

1980
CONTINUED

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1980

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INFORMATION PLEASE

CONTINUITIES OF COMMERCIALS ONLY.

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

ATX01 0118825



WEAF

THE AMERICAN TOBACCO COMPANY

"INFORMATION PLEASE"

As Broadcast
#60
Mr. Higgins

8:30 - 9:00 P.M.

JANUARY 2, 1942

FRIDAY

AUCTIONEER: It's half past eight..... REBROADCAST TUESDAY JANUARY
6, 1942 OVER NATIONAL BROAD-
(CHANT ENDING "HALF PAST EIGHT") CASTING COMPANY'S BLUE
NETWORK FROM 8:30 TO 9 PM

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 invites you to a party in
which we mingle fun and facts. 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. 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 0118827

FADIMAN: Ladies and gentlemen; Information Please continues as ever, completely unrehearsed and spontaneous. Tonight our board of experts consists of two of our regulars, John Kieran and Franklin P. Adams, together with the well-known composer and music critic Deems Taylor and the distinguished dramatic star Cornelia Otis Skinner, now starring in John Golden's Broadway success, "Theatre".

(QUESTIONS)

Deems Taylor: ... would like to thank the Motion Picture ... 200 radio stations ... newspapers ... tonight your voted Information ... on the air. ... slightly ... and as ... the honor. If you fall down tonight ... bad

COMMERCIAL I

FADIMAN: So far Lucky Strike has paid out 25 dollars ~~in~~
~~bonds~~, and 1 sets of the Encyclopaedia
Britannica. Now Mr. Cross tells us of a tobacco man he
met who professed amazement at the knowledge of divers
subjects, possessed by our Board of Experts.

CROSS: Well, Mr Fadiman - while agreeing with him, of course - I
pointed out that tobacco experts are pretty amazing, too.
Their knowledge of tobacco is really encyclopedic. You
see, they spend their lives buying, selling, and handling
the leaf. So they know what tobacco is milder, and
better-tasting. That's why the overwhelming preference of
independent tobacco experts for Luckies means so much.
Now here's one example of what they see at auctions all
over the South....In Fairmont, North Carolina, this season,
The American Tobacco Company paid 26 percent more for the
tobacco it bought for its cigarettes and other tobacco
products - yes, 26 percent above the average market price
published by the United States Department of Agriculture -
and the best tobacco we buy goes into Luckies. Yes, 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: Mr. Cross, you've made it seem not only reasonable but
desirable - and in just 57 seconds.

(QUESTIONS)

ATX01 0118829

COMMERCIAL II

FADIMAN: Now Mr. Cross - not without glee - tells us about upsetting a few applecarts.

CROSS: Well, ladies and gentlemen, the particular applecarts I have in mind, were evidently loaded right to the top with round and rosy misconceptions about advertising. I don't know how many people have told me very good humoredly that they had always thought advertising costs a great deal. Indeed, they had been frankly amazed to hear that if we stopped all advertising - if your Luckies came straight from the factory to your cigarette counter completely without benefit of the advertising profession - 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. 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, this season at auctions in Ahoskie, North Carolina, we paid 24 percent more than the average market price published by the United States Department of Agriculture, 33 percent more at Clarkton, 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.

1/2/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out _____ dollars and _____ sets of the Encyclopaedia Britannica. Thank you, Miss Skinner and Mr. Taylor, for coming to Lucky Strike's party tonight. Next week, our three regulars - - the old Kieran, Adams, Levent trio - - will be on tap and our guest will be

our distinguished Federal Security Administrator, Paul V. McNutt.

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. "Spood" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

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

ATX01 0118831

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.

edp
12/30/41
8 P

ATX01 0118832

WEAF

THE AMERICAN TOBACCO COMPANY

"INFORMATION PLEASE"

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8:30 - 9:00 P. M.

JANUARY 9, 1942

FRIDAY

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

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY JANUARY 13
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. Here's how it goes.
You furnish the questions and our experts try to answer
them. Ordinarily, Lucky Strike has been paying out \$10
in cash for every question used and answered correctly,
and a total of \$35 when the question is muffed. But
beginning tonight, Lucky Strike will reward you instead
with \$10 in Defense Stamps for every question used and
answered correctly, and, if the question is muffed, you
get a total of a \$50 Defense Bond, plus, of course, 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, book reviewer of the New Yorker magazine,
Clifton Fadiman....

Mr. Fadiman.....

(APPLAUSE)

ATX01 0118833

FADIMAN:

Ladies and gentlemen; as you know Information Please does its stuff without benefit of any preparation whatsoever. Tonight our spontaneous board of experts consists of our trio of weathered regulars, Franklin P. Adams, Oscar Levant, and John Kieran; and our very distinguished guest of honor is the Federal Security Administrator, Paul V. McNutt.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 0 Fifty-Dollar Defense Bonds and 0 sets of the Encyclopaedia Britannica.

Now Mr. Cross, with apologies to Oscar Wilde, points out the importance of being earnest ... about cigarettes...

CROSS: Well, ladies and gentlemen, if you would get the most enjoyment out of smoking, you'll do well to give earnest consideration to this fact: In a cigarette it's the tobacco that counts. Yes, the better the tobacco, the better the cigarette. That's why, year after year, at the auctions, we consistently pay the price to get the milder, better-tasting tobacco for Luckies. This season, for example, at auctions in Lumberton, 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. The result is - Lucky Strike means fine tobacco. From the smokers own viewpoint, Mr. Fadiman, isn't that fact well worth acting on?

FADIMAN: You've made it seem definitely worthwhile, Mr. Cross and in just 59 seconds.

(QUESTIONS)

FADIMAN: Now Mr. Cross points out one reason why independent tobacco experts have an advantage over most smokers when it comes to choosing a cigarette.

CROSS: Well, ladies and gentlemen, it's because of the way tobacco is sold - at public auction. Independent tobacco experts actually see the purchases - the quality - the prices paid. So they're particularly well-qualified to know who gets the milder, better-tasting tobacco. And as you know, in a cigarette it's the tobacco that counts. Now, independent experts - auctioneers, buyers, and warehousemen - prefer one cigarette: Luckies, by an overwhelming majority. And reports from the tobacco markets show why. For example, at auctions in Williamston, North Carolina this season, The American Tobacco Company paid 25 percent more than the average market price published by the United States Department of Agriculture. And at Martinsville, Virginia we paid 34 percent more. So it goes at market after market - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. That's why with men who know tobacco best, it's Luckies 2 to 1.

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 1 Fifty-Dollar Defense Bond and 1 sets of the Encyclopaedia Britannica. Thank you, Mr. McNutt, for coming to the aid of Lucky Strike's party tonight. Next week Mr. Adams and Mr. Kieran will be on hand, and our guests will be Russel Crouse, co-producer of "Arsenic and Old Lace" and co-author of "Life With Father"; and a man well-known in the field of sports, who has just returned from Hollywood where he worked on "The Life of Lou Gehrig," author of "The Snow Goose" and many other books - Mr. Paul Gallico.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, and 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")

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.

1/16/42

FADIMAN: Ladies and gentlemen: Information Please continues on its spontaneous and unrehearsed way. Tonight our two anchor men Franklin P. Adams and John Kieran are on deck, together with our two guests - the eminent Broadway maestro Russel Crouse, co-author of LIFE WITH FATHER and second, the well-known sports expert and writer, Mr. Paul Gallico, whose most recent book is THE SNOW GOOSE.

(QUESTIONS)

ATX01 0118838

FADIMAN: So far Lucky Strike has paid out no fifty-dollar Defense Bonds and no sets of the Encyclopaedia Britannica.

Now Mr. Cross says that if he were writing a dictionary for smokers, the first and last word would be the same...

CROSS: Yes, ladies and gentlemen, the ideal first and last word in every cigarette smoker's vocabulary should be the word - tobacco. For you smokers know - if you stop to think of it - that in a cigarette it's the tobacco that counts. And the better the tobacco, the better the cigarette. That's why we consistently pay the price at auctions all over the South, to get the milder, better-tasting tobacco for Luckies. For example, at auctions in Clarkton, North Carolina this season The American Tobacco Company paid 33 percent more for the tobacco it bought for its cigarettes and other tobacco products - yes, 33 percent above the average market price published by the United States Department of Agriculture. So it goes at market after market - and the best tobacco we buy goes into Luckies. The result is...Lucky Strike means fine tobacco. Mr. Fadiman, isn't that something for all smokers to act on when buying cigarettes?

FADIMAN: Indeed, it is, Mr. Cross, and you told us why in exactly 53 seconds.

(QUESTIONS)

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 might take a tip from the experts and 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 milder, better-tasting leaf. For example, this season, at auctions in Rocky Mount, Virginia, The American Tobacco Company paid 28 percent above the market average published by the United States Department of Agriculture - at Timmonsville, South Carolina 36 percent more - and so on at market after market - and the best tobacco we buy goes into Luckies. Smokers, Lucky Strike means fine tobacco. That's why... 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 agree with the experts.

1/16/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 2 Fifty Dollar Defense Bonds and 2 sets of the Encyclopaedia Britannica. Thank you, Mr. Crouse and Mr. Gallico for helping out at Lucky Strike's party tonight. Next week Mr. Adams and Mr. Kieran will pop up as usual, and our guests will be Deems Taylor, composer and commentator, and Alexander Woollcott, author, raconteur and critic.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, and 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")

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.

jgs-1/15/42/
llpm

ATX01 0118841

WEAF

THE AMERICAN TOBACCO COMPANY

1-23-42

INFORMATION PLEASE

#63

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8:30 - 9:00 PM

JANUARY 23, 1942

A FRIDAY-
Broadway

AUCTIONEER: It's half past eight...

