the New York Post's Conning Tower man, the lyrical Franklin P. Adams; the quintuple-threat composer, Oscar Levant; and as our guest of honor an American whom we are glad to salute -- Lieutenant Commander Gene Tunney, U. S. Navy --- gentleman and scholar.

Remember, for each question missed Lucky Strike rings up 25 dollars (RINGS) which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

COMMERCIAL # 1

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Now Mr Cross gives us his own special side-light on the times ..

CROSS: Well, Mr. Fadiman, I've noticed that most of us are smoking more these days - more than we used to. That's why it means so much to choose a cigarette that's really mild - with the natural mildness of finer, lighter tobaccos. Now, of course, this kind of tobacco costs more, but at market after market The American Tobacco Company pays higher prices to get it. Let me give you a concrete example: At tobacco auctions in Carthage, Tennessee, last season, American paid 23 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products ... Yes, 23 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. And, smokers, so it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos ... Mr. Fadiman, have I demonstrated why Luckies are in tune with the times?

FADIMAN: I believe you have, Mr Cross, and it took you exactly 57 seconds.

COMMERCIAL # 2

FADIMAN: Now Mr Cross tells us how he was questioned by a member of the audience after our last "Information Please" broadcast.

CROSS: Yes, Mr Fadiman, a gentleman asked me: "How can the makers of Luckies pay so much above the average market price for tobacco and still stay in business?" Well, the answer to that was easy. Because the facts are that it's the best way not only to stay in business but to build more and more business. Here's how it works ... We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. That makes Luckies a finer, milder cigarette. And the result is that more and more people want to smoke Luckies. So, you see, it's really the very best of business practices for The American Tobacco Company to pay, for example - 18 percent more than the market average at Warrenton, North Carolina, last season - 27 percent more at Bowling Green, Kentucky - 34 percent more at Brookneal, Virginia. Yes, that's good business for us... because it's good smoking for you.

FADIMAN: Thank you, Mr Cross. This evening Lucky Strike has cheerfully paid out 5 dollars and 1 set of the Encyclopaedia Britannica. Thank you, Mr Tunney, for helping out the party this evening. Next week, Mr Adams and Mr Kieran will perform as usual and as our guests we will have Mr Frank Sullivan, humorist, and Mr Dick Maney, press agent, who are more familiarly known at present as the feuding backer and publicist for ARSENIC AND OLD LACE. Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter the naturally milder tobaccos. With independent tobacco experts ... auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one.

ew
5/8/41

ATX01 0117514

5/16/41

WEAF

THE AMERICAN TOBACCO CO.

#27

INFORMATION PLEASE

() ()
8:30 - 9:00 PM

MAY 16, 1941

FRIDAY

AUCTIONEER: It's half past eight.....

REBROADCAST TUESDAY MAY 20 OVE
NATIONAL BROADCASTING COMPANY'
BLUE NETWORK FROM 7:30 TO 8:00
P.M. P.D.S.T.

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time... time to wake up
America and stump the experts. Each week at this time
Lucky Strike sets up a board of four undaunted experts
for you to try to daunt. For every question we use,
Lucky Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps
us, you get 25 dollars more plus a 24 volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the Literary Critic of the New Yorker
magazine, Clifton Fadiman.....Mr. Fadiman...

(APPLAUSE)

5/16/41

FADIMAN: Ladies and Gentlemen, Information Please keeps right on going in its carefree, unrehearsed and unprepared way. Our Board for tonight includes Franklin P. Adams, light verse writer and conductor of the CONNING TOWER in the New York Post; John Kieran, sports writer and rememberer extraordinary. Our guests are a couple of old feudists. The humorist, Frank Sullivan, one of the backers of the great hit, ARSENIC AND OLD LACE, is here to pick a bone with the famous theatrical publicity agent, Dick Maney, who has done what he could for that show but hasn't been able to satisfy Mr. Sullivan.

Remember, for each question missed Lucky Strike rings up 25 dollars....(RINGS).....which is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica.

We're off.....

(QUESTIONS)

ATX01 0117516

5/16/41

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica.

Now Mr. Cross gives us an exact quotation from Mr. Cross ..

CROSS: Well, Mr. Fadiman, when I saw my first tobacco auction, one comment I made was - quote - I'm amazed at this open buying. Everybody can see who buys what tobacco - and the prices paid - end quote. Now we think you smokers should have this same open-and-above-board information to guide you. So we quote actual reports from the tobacco markets. For example, in Bloomfield, Kentucky, The American Tobacco Company last season paid 28 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products ... Yes, 28 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. Now so it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. Mr. Fadiman, shouldn't open-and-above-board facts about tobacco outweigh claims?

FADIMAN: I'm for facts every time, Mr. Cross - especially when they're delivered in just 55 seconds.

(QUESTIONS)

ATX01 0117517

5/16/41

FADIMAN: Now Mr. Cross wants to show us how the tobacco picture looks to a real insider.

CROSS: His name, ladies and gentlemen, is Mr. Fred McLaughlin. He hails from Florence, South Carolina. And as a tobacco auctioneer, he of course deals with all buyers on an equal basis. Now I'm not going to try to quote him exactly but here, in a nutshell, is what he said the other day: that in one tobacco market after another he has seen Luckies pay higher prices to get the finer, milder leaf. Well, just to give you a few typical examples ... At Hartsville, Tennessee, last season, American paid 20 percent more than the market average - at Gallatin, Tennessee, 32 percent more - at Mebane, North Carolina, 34 percent more. In fact, at market after market all over Tobaccoland, independent tobacco experts like Mr. McLaughlin see us pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. So they smoke Luckies 2 to 1 ... That's why we ask you - for you own smoking enjoyment - to try Luckies for a week. Make the next package of cigarettes you buy - Lucky Strikes!

ATX01 0117518

5/16/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Thank you, you fine feudists, Sullivan and Maney, for feuding in Lucky Strike's arena tonight. Next week, which will be a sort of birthday celebration... Information Please will be three years old tomorrow... the three regulars will be on hand.... Kieran, Levant and Adams. As for our guest..... Well, I've been sitting in the driver's seat now for three years, and it's about time I gave my colleagues a chance to show me what the hot seat is like. The guest of honor next week, my friends, is Clifton Fadiman... and Heaven help him. Deems Taylor will do the MCing.

Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs.... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

ATX01 0117519

5/16/41

CROSS: And that chant fully interpreted, ladies and gentlemen, means Luckies pay the price to get the finer, the lighter the naturally milder tobaccos. With independent tobacco experts...auctioneers, buyers, warehousemen, with men who know tobacco best, it's Luckies two to one.

ejr
5/15/41

ATX01 0117520

To Broadcast

INFORMATION PLEASE

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8:30 - 9:00 P.M.

MAY 23, 1941

FRIDAY

AUCTIONEER: It's half past eight....

REBROADCAST TUESDAY MAY 27
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK
FROM 7:30 TO 8:P.M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up P.D.S.T.

America and stump the experts. Each week at this time Lucky Strike throws a coast-to-coast quiz party. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get 25 dollars more plus a 24 volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your question a bit, don't fret over it. In case of similarity we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike. This is the third birthday of Information Please. That means that we not only have a special extra guest but, just for this time, another Master of Ceremonies....our old friend, the famous music critic and composer, Deems Taylor.

Information Please

5/23/41

TAYLOR:

Ladies and Gentlemen, although this evening is something in the nature of a special occasion, Information Please will run along quite in its old carefree and unrehearsed manner. All the experts should feel perfectly comfortable, even if I don't. Nobody can help that. Now, about the Board for tonight. That grand glorious trio is back in force, the New York Post's CONNING TOWER man, Franklin P. Adams; the sports and nature lover, John Kierhan; and the versatile and unpredictable composer and pianist, Oscar Levant. Our guest of honor, however, is pretty special. He is no other than Information Please's eminent Simon Legree himself, who for three long years has been cracking the whip and has now consented, just for this one evening, to see how the other half lives. Our guest expert or at any rate our guest tonight is Clifton Fadiman.

Remember, for each question missed Lucky Strike rings up 25 dollars.....(RINGS).....and that is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

ATX01 0117522

5/22/41

TAYLOR: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica.

Now, I wonder how many of us are smoking more than we used to? ... Mr. Cross has something to say on that subject.

CROSS: Mr. Taylor, I think most of us are smoking more today. That's why 1941 smokers should make sure that they are smoking a milder cigarette. Now the only way to get mild tobacco is to pay the price for it at the auctions. So it's important for you to know that, at market after market, the American Tobacco Company pays higher prices to get the finer, the lighter, the naturally milder tobaccos. For example ... At auctions in Henderson, North Carolina last season, American paid 22 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products ... Yes, 22 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. So if you're smoking more today - remember, Luckies pay the price for mildness. Mr. Taylor have I helped show why our listeners should smoke Lucky Strikes in this year of 1941?

TAYLOR: You've quoted both precept and example, Mr. Cross, and it took you only 56 seconds.

(QUESTIONS)

ATX01 0117523

5/23/41

TAYLOR: Now ... with a few mental reservations ... Mr. Cross tells us of a "bouquet" he received.

CROSS: The other evening, Mr. Taylor, I met a gentleman - a regular listener to this program - who complimented me on not making unsupported claims for Luckies. "Instead" - he told me - "you prove Luckies buy finer tobaccos by quoting facts and figures. You've really convinced me - and I'm going to try Luckies ... one of these days." Well, said I: "Why not now - why put it off till tomorrow." And, ladies and gentlemen, let me ask ... how many of you are putting off actually trying Luckies. You know that we pay the price to get the finer, milder tobaccos for Luckies - for example, 21 percent more than the market average in Covington, Kentucky - 35 percent more in Knoxville, Tennessee - and so on. But, just what this means in terms of your own smoking enjoyment ... you'll never know ... until you try Luckies. So why not make the very next package of cigarettes you buy Lucky Strike.

ATX01 0117524

5/23/41

TAYLOR:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Our special thanks to you, Mr. Fadiman, for sticking your neck out this evening. How does your neck feel, by the way? Next week we are back on the old schedule again with Mr. Fadiman in the driver's seat; Mr. Kieran and Mr. Adams upholding their end; and as our guests, the outstanding actress and diseuse, Cornelia Otis Skinner; and the author of the best-seller MRS. MINIVER, Jan Struther.

Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more, but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you bring your host or hostess a carton of Luckies. It's sure to make a hit. Remember, with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1.

hjs
5/22/41

RTX01 0117525

Mr. Bogziano

As Broadcast

W E A F

THE AMERICAN TOBACCO CO.

INFORMATION PLEASE

#29

(8:30 - 9:00 P.M.)

MAY 30, 1941

FRIDAY

REBROADCAST TUESDAY JUNE 3,
1941 OVER N.B.C.'S BLUE NET-
WORK FROM 7:30 TO 8:00 P.M.
P. D. S. T.

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up
America and stump the experts. Every week at this time
Lucky Strike gives you a chance to throw questions at a
quartet of know-it-alls. For every question we use,
Lucky Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps us,
you get 25 dollars more plus a 24 volume set of the
Encyclopaedia Britannica. Send your questions to Information
Please, 480 Lexington Avenue, New York City. If our
editorial staff edits your questions a bit, don't fret
over it. In case of similarity we'll have to be sole judge
of who shall be paid; and all questions become the property
of Information Please.
And now light up a Lucky Strike, as I present our Master of
Ceremonies, the literary critic of the New Yorker magazine,
Clifton Fadiman...Mr. Fadiman...

ATX01 0117526

5/30/41

FADIMAN: Ladies and gentlemen: As always Information Please is a completely spontaneous and unrehearsed program. Our experts this evening consist of that doughty duo the sports expert, John Kieran and the New York Post's Conning Tower man, Franklin P. Adams; together with two charming guests--Jan Struther, author of MRS. MINIVER -- Miss Struther has been with us before--- and Cornelia Otis Skinner, famous both as writer and actress, who has just starred on tour in Somerset Maugham's THEATRE which ~~will come to~~ *is scheduled to arrive in* New York in October.

Remember, for each question missed Lucky Strike rings up 25 dollars...(RINGS)....and that is paid out to the sender plus 24 volumes of the Encyclopaedia Britannica. We're off...

(QUESTIONS)

ATX01 0117527

COMMERCIAL #1:

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of ^{the} Encyclopaedia Britannica. Now Mr. Cross points out that - whether you know it or not - you smokers are really in the driver's seat at tobacco auctions.

CROSS: That's right, Mr. Fadiman. The tobacco buyers at those auctions are there to buy tobacco to suit you smokers. Because you want a milder, lighter smoke today- the lighter, milder tobaccos are bid up and up, so that they cost more. That's why it's important for you to know that, at market after market, the American Tobacco Company pays higher prices to get the finer, lighter, naturally milder leaf. For example, at Richmond, Kentucky, last season, American paid 27 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. So next time you step up to that cigarette counter, remember we pay the price to get the kind of tobacco you like best. Mr. Fadiman, isn't that what's called "tailoring to taste?"

FADIMAN: Yes, Mr. Cross, and for your part you tailored the time nicely- just 53 seconds.

(QUESTIONS)

5/30/41

COMMERCIAL #2:

FADIMAN: Now Mr. Cross wants to indulge in a sort of mass experiment.

CROSS: It's really a very easy experiment, Mr. Fadiman. I simply want all you cigarette smokers listening to reach down in your pockets- or pocketbooks- and pull out a package of your cigarettes...All right...Now I just want to ask you these questions: Is that cigarette giving you all the smoking enjoyment You want? Does it always please your taste? Is it thoroughly mild? If you can't honestly answer yes - yes - yes - well, it's high time you tried Luckies. For you may be really missing something. Remember, the American Tobacco Company pays the price to get the finer, lighter, naturally milder tobaccos - for example, 18 percent more than the average market price last season at Lexington, Kentucky - 32 percent more at Lawrenceville, Virginia- and so on at market after market - and the best we buy goes into Luckies. Surely it's worth your while to discover a milder, better tasting cigarette. So why not try Luckies! Make the very next package of cigarettes you buy, Lucky Strike.

ATX01 0117529

5/30/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you Miss Skinner and Miss Struther for coming to Lucky Strike's party tonight. Next week the good old trio of Levant, Kieran and Adams will bat them out and our guest will be Sally Benson whose most recent book is JUNIOR MISS. Remember, for every question we use, whether or not it is answered correctly, the sender gets 10 dollars. If the question stumps our experts, you not only get 25 dollars more but in addition the complete 24 volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you bring your host or hostess, a carton of Luckies. It's sure to make a hit. Remember, with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

jgs-5/28/41

ATX01 0117530

WEAF

THE AMERICAN TOBACCO CO.

#30

INFORMATION PLEASE

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8:30 - 9:00 PM

JUNE 6, 1941

FRIDAY

REBROADCAST TUESDAY JUNE 10
OVER N.B.C.'S BLUE NETWORK
FROM 7:30 to 8:00 P.M. P.D.S.

AUCTIONEER: It's half past eight....

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up America and stump the experts. Every week at this time Lucky Strike sets up a board of experts for you to try your wits against. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If your editorial staff edits your questions a bit, don't fret over it. In case of similarity we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman...Mr. Fadiman.

ATX01 0117531

FADIMAN: Ladies and gentlemen: As you know, Information Please is completely unrehearsed, uncabined, uncribbed, and unconfined. Those who tonight will do the uncribbing are, in the first place, our traditional trio -- the versatile composer and pianist, Oscar Levant; the sports expert and general man of all knowledge, John Kieran; and the verse writer and conductor of The Conning Tower in the New York Post, Franklin P. Adams. Our guest is the author, Sally Benson, whose book JUNIOR MISS has received great critical and popular acclaim.

Remember, for each question missed Lucky Strike rings up twenty-five dollars....(RINGS)....and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off...

(QUESTIONS)

FADIMAN:

So far Lucky Strike has paid out 10 dollars and sets of the Encyclopaedia Britannica. Now Mr. Cross points out one thing for you smokers to remember when the talk is about mildness.

CROSS:

It's just this - you use the word "mildness" so much because it describes what you want most in a cigarette. Now the way to get mildness is to pay the price for the naturally milder tobacco. That's the kind of leaf Lucky Strike wants - and pays for - and gets - at auction after auction. For example, at auctions in Mount Sterling, Kentucky, last season - to get this finer, lighter, naturally milder leaf - The American Tobacco Company paid 25 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 25 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. ~~Yes...~~ Luckies pay the price for mildness. And, Mr. Fadiman, isn't that what counts most when you step up to the cigarette counter?

FADIMAN:

It is, indeed, Mr. Cross - and you made your point with your usual brevity - just 11 seconds.

(QUESTIONS)

INFORMATION PLEASE

ATX01 0117533

6/6/41

FADIMAN: Now Mr. Cross believes that there are quite a few smokers who are missing something.

CROSS: That's right, Mr. Fadiman. They're people who aren't completely satisfied with the cigarette they're smoking. They find it not mild enough ... They tire of its taste ... But the curious thing about them is that they go right on ordering that same brand. Now, ladies and gentlemen, in all earnestness - if your cigarette isn't giving you the mildness, the smoking enjoyment you want, then surely it's worth your while to try Luckies. After all, we pay the price to get the finer, lighter naturally milder tobaccos, ^FFor example 30 percent more than the average market price last season at Huntington, West Virginia, 34 percent more at Lebanon, Kentucky. So it goes at market after market - and the best we buy goes into Luckies. Yes, surely, there's enough evidence in favor of Luckies. So why put off discovering a milder, better-tasting cigarette. Make that next package you buy, Lucky Strike.

ATX01 0117534

Mr. Boggs

As Broadcast

WEAF

THE AMERICAN TOBACCO CO.

#31

INFORMATION PLEASE

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8:30 - 9:00 P.M.

JUNE 13, 1941

FRIDAY

AUCTIONEER: It's half past eight.....

(CHANT ENDING "HALF PAST EIGHT") 7:30 to 8:00 P.M. P.D.S.I.

CROSS:

It's half past eight New York Time...time to wake up America and stump the experts. Each week at this time Lucky Strike throws a quiz party, with four experts providing the floor show. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman.....Mr. Fadiman....

(Applause)

ATX01 0117535

6/13/41

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set# of the Encyclopaedia Britannica.

and that self same
1 ~~the~~ Encyclopaedia Britannica has something to say about tobacco which Mr. Cross believes you'll find interesting.

CROSS: Mr. Fadiman, I simply want to point out that the Encyclopaedia mentions "the great variation in quality" of tobacco. That's something for every smoker to underline. For tobacco varies particularly in the amount of enjoyment it offers you. The finer, lighter, naturally milder leaf - the kind you enjoy in Luckies - is different from ordinary tobacco ... and decidedly more expensive! For example, at auctions in Richmond, Kentucky, last season, The American Tobacco Company paid 27 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products...Yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies ... So next time you step up to that cigarette counter, remember, we pay the price to get the milder, better-tasting tobaccos. Mr. Fadiman, isn't that just the kind of tobacco most smokers like best?

FADIMAN: True and timely, Mr. Cross - in just 53 seconds.

(QUESTIONS)

AFX01 0117536

6/13/41

FADIMAN: Now Mr. Cross maintains that the ladies have a good head for business.

CROSS: Well, Mr. Fadiman, this was certainly indicated to me the other day in a conversation I had with some friends. You see, a gentleman had asked me how The American Tobacco Company could afford to pay so much above the average market price for tobacco? Well, before I could answer, his wife popped up with: "Why not? Won't it make more people want to smoke Luckies - and won't they sell more as a result?" Now, you know, she'd put her finger right on the answer. Let me tell you the full story ... We pay the price to get the finer, lighter, naturally milder tobaccos. That makes Luckies a finer, milder, better-tasting cigarette. And the result is that more and more of you want to smoke Luckies. So, you see, it really pays to pay, for example, 21 percent more than the market average for tobacco at Covington, Kentucky - 35 percent more at Knoxville, Tennessee ... and so on. Yes, that's good business for us, because it's good smoking for you. Next time ask for Lucky Strike.

ATX01 0117537

6/13/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. Tilden, for those returns this evening. Next week we offer a dazzling aggregation. In addition to Mr. Adams and Mr. Kieran, we will have a return engagement of the Hon. James J. Wallace, silver-throated baritone and Judge of the Court of General Sessions in New York; and as our special extra guest, the Vice-President Of The Society For The Preservation And Encouragement Of Barber Shop Quartet Singing In The United States, a man who needs no description whatsoever other than the naming of his name, the Hon. Alfred E. Smith. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs....famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest that you bring your host or hostess a carton of Luckies. It's sure to make a hit. Remember, with independent tobacco experts - with men who know tobacco best, it's Luckies 2 to 1!

hjs:6/12/41

ATX01 011753B

WEAF

A. Broadcast
THE AMERICAN TOBACCO CO.

#32

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

JUNE 20, 1941

FRIDAY

AUCTIONEER: It's half past eight....

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY JUNE 24
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P.D.S.T.

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike invites you to try your wits against the
wits of its experts. For every question we use, Lucky
Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps
us, you get twenty-five dollars more plus a twenty-four
volume set of the Encyclopaedia Britannica. Send your
questions to Information Please, 480 Lexington Avenue,
New York City. If our editorial staff edits your
questions a bit, don't fret over it. In case of
similarity, we'll have to be sole judge of who shall be
paid; and all questions become the property of
Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine, Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

ATX01 0117539

6/20/41

FADIMAN: Ladies and gentlemen, Information Please continues in its happy-go-lucky and completely spontaneous manner. Tonight the sports expert John Kieran and the New York Post's CONNING TOWER man, Franklin P. Adams, retain their regular positions. We have two guests -- one the Hon. James Wallace of the New York Court of General Sessions, who has been with us before and whom we are glad to welcome back. The other is a new comer to this program. He needs no introduction whatsoever to any American citizen, the Hon. Alfred E. Smith.

Remember, for each question missed Lucky Strike rings up twenty-five dollars...(RINGS)...and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

ATX01 0117540

6/20/41

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica.

Now, Mr. Cross does a bit of supposing.

CROSS: Ladies and gentlemen, suppose you shopped for the tobacco that goes into your cigarettes...Well, at the auctions, you might find that the finer, lighter, naturally milder tobaccos - the kind you really enjoy - cost five, ten, fifteen dollars more per hundred pounds. But if you really wanted a milder, better-tasting cigarette - you'd pay the price to get that finer tobacco. Now that's just what The American Tobacco Company does. For example, last season, at Kenbridge, Virginia, American paid 27 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought will go to Luckies. So it goes at market after market. We consistently pay the price to get the finer, better-tasting, naturally milder tobaccos...Mr. Fadiman, have I demonstrated that Luckies do a pretty good job of shopping for their smokers?

FADIMAN: Yes, Mr. Cross - and it took you only _____ seconds.

(QUESTIONS)

ATX01 0117541

6/20/41

FADIMAN: Now Mr. Cross points out that a very easy-seeming question might stump most people in a cigarette quiz.

CROSS: The question, Mr. Fadiman, is just the very familiar one: "What do you smoke?" Well - the average person will answer with the name of a cigarette. But, you know, that's not nearly enough for a complete answer. Ladies and gentlemen ... can you tell me the kind of tobacco your cigarette contains? Is it the milder, better-tasting leaf? Is it the kind of tobacco that brings a higher price at the auctions because it has the qualities smokers prefer? If you're a Lucky Strike smoker, you can answer "Yes" to all these questions. For we bring you the actual reports from tobacco markets proving that The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder leaf...for example, 22 percent more than the market average last season at Greensburg, Kentucky - 34 percent more at Asheville, North Carolina...So it goes at market after market, and the best we buy goes into Luckies...Is it any wonder that with independent tobacco experts, with men who know tobacco best - it's Luckies, 2 to 1. Decide now to make that next package of cigarettes you buy Lucky Strike.

ATX01 0117542

6/20/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Lucky Strike thanks you Judge Wallace and Mr. Smith for lending your authority to our party this evening. Next week Mr. Levant, Mr. Kieran and Mr. Adams will be batting them out as usual and our guest will be Alfred Hitchcock, world-famous motion picture director, director of such pictures as THE 39 STEPS, REBECCA and THE LADY VANISHES. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest that you bring your host or hostess a carton of Luckies. It's sure to make a hit. Remember, with independent tobacco experts - with men who know tobacco best, it's Luckies two to one!

6/19/41 sk

ATX01 0117543

WEAF

INFORMATION PLEASE

#33

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8:30 - 9:00 P.M.

JUNE 27, 1941

FRIDAY

REBROADCAST TUESDAY JULY 1
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P. D. S.

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time... time to wake up, America, and stump the experts. Each week at this time Lucky Strike challenges you to match your wits against those of a quartet of know-it-alls. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, Clifton Fadiman... Mr Fadiman...

(APPLAUSE)

FADIMAN: Ladies and gentlemen, we proceed as ever, entirely unrehearsed and spontaneously. Tonight our three regulars are the New York Post's Conning Tower man, Franklin P Adams; the learned sports authority, John Kieran; and the versatile music master, Oscar Levant. Our guest is the world famous director of the motion pictures REBECCA and THE LADY VANISHES, ^{Mr. Alfred Hitchcock} whose latest picture, BEFORE THE FACT, will be released soon, Alfred Hitchcock.

Remember, for each question missed Lucky Strike rings up twenty-five dollars... (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off...

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica.

Now Mr Cross points out that knowing the facts about tobacco comes in handy today.

CROSS: Mr Fadiman, that's because most of us are smoking more in 1941 -- so, of course, we want a milder cigarette, one made from the lighter, milder tobaccos... Now tobacco like that costs more than the ordinary kind -- yes, it costs more at auction after auction -- but Luckies pay the price to get it. For example, last season, at Carthage, Tennessee, The American Tobacco Company paid 23 per cent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 23 per cent above the average market price paid for all the various types and grades of tobacco sold there -- and the best we bought will go to Luckies. Now so it goes at market after market. We pay the price to get the finer, naturally milder, better-tasting tobaccos. Mr Fadiman, have I demonstrated why Luckies are in tune with the times?

FADIMAN: I believe you have, Mr Cross -- and in just _____ seconds.

(QUESTIONS)

FADIMAN: Now here's a question that Mr Cross maintains only you smokers can answer.

CROSS: The question, Mr Fadiman, is simply this. Is it good business for The American Tobacco Company to pay so much above the average market price for tobacco? The answer is "yes" not because we say so ... but because millions of you smokers say so every time you step up to a cigarette counter. We pay the price to get the finer, the lighter, the naturally milder tobaccos that make Luckies a milder, better-tasting cigarette ... the kind of a cigarette that gives you more smoking enjoyment. As a result, more and more of you are asking for Luckies. So, you see, it's really the very best of business practices for The American Tobacco Company to pay, for example -- 18 per cent more than the market average at Warrenton, North Carolina, last season -- 27 per cent more at Bowling Green, Kentucky -- 34 per cent more at Brookneal, Virginia, and so on. Yes, that's good business for us -- because it's good smoking for you. Is it any wonder that with independent experts -- with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike.

FADIMAN: Thank you, Mr Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr Hitchcock, for coming to the party this evening. Next week, Mr Kieran and Mr Adams will bat them out. We have a rather unusual pair of guests -- the famous foreign correspondents and authors, John Gunther, who has been with us before, and Mr Walter Duranty. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this week-end, we suggest that you bring your host or hostess a carton of Luckies. It's sure to make a hit. Remember, with independent tobacco experts -- with men who know tobacco best, it's Luckies two to one!

bk/6/26/41
4:40 p.m.

ATX01 0117548

WEAF

THE AMERICAN TOBACCO CO

#34

INFORMATION PLEASE

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8:30 9:00 PM

JULY 4, 1941

FRIDAY

REBROADCAST TUESDAY JULY 8 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00
P.M. P. D. S. T.

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time.. time to wake up
America and stump the experts. Each week at this time
Lucky Strike offers you an opportunity to reduce the swelling
on the heads of four famous intellectual giants. For
every question we use, Lucky Strike pays out ten dollars
plus a copy of the new Information Please quiz book.
If your question stumps us, you get twenty-five dollars
more plus a twenty-four volume set of the Encyclopaedia
Britannica. Send your questions to Information Please,
480 Lexington Avenue, New York City. If our editorial
staff edits your questions a bit, don't fret over it.
In case of similarity, we'll have to be sole judge of
who shall be paid; and all questions become the property
of Information Please.
And now light up a Lucky Strike as I present our Master of
Ceremonies, the literary critic of the New Yorker
Magazine, Clifton Fadiman.. Mr Fadiman...

(APPLAUSE)

FADIMAN: Ladies and gentlemen. As ever, Information Please is completely unrehearsed, informal and go-as-you-please. Tonight our two regulars are here, John Kieran, the sports maestro and Franklin P Adams, of the New York Post's Conning Tower. Our two guests are in a sense competitors. They are both famous authors and both top-notch foreign correspondents. One of them, John Gunther, is an old friend of ours and the other, Walter Duranty, ^{we're very glad to} ~~is~~ a new ^{welcome} friend.

Remember, for each question missed Lucky Strike rings up twenty-five dollars... (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encycloepedia Britannica. We're off....

(QUESTIONS)

7/4/41

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica.

Now on this July 4th, Mr Cross sets off a firecracker of his own...

CROSS: That's right, Mr Fadiman. I want to explode at least one ancient fallacy about tobacco ... the one which suggests that all tobacco is, after all, pretty much the same. As tobacco experts will tell you, the finer, lighter, naturally milder leaf - the kind you enjoy in Luckies - tastes better .. smokes milder... offers you much more enjoyment.. so, of course, it costs more, too. But Lucky Strike pays the price to get it. For example, at auctions in Greensburg, Kentucky last season, The American Tobacco Company paid 22 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products... Yes, 22 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. So, ladies and gentlemen, there you have the reason why Luckies are a milder, better-tasting cigarette.. Mr Fadiman, have I demonstrated it's the tobacco that counts?

FADIMAN: You have Mr Cross, and in just _____ seconds.

(QUESTIONS)

ATX01 0117551

FADIMAN: Now Mr Cross maintains that it would be fine if every smoker were a sort of amateur tobacco expert.

CROSS: Well, ladies and gentlemen, knowledge of just a few tobacco facts can make a big difference in the amount of enjoyment you'll get from smoking. For instance, it's decidedly worth your while to know that the finer, lighter leaf - the kind Lucky Strike buys - gives you a milder, better-tasting cigarette. And certainly it's important to know that this kind of tobacco which you enjoy more, costs more. But we pay the price to get it for you. For example, at Hartsville, Tennessee, last season, The American Tobacco Company paid 20 percent more than the market average for tobacco - at Springfield, Kentucky 30 percent more.. So it goes at market after market. We pay the price to get the finer, lighter, naturally milder tobaccos - and the best we buy goes into Luckies. Remember these facts next time you buy cigarettes and we believe you'll make the same choice as the overwhelming majority of independent tobacco experts. With these experts - with men who know tobacco best, it's Luckies 2 to 1. So ask for Lucky Strike.

FADIMAN: Thank you, Mr Cross. This evening Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr Duranty and Mr Gunther for your able assistance tonight. Next week the old trio will be on hand, Levant, Adams and Kieran, together with our guest, recently seen in PRIDE AND PREJUDICE, Miss Mary Boland, who is now touring the Straw Hat Circuit. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs.....famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. *well* By the way, I've been suggesting on recent broadcasts that if you go on a weekend visit, you bring your host or hostess a carton of Luckies. Well, lots of people have written me that I should say take instead of bring. It's sort of flattering, isn't it, that I should have such careful listeners - even though they catch me off my guard.

(MORE)

CROSS:
(CONT)

Yes, I've investigated the authorities and I find that there's quite a preponderance of opinion in favor of the word take. So from now on, ladies and gentlemen, take your host or hostess a carton of Luckies. Bring 'em or take 'em, carry 'em or tote 'em - they're bound to make a hit. Remember, with men who know tobacco best, it's Luckies 2 to 1.

7/2/41

WEAF

THE AMERICAN TOBACCO CO.

#35

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

JULY 11, 1941

FRIDAY

AUCTIONEER: It's half past eight.....

REBROADCAST TUESDAY JULY 15
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. PDST

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike puts on a coast-to-coast question and
answer battle. For every question we use, Lucky Strike
pays out ten dollars plus a copy of the new Information
Please quiz book. If your question stumps us, you get
twenty-five dollars more plus a twenty-four volume set
of the Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity, we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine, Clifton Fadiman....Mr. Fadiman.

(APPLAUSE)

RTX01 0117555

7/11/41

FADIMAN: Ladies and gentlemen. Information Please is completely unrehearsed and unpremeditated. The experts have never seen or heard any of the questions they are about to be asked. Tonight our brave board will consist of our three regulars, John Kieran, sports writer and first-class fact retainer; Franklin P. Adams, conductor of the New York Post's CONNING TOWER, and Oscar Levant, composer, pianist, writer. Our guest of honor is one who has delighted most of us on the stage and screen, I am sure. She is Mary Boland, who is touring the Straw Hat Circuit this summer and is appearing at the Westport Playhouse next week. Happy to have you with us, Miss Boland.