REBROADCAST TUESDAY JANUARY 27
OVER NATIONAL BROADCASTING COM-
PANY'S BLUE NETWORK FROM 7:30
TO 8:00 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 stages a question and answer party. Here's how it goes. You furnish the questions and our experts try to answer them. For every question used, Lucky Strike will reward you with ten dollars in Defense Stamps. If the question is muffed you get a total of a fifty-dollar Defense Bond, 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, book reviewer of the New Yorker Magazine, Clifton Fadiman... Mr. Fadiman.

(APPLAUSE)

ATX01 0118842

FADIMAN: Ladies and Gentlemen: Information Please goes on as always in its unpremeditated and unrehearsed path. Tonight John Kieran and Franklin P. Adams are with us and as our special guests Deems Taylor, composer and commentator, and Alexander Woollcott, author, raconteur and critic.

(QUESTIONS)

COMMERCIAL #1

FADIMAN: So far Lucky Strike has paid out _____ fifty-dollar Defense Bonds, and _____ sets of the Encyclopaedia Britannica. Now here's Mr. Cross who, like Mr. Kieran, is given to supporting his statements with real authority.

CROSS: Well, ladies and gentlemen, perhaps you've noticed that when we say, "Lucky Strike means fine tobacco" ... we don't just let it go at that. We bring you actual market reports which prove that the makers of Luckies consistently pay the price to get the milder, better-tasting tobacco. For example here's a report that's typical: At auctions in South Boston, Virginia this season, The American Tobacco Company paid twenty-nine percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, twenty-nine percent above the average market price published by the United States Department of Agriculture - and the best tobacco we buy goes into Luckies. Yes, smokers, Lucky Strike means fine tobacco. That's a fact worth remembering ... and worth acting on ... because you know, if you stop to think of it, that in a cigarette it's the tobacco that counts. Mr. Fadiman ... have I shown reason enough for making the next package Luckies.[?]

FADIMAN: Mr. Cross, you've given us both facts and figures and in just 57 seconds.

(QUESTIONS)

RTX01 0118844

COMMERCIAL #2

FADIMAN: Now here's Mr. Cross who says he wishes you could go down South and talk to a few independent tobacco experts in person.

CROSS: Well, ladies and gentlemen, I know you'd be impressed by the genuine enthusiasm of these experts for fine tobacco. They're constantly talking about its ripeness, mellowness, body and texture. For make no mistake - they know as you do if you stop to think of it, that in a cigarette it's the tobacco that counts .. and the qualities experts look for in buying, selling and handling the leaf are the very qualities that give you mildness and better taste. Now these experts know that Lucky Strike means fine tobacco because at market after market, they see us pay the price to get the better-quality leaf. For example, this season at auctions in Kinston, North Carolina, The American Tobacco Company paid 25 percent above the average market price published by the United States Department of Agriculture - at Mullins, South Carolina, 34 percent more - and so on all over the South. No wonder that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Why not make your next package Lucky Strike and see if you don't confirm their judgment.

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty Dollar Defense Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Mr. Taylor and Mr. Woolcott, for joining Lucky Strike's party tonight. Next week Oscar Levant, John Kieran and Franklin P. Adams will be on deck, and ~~as~~ our extra special guest, will be Janet Flanner, journalist, ^{author of "American in Paris"} and member of the staff of the New Yorker Magazine.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, and 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")

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.

fv/edp
1/22/42
11:30 P

ATX01 0118846

*As Broadcast
Mr. Roggiano*

WEAF

THE AMERICAN TOBACCO COMPANY

1/30/42

INFORMATION PLEASE

#64

8:30 - 9:00 P.M.

JANUARY 30, 1942

FRIDAY

REBROADCAST TUESDAY, FEBRUARY 3,
OVER NATIONAL BROADCASTING COM-
PANY'S BLUE NETWORK FROM 7:30
TO 8:00 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 throws a coast-to-coast party. Here's
how it goes. You furnish the questions and our
experts try to answer them. For every question used,
Lucky Strike will reward you with ten dollars in
Defense Stamps. If the question is muffed you get a
total of a fifty-dollar Defense Bond, 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, book reviewer of the New Yorker
Magazine, Clifton Fadiman ...Mr. Fadiman.

(APPLAUSE)

ATX01 0118847

1/30/42

FADIMAN: Ladies and Gentlemen: Information Please continues on its carefree path, unhampered by any rehearsal or preparation. Tonight Oscar Levant, John Kieran and Frank Adams are on deck and, as our guest of honor, the noted journalist and author of "An American in Paris," Janet Flanner, of the New Yorker Magazine.

(QUESTIONS)

ATX01 011BB4B

1/30/42

- 3 -

FADIMAN: So far Lucky Strike has paid out 1 fifty-dollar Defense Bonds and 1 sets 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 cigarettes 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 - 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, this season, at auctions in Goldsboro, North Carolina, 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. So it goes at market after market all over the South. The result is - 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)

ATX01 0118849

1/30/42

- 4 -

FADIMAN: Now Mr. Cross points out that, when you buy theater tickets, the chances are you're guided by expert opinion - the opinion of the theatre critics themselves.

CROSS: Yes, ladies and gentlemen, and when you buy cigarettes, the opinion of the independent tobacco experts is an excellent guide. For these auctioneers, buyers, and warehousemen occupy "front row center" at every tobacco market in the South. They see just who buys what tobacco and the prices paid. And their training makes them able to spot the milder, better-tasting tobacco at a glance. Well, sworn records show that the overwhelming preference of these independent experts is for Luckies. In fact with men who know tobacco best, it's Luckies 2 to 1. A few typical reports from tobacco markets will show you why. For example, at auctions this season in Clarksville, Virginia the makers of Luckies paid 23 percent above the average market price published by the United States Department of Agriculture - at Aberdeen, North Carolina, 35 percent more - and so on all over the South. Yes, Lucky Strike means fine tobacco and make no mistake - in a cigarette it's the tobacco that counts. Why not try Luckies for a while and see if you don't agree with the experts.

ATX01 0118850

1/30/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty Dollar Defense Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Miss Planner, for attending our party tonight. Next week Mr. Adams and Mr. Kieran will be reenforced by first, the critic, actor and author of "Kitty Foyle" - Christopher Morley; and second, the outstanding young star of the theatre and screen, most recently seen in "Philadelphia Story" and "H. M. Fulham, Esquire" - Ruth Hussey.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, and 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 0118851

1/30/42

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 0118852

WEAF

THE AMERICAN TOBACCO COMPANY

2/6/42

INFORMATION PLEASE

Re Broadcast

8:30 - 9:00 P.M.

FEBRUARY 6, 1942

FRIDAY

REBROADCAST TUESDAY FEBRUARY 10,
OVER NATIONAL BROADCASTING COM-
PANY'S BLUE NETWORK FROM 7:30
TO 8:00 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 its nationwide party. Here's how it goes. You furnish the questions and our experts try to answer them. For every question used, Lucky Strike will reward you with ten dollars in Defense Stamps. If the question is muffed you get a total of a fifty-dollar Defense Bond, 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, book reviewer of the New Yorker Magazine, Clifton Fadiman ... Mr. Fadiman.

(APPLAUSE)

ATX01 0118853

2/6/42

FADIMAN: Ladies and Gentlemen: Information Please, carries on as always in its unrehearsed and unpremeditated way. Tonight John Kieran and Franklin P. Adams are here and as our special guests, Christopher Morley, critic, actor and author of "Kitty Foyle" and other best sellers; and that charming star of stage and screen, most recently seen in "Philadelphia Story" and "H. M. Pulham, Esq.", Miss Ruth Hussey.

(QUESTIONS)

ATX01 0118854

FADIMAN: So far Lucky Strike has paid out 1 Fifty-dollar Defense Bonds and 1 set of the Encyclopaedia Britannica. Now Mr. Cross with extreme modesty, maintains that there are several million Americans who could fill his place on this program.

CROSS: Well, ladies and gentlemen, I'd simply nominate ... any man or woman who smokes Luckies. For no one could tell you better than a Lucky Strike smoker how much fine tobacco means in terms of mildness and better taste. Yes, in a cigarette it's the tobacco that counts. That's why the makers of Luckies consistently pay the price to get the finer, lighter, milder tobacco. For example this season at auctions in Reidsville, North Carolina, The American Tobacco Company paid 38 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 38 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. The result is - Lucky Strike means fine tobacco. Mr. Fadiman isn't that something worth remembering ... and worth acting on?

FADIMAN: Mr. Cross, you've demonstrated that one fact speaks louder than a thousand words and it took you only 57 seconds.

(QUESTIONS)

2/6/42

- 4 -

FADIMAN: Here's Mr. Cross, who says that if you're looking for a milder, better-tasting cigarette, the answer is in the palm of your hand.

CROSS: Well, ladies and gentlemen, let me explain that often a tobacco expert examining tobacco will crumple it in the palm of his hand and then - critically - inhale the fragrance. Now this same test of tobacco quality is one you can make yourself. Just do this ... split open a Lucky Strike cigarette, crumple the tobacco between your palms, and breathe in the fragrance. We think it will win you to Luckies. You see, fine aroma is one of the many hallmarks of fine tobacco - and, smokers, it's fine tobacco that has made Luckies the overwhelming preference of independent tobacco experts. At market after market they see us pay the price to get the milder, better-tasting leaf. For example, at auctions in Conway, South Carolina this season, The American Tobacco Company paid 34 percent more than the average market price published by the United States Department of Agriculture. And at Valdosta, Georgia, we paid 45 percent more. So it goes all over the South - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco - and this is something you can prove to yourself by making this simple test of the quality of Lucky Strike ... right in the palm of your own hand.