Remember, for each question missed Lucky Strike rings up twenty-five dollars...(RINGS)...and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off...

(QUESTIONS)

By the way - last week I kept on insisting that the Italo-Ethiopian War began in 1934. Mr. Guntka + Mr. Duranty said it was 1935 - very stubborn of them. It seems incident in 1934 but began 1935. Apologies to Mr. G. + Mr. D.

7/11/41

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Now Mr. Cross points out that nearly all of you smokers agree on one thing....

CROSS: Yes, ladies and gentlemen, you nearly all want a milder, better-tasting cigarette. But how to get what you want ... well ... that's where a knowledge of tobacco comes in handy. Because, the way to get a milder, better-tasting cigarette is to select one made from better tobaccos... the kind of tobacco that you'll find in Lucky Strike. Yes ... at auction after auction we pay the price to get the finer, the lighter, the naturally milder leaf. For example, at Oxford, North Carolina, last season, The American Tobacco Company paid 30 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 30 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Mr. Fadiman, is it any wonder that with independent tobacco experts ... with men who know tobacco best, it's Luckies 2 to 1?

FADIMAN: No, Mr. Cross, you gave an excellent reason in just _____ seconds.

(QUESTIONS)

ATX01 0117557

7/ /41

FADIMAN: Now Mr. Cross ventures a guess...

CROSS: It's just this, ladies and gentlemen: that many of you listening in have smoked a cigarette during the course of our program. But I wonder how many of you took an instant to consider whether or not you got all the smoking enjoyment you paid for. Did your cigarette have genuine mildness? Was its taste just what you wanted? Certainly, if there's doubt on these points, it's worth your while to try Luckies and make a fair comparison. For in a cigarette, it's the tobacco that counts. The finer, lighter leaf is naturally milder. And finer tobaccos are better tasting too. Luckies smoke milder - taste better - because The American Tobacco Company pays the price to get the finer, the lighter, the naturally milder tobaccos... for example, 22 percent more than the market average at Henderson, North Carolina last season - 35 percent more at Wendell, North Carolina. So it goes at market after market - and the best we buy goes into Luckies ... Why not give Luckies a week's trial and find out for yourself why, with men who know tobacco best, it's Luckies 2 to 1. Make that next package you buy, Lucky Strike.

ATX01 0117558

7/11/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ set of the Encyclopaedia Britannica. Thank you, Miss Boland, for brightening Lucky Strike's party so beautifully this evening. Next week, Mr. Kieran and Mr. Adams will be aided and abetted by our old friend Deems Taylor who is known from coast to coast and further as a music authority. Our special guest will be William Beebe, the famous naturalist, deep-sea diver and writer. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs....famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts -- with men who know tobacco best, it's Luckies two to one!

hjs
7/10/41
11:10 PM.

ATX01 0117559

INFORMATION PLEASE

() ()
8:30 - 9:00 PM

JULY 18, 1941

FRIDAY

REBROADCAST TUESDAY JULY 22 OVE
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00
P. M. P. D. S. T.

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up
America and stump the experts. Every week at this time Lucky
Strike acts as host at a nation-wide question and answer
party. For every question we use, Lucky Strike pays out
ten dollars plus a copy of the new Information Please
quiz book. If your question stumps us, you get twenty-five
dollars more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to Information
Please, 480 Lexington Avenue, New York City. If our
editorial staff edits your questions a bit, don't fret
over it. In case of similarity, we'll have to be sole judge
of who shall be paid; and all questions become the
property of Information Please.
And now light up a Lucky Strike as I present our Master of
Ceremonies, the literary critic of the New Yorker Magazine..
Clifton Fadiman..Mr Fadiman.

(APPLAUSE)

FADIMAN: Ladies and gentlemen: As you know, Information Please is free as the wind. We get along without benefit of any preparation whatsoever. The experts who will do their best to answer the questions spontaneously this evening are, first, our dependable pair of veterans, the sports expert and naturalist, John Kieran, and the New York Post's CONNING TOWER man, Franklin P. Adams. Our old friend Deems Taylor, the eminent music master, is with us again, and as our special guest, we are glad to welcome the distinguished naturalist, deep-sea diver and author, William Beebe.

Remember, for each question missed Lucky Strike rings up twenty-five dollars...(RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopedia Britannica. We're off.

(QUESTIONS)

#36
7/18/41

FADIMAN: So far Lucky Strike has paid out _____ dollars and
_____ set# of the Encyclopaedia Britannica. Now Mr Cross
hands Mr Kieran an incidental "bouquet"...

CROSS: Well, I think most of us agree that the amazing thing about
Mr Kieran's memory is that he's usually able to back up his
statements with the full details; names, places, and so on.
Now that's exactly what we try to do in talking about Luckies.
We don't just say: Luckies are a finer, milder, better-
testing cigarette. We actually give the details of how
at market after market Luckies pay the price to get the
finer, the lighter, the naturally milder tobaccos. As just
one example, at Covington, Kentucky last season, The
American Tobacco Company paid 21 percent more per pound for
the tobacco it bought for its cigarettes and other tobacco
products...Yes, 21 percent above the average market price
paid for all the various types and grades of tobacco sold
there - and the best we bought goes into Luckies...so you
get what we pay for more real smoking enjoyment.
Mr Fadiman, isn't that a good sound reason why smokers
should try Luckies --

FADIMAN: Yes, Mr Cross, it is -- and delivered with admirable brevity.
I timed you at just _____ seconds.

(QUESTIONS)

ATX01 0117562

#36
7/18/41

FADIMAN: Now Mr Cross would like to clear up something that's been puzzling at least one of our listeners.

CROSS: Well, Mr Fediman, a friend of mine asked me very frankly: "How can the makers of Luckies pay so much above the average market price for tobacco and still stay in business?" Well the answer to that is very simple. The facts are that it's the best way not only to stay in business but to build more and more business. Here's what happens... We pay the price to get the finer, the lighter, the naturally milder tobaccos that make Luckies a milder, better-tasting cigarette...the kind of ~~f~~ cigarette that gives you more smoking enjoyment. As a result more and more of you are asking for Luckies. So, you see, it's really the very best of business practices for The American Tobacco Company to pay, for example - 18 percent more than the market average at Lexington, Kentucky last season - 30 percent more at Huntington, West Virginia, and so on at market after market. And the best tobacco we buy goes into Luckies. Yes, that's good business for us... because it's good smoking for you. Is it any wonder that with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike.

ATX01 0117563

#36
7/18/41

FADIMAN: Thank you, Mr Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and ___/___ set of the Encyclopaedia Britannica. Thank you Dr Beebe and Mr Taylor, for helping us so nobly this evening. Next week the trio will be reunited,..Mr Levent, Mr Adams and Mr Kieran. And our guest will be the world famous foreign correspondent, radio commentator, and author of the runaway best seller BERLIN DIARY, Mr William Shirer. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L.A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina..

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts...with men who know tobacco best, it's Luckies two to one!

hr
7/17/41
5:55 PM

ATX01 0117564

WEAF

THE AMERICAN TOBACCO CO.

#37

INFORMATION PLEASE

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8:30 - 9:00 PM

JULY 25, 1941

FRIDAY

REBROADCAST TUESDAY JULY 28 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00
P. M. POST

AUCTIONEER It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike invites you to hurl your toughest questions
at a quartet of even tougher experts. For every question
we use, Lucky Strike pays out ten dollars plus a copy of
the new Information Please quiz book. If your question
stumps us, you get twenty-five dollars more plus a twenty-
four volume set of the Encyclopaedia Britannica. Send
your questions to Information Please, 480 Lexington
Avenue, New York City. If our editorial staff edits your
questions a bit, don't fret over it. In case of
similarity, we'll have to be sole judge of who shall be
paid; and all questions become the property of Information
Please.

And now light up a Lucky Strike as I present our Master of
Ceremonies, the literary critic of the New Yorker Magazine..
Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

FADIMAN: Ladies and gentlemen. Information Please continues on its spontaneous and carefree path, without benefit of any preparation. Tonight our tried and true trio is back in full force -- the versatile composer and pianist, Oscar Levant; the verse writer and conductor of the New York Post's CONNING TOWER, Franklin P. Adams, and the practically omniscient sports expert, John Kieran. Our guest is a man whose voice many of you are familiar with -- the famous radio commentator and foreign correspondent, William Shirer, whose book BERLIN DIARY, just out, is a great best-seller.

Remember, for each question missed Lucky Strike rings up twenty-five dollars....(RINGS)....and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off.

(QUESTIONS)

7/25/41

COMMERCIAL #1

FADIMAN: So far Lucky Strike has paid out _____ dollars and 1 set of the Encyclopaedia Britannica.

Now Mr. Cross wonders if you smokers realize your own importance.

CROSS: Well, ladies and gentlemen - whether you know it or not - you're responsible for what happens at the tobacco auctions. All the buyers are there to buy the kind of tobacco you like best. And because you want a milder, better-tasting cigarette...they bid up and up for the milder, better-tasting tobaccos. That's why they cost more. But at auction after auction Luckies pay the price to get them. For example, last season at Bloomfield, Kentucky, The American Tobacco Company paid 28 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 28 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. So it goes at market after market. We pay the price to get the finer, the lighter, the naturally milder tobaccos... the kind you like best. Mr. Fadiman, isn't that what's called pleasing the public?

FADIMAN: Yes, Mr. Cross...and you told them how it's done in just _____ seconds.

(QUESTIONS)

ATX01 0117567

7/25/41

FADIMAN: Now Mr. Cross confesses that at times he has a literary urge.

CROSS: Well, Mr. Fadiman, if I did write a book it would be about tobacco and I'd call it "Guide to Better Smoking". Chapter one would be entitled: It's the tobacco that counts. For experts agree that the better the tobacco - the better the cigarette - and the more real smoking enjoyment it gives you. Now Lucky Strike means fine tobacco. That's a simple statement of fact. Reports from one tobacco market after another all over the south show that we pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season at Mt. Pleasant, Tennessee, The American Tobacco Company paid 21 percent more than the average market price for tobacco - at Gallatin, Tennessee, 32 percent more. So it goes at market after market - and the best we buy goes into Luckies. Yes, Lucky Strike means fine tobacco - and more real smoking enjoyment for you. With men who know tobacco best, it's Luckies 2 to 1. Next time ask for Lucky Strike.

ATK01 0117568

7/25/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ set# of the Encyclopaedia Britannica. I hope you have enjoyed coming to Lucky Strike's party this evening, Mr. Shirer. Next week, Mr Kieran and Mr. Adams will be on tap and our two guests will be two men outstanding in the field of education; Prof. Lyman Bryson of Columbia University and Dr. Henry Noble MacCracken, President of Vassar College. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts...with men who know tobacco best, it's Luckies two to one!

edp
7/24/41
11 P

ATX01 0117569

WEAF

THE AMERICAN TOBACCO CO.

#38

INFORMATION PLEASE

As Broadcast

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8:30-9:00 PM

AUGUST 1, 1941

FRIDAY

REBROADCAST TUESDAY AUGUST 6
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P. D. S. I.

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time..time to wake up America and stump the experts. Each week at this time Lucky Strike throws a coast-to-coast party at which you and four experts provide the entertainment. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine.. Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

ATX01 0117570

FADIMAN: Ladies and gentlemen, Information Please, as you know, is completely spontaneous and unrehearsed. Tonight that pair of veterans is back on the job - the lyricist and New York Post Conning Tower man, Franklin P. Adams, and his learned sidekick, the naturalizing sports expert, John Kieran. Our two guests are both distinguished educators - Prof. Lyman Bryson of Columbia University, and known to millions as the director of the People's Platform; and the President of Vassar College, Dr. Henry Noble Mac Cracken.

Remember, for each question missed Lucky Strike rings up twenty-five dollars...(RINGS).. and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Now, Mr Cross - ever a word-saver - tells us five words that are worth a thousand.

CROSS: Yes, Mr Fadiman. The five words are: Lucky Strike means fine tobacco. And this simple statement of fact is important to every smoker. For whatever qualities you want in a cigarette depend on the tobacco that goes into it. The better the leaf - the better the smoke - and the more real enjoyment for you. Well, reports from market after market all over the South show that Luckies pay the price to get the finer, the lighter, the naturally milder tobaccos. For example, at Lawrenceville, Virginia, last season, The American Tobacco Company paid 32 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. So, smokers, that's why - Lucky Strike means fine tobacco. Mr Fadiman, doesn't that say ^{just} about everything?

FADIMAN: Mr Cross, it covers the subject with most admirable brevity - just 57 seconds.

(QUESTIONS)

FADIMAN: *and* Now Mr Cross indulges in a bit of frankness.

CROSS: Ladies and gentlemen, let me tell you very frankly why it will be in your own interest to make that next package of cigarettes you buy Lucky Strike. In a cigarette, it's the tobacco that counts. Better tobacco means a better smoke. And Luckies are made of the finer, the lighter, the naturally milder leaf. You have two proofs of this. First Luckies are the overwhelming choice of the independent tobacco experts - the world's most impartial judges of tobacco. Second, actual reports from the tobacco markets give you facts and figures to show that The American Tobacco Company pays the price for fine tobacco. For example, we paid 27 percent more than the market average for tobacco at Kenbridge, Virginia, last season - 34 percent more at Mebane, North Carolina..So it goes at market after market and the best we buy goes into Luckies. No wonder that with men who know tobacco best, it's Luckies 2 to 1. Make that next package you buy, Lucky Strike.

FADIMAN: Thank you Mr Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, Dr MacCracken and Dr Bryson, for giving us a chance to educate you this evening. Next week our Levant-Adams-Kieran combination will be supported by the irrepresible, undauntable, temperamental, and infinitely variable President of the Brooklyn Dodgers, Mr Larry MacPhail. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs..famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts.. with men who know tobacco best, it's Luckies two to one!

mg
7/31/41
5:45 pm

WEAF

THE AMERICAN TOBACCO CO.

#39

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

AUGUST 8, 1941

FRIDAY

AUCTIONEER: It's half past eight....

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY AUGUST 12
OVER NATIONAL BROADCASTING CO'S
BLUE NETWORK FROM 7:30 TO 8:00
P.M. P.D.S.T.

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike acts as host at a fun fiesta and information
inquisition. For every question we use, Lucky Strike pays
out ten dollars plus a copy of the new Information Please
quiz book. If your question stumps us, you get
twenty-five dollars more plus a twenty-four volume set
of the Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity, we'll have to be
sole judge of who shall be paid; and all questions
become the property of Information Please.
And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine...Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

8/8/41

FADIMAN: Ladies and gentlemen: Information Please continues as ever, perfectly unrehearsed, and informal. Tonight we have as experts the versatile composer and pianist, Oscar Levant; the New York Post's Conning Tower conductor, Franklin P. Adams; and the sports authority, John Kieran. Our guest expert, my good friends, is none other than the ebullient President of a baseball team known as the Brooklyn Dodgers, Mr. Larry MacPhail. Remember, for each question missed Lucky Strike rings up twenty-five dollars....(RINGS).....and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

ATX01 0117576

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica.

Now here's Mr. Cross with news of a dramatic opening ... on Broadway, Mr. Cross?

CROSS: No, in Dixie, Mr. Fadiman. For the dramatic opening I refer to is the world's most important show for smokers: the annual tobacco auctions. On Tuesday of this week they got under way down in Florida and Georgia. And, ladies and gentlemen, what happened should interest every one of you who believes that better tobacco means a better cigarette. So listen to a few facts and figures just received from a ^{TYPICAL} ~~typical~~ Georgia market, Blackheath, Georgia. On the opening day, The American Tobacco Company paid 34 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 34 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Smokers, that's one more example of why Lucky Strike means fine tobacco ... and more smoking enjoyment for you.

FADIMAN: Timely and to the point, Mr. Cross - in just 52 seconds.

(QUESTIONS)

FADIMAN: Here's a question that was sent in by not one ... but several of our listeners. The question is ... how can the makers of Lucky Strike cigarettes pay so much above the average market price for tobacco and still stay in business? Mr. Cross --

CROSS: Well, Mr. Fadiman, the answer to that is easy. Because the facts are: it's the best way not only to stay in business but to build more and more business. Here's how it works. We pay the price to get the finer, the lighter, the naturally milder tobaccos for Luckies. That makes Luckies a milder, better-tasting cigarette. And the result is, more and more of you are becoming Lucky Strike smokers. So, you see, it's really the very best of business practices for The American Tobacco Company to have paid last season, for example -- 22 percent more than the market average at Henderson, North Carolina - 34 percent more at Brookneal, Virginia and so on at market after market - and the best we bought goes into Luckies. Yes, that's good business for us - because it's good smoking for you. Is it any wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike?

8/8/41

FADIMAN:

Thank you Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. MacPhail, for batting them out tonight. Next week Mr. Adams and Mr. Kieran will be on hand and our guests will be our tried and true friend, Deems Taylor, and the gentleman represented on Broadway as the co-producer of "Arsenic and Old Lace," and the co-author of "Life With Father," Mr. Russel Crouse.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts...with men who know tobacco best, it's Luckies two to one!

gin
8/7/41
11:20 PM

ATX01 0117579

WEAF

THE AMERICAN TOBACCO CO

#40

INFORMATION PLEASE

() ()
8:30-9:00 PM

AUGUST 15, 1941

FRIDAY

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY AUGUST 19
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 to 8:00 P.M. P. D. S. 1

CROSS: It's half past eight New York time ... time to wake up
America and stump the experts. Each week at this time
Lucky Strike gives you a chance to test your knowledge
against that of four know-it-alls. For every question we
use, Lucky Strike pays out ten dollars plus a copy of the
new Information Please quiz book. If your question stumps
us, you get twenty-five dollars more plus a twenty-four
volume set of the Encyclopaedia Britannica. Send your
questions to Information Please, 480 Lexington Avenue,
New York City. If our editorial staff edits your questions
a bit, don't fret over it. In case of similarity, we'll
have to be sole judge of who shall be paid; and all
questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of
Ceremonies, the literary critic of the New Yorker
Magazine .. Clifton Fadiman, .. Mr Fadiman.

(APPLAUSE)

ATX01 0117580

FADIMAN: Ladies and gentlemen. Information Please continues on its carefree way without benefit of the slightest rehearsals or preparation. This time we have with us that good old combination Franklin P. Adams, ^{Great I like of the Conning Tower} ~~of the New York Post's CONNING TOWER~~; and John Kieran ~~tower~~ of strength in the sports, birds and bees division. Our guests are our old friend the music critic and composer, Deems Taylor; and the co-author of LIFE WITH FATHER and co-producer of ARSENIC AND OLD LACE, that eminent maestro, Russel Crouse.

Remember, for each question missed Lucky Strike rings up twenty-five dollars ... (RINGS) .. and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off ...

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 0 dollars and 0 sets of the Encyclopaedia Britannica.
Now here's Mr Cross with another bulletin from below the Meson-Dixon line.

CROSS: This is a report from Whiteville, North Carolina where the 1941 tobacco auctions began last Tuesday. And ~~one~~^{five} again ladies and gentlemen, Lucky Strike paid the price to get the kind of tobacco you smokers like best! For on August 12th, opening day of this year's auctions at Whiteville, The American Tobacco Company paid 27 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Well, smokers, that's but one example of what happens at market after market, year after year. We consistently pay the price to get the finer, the lighter, the naturally milder leaf - the kind that makes Luckies a milder, better-tasting cigarette. Mr Fadiman, have I demonstrated that Lucky Strike means fine tobacco?

FADIMAN: Amply proved and fully documented, Mr Cross, and in just 55 seconds.

(QUESTIONS)

#40
8/15/41

FADIMAN: Now Mr Cross points out that an "Information Please" program with tobacco experts as quizzees could be very interesting.

CROSS: They'd be mighty hard to stump, Mr Fadiman. You see, tobacco experts know their own subject - tobacco - from A to Z. At the auctions they see who buys what leaf - the quality - prices paid - they really know the answer to any question you might ask! Well, if one of your questions were: "What cigarette do independent tobacco experts prefer for their own smoking enjoyment?" - the answer would be Luckies by an overwhelming majority. For experts know it's the tobacco that counts and they see us pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, The American Tobacco Company paid 22 percent more than the market average at Henderson, North Carolina - 34 percent more at Brookneal, Virginia - and so on at market after market - and the best we bought goes into Luckies. Yes, Lucky Strike means fine tobacco. That's why with men who know tobacco best it's Luckies 2 to 1. Smokers, just remember this: better tobacco makes a better cigarette. Next time ask for Lucky Strike.

ATX01 0117583

FADIMAN:

Thank you Mr Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr Crouse and Mr Taylor, for your noble efforts this evening. Next week, the tried and true trio Levent, Adams and Kieran, will be back and our guest will be the well-known novelist and writer of short stories, Faith Baldwin, whose latest novel is ^{called} TEMPORARY ADDRESS; RENO

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr L.A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts...with men who know tobacco best, it's Luckies two to one!

hr
8/15/41
3:45

ATX01 0117584

W E A F

THE AMERICAN TOBACCO CO

#41

INFORMATION PLEASE

8:30 - 9:00 P. M.

AUGUST 22, 1941

FRIDAY

REBROADCAST TUESDAY AUGUST 26
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P.D.S.T.

AUCTIONEER: It's half past eight. . . .

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York Time. . .time to wake up
America and stump the experts. Every week at this time
Lucky Strike opposes four big brains to your barrage of
questions. For every question we use, Lucky Strike pays
out ten dollars plus a copy of the new Information Please
quiz book. If your question stumps us, you get twenty-five
dollars more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your question a bit, don't
fret over it. In case of similarity, we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.

And now light up a Lucky Strike as I present our Master
Of Ceremonies, the literary critic of the New Yorker
Magazine. . .Clifton Fadiman. . .Mr. Fadiman.

(APPLAUSE)

8/22/41^{1/2-1}

FADIMAN: Ladies and gentlemen, as you know, Information Please, from its beginning, has been a completely unrehearsed and spontaneous program and will continue that way. Tonight our board of experts consists of that terrifying trio, Franklin P. Adams, creator of the CONNING TOWER; Oscar Levant, pianist and composer who has recently made another motion picture appearance in KISS THE BOYS GOODBYE; John Kieran, naturalist and sports writer. The guest this evening is that enormously popular novelist, Faith Baldwin, whose most recent book is TEMPORARY ADDRESS: RENO.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. . .(RINGS). . .and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off. . . .

(QUESTIONS)

ATX01 0117586

8/29/41

FADIMAN: Ladies and gentlemen, Information Please goes on its unprepared and unpremeditated way, just as it has been doing for some time. Tonight our panel consists of our two regulars - John Kieran, sports authority and amazing amasser of knowledge; and Franklin P. Adams, F. P. A., the verse-writer and CONNING TOWER man. As our guests of honor tonight we welcome back our old friend, the author and actor, Christopher Morley, and Mr. George V. Denny, Jr., the famous director of the radio program "Town Hall Meeting Of The Air".

Remember, for each question missed Lucky Strike rings up twenty-five dollars. . .(RINGS). . .and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off. . . .

(QUESTIONS)

ATX01 0117587

W E A F

The Broadcaster
THE AMERICAN TOBACCO CO

#42

INFORMATION PLEASE

(8:30 - 9:00 P. M.)

AUGUST 29, 1941

FRIDAY

REBROADCAST TUESDAY SEPTEMBER 2
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:50 TO 8:00 P.M. P.D.S.T.

AUCTIONEER: It's half past eight. . . .

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time. . .time to wake up
America and stump the experts. Each week at this time
Lucky Strike sets up a panel of four fancy thinkers,
who fancy they can polish off any questions you send in.
For every question we use, Lucky Strike pays out ten
dollars plus a copy of the new Information Please quiz
book. If your question stumps us, you get twenty-five
dollars more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity, we'll have to
be sole judge of who shall be paid; and all questions
become the property of Information Please.

And now light up a Lucky Strike as I present our Master
Of Ceremonies, the literary critic of the New Yorker
Magazine. . .Clifton Fadiman. Mr. Fadiman.

(APPLAUSE)

RTX01 0117588

8/22/41

FIRST COMMERCIAL

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica.

Now here's Mr. Cross - who has a nose for news, especially when it's tobacco news.

CROSS: Well, Mr. Fadiman, the news is that the 1941 tobacco auctions are now opening - and, as usual, interest and excitement are running high. The better tobaccos are being bid up and up. And this year - as every year - Lucky Strike is paying the price to get the finer, the lighter, the naturally milder leaf. For example, during the first week of auctions at Valdosta, Georgia, The American Tobacco Company paid 24 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 24 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Well, ~~smokers~~^{smokers}, there's one more example of how we pay the price to get the kind of tobacco that gives you a better smoke. It shows you why Lucky Strike means fine tobacco - why you should make the next package you buy Lucky Strike.

FADIMAN: Both newsy and brief, Mr. Cross - I timed you at just _____ seconds.

(QUESTIONS)

ATX01 0117589

SECOND COMMERCIAL

FADIMAN: Now, Mr. Cross tells us of a rather roundabout compliment paid him recently.

CROSS: Mr. Fadiman, I was actually complimented on not being a good talker. After a recent "Information Please" broadcast, a gentleman said this to me: "Mr. Cross, you never try to talk us into believing Luckies are a better cigarette . . . you give us the facts and figures." Well, ladies and ~~gentlemen~~ gentlemen, I always believe in letting facts and figures speak for themselves. Lucky Strike means fine tobacco. And a thousand words couldn't tell you that as effectively as these simple facts: last season, The American Tobacco Company paid 23 percent more than the market average at Carthage, Tennessee, 35 percent more at Wendell, North Carolina, and so on at market after market all over the South. We consistently pay the price to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes into Luckies. No wonder that with independent experts - with men who knows tobacco best, it's Luckies 2 to 1. Next time ask for Lucky Strike.

8/22/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and 1 set of the Encyclopaedia Britannica. Thank you, Miss Baldwin, for lending us your assistance this evening. Next week Mr. Kieran and Mr. Adams will do their stuff, reinforced by an old friend, the author and actor, Christopher Morley, and Mr. George V. Denny, Jr., the famous director of the splendid ^{radio} program "Town Hall Meeting of the Air".

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. Speed Riggs. . . famous tobacco auctioneer from Goldsboro, North Carolina. (CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying, that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts. . . with men who know tobacco best, it's Luckies two to one!

jb-8/21/41-11:30

ATX01 0117591

8/29/41

FADIMAN: So far, Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Last week New York's Mayor Fiorello H. LaGuardia went down to North Carolina to officiate at the 1941 Tobacco Festival - and here's Mr. Cross to tell us about it.

CROSS: Well, ladies and gentlemen, there was lots of excitement down in North Carolina last week. Not only Mayor LaGuardia, but many other important people visited the State. You see, the Eastern North Carolina markets are among the country's greatest, and they officially opened August 26th. I have here reports on that first day's sale - reports which show that this year, as every year, Lucky Strike is paying the price to get the finer, the lighter, the naturally milder tobaccos. For example, at Kinston, North Carolina, on opening day this year, The American Tobacco Company paid 26 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 26 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Smokers, so it goes at market after market - we consistently pay the price to get the kind of tobacco that gives you a better smoke. Mr. Fadiman, have I demonstrated why Lucky Strike means fine tobacco?

FADIMAN: You've given us the facts and figures, Mr. Cross, and in just 61 seconds.

(QUESTIONS)

ATX01 0117592

FADIMAN: Mr. Cross - who isn't subjected to questions during the Information Please broadcast - recently had to answer one after the program was over!

CROSS: It was a question asked me by a business man of my acquaintance. He said: "Frankly, how can The American Tobacco Company afford to pay so much above the average market price for tobacco?" Well, ladies and gentlemen, you smokers have really supplied the answer by your own purchases of Luckies. We pay the price to get the finer, the lighter, the naturally milder tobaccos that make Luckies a milder, better-tasting cigarette, and more and more of you are becoming Lucky Strike smokers. So you see it's really the very best of business practices for The American Tobacco Company to pay, for example, 18 percent more than the market average at Warrenton, North Carolina, last season, 30 percent more at Oxford, North Carolina, and so on at market after market - and the best we bought goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. That's why with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Next time why don't you ask for Lucky Strike?

8/29/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Thank you, Mr. Denny and Mr. Morley, for coming to the aid of Lucky Strike's party tonight. Next week two of our tried and true ^{authorities} ~~salesmen~~ - Adams and Kieran, will be aided and abetted by a combination never before heard on this program - Mr. Oscar Levant and Mr. Deems Taylor, who will compete with each other for the first time.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs. . . famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts. . . with men who know tobacco best, it's Luckies two to one!

jb-8/28/41-11:20

ATX01 0117594

WEAF

THE AMERICAN TOBACCO CO.

As Broadcast

#43

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

SEPTEMBER 5, 1941

FRIDAY

AUCTIONER: It's half past eight....

(CHANT ENDING "HALF PAST EIGHT") 7:30 TO 8:00 P.M. PDS

REBROADCAST TUESDAY 9/9/41
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike runs a coast to coast quiz party with four
eager experts providing the main entertainment. For
every question we use, Lucky Strike pays out ten dollars
plus a copy of the new Information Please quiz book. If
your question stumps us, you get twenty-five dollars
more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York
City. If our editorial staff edits your questions
a bit, don't fret over it. In case of similarity,
we'll have to be sole judge of who shall be paid; and
all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine.....Clifton Fadiman, Mr. Fadiman.

(APPLAUSE)

ATX01 0117595

9/5/41

FADIMAN: Ladies and gentlemen; Unpremeditated, unrehearsed, unfettered in any way, Information Please continues on its carefree path. Tonight the sports authority John Kieran and CONNING TOWER man Franklin P. Adams constitute what might be called the relatively non-musical part of the board. For the first time in our air history, our two musical know-it-alls, Oscar Levant and Deems Taylor, are seated on the same panel, glaring at each other in what we hope is a friendly manner.

Remember, for each question missed Lucky Strike rings up twenty-five dollars....(RINGS)....and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

ATX01 0117596

9/5/41

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Now Mr. Cross points out one very good reason why his messages about Lucky Strike are noted for their shortness.

CROSS: Well, ladies and gentlemen, it's just that facts and figures make for brevity. To prove that Lucky Strike means fine tobacco, I bring you actual reports from tobacco markets all over the South - reports which show that Lucky Strike pays the price to get the finer, the lighter, the naturally milder leaf. Now that's true this year as every year - for example, the 1941 auctions recently opened in Wilson, North Carolina, and during the first week of sales, The American Tobacco Company paid 23 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 23 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Yes smokers ... Lucky Strike means fine tobacco ... Isn't that a very good reason for making the next package you buy Lucky Strike?

FADIMAN: A very good reason indeed, Mr. Cross and I compliment you again on your brevity - just 53 seconds.

(QUESTIONS)

ATX01 0117597

9/5/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. Taylor, for coming to Mr. Levant's aid so admirably this evening. Next week, Mr. Adams and Mr. Kieran will broadcast general information as usual, reinforced by Mr. Louis Bromfield who has been with us before and Miss Margaret Leech ^{the} author of ~~that~~ ^{the} distinguished and celebrated best-seller, REVEILLE IN WASHINGTON.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message ^{from} ~~for~~ Mr. L. A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: And that chant, ladies and gentlemen, is just another way of saying that, if you haven't tried a Lucky lately, you don't know what you're missing. By the way, if you're going visiting this weekend, we suggest that you take your host or hostess a carton of Luckies. It's sure to make a hit! Remember, with independent tobacco experts...with men who know tobacco best, it's Luckies two to one!

hjs
9/4/41
5:30 PM

ATX01 0117598

WEAF

THE AMERICAN TOBACCO CO.

#44

() ()
8:30 - 9:00 PM

INFORMATION PLEASE

SEPTEMBER 12, 1941

FRIDAY

REBROADCAST TUESDAY SEPT. 16
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P. D. S.

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time....time to wake up America and stump the experts. Each week at this time Lucky Strike sets up a panel of four wizards of quiz for you to try to stump. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine....Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

FADIMAN: Ladies and gentlemen; Information Please, as always, is entirely unprepared and unrehearsed. Tonight we have with us Mr Franklin P. Adams of CONNING TOWER fame and his partner in wisdom, Mr. John Kieran, the sports authority and possessor of millions of facts. As our guests we are glad to welcome back Mr. Louis Bromfield, the famous novelist; and Miss Margaret Leech, whose most recent book, REVEILLE IN WASHINGTON, is a Book-Of-The-Month Club choice and a best-seller.