ATX01 0118856

2/6/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out Fifty-Dollar Defense Bonds and set of the Encyclopaedia Britannica. Thank you, Miss Hussey and Mr. Morley, for attending our party tonight. Next week our three regulars -- Levant, Kieran, and Adams, will be on deck. As to next week's guest, we had a nice one all ready to announce when he suddenly remembered that next Friday is Friday the 13th. Well this fellow wouldn't walk under a ladder if Ruth Hussey was waiting there for him. So I'm sorry but we'll just have to let you know during the week who the guest expert will be. Watch the papers for the name.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, and 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 0118857

2/6/42

CROSS: When you hear that chant, ladies and gentlemen, remember those 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. So smoke the smoke tobacco experts smoke - Lucky Strike.

ATX01 0118858

WEAF

THE AMERICAN TOBACCO COMPANY

2/13/42

Mr. Boygram
#68

INFORMATION PLEASE

8:30 - 9:00 P.M.

FEBRUARY 13, 1942

FRIDAY

REBROADCAST TUESDAY FEBRUARY 17
OVER NATIONAL BROADCASTING COM-
PANY'S BLUE NETWORK FROM 7:30
TO 8:00 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 puts on a five man question and
conversation bee. Here's how it goes. You furnish
the questions and our experts try to answer them.
For every question used, Lucky Strike will reward
you with ten dollars in Defense Stamps. If the
question is muffed you get a total of a fifty-dollar
Defense Bond, plus ^{the} 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, book reviewer of the New Yorker
Magazine, Clifton Fadiman ... Mr. Fadiman.

(APPLAUSE)

2/13/42

FADIMAN: Ladies and Gentlemen: As you know, Information Please is a completely informal show and whatever is said here this evening is just as much of a surprise to us as it is to you.

Our board of experts consists of that sturdy trio, John Kieran, Franklin P. Adams, and Oscar Levant; and as our guest, the famous foreign correspondent and author of YOUNG MAN OF CARACAS, T.R. Ybarra.

Before we start tonight we should like to thank the radio editors of the United States and Canada for voting INFORMATION PLEASE for the third time their favorite quiz program in the Annual World Telegram radio poll. We are also very proud of being voted third in the list of their favorite-of-all-programs. We are beaten out by a Mr. Bob Hope and a Mr. Jack Benny, a couple of enterprising radio youngsters who seem to be coming along very nicely of late and whom we are glad to see get ahead - even of us.

(QUESTIONS)

ATX01 0118860

FADIMAN: So far Lucky Strike has paid out 1 fifty-dollar Defense Bonds and 1 set of the Encyclopaedia Britannica. Now Mr. Cross points out that the mark of "A" stands for excellence not only in college class rooms but at Southern tobacco auctions.

CROSS: Well, ladies and gentlemen, the letter "A" marked on the sales ticket of a basket of tobacco means ... Sold to the American Tobacco Company. And actual reports from tobacco markets all over the South show that that "A" means a whole lot. For the makers of Luckies consistently pay the price to get the finer, lighter, milder tobacco - the kind that gives you a better smoke. For example, at auctions in Smithfield, North Carolina, this season, The American Tobacco Company paid 31 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 31 per cent 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. Mr. Fadiman, since every smoker knows it's the tobacco that counts - isn't that a fact worth acting on?

FADIMAN: Action is certainly called for, Mr. Cross - and with your usual brevity - in just 55 seconds.

(QUESTIONS)

LUCKY STRIKE "INFORMATION PLEASE
Commercial #2

2/13/42

FADIMAN: Now Mr. Cross tells smokers of one simple test of tobacco quality that you can make right in the palm of your hand.

CROSS: Well, ladies and gentlemen, if you visited a tobacco auction down South, you'd notice that the experts, in examining tobacco, often crumple it in the palm of their hand, then breathe in its fragrance. Now you can make this same test of tobacco quality yourself... Simply split open a Lucky Strike cigarette, press the tobacco between your palms, and inhale the fragrance. We think it will win you to Luckies. You see, fine aroma is one of the surest hallmarks of fine tobacco. And, smokers, it's because Lucky Strike means fine tobacco, that Luckies are the overwhelming favorite among independent tobacco experts. At market after market these experts see us pay the price to get the milder, better-tasting leaf. For example, at auctions in Danville, Virginia this season, The American Tobacco Company paid 27 per cent more than the average market price published by the United States Department of Agriculture. And at Dillon, South Carolina, we paid 36 per cent more. So it goes all over the South - and the best tobacco we buy goes into Luckies. Yes, Lucky Strike means fine tobacco. Why not prove it to yourself by making this simple test of the quality of Lucky Strike ... right in the palm of your own hand.

ATX01 0118862

2/13/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 1 Fifty-Dollar Defense Bonds and 1 set of the Encyclopaedia Britannica.

Thank you, Mr. Ybarra, for joining Lucky Strike's party this evening. Next week Mr. Kieran and Mr. Mr. Adams will be on deck. We have something mighty special in the way of guests next week - a double monster act - . Our guests will be John Carradine, one of filmdom's bad men, and Boris Karloff whose present happy haunting grounds are the scenes of ARSENIC AND OLD LACE. This is perhaps as good a time as any to state that Mr. Boris Karloff is the fellow who was supposed to be on tonight but who was so terrified at the idea of appearing on Friday, the 13th, that he begged off -- the fraidy cat.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, ^{plus} ~~and 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")

ATK01 0118863

2/13/42

CROSS:

When you hear that chant, ladies and gentlemen, remember those 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. So smoke the smoke tobacco experts smoke - Lucky Strike.

ATX01 0118864

WEAF

THE AMERICAN TOBACCO COMPANY

REVISED
2/20/42

INFORMATION PLEASE

#67

8:30 - 9:00 PM

FEBRUARY 20, 1942

FRIDAY

REBROADCAST TUESDAY FEBRUARY 24
OVER NATIONAL BROADCASTING COM-
PANY'S BLUENET WORK FROM 7:30
TO 8:00 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 offers you a panel of four experts, an
M.C. and a lot of questions and answers. You furnish
the questions and our experts try to answer them. For
every question used, Lucky Strike will reward you with
ten dollars in Defense Stamps. If the question is
muffed you get a total of a fifty-dollar Defense Bond,
plus, ^{the} 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, book reviewer of the New Yorker
Magazine, Clifton Fadiman ... Mr. Fadiman ..

(APPLAUSE)

RTX01 0118865

2/20/42

FADIMAN: Ladies and Gentlemen: Tonight, as ever, Information Please proceeds in its spontaneous and happy-go-lucky manner. Our board of authorities includes two of our regulars, Franklin P. Adams and John Kieran, and a couple of ghouls, who are at present trying hard to hypnotize your master of ceremonies. They are John Carradine, one of Hollywood's best menaces and Boris Karloff, the veteran bogey man of the films and now No. 1 blood curdler in ARSENIC AND OLD LACE.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 110 Fifty-Dollar Defense Bonds and 110 sets of the Encyclopaedia Britannica. Now Mr. Cross - emulating the figure of Justice - places fine tobacco in one scale and smoking enjoyment in the other ...

CROSS: Yes, Mr. Fadiman, and I find that they're in perfect balance. The better the tobacco - the better the smoke. That's because in a cigarette it's the tobacco that counts. Fine tobacco gives you mildness, better taste, more smoking enjoyment all around. For this reason the makers of Luckies consistently pay the price to get the finer tobacco at market after market. For example, at auctions in Lumberton, North Carolina this season, 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. So it goes at market after market and the best tobacco we buy goes into Luckies. The result is ... Lucky Strike means fine tobacco. Mr. Fadiman, doesn't that fact speak for itself,

FADIMAN: Mr. Cross, it says a lot - and says it fast - in just 52 seconds.

(QUESTIONS)

LUCKY STRIKE "INFORMATION PLEASE"
Commercial #2

- 4 -

REVISED

2/20/42

FADIMAN: Now here's a question for Mr. Cross: Why is it worthwhile for every day smokers to follow the advice of tobacco experts?

CROSS: Well, ladies and gentlemen, it's because the independent tobacco experts down South watch each sale at the auctions. It's their business as auctioneers, buyers, and warehousemen, to scrutinize and examine the leaf. And because the sales take place on the open market, they see just who buys what tobacco - and the prices paid. That's why their overwhelming preference for one cigarette, Luckies, means a lot to you, as a smoker. For at market after market these experts see us pay the price to get the finer, milder, better-tasting tobacco. For example, at auctions in Brookneal, Virginia this season, the makers of Luckies paid 26 percent above the average market price published by the United States Department of Agriculture - at Aberdeen, North Carolina, 35 percent more - and so on all over the South. The result is ... Lucky Strike means fine tobacco. Smokers, it's clear that in a cigarette it's the tobacco that counts. So surely it's worth your while to smoke the cigarette that has won the overwhelming approval of the independent tobacco experts ... Lucky Strike.

ATX01 0118868

2/20/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out no Fifty-Dollar Defense Bonds and no sets of the Encyclopaedia Britannica. Lucky Strike wishes to thank the villainous Mr. Karloff and the no less villainous Mr. Carradine for being so villin' this evening. Next week our three regulars, Levant, Kieran and Adams, will be on deck and our special guest will be ^{the distinguished} ~~that tremendous~~ literary figure Emil Ludwig, ^{biographer of Napoleon} ~~author of THE NILE~~ and ^{author of} the forthcoming book THE MEDITERRANEAN.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, plus 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 0118869

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, Lucky Strike means fine tobacco. And in a cigarette it's the tobacco that counts.