Remember, for each question missed Lucky Strike rings up twenty-five dollars.....(RINGS).....and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

9/12/41

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Now Mr. Cross points out that North Carolina - not Hollywood - holds this week's record for premiere performances.

CROSS: Yes, ladies and gentlemen, on Tuesday of this week the opening of the 1941 tobacco auctions was celebrated at nine different North Carolina tobacco markets ... and what happened down there will interest every smoker. On opening day, at every one of those tobacco markets - Lucky Strike paid well above the average market price to get the finer, the lighter, the naturally milder tobaccos - the kind that gives you a milder, better-tasting cigarette. Typical of these markets is Henderson, North Carolina, where on opening day, the American Tobacco Company paid twenty percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, twenty percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Smokers, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. So make the next package you buy, Lucky Strike.

FADIMAN: Brief and to the point as usual Mr. Cross. Just 57 seconds.

(QUESTIONS)

ATX01 0117601

FADIMAN: Now, Mr. Cross reminds us of a rather roundabout compliment paid him not so long ago.

CROSS: Mr. Fadiman, I was actually complimented on not being a good talker. After a recent "Information Please" broadcast, a gentleman said this to me: "Mr. Cross, you never try to talk us into believing Luckies are a better cigarette ... you give us the facts and figures." Well, ladies and gentlemen, I always believe in letting facts and figures speak for themselves. Lucky Strike means fine tobacco. And a thousand words couldn't tell you that as effectively as these simple facts: last season, The American Tobacco Company paid twenty-seven percent more than the market average at Kenbridge, Virginia, thirty-four percent more at Mebane, North Carolina, and so on at market after market all over the South. We consistently pay the price to get the finer, the lighter, the naturally milder tobaccos - and the best we buy goes into Luckies. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. In a cigarette it's the tobacco that counts - so next time ask for Lucky Strike.

9/12/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 100 dollars and 4 sets of the Encyclopaedia Britannica. Thank you, Miss Leech and Mr. Bromfield, for joining Lucky Strike's party tonight. Next week, Mr. Levant, Mr. Kieran and Mr. Adams will be on deck and as our special extra guest we welcome Stephen Vincent Benet, distinguished ~~critic~~^{poet} and author of THE DEVIL AND DAN'L WEBSTER, shortly to be seen as a movie called ALL THAT MONEY CAN BUY.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that at market after market we pay the price to get the milder, better-tasting tobaccos - and that the independent tobacco experts themselves smoke Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. So make your next package, Lucky Strike.

edp
9/11/41
11:30 P

ATX01 0117603

WEAF

THE AMERICAN TOBACCO CO.

#45

() ()
8:30 - 9:00 PM

INFORMATION PLEASE

SEPTEMBER 19, 1941

FRIDAY

REBROADCAST TUESDAY SEPT. 23
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M. P.D.S.T.

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time ... time to wake up America and stump the experts. Each week at this time Lucky Strike invites you to its nationwide quiz party. For every question we use, Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine ... Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

9/19/41

FADIMAN: Ladies and gentlemen. Information Please continues on its unrehearsed way. Tonight we have on our panel of experts John Kieran, sports writer and fact retainer of note; Franklin P. Adams, light verse writer, originator of the CONNING TOWER, and sage; Oscar Levant, musician, author, screen actor, and all around bright boy; and as our special guest, the distinguished poet and author of THE DEVIL AND DANIEL WEBSTER, shortly to be seen as a film called ALL THAT MONEY CAN BUY, Stephen Vincent Benet.

Remember, for each question missed Lucky Strike rings up twenty-five dollars ... (RINGS) and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

ATX01 0117605

FADIMAN: So far Lucky Strike has paid out 72 dollars and no sets of the Encyclopaedia Britannica. Now Mr. Cross - with a deep bow to Mr. Kieran - wishes to elaborate on a Shakespearean play-title.

CROSS: Well, the title, Mr. Kieran is: "As You Like It." And, ladies and gentlemen, it serves as a very apt description of the way Lucky Strike buys tobacco this year and every year, at market after market. You see, we know you like a milder, better-tasting cigarette, so we consistently pay the price to get the finer, the lighter, the naturally milder tobaccos.. . Let me give you an example. This year's auctions opened at South Boston, Virginia last Tuesday, September 16th, and on that opening day The American Tobacco Company paid 23 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 23 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we bought goes into Luckies. Smokers, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco. Next time ask for Luckies and prove it to yourself.

FADIMAN: Mr. Cross, your messages continuo to be "as I like 'em" - I timed you at just 59 seconds.

(QUESTIONS)

FADIMAN: Now here's Mr. Cross who's been thumbing through his dictionary ...

CROSS: Well, Mr. Fadiman, I was interested in the definition of a cigarette - quote - tobacco rolled in thin paper - end quote. Ladies and gentlemen, doesn't that simple definition make very clear that in a cigarette, it's the tobacco that counts? Next time you buy cigarettes, just remember, you're really buying tobacco - the better the leaf, the better the smoke. Now Lucky Strike means fine tobacco. You have proof of this in actual reports from market after market all over the South - reports which prove that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder tobaccos. For example, last season we paid 21 percent more than the market average at Mount Pleasant, Tennessee, 34 percent more at Ashville, North Carolina and so on at market after market - and the best we bought goes into Luckies. No wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1 ... So why not buy like an expert - next time ask for Lucky Strike.

9/19/41
#45

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 70 dollars and 20 sets of the Encyclopaedia Britannica. Thank you, Mr. Benet, for joining Lucky Strike's party tonight. Next week our brace of regulars, Messrs. Adams and Kieran will be re-enforced by a personality familiar to Information Please, Miss Jan Struther, lecturer, author and poet; and a figure new to us but known to all music lovers, the distinguished musician and conductor, Sir Thomas Beecham. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs ... famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT EKDING " OLD AMERICAN")

CROSS:

And that chant, ladies and gentlemen, is just another way of saying - Lucky Strike means fine tobacco. So that you may enjoy a milder, better-tasting smoke, why not buy a cigarette you know is made of fine tobaccos. Remember - with independent tobacco experts - with men who know tobacco best - it's Luckies, 2 to 1.

ATX01 0117608

WEAF

THE AMERICAN TOBACCO CO

#46

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INFORMATION PLEASE

8:30 - 9:00 P.M.

SEPTEMBER 26, 1941

FRIDAY

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY SEPT. 30
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M.
P.D.S.T.

CROSS:

It's half past eight New York time..time to wake up
America and stump the experts. Each week at this time
Lucky Strike supplies you with four experts for you to
match your wits against. For every question we use
Lucky Strike pays out ten dollars plus a copy of the
new Information Please quiz book. If your question
stumps us, you get twenty five dollars more plus a
twenty-four volume set of the Encyclopaedia Britannica.
Send your questions to Information Please, 480
Lexington Avenue, New York City. If our editorial
staff edits your questions a bit, don't fret over it.
In case of similarity we'll have to be sole judge of
who shall be paid; and all questions become the property
of Information Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, the literary critic of the New Yorker
Magazine, whose new book READING I'VE LIKED, comes out
on Monday Clifton Fadiman...Mr. Fadiman.

(APPLAUSE)

ATX01 0117609

FADIMAN: Ladies and gentlemen, From the very start Information Please has been a completely unrehearsed and spontaneous program and that's the way it will continue. Tonight the spontaneity will be supplied by our two anchor men, the sports expert and naturalist, John Kieran and the CONNING TOWER and poetry man, Franklin P. Adams. Further spontaneity will come from our two guests - first, our old friend Jan Struther, author of MRS. MINIVER and other books; and secondly the world famous conductor and musician, Sir Thomas Beecham.

Remember, for each question missed Lucky Strike rings up twenty-five dollars...(RINGS)...AND that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

ATX01 0117610

COMMERCIAL #1

FADIMAN: So far Lucky Strike has paid out 0 dollars and 0 sets of the Encyclopaedia Britannica. Now Mr. Cross points out that - though auctions may come and auctions may go - one thing remains unchanging.

CROSS: Well, this year and every year, Lucky Strike never forgets: In a cigarette, it's the tobacco that counts. That's why we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, at the important tobacco market of Live Oak, Florida, The American Tobacco Company paid 37 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. And this season at that same market of Live Oak, American paid 40% more. Yes, 40 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. And ladies and gentlemen, so it goes year after year, at market after market. That's why Lucky Strike means fine tobacco! Mr. Fadiman, doesn't that put the next move squarely up to the smokers themselves?

FADIMAN: I think it does, Mr. Cross and without any waste of time.. I clocked you at just 55 seconds.

(QUESTIONS)

ATX01 0117611

COMMERCIAL #2

FADIMAN: Now Mr Cross tells us of an encounter he had recently with...a rugged individualist, wasn't he, Mr. Cross?

CROSS: Yes, of sorts, Mr. Fadimen. You see, he told me frankly that he wasn't really interested in the subject of tobacco. He said he just wanted a milder, better-tasting cigarette - and that was that! Well, ladies and gentlemen, here's what I pointed out to him: In a cigarette, it's the tobacco that counts. Fine tobacco is what gives you all those qualities you want as a smoker. Luckies are milder and better-tasting because The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder leaf. For example, last season at auctions in Greensburg, Kentucky, American paid 22 percent more than the market average - at Morristown, Tennessee, 33 percent more - and so on at market after market - and the best we buy goes into Luckies. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. This is a statement of fact which you can prove to yourself. Make your next package Luckies and enjoy a milder, better-tasting smoke.

ATX01 0117612

FADIMAN: Thank you Mr Cross. This evening Lucky Strike has cheerfully paid out 100 dollars and 4 sets of the Encyclopaedia Britannica. Thank you, Sir Thomas and Miss Struther, for adding your English wit and charm to our little party tonight. Next week the Kieran-Adams-Levant trio will be re-enforced by a man on whom the eyes of the public will be focused this coming week, the star pitcher of the New York Yankees, Lefty Gomez.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L.A. "Speed" Riggs...
...famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that at market after market we pay the price to get the milder, better-tasting tobaccos.. and that with independent tobacco experts with men who know tobacco best it's Luckies 2 to 1. Yes, Lucky Strike means fine tobacco. But see for yourself - next time ask for Lucky Strike.

dr
9/26/41
2:45 pm

ATX01 0117613

A Broadcast

WEAF

THE AMERICAN TOBACCO CO

#47

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INFORMATION PLEASE

8:30 - 9:00 P.M.

OCTOBER 3, 1941

FRIDAY

AUCTIONEER:

It's half past eight

REBROADCAST TUESDAY OCTOBER 7
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 TO 9:00 P. M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time ... time to wake up America and stump the experts. Each week at this time Lucky Strike invites you to its nationwide quiz party. For every question we use Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, the literary critic of the New Yorker Magazine, whose new book READING I'VE LIKED is already a best seller Clifton Fadiman...
Mr. Fadiman.

(APPLAUSE)

RTX01 0117614

10/3/41

FADIMAN: Ladies and gentlemen. Unrehearsed and unbound by any rules, Information Please continues on its carefree path. Tonight we have our trio of experts with us ... the marvel of music, Oscar Levant; the sage of sports, John Kieran; and the king of quotations, Franklin P. Adams. And as our special guest we have with us that paragon of pitchers, the eminent Lefty Gomez of the New York Yankees. If you think you know the answer, Mr. Gomez, you may raise your left hand.

Remember, for each question missed Lucky Strike rings up twenty-five dollars ... (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

ATX01 0117615

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Now Mr. Cross - ever timely - comes up with a discussion of Lucky Strike's batting average at the tobacco auctions.

CROSS: Well, Mr. Fadiman, every auction is really a World's Series of a sort, with buyers from all over the South competing for the tobacco. So it's interesting to watch what happens as the 1941 auctions progress, and this year, as every year, it's the same - Lucky Strike is consistently paying the price to get the finer, the lighter, the naturally milder tobacco. For example, during the first three weeks of auctions at Oxford, North Carolina, The American Tobacco Company paid 24 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 24 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. Ladies and gentlemen, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Mr. Fadiman, isn't that reason enough for every smoker to try Luckies,

FADIMAN: I think it is, Mr. Cross and I timed you at just _____ seconds.

(QUESTIONS)

INFORMATION PLEASE

ATX01 0117616

FADIMAN: Now Mr. Cross asks Mr. Speed Riggs, the tobacco auctioneer, a question every smoker will be interested in ...

CROSS: The question, Mr. Riggs, is simply this ... What does a tobacco expert bear in mind in choosing a cigarette?

RIGGS: Well, Mr. Cross, most of us just think of one thing - we pick a cigarette we know is made of fine tobacco!

CROSS: Thank you, Mr. Riggs. And, ladies and gentlemen, if you want a milder, better-tasting smoke, you'll do as the experts do - choose a cigarette you know is made of fine tobacco. For, in a cigarette it's the tobacco that counts. And independent experts at market after market see Lucky Strike pay the price to get the finer, the lighter, the naturally milder leaf. For example, last season, at auctions in Carthage, Tennessee, The American Tobacco Company paid 23 percent more than the market average - at Springfield, Kentucky - 30 percent more - and so on at market after market - and the best tobacco we buy goes into Luckies. Smokers, Lucky Strike means fine tobacco - With independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. That preference is a matter of record - so next time you buy cigarettes, ask for Luckies and see if you don't confirm their independent judgment.

10/3/41

FADIMAN:

Thank you Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, Mr. Gomez, for pitching 'em back to me tonight. Next week Mr. Kieran and Mr. Adams will be with us and we will have as our guests first, our old friend - the composer and music critic, Deems Taylor....and second, somebody extra special special. Now the presence of Mr. Gomez this evening indicates there is something happening in New York this week - This week is World Series week. Next week New Yorkers, whether Democrats or Republicans, will be busy registering for elections. But whatever week it is, there's one New Yorker who's always busy - our next week's guest of honor, New York City's #1 citizen who is also serving the nation as the head of civilian defense - the mayor of the City of N. Y. - the Honorable Fiorello H. La Guardia.

ATX01 0117618

10/3/41

FADIMAN: Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letter with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos - and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117619

10/10/41

FADIMAN: Ladies and gentlemen, as you know, Information Please is completely unrohearsed and spontaneous. Our panel of intellectual heavyweights this evening includes the poet and CONNING TOWER man Franklin P. Adams; the versatile sports authority, John Kieran; the eminent composer and music critic, Deems Taylor; and one of the most distinguished guests we have ever been privileged to entertain, the head of Civilian Defense and Mayor of the City of New York, the Honorable Fiorello H. LaGuardia.

Remember, for each question missed Lucky Strike rings up twenty-five dollars ... (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

ATX01 0117620

FADIMAN: So far Lucky Strike has paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Now here's Mr. Cross with a brand-new definition of news.

CROSS: Well, Mr. Fadiman, when it's news for smokers, the reporter's old rule of "who, what, where, when, how" changes to: who buys what tobacco? ... where? ... when? ... and how much did they pay? For in a cigarette, it's the tobacco that counts. This year, as every year, the news from the South is that Lucky Strike is consistently paying the price to get the finer, the lighter, the naturally milder tobacco. For example, during the first three weeks of auctions at Petersburg, Virginia, The American Tobacco Company paid 29 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes, 29 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So you see, Lucky Strike means fine tobacco ... Mr. Fadiman, doesn't that simple fact make it worth every smoker's while to try Luckies.

FADIMAN: I believe it does, Mr. Cross - and I timed you at just 57 seconds.

(QUESTIONS)

ATX01 0117621

FADIMAN: And here is Mr. Cross with something you never knew 'til now.

CROSS: If The American Tobacco Company, makers of Lucky Strikes, were to stop advertising in magazines, stop advertising in newspapers, fire Mr. Fadiman and myself and our board of experts, and stop all radio advertising - if, in short, your package of Luckies were delivered from the factory direct to your cigarette counter without benefit of any advertising whatsoever - the price you pay for a package of Lucky Strikes would not be reduced one iota. For the cost of these activities, as no one seems to realize, is such a small fraction of a cent that if they were entirely eliminated, the saving per package could not be passed on to you. "Well," you say, "I had always thought that advertising costs money." It does, but advertising is not what you pay for when you buy Lucky Strikes. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco, not the advertising - and we pay what it costs to get the finer, the lighter, the naturally milder tobaccos for Luckies. For instance, 21% more than the market average at Mt. Pleasant, Tennessee, last season; 34% more at Lebanon, Kentucky, and so on, all over the South. Yes, Lucky Strike means fine tobacco - Mr. Fadiman, have I proved that in Luckies at least it's the tobacco that counts?

10/10/41

I think

FADIMAN:

Quite conclusively, ^AMr. Cross. This evening Lucky Strike has cheerfully paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Thank you, Mr. LaGuardia, for taking time out this evening to have some fun with us here. Next week Mr. Kieran and Mr. Adams and Mr. Levant will be handy and we are proud to announce that as our fourth guest we have persuaded that eminent showman, comedian and wit to take another crack at Information Please - Fred Allen.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos - and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117623

A Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#49

INFORMATION PLEASE

8:30 - 9:00 P.M.

OCTOBER 17, 1941

FRIDAY

REBROADCAST TUESDAY OCTOBER 21 OVER
NATIONAL BROADCASTING COMPANY'S BLUE
NETWORK FROM 8:30 TO 9:00 P.M.

AUCTIONEER:

It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time....time to
wake up America and stump the experts. Each
week at this time Lucky Strike invites you to
our Information Please party. You do your best
to stump the experts with questions that are
tougher than what do two and two add up to?
For every question we use Lucky Strike pays out
ten dollars plus a copy of the new Information
Please quiz book. If your question stumps us,
you get twenty-five dollars more plus a twenty-four
volume set of the Encyclopaedia Britannica. Send
your questions to Information Please, 430 Lexington
Avenue, New York City. If our editorial staff
edits your questions a bit, don't fret over it.
In case of similarity, we'll have to be sole
judge of who shall be paid; and all questions
become the property of Information Please.

And now light up a Lucky Strike as I present our
Master of Ceremonies, the literary critic of the
New Yorker Magazine, whose new book READING I'VE
LIKED is a smash best seller ... Clifton Fadiman.
Mr. Fadiman.

(APPLAUSE)

ATX01 0117624

FADIMAN:

Ladies and gentlemen; as we repeat each week, Information Please is entirely unprepared and unrehearsed. Not one of these questions has been seen or heard before by any of our experts who, tonight, consist of our three regulars -- John Kieran, sports authority and something of a savant; Franklin P. Adams who has made the initials FPA famous from coast to coast and further and who, besides, knows a lot about a lot of subjects; and Oscar Levant, musical expert, composer, motion picture actor and writer ~~who~~ ~~knows about all there is to know of his own field~~ ~~and an awful lot about the other fellows!~~ Our special extra guest tonight is a man who has been with us before and who needs no further introduction than the mere mention of his name which, by the way, is Fred Allen.

Remember, for each question missed Lucky Strike rings up twenty-five dollars.....(RINGS)..... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off.....

(QUESTIONS)

10/17/41

FADIMAN: So far Lucky Strike has paid out 0 dollars and 0 sets of the Encyclopaedia Britannica. Now Mr. Cross has a suggestion for a Poor Richard's Almanac of wise sayings for the present day.

CROSS: Well, Mr. Fadiman one phrase I'd nominate, because it packs so much wisdom for smokers, is this: In A Cigarette It's The Tobacco That Counts. Yes, ladies and gentlemen, that's really worth bearing in mind. For the enjoyment you get out of a cigarette depends on the tobacco that goes into it. That's why it means so much that The American Tobacco Company consistently pays the price to get the finer, the lighter, the naturally milder tobacco. For example, according to latest reports, so far this season at auctions in Wendell, North Carolina, The American Tobacco Company paid 22 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 22 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. In short, Lucky Strike means fine tobacco. Mr. Fadiman, doesn't that put the next move up to the smokers themselves?

FADIMAN: I think it does, Mr. Cross - and I timed you at just 57 seconds.

(QUESTIONS)

ATX01 0117626

10/17/41

FADIMAN: At this point may I commend to your attention, Mr. Cross, who made a remark last week that has caused quite a flurry of comment among our listeners.

CROSS: Well, Mr. Fadiman, what I said was just this - if The American Tobacco Company, makers of Lucky Strikes, were to stop advertising in magazines, stop advertising in newspapers, fire Mr. Fadiman and myself and our Board of Experts, and stop all radio advertising - if, in short, your package of Luckies were delivered from the factory direct to your cigarette counter without benefit of any advertising whatsoever - the price you pay for a package of Lucky Strikes would not be reduced one iota. For the cost of these activities, as no one seems to realize, is such a small fraction of a cent that if they were entirely eliminated, the saving per package could not be passed on to you. "Well," you say, "I had always thought that advertising costs money." It does, but advertising is not what you pay for when you buy Lucky Strikes. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco, not the advertising - and we pay what it costs to get the finer, the lighter, the naturally milder tobaccos for Luckies. For instance, 18% more than the market average at Warrenton, North Carolina, last season; 27% more at Franklin, Tennessee, and so on, all over the South. Yes, Lucky Strike means fine tobacco - Mr. Fadiman, have I proved that in Luckies at least it's the tobacco that counts?

ATX01 0117627

10/17/41

FADIMAN: You've proved it, Mr. Cross, with both facts and figures. This evening Lucky Strike has cheerfully paid out 9 dollars and 0 sets of the Encyclopaedia Britannica. Thank you, on behalf of Lucky Strike, Fred Allen, for the short loan of yourself this evening. Next week Mr. Adams and Mr. Kieran will be aided and abetted by an old friend of ours, the co-author of "Life with Father" and the co-producer of "Arsenic and Old Lace," Mr. Russel Crouse; and an author who has brought the salt of the sea practically into our homes, the creator of Captain Horatio Hornblower and the Captain From Connecticut, ^{the English novelist} Mr. C. S. Forester. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

ATX01 0117628

10/17/41

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos - and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117629

As I know...

WEAF

THE AMERICAN TOBACCO COMPANY

#50

INFORMATION PLEASE

() ()
8:30 - 9:00 P.M.

OCTOBER 24, 1941

FRIDAY

REBROADCAST TUESDAY OCTOBER 28
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 TO 9:00 P.M.

AUCTIONEER: It's half past eight..

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time...time to wako up
America and stump the experts. Each week at this time
Lucky Striko invites you to our Information Please party.
We play a simple game. You supply us with stickers and
we do our best to unstick them. For overy question we
use Lucky Strike pays out ten dollars plus a copy of the
new Information Please quiz book. If your question
stumps us, you get twenty-five dollars more plus a
twenty-four volume set of the Encyclopaedia Britannica.
Send your questions to Information Please, 480 Lexington
Avenue, New York City. If our editorial staff edits
your questions a bit, don't fret over it. In case of
similarity, we'll have to be sole judge of who shall be
paid; and all questions become the property of Information
Please.

And now light up a Lucky Strike as I present our Master
of Ceremonies, ^{1306 N. Riverside} ~~the literary critic~~ of the New Yorker
Magazine, whose new book READING I'VE LIKED is appearing
on most of the best seller lists., Clifton Fadiman..

Mr Fadiman....

(APPLAUSE)

FADIMAN:

Ladies and gentlemen. As you know Information Please is completely informal and unrehearsed. Tonight the board of experts consists of Franklin P. Adams, better known as F P A.; John Kieran, sports authority and naturalist; Russel Crouse, co-author of LIFE WITH FATHER and co-Producer of ARSENIC AND OLD LACE; and as our special guest, one of England's foremost novelists, the creator of CAPTAIN HORATIO HORNBLLOWER and THE CAPTAIN FROM CONNECTICUT, Mr C S Forester.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. (RINGS).. and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica.. We're off..

(QUESTIONS)

COMMERCIAL #1:

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica..

Now Mr. Cross points out one thing that's absolutely necessary for a good smoke..

CROSS: That's fine tobacco, Mr Fadiman. For make no mistake, ladies and gentlemen -- in a cigarette it's the tobacco that counts, and the better the tobacco, the better the smoke. That's why it means so much to you that Lucky Strike consistently pays the price to get the finer, the lighter, the naturally milder tobacco. For example, so far this season, according to latest reports, at Louisburg, North Carolina, The American Tobacco Company has paid 23 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 23 percent above the average market price paid for all the various typos and grades of tobacco sold there -- and the best we buy goes into Luckies.. That's why Lucky Strike means fine tobacco.. Mr Fadiman, doesn't that simple fact make it worth every smoker's while to try Luckies?

FADIMAN: It does indeed, Mr Cross - and I timed you at just 5 seconds.

(QUESTIONS)

10/24/41

#55

COMMERCIAL #2

FADIMAN: Now here's a question submitted by our own ~~Mr~~ Milton Cross.. It reads: "How much would a package of Luckies cost -- if Lucky Strike stopped advertising, cutting out all advertising expense?" .. Mr Cross, will you supply the answer?

CROSS: Well, the answer -- which may surprise some people - is that the price of a package of Luckies would not vary one iota! Yes, ladies and gontlomen, if we cancelled all our advertising - oven including "Information Pleaso" -- if Lucky Strikes came straight from the factory to your cigarette counter, completely unheralded and unsung, the saving per package would be so small that it could not be passed on to you. The fact is that the total cost of advertising Lucky Strikes is but a small fraction of a cent per package. So next time you hear somebody make a comment about the cost of advertising, just remember that advertising is not what you pay for, when you buy Luckies.. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts-- the tobacco not the advertising -- and we pay what it costs to get the finer, milder tobaccos for Luckies.. For instance, 22 percent more than the markot average at Henderson, North Carolina, last season; 34 percent more at Brookneal, Virginia and so on, all over the South, Yes, Lucky Strike means fine tobacco -- Mr Fediman, have I proved that in Luckies at least it's the tobacco that counts?

INFORMATION PLEASE

ATX01 0117633

FADIMAN:

You have indeed, Mr Cross,. This evening Lucky Strike has cheerfully paid out 25 dollars and set of the Encyclopaedia Britannica,. Lucky Strike thanks you, Mr Forester and Mr Crouse, for cooperating this evening.. Next week Mr Kieran and Mr Adams will welcome as our first guest our old friend, the composer and music critic Deems Taylor; and as our surprise package, the Maharajah of Madness, the one and only Groucho Marx.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica,. Send letters with questions and the correct answers to Information Please 480 Lexington Avenue, New York City. And now a parting message from Mr L A "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos -- and that with independent exports, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

10/24/41

12:00 noon

ATX01 0117634

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#51

INFORMATION PLEASE

8:30 - 9:00 P.M.

OCTOBER 31, 1941

FRIDAY

REBROADCAST TUESDAY NOVEMBER 4
OVER NATIONAL BROADCASTING CO.
BLUE NETWORK FROM 8:30 TO 9:00P.

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time ... time to wake up America and stump the experts. Each week at this time Lucky Strike invites you to our Information Please party. We play a simple game. You furnish the questions and our experts try to answer them. For every question we use Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, ^{book reviewer} ~~the literary critic~~ of the New Yorker Magazine, whose new book READING I'VE LIKED is appearing on most of the best seller lists... Clifton Fadiman ... Mr. Fadiman.....

(APPLAUSE)

ATX01 0117635

10/31/41

FADIMAN:

Ladies and Gentlemen: As you know, Information Please is entirely unprepared and unrehearsed. Tonight our four fact fanciers consist of John Kieran, sports authority, author of THE AMERICAN SPORTING SCENE, his newest book and, b'gosh, an actor, for he's to appear on Fred Allen's show this Wednesday evening; Franklin P. Adams, famous light verse writer and originator of THE CONNING TOWER; Deems Taylor, music critic, who also has a new book out this week, A TREASURY OF GILBERT AND SULLIVAN; and that great and antic zany, here tonight minus mustache and cigar, the one and only Groucho Marx.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off....

(QUESTIONS)

ATX01 0117636

10/31/41

FADIMAN: So far Lucky Strike has paid out 0 dollars and 0 sets of the Encyclopaedia Britannica. Now Mr. Cross has something to say in favor of a sterling American virtue.

CROSS: That's common sense, ladies and gentlemen. And applied to the subject of smoking, your own common sense will tell you that, in a cigarette, it's the tobacco that counts - the better the tobacco, the better the smoke. Now Lucky Strike means fine tobacco. We bring you proof of this in reports from tobacco markets all over the South - reports that show we consistently pay the price to get the finer, milder leaf. For example, so far this season, according to latest reports, at Madison, North Carolina, The American Tobacco Company has paid 45 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 45 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. Mr. Fadiman, have I demonstrated a good common sense reason for smokers to try Lucky Strike?

FADIMAN: You've supplied both precept and proof, Mr. Cross - and in just 54 seconds.

(QUESTIONS)

ATX01 0117637

FADIMAN: Now Mr. Cross tells us of an encounter he had with a gentleman in search of enlightenment.

CROSS: Well, Mr. Fadiman, evidently some people's ideas about advertising have been a little upset by my recent comments on this program. You'll recall I've pointed out that if Lucky Strike stopped all advertising - radio, magazine, and newspaper - yes, if our cigarettes came to you completely unheralded and unsung - the price you pay for a package of Luckies would not be reduced one iota ... But, the other day, a gentleman I was introduced to said smilingly: "Mr. Cross, I'd always thought that advertising costs money?" ... "Of course, it does," I told him, "However, the total cost of advertising Luckies is such a small fraction of a cent a package, that even if it were entirely eliminated, the saving per package could not be passed on to you." ... You see, smokers, advertising is not what you pay for, when you buy Luckies. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco not the advertising - and we pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, 20 percent more than the market average at Hartsville, Tennessee last season; 34 percent more at Asheville, North Carolina and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

ATX01 011763B

10/31/41

PADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Thank you, on behalf of Lucky Strikes, Mr. D. Taylor and Mr. G. Marx, for attending our party tonight. Next week our terrific trio -- Levant, Kieran, and Adams, will have as their fourth guest a man who ^{has} served this country as commercial attache in Berlin, the author of the best selling YOU CAN'T DO BUSINESS WITH HITLER, Mr. Douglas Miller.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING "SOLD AMERICAN")

CROSS:

When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos - and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117639

10/31/41

FADIMAN: Now Mr. Cross tells us of an encounter he had with a gentleman in search of enlightenment.

CROSS: Well, Mr. Fadiman, evidently some people's ideas about advertising have been a little upset by my recent comments on this program. You'll recall I've pointed out that if Lucky Strike stopped all advertising - radio, magazine, and newspaper - yes, if our cigarettes came to you completely unheralded and unsung - the price you pay for a package of Luckies would not be reduced one iota ... But, the other day, a gentleman I was introduced to said smilingly: "Mr. Cross, I'd always thought that advertising costs money?" ... "Of course, it does," I told him, "However, the total cost of advertising Luckies is such a small fraction of a cent a package, that even if it were entirely eliminated, the saving per package could not be passed on to you." ... You see, smokers, advertising is not what you pay for, when you buy Luckies. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco not the advertising - and we pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, 20 percent more than the market average at Hartsville, Tennessee last season; 34 percent more at Asheville, North Carolina and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

ATX01 0117640

11/7/41

FADIMAN:

Ladies and Gentlemen: Information Please continues on its free-and-easy, unrehearsed way. Tonight our three regulars are with us -- Oscar Levant, pianist, composer, writer, motion picture actor; John Kieran, sports authority and author of a new book THE AMERICAN SPORTING SCENE; and Franklin P. Adams, famous far and wide as F. P. A., and creator of the Conning Tower. Our guest is the author of the best-selling "You Can't Do Business With Hitler" and former commercial attache in Berlin -- Douglas Miller.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

ATX01 0117641

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Now Mr. Cross reminds us that the Encyclopaedia Britannica contains some interesting data on tobacco.

CROSS: Among other things, the Encyclopaedia tells about the wide variations in the leaf. And, ladies and gentlemen, it's just because of this - because tobacco varies so much in quality - that it's important for you to choose a cigarette you know is made of fine tobacco. Now you know that Lucky Strike means fine tobacco, because we bring you actual reports on tobacco sales from markets all over the South. For example - here's one from Clarksville, Virginia, showing that, so far this season at that market, The American Tobacco Company has paid 27 percent more for tobacco - yes, 27 percent above the average market price paid for all the various types and grades of tobacco sold there, and the best we buy goes into Luckies. Now so it goes at market after market, this year and every year ... Mr. Fadiman, I believe every smoker knows that, in a cigarette, it's the tobacco that counts ... So could there be a better reason for trying Luckies?

FADIMAN: It seems to me the best of reasons, Mr. Cross - and you presented it in just 52 seconds. By the way, at the end of the program we have a sensational surprise announcement to make regarding next week's broadcast of Information Please. Don't miss it.

(QUESTIONS)

FADIMAN: ~~Please stay with us - till the end of the program for the sensational announcement regarding next week's broadcast.~~ Now Mr. Cross tells us why The American Tobacco Company has decided to be so candid on the subject of advertising.