WEAF

THE AMERICAN TOBACCO COMPANY

As Broadcast
2/27/42
Mr. Boggians
#68

INFORMATION PLEASE

8:30 - 9:00 P.M.

FEBRUARY 27, 1942

FRIDAY

REBROADCAST TUESDAY MARCH 3 OVER
NATIONAL BROADCASTING COMPANY
BLUE NETWORK FROM 7:30 TO 8:00 PM

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 a nationwide quiz and conversation party. Here's how it goes. You furnish the questions and our experts try to answer them. For every question used, Lucky Strike will reward you with ten dollars in Defense Stamps. If the question is muffed you get a total of a fifty-dollar Defense Bond, plus the 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, book reviewer of the New Yorker Magazine, Clifton Fadiman ... Mr. Fadiman ...

(APPLAUSE)

ATX01 0118871

2/27/42

FADIMAN: Ladies and Gentlemen: Tonight, Information Please, as always, is completely unprepared and unrehearsed. Our panel of experts includes our three regulars, Franklin P. Adams, Oscar Levant, and John Kieran; and as our guest of honor the famous author Emil Ludwig, whose recent book, "Bolivar," has been highly praised.

(QUESTIONS)

ATX01 0118872

2/27/42

- 3 -

LUCKY STRIKE "INFORMATION PLEASE"
Commercial #1

FADIMAN: So far Lucky Strike has paid out 1 Fifty-dollar Defense Bonds and 1 sets of the Encyclopaedia Britannica. Now Mr. Cross points out that the things you know about tobacco are much too useful to file and forget.

CROSS: Well, ladies and gentlemen, you know as well as anyone that, in a cigarette it's the tobacco that counts. But, in actually choosing a cigarette, do you stop to think of tobacco? If not, you may be missing out on a lot of real smoking enjoyment. For mildness and better taste depend on fine tobacco. That's why Lucky Strike consistently pays the price to get the finer leaf at market after market, year after year. For example, at auctions in Williamston, North Carolina, season of 1939, The American Tobacco Company paid 29 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 29 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, aren't facts like these worth every smoker's attention?

FADIMAN: Mr. Cross, the facts speak for themselves - and I timed you at just 38 seconds.

(QUESTIONS)

RTX01 0118873

2/27/42

FADIMAN: Now Mr. Cross points out the very obvious fact, that an excellent way to find out where such and such a famous line of Shakespeare appears is simply to ask Mr. Kieran.

CROSS: Yes, ladies and gentlemen - and by the same token, if you want to find out about the milder, better-tasting tobaccos, ask the independent tobacco experts. For they know tobacco as Mr. Kieran knows his Shakespeare - backward and forward. At markets all over the South, these independent buyers, auctioneers and warehousemen see just who buys what tobacco - and the prices paid. That's why their overwhelming preference for one cigarette, Luckies, means a lot to you. So let me give you some examples of what the experts see at market after market, year after year. For instance at auctions in Carthage, Tennessee, season of 1939, the makers of Luckies paid 22 per cent above the average market price published by the United States Department of Agriculture - at Pamlico, South Carolina, 34 per cent more - and so on all over the South. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. We suggest that you profit by their experience. Remember, Lucky Strike means fine tobacco ... and, ~~after all~~, in a cigarette it's the tobacco that counts.

ATX01 0118874

2/27/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty-Dollar Defense Bonds and 3 sets of the Encyclopaedia Britannica.

Thank you, Mr. Ludwig, for coming to Lucky Strike's party tonight. Next week John Kieran and Franklin Adams will be on deck and our guests will be

Jan Struther, lecturer and author of MRS. MINNIVER and Julian Huxley, *one of the world's leading biologists* ~~Secretary of the London Zoological Society.~~

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, plus 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 25 & 27 INCLUSIVE -
"SOID AMERICAN")

ATX01 0118875

2/27/42

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, Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts.

ATX01 0118876

WEAF

THE AMERICAN TOBACCO COMPANY

3/6/42

INFORMATION PLEASE

#69

8:30 - 9:00 P.M.

MARCH 6, 1942

FRIDAY

REBROADCAST TUESDAY MARCH 10 OVER
NATIONAL BROADCASTING COMPANY BLUE
NETWORK FROM 7:30 TO 8:00 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 sets up a panel of four experts, willing and able to take on all questions. For every question used, Lucky Strike will reward you with ten dollars in Defense Stamps. If the question is muffed you get a total of a Fifty-Dollar Defense Bond, plus the 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, book reviewer of the New Yorker Magazine, Clifton Fadiman ... Mr. Fadiman ...

(APPLAUSE)

ATX01 0118877

3/6/42

FADIMAN: Ladies and Gentlemen: Information Please continues as before, a completely impromptu and spontaneous program. Tonight our massive intellects consist of our two regulars, Franklin P. Adams and John Kieran, and to make up the quartet we introduce our old friend, Jan Struther, creator of MRS. MINIVER; and one of the world's great biologists - a worthy bearer of a great name - Julian Huxley.

(QUESTIONS)

ATX01 0118878

3/6/42

FADIMAN: So far Lucky Strike has paid out 1 Fifty-Dollar Defense Bonds and 1 set of the Encyclopaedia Britannica. Now Mr. Cross - always a believer in order and logic - reminds us of the importance of putting first things first.

CROSS: Well, ladies and gentlemen, in choosing a cigarette, it's of first importance to make sure of fine tobacco. For - clearly - in a cigarette, it's the tobacco that counts. That's why, year after year, at tobacco markets below the Mason-Dixon line, the makers of Luckies consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Tabor City, North Carolina, season of 1939, The American Tobacco Company paid 30 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 30 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Mr. Fadiman, have I shown that it's worthwhile to smoke the smoke tobacco experts smoke?

FADIMAN: Mr. Cross, you've rendered a very complete accounting of the reasons - and in only 58 seconds.

(QUESTIONS)

ATX01 0118879

FADIMAN: Now Mr. Cross points out that, besides the government stamp on every package of Luckies, there's another sort of stamp that's most important - if quite invisible.

CROSS: Ladies and gentlemen, it's the "Stamp of Approval" of independent tobacco experts. At auctions all over the South, these experts see just who buys what tobacco and the prices paid. And they show their approval of the tobaccos "Sold American" by their own overwhelming preference for Luckies. In fact, sworn records show that among independent tobacco experts - auctioneers, buyers, and warehousemen - Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. The reason's clear ... These experts know that Lucky Strike means fine tobacco, because at market after market, year after year, they see us consistently pay the price to get the milder, better-tasting leaf. For example, at auctions in Franklin, Tennessee, season of 1939, we paid 24 per cent above the average market price published by the United States Department of Agriculture - at Conway, South Carolina, 35 per cent more - and so on. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, since you know that in a cigarette it's the tobacco that counts, isn't the stamp of the tobacco experts' approval definitely worth acting on?

ATK01 0118880

3/6/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 2 Fifty-Dollar Defense Bonds and 2 sets of the Encyclopaedia Britannica. Thank you Miss Struther and Mr. Huxley for lending your talents to Lucky Strike's party tonight. Next week we shall have Mr. Kieran, Mr. Levant and Mr. Adams, and as our guest, the impeccable Adolphe Menjou, whose most recent screen vehicle is ROXIE HART.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, plus 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 25 & 27 INCLUSIVE -

"SOLD AMERICAN")

CROSS:

That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118881

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

3/13/42

INFORMATION PLEASE

#70

8:30 - 9:00 P.M.

MARCH 13, 1942

FRIDAY

REBROADCAST TUESDAY MARCH 17 OVER
NATIONAL BROADCASTING COMPANY
BLUE NETWORK FROM 7:30 TO 8:00 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 sets the stage for an informal question and answer party. You furnish the questions and our experts try to answer them. For every question used, Lucky Strike will reward you with ten dollars in Defense Stamps. If the question is muffed you get a total of a fifty-dollar Defense Bond, plus the 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, book reviewer of the New Yorker Magazine, Clifton Fadiman ... Mr. Fadiman.

(APPLAUSE)

ATX01 0118882

3/13/42

FADIMAN: Ladies and gentlemen: As you know, Information Please is a spontaneous, unrehearsed program. Tonight our three regulars, John Kieran, Oscar Levant and Franklin P. Adams are ready and raring to go, and our guest is that suave gentleman of the films who will soon be seen in the motion picture SYNCOPATION, Adolphe Menjou.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out / Fifty-Dollar Defense Bonds and / sets of the Encyclopaedia Britannica. Now Mr. Cross tells us of something he himself noticed on a visit to tobacco auctions below the Mason-Dixon line.

CROSS: Well, Mr. Fadiman, whenever a basket of tobacco was sold to the makers of Luckies, a big "A" was marked on its sales-ticket ... "Is that 'A' a mark of excellence?" I asked ... "Why, yes, it really is," my tobacco expert guide responded, "'A' stands for 'Sold American' - and that means fine tobacco!" ... And, ladies and gentlemen, reports from market after market, year after year, show how true this is. For example, in New Tazewell, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 27 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, since every smoker knows that in a cigarette it's the tobacco that counts, aren't these facts worth acting on?

FADIMAN: Action is certainly indicated, Mr. Cross - and I timed you at only 58 seconds.