CROSS: Well, ladies and gentlemen, it's simply because so many people have had misconceptions about advertising. You yourselves have probably heard stories about the cost of sponsoring radio programs - of running magazine and newspaper ads - and so on. But what you may never have known, till we began pointing out the facts on this program, is that if The American Tobacco Company were to discontinue all forms of advertising - and our cigarettes came to you without a single word of advertising, spoken or printed - the price you pay for a package of Luckies would not be reduced one iota. For the cost of these activities is such a small fraction of a cent that if they were entirely eliminated; the saving per package could not be passed on to you. You see, ladies and gentlemen, advertising is not what you pay for, when you buy Luckies. The American Tobacco Company has always believed that in a cigarette, it's the tobacco that counts - the tobacco not the advertising - and we pay what it costs to get the finer, milder tobacco for Luckies ... for instance, 21 percent more than the market average at Covington, Kentucky, last season; 32 percent more at Lawrenceville, Virginia and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove this to yourself.

11/7/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Thank you, Mr. Miller, for coming to Lucky Strike's party tonight. And now about that sensational announcement.

Information Please is arranging what we believe is a ~~new thing~~ ^{milestone} in the history of radio. Our two guests next week will be separated from us by three thousand miles of water. They will be in London answering questions by means of a transatlantic ^{radio} telephone hookup and their names are John Gunther, world-famed journalist and Leslie Howard, world-famed actor. On this side of the water and in this studio will be our two regulars John Kieran and Franklin P. Adams, with Yours Truly active as central operation. Next week, then, listen in to Information Please broadcasting from New York and London.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five ~~dollars~~ more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN 36 & 40 inclusive -
"SOLD AMERICAN")

ATX01 0117644

11/7/41

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos -- and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117645

WEAF

THE AMERICAN TOBACCO COMPANY

#53

INFORMATION PLEASE

8:30 - 9:00 P.M.

NOVEMBER 14, 1941

FRIDAY

AUCTIONEER:

It's half past eight ...

REBROADCAST TUESDAY NOVEMBER 13
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM 7:30
TO 8:00 P.M. P.D.S.I.

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time ... time to wake up America and stump the experts. Each week at this time Lucky Strike invites you to our Information Please party. We play a simple game. You furnish the questions and our experts try to answer them. For every question we use Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, book reviewer of the New Yorker Magazine, Clifton Fadiman ...

Mr. Fadiman ...

(APPLAUSE)

11/14/41

FADIMAN: Ladies and Gentlemen: Tonight marks a milestone in the history of Information Please. While we are going to run it as ever without benefit of any rehearsal and completely spontaneously, our set-up tonight will be unique. In the studio here, looking at me with no great enthusiasm, are John Kieran, author of THE AMERICAN SPORTING SCENE and Franklin P. Adams, the eminent F. P. A. But seated some three thousand miles away in a studio in the British Broadcasting Company in London are our two guests -- that great international reporter, John Gunther, and the famous dramatic star, Leslie Howard. As I say, we will conduct our business as usual, except that Mr. Gunther and Mr. Howard will be answering questions or muffing them over the three thousand miles of watery Atlantic that separate and yet unite our own country with England. Now, I cannot see Mr. Gunther and Mr. Howard and they cannot see me. If Mr. Howard wishes to answer a question, he will not raise his hand, but he will press a buzzer, which will be audible to all of us. All right, Mr. Howard, press the buzzer. Mr. Gunther will ring a bell when he wishes to answer a question. Let's have the bell, Mr. Gunther. Let's offer up a prayer now that everything goes according to schedule.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off

(QUESTIONS)

ATX01 0117647

11/14/41

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica.

Mr. Kieran may know his Shakespeare, and Mr. Adams his Gilbert and Sullivan, but Mr. Cross claims they have rivals in another field of experting ...

CROSS: Well, I honestly don't believe either of those gentlemen is any better at recognizing line or couplet than independent tobacco experts are at spotting the milder, better-tasting leaf. You see, ladies and gentlemen, these experts - buyers, auctioneers, warehousemen - really know tobacco backwards and forwards. They spend their lives buying, selling and handling it. So, their overwhelming preference for Luckies means a lot. Let me just give you one example of what they see at auctions all over the South ... So far this season, according to latest reports, at Danville, Virginia, The American Tobacco Company has paid 26 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 26 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So you see, Lucky Strike means fine tobacco, and that's why, with men who know tobacco best, it's Luckies, 2 to 1. Mr. Fadiman, isn't that reason enough for trying ... the tobacco experts' cigarette?

FADIMAN: Yes, Mr. Cross, you've shown us both the reason and the advantages, and in just _____ seconds,

(QUESTIONS)

RTX01 0117648

FADIMAN: Now here's Mr. Cross who threatens to emulate Demosthenes in search of greater clarity of speech ...

CROSS: Well, ladies and gentlemen, it's really hard sometimes to make clear even a very simple statement of fact. For example, a lady asked me the other day: "Mr. Cross, why is Lucky Strike going to stop sponsoring "Information Please?" "Heaven forbid!" said I, "we have no intention of doing so!" "But" she insisted, "Isn't that what you said the other night on the program?" ... Well, ladies and gentlemen, what I actually said was that IF Lucky Strike stopped sponsoring "Information Please" - and its other radio programs too - IF, in fact, we stopped all forms of advertising and Luckies came straight from the factory to your cigarette counter without fanfare of any kind - the price you pay for a package of Luckies would not be reduced one iota. Ladies and gentlemen, the sum and substance of that statement is just this ... the total cost of all our advertising activities is such a small fraction of a cent per package that, even if it were entirely eliminated, the saving per package could not be passed on to you. You see, smokers, advertising is not what you pay for, when you buy Luckies. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco not the advertising - and we pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, 22 percent more than the market average at Greensburg, Kentucky last season; 34 percent more at Mobane, North Carolina and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

11/14/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, John Gunther and thank you, Leslie Howard, and our best to all our friends in England. Next week the terrific trio of Levant, Adams, and Kieran will be on tap and our guest will be a lady distinguished in the theatre and currently starring in John Golden's production of the "Theatre" - Cornelia Otis Skinner.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE -
"SOLD AMERICAN")

ATX01 0117650

- 6 -

CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that at market after market, we pay the price to get the milder, better-tasting tobaccos - and that, with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. By the way - if your Thanksgiving comes next week and you're going on a Thanksgiving visit - take your host or hostess a carton of Luckies. It's sure to make a hit!

ATX01 0117651

WEAF

THE AMERICAN TOBACCO COMPANY

Boggrans
#54

INFORMATION PLEASE

Rebroadcast

8:30 - 9:00 P.M.

NOVEMBER 21, 1941

FRIDAY

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY NOVEMBER
23 OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 TO 9:00 P.M.

CROSS: It's half past eight New York time ... time to wake up America and stump the experts. Each week at this time Lucky Strike invites you to our Information Please party. We play a simple game. You furnish the questions and our experts try to answer them. For every question we use Lucky Strike pays out ten dollars plus a copy of the new Information Please quiz book. If your question stumps us, you get twenty-five dollars more plus a twenty-four volume set of the Encyclopaedia Britannica. Send your questions to Information Please, 480 Lexington Avenue, New York City. If our editorial staff edits your questions a bit, don't fret over it. In case of similarity, we'll have to be sole judge of who shall be paid; and all questions become the property of Information Please.

And now light up a Lucky Strike as I present our Master of Ceremonies, book reviewer of the New Yorker Magazine, Clifton Fadiman ...

Mr. Fadiman ...

(APPLAUSE)

ATX01 0117652

FADIMAN: Ladies and Gentlemen: Information Please, as always, goes on in its unpremeditated way, without benefit of rehearsal. The Board of Experts tonight consists of the musical, writing, actor Oscar Levant; the sports expert and author of "The American Sporting Scene," John Kieran; and the originator of the Conning Tower, Franklin P. Adams. Our guest of honor is the distinguished actress, Miss Cornelia Otis Skinner who is at present starring in Somerset Maugham's play, THEATRE.

Remember, for each question missed Lucky Strike rings up twenty-five dollars. (RINGS) ... and that is paid out to the sender plus twenty-four volumes of the Encyclopaedia Britannica. We're off ...

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Now Mr. Cross - unlike Mr. Einstein - comes up with a theory of relativity that everyone can understand.

CROSS: Well, my theory, ladies and gentlemen, has to do with cigarette relativity. And it's simply this: the amount of enjoyment you get out of a cigarette is related directly to the kind of tobacco it contains. The better the tobacco, the better the cigarette. Yes - to put this universal rule into a nutshell - in a cigarette, it's the tobacco that counts! That's why the makers of Luckies consistently pay the price to get the finer, milder, better-tasting tobacco. For example, so far this season, according to latest reports at Mebane, North Carolina, The American Tobacco Company has paid 26 percent more for tobacco - yes, 26 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So it goes at market after market all over the South. The result is that ... Lucky Strike means fine tobacco. ~~Mr. Fadiman,~~ isn't that fact reason enough for every smoker to try Luckies and find out for himself?

FADIMAN: Mr. Cross, you've made it seem definitely worth while - and in just 59 seconds.

(QUESTIONS)

FADIMAN: - And now we find Mr. Cross in a rare mood - one of amazement.

CROSS: Well, ladies and gentlemen, it is amazing how much interest has been created by our recent comments about advertising on this program. Many listeners have written personal letters, Chambers of Commerce have made inquiries, and at least a dozen people have stopped me to say, in effect: "Mr. Cross, you certainly told me something about advertising I never knew before." You see, we evidently upset lots of pet notions when we pointed out that if Lucky Strike stopped all radio, magazine, and newspaper ads - if your Luckies came from the factory straight to your cigarette counter without a word or breath of advertising - the price you pay for a package of Luckies would not be reduced one iota ... For the total cost of all our advertising is such a small fraction of a cent per package that, even if it were entirely eliminated, the saving per package could not be passed on to you. For remember, smokers, advertising is not what you pay for, when you buy Luckies. The makers of Luckies have always believed that in a cigarette it's the tobacco that counts - the tobacco, not the advertising - and we pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, 23 percent more than the market average at Carthage, Tennessee last season; 30 percent more at Oxford, North Carolina and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Thank you, Miss Skinner, for joining us tonight. Next week our terrific trio -- Adams, Kieran, and Levant -- will be on hand again and as our special guests, we are glad to welcome the crack Washington columnists who are authors of Washington Merry-Go-Round and work as a team for the New York Daily Mirror and ^{who are going to work a} ~~on~~ Information ^{a team for us}. Please ~~tonight~~ ^{next week} -- Drew Pearson and Robert Allen.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN ~~36 & 40~~ INCLUSIVE - "SOLD AMERICAN")

33-36

CROSS:

When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos - and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

As Broadcast

TEAF

THE AMERICAN TOBACCO COMPANY

55

INFORMATION PLEASE

8:30 - 9:00 P.M.

NOVEMBER 28, 1941

FRIDAY

AUCTIONEER:

It's half past eight

REBROADCAST TUESDAY DECEMBER 2,
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM 8:30
TO 9:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time.....time to
wake up America and stump the experts. Each week
at this time Lucky Strike acts as host at an
Information Please party. And here is the game we
play. You furnish the questions and our experts
try to answer them. For every question we use
Lucky Strike pays out ten dollars plus a copy of
the new Information Please quiz book. If your
question stumps us, you get twenty-five dollars
more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York
City. If our editorial staff edits your questions
a bit, don't fret over it. In case of similarity,
we'll have to be sole judge of who shall be
paid; and all questions become the property of
Information Please.

And now, light up a Lucky Strike as I present our
Master of Ceremonies, book reviewer of the New
Yorker Magazine, Clifton Fadiman.....

Mr. Fadiman

(APPLAUSE)

RTX01 0117657

11/28/41

FADIMAN:

Ladies and Gentlemen: Like all good parties, the one we run is entirely spontaneous and go-as-you-please. Those who will provide the fun this evening are first, our three questioners, the versatile composer and pianist, Oscar Levant; the Sports expert and author of "The American Sporting Scene," John Kieran; and the Conning Tower man, Franklin P. Adams. And then we have something of a novelty because our guest is really two guests - - that is to say, we have with us the well-known Washington correspondents, Drew Pearson and Robert Allen, authors of the book "Washington Merry-Go-Round," which is also the name of their famous Washington news column. They think as one, they write as one - and so they'll answer as one, right from their own separate little desk and separate little microphone.

(QUESTIONS)

ATX01 011765B

FADIMAN: So far Lucky Strike has paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Now here's Mr. Cross with a definition of impartial.

CROSS: Well, my dictionary says....."free from bias"..... "Fair" And that accurately describes the independent tobacco experts - buyers, auctioneers, and warehousemen. They're impartial and expert observers of the competition for milder, better-tasting tobacco. So their overwhelming preference for one cigarette, Luckies, means a lot. Here's an example of what these experts see at auctions all over the South.....So far this season, according to latest reports, at Durham, North Carolina, The American Tobacco Company has paid 22 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products. Yes, 22 percent above the average market price paid for all the various types and grades of tobacco sold there - and the best we buy goes into Luckies. So you see Lucky Strike means fine tobacco and that's why, with men who know tobacco best, it's Luckies 2 to 1. Mr. Fadiman, have I demonstrated, that the tobacco expert's cigarette is definitely worth trying?

FADIMAN: Mr. Cross, you've given us actual facts and figures - and in just _____ seconds.

(QUESTIONS)

11/28/41

FADIAN: Now Mr. Cross prepares to garner some fresh laurels for frankness and unconventionality.

CROSS: Well, ladies and gentlemen, I merely want to tell you what a friend of mine said the other day. "Cross", he began - and his eyes held quite a twinkle - "I understand from your recent broadcasts that Lucky Strike is in the tobacco business - not the advertising business - so may I ask what happens to you? I smiled and replied: "Well, nothing, I hope. Lucky Strike is going to keep right on bringing the facts about tobacco to American smokers. We just want to make clear that advertising is not what you pay for when you buy Luckies".....You see, ladies and gentlemen, even if we did no advertising of any kind, the price you pay for a package of Luckies would not be reduced one iota. For the total cost of all Lucky Strike advertising - every word you hear on the air, every line you read in print - is such a small fraction of a cent per package that, even if it were entirely eliminated the saving per package could not be passed on to you. We believe that in a cigarette it's the tobacco that counts - not the advertising - and we pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, 21 percent more than the market average at Mt. Pleasant, Tennessee, last season; 32 percent more at Galletin, Tennessee and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that better tobacco makes a better cigarette.

ATX01 0117660

11/28/41

CROSS: When you hear that chant, ladies and gentlemen, remember that, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest, - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

ATX01 0117661

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#56

INFORMATION PLEASE

Mr. Fadiman

8:30 - 9:00 P.M.

DECEMBER 5, 1941

FRIDAY

REBROADCAST TUESDAY DECEMBER
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 to 9:00 P.M.

AUCTIONEER:

It's half past eight

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time ... time to
wake up America and stump the experts. Each week
at this time Lucky Strike asks you to join its
Information Please party. Here's how it goes. You
furnish the questions and our experts try to answer
them. For every question we use Lucky Strike pays
out ten dollars plus a copy of the new Information
Please quiz book. If your question stumps us, you
get twenty-five dollars more plus a twenty-four
volume set of the Encyclopaedia Britannica. Send
your questions to Information Please, 480 Lexington
Avenue, New York City. If our editorial staff
edits your questions a bit, don't fret over it.
In case of similarity, we'll have to be sole judge
of who shall be paid; and all questions become the
property of Information Please.

And now, light up a Lucky Strike as I present our
Master of Ceremonies, book reviewer of the
New Yorker Magazine, Clifton Fadiman
Mr. Fadiman

(APPLAUSE)

ATX01 0117662

12/5/41

FADIMAN:

Ladies and Gentlemen: As always, our party is completely spontaneous and unprepared. The questions have not been seen or heard before by any of the experts. Tonight we offer you Franklin P. Adams, originator of "The Conning Tower" and famed as F.P.A. and John Kieran, the sports expert and author of "The American Sporting Scene." As our special guests, we are happy to have with us once more our old friend Deems Taylor, music critic and editor of "A Treasury of Gilbert and Sullivan"; and Edna Ferber, whose new book "Saratoga Trunk" is a best-seller and who is known as dramatist and novelist to all America.

(QUESTIONS)

ATX01 0117663

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Now Mr. Cross has a word to say about an elderly gentleman, a friend of his, whose most characteristic utterance is: "Tut!"

CROSS: Well, this gentleman, who relishes a good smoke as much as anyone, piles up a tremendous number of "Tut-tuts" over some of the things he hears said about cigarettes. For he knows - as do most smokers who stop to think of it - that what really counts in a cigarette is tobacco. Yes, ladies and gentlemen, better tobacco makes a better cigarette - that says everything! And it's the reason Lucky Strike consistently pays the price to get the milder, better-tasting leaf. For example, at auctions in Pamlico, South Carolina this season, The American Tobacco Company paid 28 percent more per pound for the tobacco it bought for its cigarettes and other tobacco products - yes 28 percent above the average market price published by the United States Department of Agriculture, and the best tobacco we buy goes into Luckies. That's why Lucky Strike means fine tobacco. Mr. Fadiman, isn't that something every smoker can prove to himself by a purchase of Luckies?

FADIMAN: It's surely the best way to find out, Mr. Cross - and I timed you at just 59 seconds.

(QUESTIONS)

ATX01 0117664

FADIMAN: Now Mr. Cross gives us an insider's slant on that Fifth Estate, advertising.

CROSS: Well, Mr. Fadiman, that's a broad statement - but at least I can tell you how the makers of Luckies feel about Lucky Strike advertising. We've always believed that in a cigarette it's the tobacco that counts - the tobacco, not the advertising. In fact, if we were to stop advertising altogether - if Luckies came from the factory to your cigarette counter, completely unheralded and unsung - the price you pay for a package of Luckies would not be reduced one iota. You see, the total cost of all our advertising activities is such a small fraction of a cent a package that, even if it were entirely eliminated, the saving per package could not be passed on to you. So, ladies and gentlemen, when you buy a package of Luckies, it is not advertising that you pay for - but fine tobacco. In the tobacco markets below the Mason-Dixon line, the makers of Luckies consistently pay what it costs to get the milder, better-tasting leaf for Luckies. For instance, this season at Fair Bluff, North Carolina, we paid 24 percent more than the average market price published by the United States Department of Agriculture; 36 percent more at Timmons ville, South Carolina and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and see for yourself.

12/5/41

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, on behalf of Lucky Strike, Miss Ferber and Mr. Taylor, for coming to the aid of our party tonight. Next week Mr. Levant, Mr. Kieran and Mr. Adams will be on deck, and as our special guest, we welcome Dr. George N. Shuster, writer, speaker, and President of Hunter College in the City of New York.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now, a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE -
"SOLD AMERICAN")

ATX01 0117666

12/5/41

CROSS:

When you hear that chant, ladies and gentlemen, remember that, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

ATX01 0117667

W E A F

As Broadcast
THE AMERICAN TOBACCO COMPANY

12/12/41

() ()
8:30 - 9:00 P.M.

"INFORMATION PLEASE"

#57

DECEMBER 12, 1941

FRIDAY

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY DECEMBER 11
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 TO 9:00 P.M.

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Each week at this time
Lucky Strike asks you to join its Information Please party.
Here's how it goes. You furnish the questions and our
experts try to answer them. For every question we use
Lucky Strike pays out ten dollars plus a copy of the new
Information Please quiz book. If your question stumps us,
you get twenty-five dollars more plus a twenty-four volume
set of the Encyclopaedia Britannica. Send your questions
to Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity, we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.
And now, light up a Lucky Strike as I present our Master
of Ceremonies, book reviewer of the New Yorker Magazine,
Clifton Fadiman...
Mr. Fadiman....

(APPLAUSE)

ATX01 0117668

FADIMAN: Ladies and Gentlemen: As you know, we play this game without benefit of any preparation or rehearsal. The questions are answered or muffed quite off the bat. The batsmen tonight consist of the eminent sports expert and author of "The American Sporting Scene" John Kieran; the no less eminent Franklin P. Adams; and the equally eminent Oscar Levant, composer and pianist. Our guest is the author and educator, Dr. George N. Shuster, president of Hunter College in the City of New York.

(Q U E S T I O N S)

FADIMAN: So far Lucky Strike has paid out 25 dollars and 1 set of the Encyclopaedia Britannica.

In olden times, poets used to write about "the divine herb, tobacco" - and Mr. Kieran no doubt could quote 'em all-- but Mr. Cross says that our attitude today is, of course, more realistic.

CROSS: That's right, ladies and gentlemen. It's the actual facts and figures about tobacco that are important today. For you know that in a cigarette, it's the tobacco that counts. So, it's to your own interest to choose a cigarette you know is made of the milder, better-tasting leaf. Now the proof that Lucky Strike means fine tobacco is contained in reports from tobacco markets all over the South. For example, here's one from Adel, Georgia: At auctions there, this season, The American Tobacco Company paid 46 percent more for tobacco - yes, 46 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. That's why Lucky Strike means fine tobacco... Mr. Fadiman, isn't that reason enough for smokers to try Luckies?

FADIMAN: Mr. Cross, you've amply justified the suggestion -- and you took only 50 seconds.

(Q U E S T I O N S)

FADIMAN: Now Mr. Cross points out that actions speak very much ~~louder~~ *louder* than...advertising.

CROSS: Well, ladies and gentlemen, what is said about ~~any~~ *any* cigarette is really unimportant compared to what kind of tobacco is bought for it. At least, that's what the makers of Luckies have always believed. And a glance at the figures proves this...If Luckies came from the factory to your cigarette counter without benefit of any advertising at all, the price you pay for a package of Luckies would not be reduced one iota. You see, the total cost of all our advertising activities - radio, magazine and newspaper - is such a small fraction of a cent a package that, even if it were entirely eliminated, the saving per package could not be passed on to you. And ladies and gentlemen, that's significant because you know if you stop to think of it that in a cigarette, it's the tobacco that counts - the tobacco not the advertising. And at markets all over the South, The American Tobacco Company consistently pays what it costs to get the milder, better-tasting leaf for Luckies. For instance, this season at Fairmont, North Carolina, we paid 26 percent more than the average market price published by the United States Department of Agriculture; 34 percent more at Conway, South Carolina, and so on, all over the South - and the best tobacco we buy goes into Luckies. The result is that Lucky Strike means fine tobacco. Why not make your next package Luckies and see for yourself.

12/12/41

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 25 dollars and 1 set of the Encyclopaedia Britannica. Lucky Strike thanks you, Doctor Shuster, for your part in the party tonight. Next week Mr. Kieran and Mr. Adams will be present and our guests will be the novelist, poet and lecturer, Miss Jan Struther; and the former Ambassador to Russia, now Chairman of the President's Committee on War Relief Agencies, Mr. Joseph C. Davies. Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now, a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina, (CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE - "SOLD AMERICAN")

ATX01 0117672

12/12/41

CROSS: When you hear that chant, ladies and gentlemen, remember that, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest, - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

jgs-12/11/41
10:00pm

ATX01 0117673

WEAF

THE AMERICAN TOBACCO COMPANY

is Broadcast #58

"INFORMATION PLEASE"

Mr. Boggs

() ()
8:30 - 9:00 PM

DECEMBER 19 1941

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY DECEMBER 23
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
8:30 TO 9:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS:

It's half past eight New York time...time to wake up
America and stump the experts. Every week at this time
Lucky Strike throws a conversational party, with questions
and answers as the main entertainment. Here's how it
goes. You furnish the questions and our experts try to
answer them. For every question we use Lucky Strike pays
out ten dollars plus a copy of the new Information Please
quiz book. If your question stumps us, you get twenty-five
dollars more plus a twenty-four volume set of the
Encyclopaedia Britannica. Send your questions to
Information Please, 480 Lexington Avenue, New York City.
If our editorial staff edits your questions a bit, don't
fret over it. In case of similarity, we'll have to be
sole judge of who shall be paid; and all questions become
the property of Information Please.

And now, light up a Lucky Strike as I present our Master
of Ceremonies, book reviewer of the New Yorker Magazine,
Clifton Fadiman

Mr. Fadiman

(APPLAUSE)

ATX01 0117674

FADIMAN:

Ladies and Gentlemen: Information Please has no special rules. It is a completely unpremeditated and unrehearsed program. Tonight our board of experts consists first of two of our regulars, the versifier and Conning Tower man, Franklin P. Adams, and the sports expert and author of "The American Sporting Scene", John Kieran. Our first guest is an old friend of Information Please, the author and lecturer Miss Jan Struther. Our second guest is Joseph E. Davies, formerly ambassador to Russia, and now Chairman of the President's Committee on War Relief Agencies.

and Ladies and Gentlemen: Before we begin our questions tonight, we have an announcement to make that's important to all Americans. The Red Cross needs a fifty million dollar war relief fund and needs it now. Give to the Red Cross War Relief fund thru your local chapter and may we urge that you give at once.

~~Now we'll start tonight's~~ *Now we'll start tonight's*
proceedings with a question from
(QUESTIONS)

ATX01 0117675

FADIMAN: So far, Lucky Strike has paid out 25 dollars and
1 sets of Encyclopaedia Britannica.

Now Mr. Cross points out that when it comes to Gilbert and Sullivan, nearly anyone can quote a few lines - but it takes an expert like Mr. Adams to repeat whole stanzas.

GROSS: Well, ladies and gentlemen, expert knowledge makes a big difference when it comes to cigarettes too - For in a cigarette it's the tobacco that counts - and when a man knows tobacco he knows cigarettes. Now the South's independent tobacco experts spend their lives, buying, selling and handling the leaf. So their overwhelming preference for one cigarette, Luckies, means a lot. Let me just give you an example of what they see at auction after auction.....In Goldsboro, North Carolina this season, The American Tobacco Company paid 29 percent more for the tobacco it bought for its cigarettes and other tobacco products - yes, 29 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. The result is....Lucky Strike means fine tobacco, and that's why, with men who know tobacco best, it's Luckies 2 to 1. Mr. Fadiman, isn't that a good reason for trying..
.....the tobacco experts' cigarette?

FADIMAN: Yes, Mr. Cross, you've shown us both the reason and the advantages - and in just 59 seconds.

(QUESTIONS)

FADIMAN: Now Mr. Cross tells us of an encounter he had recently with a young gentleman just out of college.

CROSS: Well, Mr. Fadiman, he had "majored" in economics at college. So he was very interested in our comments about advertising on this program.....particularly the fact that, if we did no advertising at all, the price you pay for a package of Luckies would not be reduced one iota. "Mr. Cross," he said earnestly, "I learned something from your program, I didn't learn in college." Well, ladies and gentlemen, surprising as it may seem, the total cost of all our advertising activities is such a small fraction of a cent per package that, if it were entirely eliminated, the saving per package could not be passed on to you. The makers of Luckies have always believed that in a cigarette, it's the tobacco that counts - the tobacco, not the advertising - and we consistently pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, this season at Oxford, North Carolina, we paid 25 percent more than the average market price published by the United States Department of Agriculture, 36 percent more at Dillon, South Carolina, and so on, all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

12/19/41

5

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Thank you, Miss Struther and Mr. Davies for coming to Lucky Strike's party tonight. Next week that dependable trio will be back --

Mr. Adams, Mr. Levant, and Mr. Kieran, and our guest

will be The world famous journalist.

John Weather presently returning from England.

Remember, for every question we use, whether or not it is answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now, a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE - "SOLD AMERICAN")

ATX01 0117678

CROSS: When you hear that chant, Ladies and gentlemen, remember that, in a cigarette, it's the tobacco that counts and Lucky Strike means fine tobacco. By the way, have you seen the new Lucky Strike gift chest? Five hundred Luckies in Flat Fifties and twenties, packed in a handsome, natural-grain, sycamore chest, - it's an ideal Christmas present for anyone you specially want to please. Ask to see it tomorrow at your favorite cigarette counter.

PDK-12/19/41
1:45 PM

ATX01 0117679

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#59

"INFORMATION PLEASE"

8:30 - 9:00 P.M.

DECEMBER 26, 1941

FRIDAY

AUCTIONEER: It's half past eight ... REBROADCAST TUESDAY DECEMBER 3
OVER NATIONAL BROADCASTING COM
PANY'S BLUE NETWORK FROM
8:30 TO 9:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight New York time ... time to wake
up America and stump the experts. Every week at
this time Lucky Strike throws a question and answer
party. Here's how it goes. You furnish the
questions and our experts try to answer them. For
every question we use Lucky Strike pays out ten
dollars plus a copy of the new Information Please
quiz book. If your question stumps us, you get
twenty-five dollars more plus a twenty-four volume
set of the Encyclopaedia Britannica. Send your
questions to Information Please, 480 Lexington
Avenue, New York City. If our editorial staff
edits your questions a bit, don't fret over it. In
case of similarity, we'll have to be sole judge of
who shall be paid; and all questions become the
property of Information Please.

And now, light up a Lucky Strike as I present
our Master of Ceremonies, book reviewer of the
New Yorker Magazine, Clifton Fadiman ...
Mr. Fadiman

(APPLAUSE)

ATX01 0117680

12/26/41

RADIMAN: Ladies and Gentlemen: As you know, Information Please is a completely unrehearsed and happy-go-lucky program. Tonight our board of experts consists of our three regulars Franklin P. Adams, John Kieran, and Oscar Levant. Our guest is the world famous journalist and author of "Inside Latin America," John Gunther, who has arrived just this week from Europe. *We're off*

(QUESTIONS)

ATX01 0117681

12/26/41

FADIMAN: So far Lucky Strike has paid out 50 dollars and 2 sets of the Encyclopaedia Britannica. Now Mr. Cross gives us a bit of modern Euclid ... the easy-to-understand variety, let me add.

CROSS: Well, ladies and gentlemen, in the geometry of common sense, good tobacco is the shortest distance to a good smoke. For you know - if you stop to think of it - that in a cigarette it's the tobacco that counts ... so the amount of enjoyment you get out of a cigarette depends upon the kind of tobacco that goes into it. That's why Lucky Strike consistently pays the price to get the milder, better-tasting tobacco for Luckies. This season, for example, at auctions in Smithfield, North Carolina, The American Tobacco Company paid 31 percent more for the tobacco it bought for its cigarettes and other tobacco products -- yes, 31 percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. So it goes at market after market, all over the South. Clearly, then - Lucky Strike means fine tobacco. Mr. Fadiman, have I demonstrated that Luckies are worth trying?

FADIMAN: In true Euclidean style, Mr. Cross, with the facts and the figures - and it took you only 52 seconds.

(QUESTIONS)

BTX01 0117682

FADIMAN: Now Mr. Cross tells us of a mountain, which in reality is a mole-hill.

CROSS: Well, ladies and gentlemen, no doubt you've heard stories about the cost of sponsoring radio programs - of running magazine and newspaper advertisements - and so on. And perhaps you've wondered how much you'd save per pack of cigarettes if there were no such advertising expenditures. Well, this may surprise you, but if Luckies came straight from the factory to your cigarette counter, without a single word or breath of advertising, the price you pay for a package of Luckies would not be reduced one iota. You see, the total cost of all our advertising is, in reality, such a small fraction of a cent per package that, if it were entirely eliminated, the saving per package could not be passed on to you. The makers of Luckies have always believed that in a cigarette, it's the tobacco that counts - the tobacco, not the advertising - and we consistently pay what it costs to get the milder, better-tasting tobacco for Luckies. For instance, at auctions in Pamlico, South Carolina this season, we paid 28 percent more than the average market price published by the United States Department of Agriculture, 34 percent more at Aberdeen, North Carolina and so on all over the South. Yes, Lucky Strike means fine tobacco. Why not make your next package Luckies and prove to yourself that it's the tobacco that counts.

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FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 75 dollars and 3 sets of the Encyclopaedia Britannica. Thank you Mr. Gunther for coming to Lucky Strike's party tonight. Next week Mr. Adams and Mr. Kieran will be with us and our guests will be first, Deems Taylor, commentator, composer and critic; and second, Cornelia Otis Skinner, now starring in John Golden's Broadway success, "Theatre."

Remember, for every question we use, whether or not it's answered correctly, the sender gets ten dollars. If the question stumps our experts, you not only get twenty-five dollars more, but in addition the complete twenty-four volume set of the Encyclopaedia Britannica. Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT - ENDING BETWEEN 36 & 40 INCLUSIVE -
"SOLD AMERICAN")

ATX01 01176B4

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CROSS: When you hear that chant, ladies and gentlemen, remember these two important facts: that, at market after market we pay the price to get the milder, better-tasting tobaccos -- and that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Yes, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. But see for yourself - Next time ask for Lucky Strike.

ATX01 0117685