(QUESTIONS)

FADIMAN: Now Mr. Cross points out that the sign: "Private - Keep Out!" is quite unheard of at tobacco auctions.

CROSS: Yes, ladies and gentlemen, tobacco is sold right out in the open market - in open competition. So the independent experts - auctioneers, buyers, and warehousemen who follow each sale - see just who buys what tobacco - and the prices paid. Now, sworn records show that the overwhelming preference of these independent experts is for one cigarette, Lucky Strike - and this tobacco experts' "Stamp of Approval" is important to you as smokers. For you know that in a cigarette it's the tobacco that counts, and at market after market, year after year, the experts see us consistently pay the price to get the milder, better-tasting leaf. For example, in Bowling Green, Kentucky, at auctions of the 1939 crop, The American Tobacco Company paid 21 per cent more than the average market price published by the United States Department of Agriculture - at Fairmont, North Carolina, 33 per cent more and so on. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that - with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, in a cigarette, it's the tobacco that counts and - clearly - Lucky Strike means fine tobacco. So isn't that reason enough to smoke the smoke tobacco experts smoke?

ATX01 0118885

3/13/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty-Dollar Defense Bonds and 3 sets of the Encyclopaedia Britannica. Lucky Strike thanks you, Mr. Menjou, for lending your presence this evening. Next week, Mr. Kieran and Mr. Adams will be on hand, and as our special guests, we welcome again two ^{of our} friends; the brilliant young actor of the screen, John Carradine, and the world-famous musician and conductor, Sir Thomas Beecham.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, plus 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 25 & 27 INCLUSIVE-
"SOLD AMERICAN")

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118886

3/20/42

FADIAN:

Ladies and gentlemen: From its very first broadcast, Information Please has been completely unrehearsed and spontaneous; and we intend to keep it that way. Tonight John Kieran and Franklin P. Adams represent the veteran end of Information Please; and our two guests are the brilliant screen actor, John Carradine, and the world famous conductor of the London Symphony Orchestra, Sir Thomas Beecham.

(QUESTIONS)

RTX01 0118887

FADIMAN: So far Lucky Strike has paid out / Fifty-Dollar Defense Bonds and / sets of the Encyclopaedia Britannica. Now Mr. Cross maintains that there is a yardstick to measure the enjoyment a cigarette will give you.

CROSS: Well, ladies and gentlemen, a very accurate yardstick is simply ... the quality of tobacco that goes into your cigarette. The finer, the milder the tobacco - the greater your smoking enjoyment will be. For make no mistake - in a cigarette it's the tobacco that counts. That's why, at market after market, year after year, Lucky Strike consistently pays the price to get the better-quality leaf. For example, in Louisburg, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 31 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 31 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, have I shown our listeners that Lucky Strike means fine tobacco?

FADIMAN: Mr. Cross, your very accurate yardstick proves it - and I timed you at only 58 seconds.

(QUESTIONS)

FADIMAN: Now here's Mr. Cross - who confesses he's about to polish an apple -

CROSS: Well Mr. Fadiman, I want to point out that you're an excellent guide to follow when buying books.

FADIMAN: (ASIDE) Thank you Mr. Cross.

CROSS: That's because as a ^{book reviewer} ~~literary critic~~, you're an expert on books. And, similarly, ladies and gentlemen, when buying cigarettes, you'll do well to be guided by the opinions of the experts on tobacco - the independent buyers, auctioneers and warehousemen. These independent experts spend their lives buying, selling and handling the leaf and at auctions all over the South, year after year, they see just who buys what tobacco - and the prices paid. That's why the overwhelming preference of the experts for one cigarette, Luckies, means a lot to you. Now, let me just give you some examples of how Lucky Strike has won this tobacco experts' "Stamp of Approval" ... In Greenville, Tennessee, at auctions of the 1939 crop, the makers of Luckies paid 26 per cent above the average market price published by the United States Department of Agriculture - at Pelham, Georgia, 37 per cent more - and so on at market after market. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. We suggest that you smoke the smoke tobacco experts smoke. Just remember, Lucky Strike means fine tobacco ... and in a cigarette it's the tobacco that counts.

ATX01 0118889

3/20/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out Fifty-Dollar Defense Bonds and sets of the Encyclopaedia Britannica. Sir Thomas and Mr. Carradine, Lucky Strike thanks you for the gift of your wit and wisdom this evening. Next week, the three musketeers, Mr. Kieran, Mr. Levant and Mr. Adams, welcome as our guest Wallace Deuel, famous foreign correspondent and author of PEOPLE UNDER HITLER.

Remember, for every question answered correctly, the sender gets ten dollars in Defense Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar Defense Bond, plus 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 25 & 27 INCLUSIVE-SOLD AMERICAN)

CROSS:

That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118890

WEAF

THE AMERICAN TOBACCO COMPANY

3/27/42

INFORMATION PLEASE

#72

8:30 - 9:00 P.M.

MARCH 27, 1942

FRIDAY

AUCTIONEER: It's half past eight REBROADCAST TUESDAY MARCH 31 ON
NATIONAL BROADCASTING COMPANY
BLUE NETWORK FROM 7:30 TO 8:00
PM.
(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 four experts for
you to stump. You furnish the questions and our
experts try to answer them. For every question used
Lucky Strike will reward you with ten dollars in
United States Savings Stamps. If the question is
muffed you get a total of a Fifty-Dollar United
States Savings Bond, plus the 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)

3/27/42

FADIMAN: Ladies and gentlemen; spontaneous and unrehearsed as usual, Information Please tonight offers the following board of experts -- Oscar Levant, John Kieran and Franklin P. Adams, and as our guest of honor the well-known foreign correspondent and author of PEOPLE UNDER HITLER, Wallace R. Deuel.

(QUESTIONS)

RTX01 0118892

3/2 7/42

FADIMAN: So far Lucky Strike has paid out ✓ Fifty-Dollar United States Savings Bonds and ✓ sets of the Encyclopaedia Britannica. Now Mr. Cross shows us how a tobacco expert might edit a certain well-known work by Mr. Funk and Mr. Wagnalls.

GROSS: Well, ladies and gentlemen, for a tobacco expert, the dictionary's definition of "mildness" would seem incomplete. He'd want to add: "Cigarette mildness depends upon the kind of tobacco used." And that holds true of "Better taste" and other fine qualities you want in a cigarette. They all depend on tobacco. For remember this: in a cigarette, it's the tobacco that counts. That's why Lucky Strike consistently pays the price to get the finer tobacco at market after market, year after year. For example, in Ahoskie, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, aren't facts like these worth every smoker's attention?

FADIMAN: Mr. Cross, the figures tell the story - and I timed you at just _____ seconds.

(QUESTIONS)

ATX01 0118893

LUCKY STRIKE "INFORMATION PLEASE"
Commercial #2

3/27/42

FADIMAN: Now Mr. Cross says he's running into quite a few people who have an ear for ^{a mnemonic phrase.} ~~alliteration.~~

CROSS: Well, several of my friends have been greeting me recently with this phrase: "Smoke the smoke tobacco experts smoke" And, ladies and gentlemen, I'm glad that's catching on, because never was more smoking wisdom condensed into fewer words. After all, in a cigarette it's the tobacco that counts - so you can see why the overwhelming preference of independent tobacco experts for Luckies - their "Stamp of Approval" ~~as it was~~ - is definitely worth remembering and worth acting on. For these independent experts spend their lives, buying, selling and handling tobacco and at markets all over the South, year after year, they see us pay the price to get the milder, better-tasting leaf. For example, in Fayetteville, Tennessee, at auctions of the 1939 crop, the makers of Luckies paid 23 per cent more than the average market price published by the United States Department of Agriculture - at Whiteville, North Carolina, 36 per cent more - and so on at market after market. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that - with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, remember: in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Those are the simple facts behind our phrase: smoke the smoke tobacco experts smoke.

ATX01 0118894

3/27/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty-Dollar United States Savings Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Mr. Deuel, for coming to Lucky Strike's party tonight. Next week, Mr. Adams and Mr. Kieran will sit in with two guests: our old friend, the famous critic and composer Deems Taylor, and as our special guest, Madame Ivy Litvinoff, author and translator in her own right, and of course ^{known} familiar to all of us as the wife of the ^{Soviet} Russian Ambassador to the United States.

Remember, for every question answered correctly, the sender gets ten dollars in United States Savings Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar United States Savings Bond, plus 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 25 & 27 INCLUSIVE-SOLD AMERICAN)

ATX01 0118895

3/27/42

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118896

W. Prognosis 4/3/42
As Broadcast #73

WEAF

THE AMERICAN TOBACCO CO.

INFORMATION PLEASE

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

APRIL 3, 1942

FRIDAY

REBROADCAST TUESDAY APRIL 7
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 to 8:00 P.M.
SHORTWAVE BROADCAST TUESDAY
APRIL 7 STATION WRCA and WNBI

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 question and answer

party. You furnish the questions and our experts try to

answer them. For every question used Lucky Strike will

reward you with ten dollars in United States Savings

Stamps. If the question is muffed you get a total of a

Fifty-Dollar United States Savings Bond plus the 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 0118897

FADIMAN: Ladies and gentlemen; Information Please, a spontaneous and unrehearsed show, as you know, presents tonight as its board of experts our two veterans, John Kieran and Franklin P. Adams, and as our guests, our old friend, the critic and composer, Deems Taylor; and Madame Ivy Litvinoff, known, of course, to all of us as the wife of the Soviet Ambassador to the United States and a well-known writer and translator as well.

(QUESTIONS)

REVISED
4,3,42

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FADIMAN. Ladies and gentleman; Information Please ,a spontaneous and unrehearsed show , as you know, presents tonight as its board of experts our two veterans , John Kieran and Franklin P.Adams and as our guests , our old friend, the critic and composer , Deems Taylor and Madame Ivy Litvinoff, known, of course, to all of us as the wife of the Soviet ambassador to the United States and a well known writer and translator as well . And tonight, Madame Litvinoff and gentleman you have a new sounding board for your voices because Information Please is being re-broadcast by powerful short wave transmitters to our soldiers sailors, and marines on battle stations abroad. Members of the board, our boys will be listening and the best is none too good for them . We're off-----

ATX01 0118899

4/3/42

FADIMAN: So far Lucky Strike has paid out _____ Fifty-dollar United States Savings Bonds and _____ sets of the Encyclopaedia Britannica.

Now, Mr. Cross has a one-word answer to that old, old query: What's the chief difference between one brand of cigarettes and another?

CROSS: Ladies and gentlemen, my one-word answer is: tobacco.

If one cigarette is milder and better-tasting than another, that's because it's made of milder better-tasting tobacco. For you see - in a cigarette it's the tobacco that counts. That's why it means a lot to you that at market after market the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For example, in Statesboro, Georgia, at auctions of the 1939 crop, The American Tobacco Company paid 45 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 45 percent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, aren't these facts about tobacco eminently worth acting on?

FADIMAN: I think many smokers will find them so, Mr. Cross - and I timed you at only 55 seconds.

(QUESTIONS)

ATX01 0118900

4/3/42

FADIMAN: Now Mr. Cross - while granting that there's no "Pulitzer ~~Prize~~" in the tobacco world - points to an important honor among cigarettes that represents the considered judgment of experts.

CROSS: Well, ladies and gentlemen, it's the distinction of being chosen by independent tobacco experts for their own smoking enjoyment. And this tobacco experts' "Stamp of Approval" goes to Luckies by a wide, wide margin. For sworn records show that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Remember, these experts see just who buys what tobacco - and year after year, at market after market, they see the makers of Luckies consistently pay the price to get the finer, lighter, milder leaf. For example, in Lumberton, North Carolina, at auctions of the 1939 crop, we paid 32 percent above the average market price published by the United States Department of Agriculture - at Mullins, South Carolina, 41 percent more - and so on at market after market. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that Luckies have won the tobacco experts' "Stamp of Approval" ... A friendly suggestion: profit by the experience of these experts. They know that Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts. So smoke the smoke tobacco experts smoke.

ATX01 0118901

4/3/42

FADIMAN:

Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out ~~the~~ Fifty-Dollar United States Savings Bonds and ~~the~~ sets of the Encyclopaedia Britannica. Thank you, Madame Litvinoff and Mr. Taylor, for coming to Lucky Strike's party tonight. Next week, Mr. Kieran and Mr. Adams will be on hand, and our guests will be the playwright and producer, Russel Crouse; and the popular lecturer and author of ACCUSTOMED AS I AM, the drama critic of the New York World-Telegram, John Mason Brown.

Remember, for every question answered correctly, the sender gets ten dollars in ~~United States~~ Savings Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar ~~United States~~ Savings Bond, plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS:

That chant, ladies and gentlemen, is your reminder to... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

4/2/42 sk
9:55p.m.

ATX01 0118902

Mr. Biggania

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

#74

INFORMATION PLEASE

4/10/42

8:30 - 9:00 P.M.

APRIL 10, 1942

FRIDAY

AUCTIONEER:

It's half past eight ...

REBROADCAST TUESDAY APRIL 14 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00 PM

SHORTWAVE BROADCAST TUESDAY APRIL 14

(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

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 more or less infallible authorities for you to compete with. You furnish the questions and our experts try to answer them. For every question used Lucky Strike will reward you with ten dollars in War Stamps. If the question is muffed you get a total of a Fifty-Dollar War Bond plus the 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 0118903

4/10/42

FADIMAN: Ladies and gentlemen; unrehearsed and spontaneous, Information Please offers as its board of experts tonight the eminent Siamese twins of wit and learning, John Kieran and Franklin P. Adams; the playwright and producer, Russel Crouse, and the drama critic of the New York World-Telegram, John Mason Brown, whose delightful book, ACCUSTOMED AS I AM, was recently published.

(QUESTIONS)

ATX01 0118904

FADIMAN: So far Lucky Strike has paid out ✓ Fifty-Dollar War Bonds and ✓ sets of the Encyclopaedia Britannica. Now Mr. Cross - bristling with information - addresses himself particularly to that familiar skeptic ... the Man From Missouri.

CROSS: Well, Mr. Fadiman, he's the man, you remember, who always says, "You've got to show me." And, ladies and gentlemen, he's a man after my own heart. For when it comes to choosing a cigarette, there are plenty of facts to show that Lucky Strike means fine tobacco - and it's fine tobacco, you know, that gives you a milder, better-tasting smoke. Yes, the records of actual tobacco sales at markets all over the South show that the makers of Luckies consistently pay the price to get the finer leaf. For example, in Greeneville, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 26 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 26 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, aren't these facts worth every smoker's consideration?

FADIMAN: They certainly are, Mr. Cross, and you presented them in exactly 60 seconds.

(QUESTIONS)

ATX01 0118905

FADIMAN: Now Mr. Cross points out that, down in the tobacco country, as elsewhere, actions speak louder than words.

CROSS: Well, when the overwhelming majority of independent tobacco experts step up to the cigarette counters and ask for Luckies, that certainly tells you better than words could, that they consider Lucky Strike a finer cigarette. And the facts are these; as shown by sworn records, twice as many independent buyers, auctioneers and warehousemen smoke Luckies exclusively as smoke all other cigarettes combined. So you see, the tobacco experts' "Stamp of Approval" on Luckies is not only a recognition of quality - but your best assurance of real smoking enjoyment. For remember, tobacco experts see just who buys what tobacco - and year after year, at market after market, they watch the makers of Luckies consistently pay the price to get the finer, lighter, milder leaf. For example, in Lebanon, Kentucky, at auctions of the 1939 crop, we paid 18 per cent above the average market price published by the United States Department of Agriculture - at Tabor City, North Carolina, 30 per cent more - and so on at market after market. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1 ...A friendly suggestion: smoke the smoke tobacco experts smoke. These men know that Lucky Strike means fine tobacco ... and in a cigarette it's the tobacco that counts.

ATK01 0118906

4/10/42

FADIMAN: Thank you, Mr. Cross. This evening, Lucky Strike has cheerfully paid out 3 Fifty-Dollar War Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Mr. Brown and Mr. Crouse, for joining us this evening. Next week, Oscar Levant will be back with us and our special guest will be that eminent authority in the field of sports, Mr. Grantland Rice.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond, plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the mildor, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

RTX01 0118907

WEAF

THE AMERICAN TOBACCO CO.

#75

INFORMATION PLEASE

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

APRIL 17, 1942

FRIDAY

REBROADCAST TUESDAY APRIL 21 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00 PM

AUCTIONEER: It's half past eight..

SHORTWAVE BROADCAST TUESDAY APRIL 21
(CHANT ENDING "HALF PAST EIGHT.") STATION WRCA
WNBI

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 Experts for you to test
your wits against. You furnish the questions and our
experts try to answer them. For every question used
Lucky Strike will reward you with ten dollars in War
Stamps. If the question is muffed you get a total of
a Fifty-Dollar War Bond plus the 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)

FADIMAN: Ladies and gentlemen: Information Please continues as ever, unrehearsed and spontaneous, the spontaneity tonight being supplied by our three regulars John Kieran, Oscar Levant and Franklin P. Adams, plus our guest expert, the dean of American sports writers, Grantland Rice.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 1 Fifty-dollar War Bond and 1 set of the Encyclopaedia Britannica. Now Mr. Cross, believing in the principle of better late than never, answers a question that was posed more than three centuries ago. . . .

CROSS: The question, as Mr. Kieran's friend W. Shakespeare asked it, was. . . "What's in a name?" Well, ladies and gentlemen, names are what you make them and the name Lucky Strike, has come to stand for fine tobacco. Actual reports from tobacco markets all over the South, year after year, show that the makers of Luckies consistently pay the price to get the lighter, naturally milder leaf. For example, in Clarkton, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. In short, Lucky Strike means fine tobacco. Mr. Fadiman, every smoker knows that in a cigarette it's the tobacco that counts. So aren't the facts behind the name, Lucky Strike, worth acting on?

FADIMAN: Mr. Cross, you presented the proof positive in just 60 seconds.

(QUESTIONS)

FADIMAN: Now here's Mr. Cross who, with all due deference, nevertheless thinks he ~~can~~^{could} supply some questions that would floor every one of our "Information Please" experts.

CROSS: Well, Mr. Fadiman, with the help of Speed Riggs, I could easily find some questions on tobacco that no one but a tobacco expert could answer. For tobacco knowledge is a very special kind of knowledge which literally takes years to acquire. Ladies and gentlemen, that's why, in choosing a cigarette, it's wise to profit by the judgment and experience of tobacco experts - men who spend their lives buying, selling and handling tobacco. Now sworn records show that with the independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. These experts know just who buys what leaf - and year after year, at market after market, they see the makers of Luckies consistently pay the price to get the finer, lighter, milder tobacco. For example, in Oxford, North Carolina, at auctions of the 1939 crop, we paid 23 per cent above the average market price published by the United States Department of Agriculture - at Pamplico, South Carolina, 34 percent more - and so on all over the South. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that Lucky Strike has won the overwhelming preference of independent tobacco experts. Isn't this experts' "Stamp of Approval" worth your acting on? Just remember: Lucky Strike means fine tobacco. . . and in a cigarette it's the tobacco that counts.

4/17/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out / Fifty-Dollar War Bond and / set of the Encyclopaedia Britannica. Thank you, Mr. Rice, for being such a good sport tonight. Next week, Mr. Adams and Mr. Kieran will hold the fort, along with our old friend, Christopher Morley; and as our special guest, the author of THIS ABOVE ALL, soon to be seen as a motion picture, ~~and of the current best seller, CAN SMILE THESE AGAIN.~~ Mr. Eric Knight.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond, plus 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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

sk/jb/edp 4/15/42 7:15P

ATX01 0118912

WEAF

THE AMERICAN TOBACCO COMPANY

#76

INFORMATION PLEASE

8:30 - 9:00 P.M.

APRIL 24, 1942

FRIDAY

AUCTIONEER: It's half past eight ...

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

SHORTWAVE BROADCAST TUESDAY APRIL 28
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

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 coast-to-coast party. You furnish the questions and our experts try to answer them. For every question used Lucky Strike will reward you with ten dollars in War Stamps. If the question is muffed you get a total of a Fifty-Dollar War Bond plus the 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 0118913

4/24/42

FADIMAN: Ladies and Gentlemen, Information Please operates as always without benefit of any rehearsal or preparation whatsoever. Providing the informal fun tonight are our two veteran stalwarts, John Kieran and Franklin P. Adams. Our old friend, Christopher Morley, famous critic and novelist and creator of Kitty Foyle is with us again; and our special guest is the author of the best-selling novel, THIS ABOVE ALL, soon to be made into a motion picture, Mr. Eric Knight, whose most recent book is the delightful collection of stories, SAM SMALL FLIES AGAIN.

(QUESTIONS)

ATX01 0118914

FADIMAN: So far Lucky Strike has paid out ✓ Fifty-Dollar War Bonds and ✓ sets of the Encyclopaedia Britannica. Now Mr. Cross suggests that Mr. Kieran's favorite "Rubaiyat" really might be brought up-to-date with a few well-chosen words about tobacco.

CROSS: Well, ladies and gentlemen, to that "loaf of bread and jug of wine," you'd certainly want to add cigarettes - yes, and, for your more complete enjoyment, they should be cigarettes made of fine tobacco. For, as you know, in a cigarette it's the tobacco that counts. That's why it means so much to you that, at market after market, year after year, the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, in Franklin, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 24 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 24 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, aren't these facts worth acting on?

FADIMAN: They are indeed, Mr. Cross - and I timed you at just 55 seconds.

(QUESTIONS)

ATX01 0118915

FADIMAN: Mr. Cross, an inveterate checker-upper wants you to answer this question: Do other cigarette companies buy tobacco at those markets you mention on this program?

CROSS: The answer, ladies and gentlemen, is an unqualified "yes" - and that's why the independent tobacco experts, who follow each sale, are so well-informed about cigarettes. After all, it's their business as auctioneers, buyers, and warehousemen to examine the quality of the leaf. They see just who buys what tobacco and the prices paid. So it means a lot that, of all cigarettes, these experts prefer Lucky Strike by an overwhelming 2 to 1 majority. Now let me just give you some examples of what the tobacco experts see at market after market, year after year. In Bowling Green, Kentucky, at auctions of the 1939 crop, the makers of Luckies paid 21 per cent above the average market price published by the United States Department of Agriculture - at Ahoskie, North Carolina, 32 per cent more - and so on all over the South. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder that, with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Isn't this tobacco experts' "Stamp of Approval" worth your acting on? Just remember ... in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco.

4/24/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty-Dollar War Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Mr. Knight and Mr. Morley for coming to our party this evening. Next week the three musketeers, Mr. Adams, Mr. Kieran and Mr. Levant will deliver as usual, and our very special guest will be the former Dean of Harvard Law School, James M. Landis, the Director of the Office of Civilian Defense.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118917

*As Broadcast
Mr. Rogojano*

WEAF

THE AMERICAN TOBACCO COMPANY

#77

INFORMATION PLEASE

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

MAY 1, 1942

FRIDAY

AUCTIONEER: It's half past eight...

REBROADCAST TUESDAY MAY 5 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 8:30 TO 9:00

(CHANT ENDING "HALF PAST EIGHT") P.M.

SHORTWAVE BROADCAST TUESDAY MAY 5

CROSS:

It's half past eight New York time ... time to wake up STA. WRCA
WNBI

America and stump the experts. Each week at this time

Lucky Strike challenges you to a battle of wits. You
furnish the questions and our experts try to answer them.

For every question used Lucky Strike will reward you with
ten dollars in War Stamps. If the question is muffed you
get a total of a Fifty-Dollar War Bond plus the 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 0118918

5/1/42

FADIMAN: Ladies and gentlemen, Information Please, a spontaneous and unrehearsed program, offers as its board of experts our tireless trio, Oscar Levant, John Kieran, and Franklin P. Adams, and, as our guest, the Director of the Office of Civilian Defense, the distinguished public servant, James M. Landis.

Before we start, I should like to make a shame-faced apology. Last week Information Please said that the author of that beloved classic, MRS. WIGGS OF THE CABBAGE PATCH, was Kate Douglas Wiggin. This was a sad error. The author is the late Alice Hegan Rice of Louisville, Kentucky, and I doubt that Louisville will ever forgive me.

(QUESTIONS)

ATX01 0118919

COMMERCIAL #2

Tonight we have paid out 3 War Bonds and ^{5/1/42}
3 sets of the Britannica

FADIMAN: Now Mr. Cross says that old Noah Webster wrote some words that fit the independent tobacco experts to a "T".

CROSS: Well, if you look up the word "expert" in Mr. Webster's famous dictionary, you'll find this definition: "One who is taught by use, practice, or experience - and who displays special skill or knowledge." And, ladies and gentlemen, that's a first rate description of the independent tobacco experts down South. For these men have acquired special knowledge of tobacco through many, many years experience in buying, selling, and handling the leaf. Yes, they know tobacco from "A" to "Z" - and at market after market, year after year, they see the makers of Luckies consistently pay the price to get the finer-quality leaf. For example, in Williamston, North Carolina, at auctions of the 1939 crop, we paid 29 per cent above the average market price published by the United States Department of Agriculture -- at Pelham, Georgia, 37 percent more - and so on all over the South. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. So it isn't surprising that for their own smoking enjoyment, the independent experts overwhelmingly prefer this one cigarette ... Lucky Strike. In fact, with men who know tobacco best, it's Luckies 2 to 1. A friendly suggestion: smoke the smoke tobacco experts smoke. These men know that Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts.

ATX01 0118920

5/1/42

FADIMAN: Thank you, Mr. Cross. ~~THIS EVENING LUCKY STRIKE WAS~~
~~CHEERFULLY PAID OUT _____ FIFTY DOLLAR WAR BONDS AND~~
~~SUGGEST THE ENCYCLOPAEDIA BRITANNICA.~~ Thank you, Mr.
 Landis, for coming to our party this evening. Next week,
 Mr. Adams and Mr. Kieran will be on hand; and our two
 guests will be a woman who has taken America by storm in
 her productions of Hamlet, Richard II, and Macbeth - the
 author of "Shakespeare Without Tears", the outstanding
 director, Miss Margaret Webster. And with her will be a
 man responsible for publicizing most of the plays that are
 New York hits, the redoubtable press agent number one of
 the day, Mr. Richard Maney.

Remember, for every question answered correctly, the
 sender gets ten dollars in War Stamps, and for every
 question that stumps our board, you get a total of a
 fifty dollar War Bond plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to ...
 smoke the smoke tobacco experts smoke. For these
 independent experts know Lucky Strike means fine tobacco.
 At market after market they see us pay the price to get the
 milder, better-tasting tobacco. That's why, with men who
 know tobacco best, it's Luckies 2 to 1.

edp 4/30/42 11P

ATK01 0118921

5/8/42

FADIMAN:

Ladies and gentlemen; As you know Information Please rolls along without benefit of any preparation or rehearsal. Tonight our quizzees include our two veterans - John Kieran and Franklin P. Adams - and two guests. The first is the author of SHAKESPEARE WITHOUT TEARS, the brilliant Shakespearsian director, Miss Margaret Webster. And to make this an almost all theatrical evening we have with us also Broadway's premier dramatic press agent, the effervescent Mr. Richard Maney.

(QUESTIONS)

First a note from the pat-ourselves-on-the-back Dept. The magazine "Movie and Radio Guide" for the 4th successive year has voted Information Please the best quiz program. We want to thank the readers of Movie and Radio Guide and we promise to do our best to deserve another award next year.

ATX01 0118922

FADIMAN: So far Lucky Strike has paid out / Fifty-Dollar War Bonds and / set~~s~~ of the Encyclopaedia Britannica. Now here's Mr. Cross who believes that the good old American question: "What's the score?" applies equally well to a baseball game, a tennis match - or a tobacco auction.

CROSS: Well, ladies and gentlemen, as smokers, you surely have a special interest in knowing the results of the competition for fine tobacco at the auctions down South. That's why the makers of Luckies bring you actual reports from these auctions - reports which prove that, at market after market, year after year, we consistently pay the price to get the finer, milder tobacco. For example, in Louisburg, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 31 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 31 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Now - clearly - in a cigarette it's the tobacco that counts. Yes, better tobacco makes a better cigarette. So Mr. Fadiman, aren't the actual reports from tobacco markets definitely worth acting on?

FADIMAN: Yes, Mr. Cross, the score speaks for itself - and I timed you at just seconds.

(QUESTIONS)

ATX01 0118923

5/8/42

FADIMAN: Now Mr. Cross points with pride to the impressive roster of poets ^{and writers} and writers who have sung the praises of fine tobacco ...

CROSS: Well, ladies and gentlemen - besides Charles Lamb, there were Lord Byron, Ben Johnson, and Rudyard Kipling - just to mention a few. These were all men who loved life and the good things of life. And one of the things they enjoyed most was that wonderful sense of well-being that you get from a good smoke. Yes, they knew the true value of fine tobacco. And, smokers, fine tobacco is just what you enjoy whenever you light up a Lucky. For Lucky Strike is the cigarette that is the choice - the 2 to 1 choice of independent tobacco experts. At auctions all over the South, year after year, these experts - auctioneers, buyers, and warehousemen - see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder tobacco. For example, in Owensboro, Kentucky, at auctions of the 1939 crop, we paid 19 per cent more than the average market price published by the United States Department of Agriculture - at New Tazewell, Tennessee, 27 per cent more -- and so on. And that crop, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Yes Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts. Do you see now why Luckies have won the independent tobacco experts' "Stamp of Approval" - why with men who know tobacco best it's Luckies 2 to 1?

ATX01 0118924

5/8/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 3 Fifty-Dollar War Bonds and 3 sets of the Encyclopaedia Britannica. Thank you, Miss Webster and Mr. Maney, for lending your talents to our party this evening. Next week, Mr. Levant, Mr. Kieran and Mr. Adams will be on hand, and as our guest, the distinguished journalist and columnist of the New York World Telegram, recently returned from Egypt, Mr. Raymond Clapper.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATK01 0118925

WEAF

THE AMERICAN TOBACCO COMPANY

#79

INFORMATION PLEASE

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

MAY 15, 1942

FRIDAY

REBROADCAST TUESDAY MAY 19 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00

AUCTIONEER: It's half past eight

SHORTWAVE BROADCAST TUESDAY MAY 19
STATION WRCA
WNBI

(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 test your wits against the
super-wits. You furnish the questions and our experts
try to answer them. For every question used Lucky Strike
will reward you with ten dollars in War Stamps. If the
question is muffed you get a total of a Fifty-Dollar War
Bond plus the 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)

FADIMAN: Ladies and gentlemen: Information Please, informal and spontaneous as always, presents tonight the three musketeers, Oscar Levant, John Kieran and Franklin P. Adams. And as our guest, the distinguished journalist, Mr Raymond Clapper whose brilliant column in the New York World Telegram and elsewhere many of us read regularly.

(QUESTIONS)

COMMERCIAL #1

FADIMAN: So far Lucky Strike has paid out _____ Fifty-dollar War Bonds and _____ sets of the Encyclopaedia Britannica. Now Mr Cross tells us of one of the shortest speeches on record - it was known as King Edward VII's best after-dinner speech.

CROSS: Well, the King said simply - quote - Gentlemen, you may smoke - end quote .. And gentlemen - and ladies, too - you can easily see why that speech made a hit! Today as always, the enjoyment of tobacco - fine tobacco - is one of the good things of life - and smokers, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the milder, better-quality leaf. For example, in Lumberton, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 percent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 32 percent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr Fadiman, since every smoker knows that, in a cigarette it's the tobacco that counts, aren't these facts worth acting on?

FADIMAN: Action is certainly called for, Mr Cross - and like King Edward himself, you deserve compliments for brevity - just 59 seconds.

(QUESTIONS)

Commercial #2

FADIMAN: Now Mr Cross points out there's one O.K. on a cigarette that's important to every smoker.

CROSS: Ladies and gentlemen, it's the O.K. of independent tobacco experts - their "Stamp of Approval", as it were. At auctions all over the South, these experts see just who buys what tobacco - and the prices paid. And their approval of the tobaccos "Sold American" is clearly shown by their own overwhelming preference for Luckies. In fact, among independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined. At auctions all over the South, year after year, these experts see us consistently pay the price to get the finer, milder tobacco. For example, in Franklin, Tennessee, at auctions of the 1939 crop, we paid 24 percent more than the average market price published by the United States Department of Agriculture - at Whiteville, North Carolina, 36 percent more - and so on. And that fine tobacco, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. Smokers, you know that in a cigarette it's the tobacco that counts. Yes, you know that better tobacco means a better smoke. So surely you see the real importance of the tobacco experts' O.K. expressed in this familiar phrase: With men who know tobacco best, it's Luckies 2 to 1.

79
5/15/42

FADIMAN: Thank you, Mr Cross. This evening Lucky Strike has cheerfully paid out 0 Fifty-dollar War Bonds and 0 sets of the Encyclopaedia Britannica. Thank you, Mr Clapper, for your admirable aid this evening. Next week Mr Kieran and Mr Adams will be on tap and our two guests will be; first, the composer and music critic, Deems Taylor, and as our special guest, one of America's favorite stage and screen stars, seen so often in the Topper pictures and soon to be seen in THEY ALL KISSED THE BRIDE, Mr Roland Young.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond, plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

EW
5/15/42
10:45 A.M.

ATX01 0118930

WEAF

THE AMERICAN TOBACCO COMPANY

5/22/42

INFORMATION PLEASE

#80

8:30 - 9:00 P.M.

MAY 22, 1942

FRIDAY

REBROADCAST TUESDAY MAY 26, OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00
PM

AUCTIONEER: It's half past eight ...

SHORTWAVE BROADCAST TUESDAY MAY 26
STATION WRCA
WNBI

(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 coast-
to-coast quiz party. You furnish the questions and
our experts try to answer them. For every question
used Lucky Strike will reward you with ten dollars in
War Stamps. If the question is muffed you get a
total of a Fifty-Dollar War Bond plus the 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)

5/22/42

FADIMAN:

Ladies and gentlemen. Information Please continues on its merry way - informal and unprepared as always. Tonight our panel of experts includes our two regulars, Franklin P. Adams and John Kieran, and as our guests two men who have been with us before. The first is Deems Taylor, composer, music critic and radio personality. The second is one of our favorite stage and screen stars, who is soon to be seen in THEY ALL KISSED THE BRIDE, Mr. Roland Young. Before we go any further, last week we announced at the end of the program that we hadn't missed any questions. Perhaps we're getting too complacent because on checking the record of that program we find that Mr. J. Byrn of New York, for having stumped the experts with his question about presidents, should have won a set of Britannicas and a Fifty-Dollar War Bond. And, speaking of War Bonds, ladies and gentlemen, may I say a word about them. They're not only the wisest investment any American can make, but they're also an urgent - immediate duty. Let me suggest that you visit your bank or other Bond-outlet without delay and buy as many as you can.

(QUESTIONS)

RTX01 0118932

FADIMAN: So far Lucky Striko has paid out 3 Fifty-Dollar War Bonds and 3 sets of the Encyclopaedia Britannica. Now, Mr. Cross points out that procrastination, the "thief of time," is also robbing many people of smoking enjoyment.

CROSS: Well, ladies and gentlemen, perhaps you've been intending to try Luckies - but then you keep putting it off. If so - you may be missing something! For make no mistake, in a cigarette, it's the tobacco that counts. Better tobacco means more mildness, better taste, a finer cigarette all ~~around~~ - and, smokers, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the better-quality leaf. For example, in Greeneville, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 26 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 26 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, don't these facts call for action now?

FADIMAN: Timely is the word for them, Mr. Cross - and you said your say in just 56 seconds.

(QUESTIONS)

FADIMAN: Now Mr. Cross - who's perhaps thinking in terms of golf this weekend - draws a little parallel between golf pro's ... and tobacco pro's.

CROSS: Well, ladies and gentlemen, to improve your game in golf, you'd certainly take the advice of the professionals, wouldn't you? And you know, in smoking, too, you gain by taking a tip from the pro's - the independent tobacco auctioneers, buyers and warehousemen, who earn their living in buying, selling, and handling the leaf. At markets all over the South, these experts see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently pay the price to get the finer, milder leaf. For example, in Conway, South Carolina, at auctions of the 1939 crop, we paid 35 per cent more than the average market price published by the United States Department of Agriculture - at Moultrie, Georgia, 47 per cent more - and so on. And that fine tobacco, properly aged, mellowed, and blended with other fine crops, is in the Luckies you buy today. No wonder that with independent experts - with men who know tobacco best - it's Luckies 2 to 1. Smokers, you know that in a cigarette it's the tobacco that counts. Yes, you know that better tobacco means a better smoke. So why not profit by the experience of the men who know tobacco from A to Z ... Smoke the smoke tobacco experts smoke.

5/22/42

FADIMAN: Thank you, Mr. Cross. This evening Lucky Strike has cheerfully paid out 4 Fifty-Dollar War Bonds and 4 sets of the Encyclopaedia Britannica. Thank you, Mr. Young and Mr. Taylor for coming tonight. Next week, Mr. Kieran, Mr. Levant and Mr. Adams will be on deck, and as our guest, the well-known foreign correspondent and author of PEOPLE UNDER HITLER, Wallace R. Deuel.

Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a Fifty-Dollar War Bond, plus 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: That chant, ladies and gentlemen, is your reminder to ... smoke the smoke tobacco experts smoke. For these independent experts know Lucky Strike means fine tobacco. At market after market they see us pay the price to get the milder, better-tasting tobacco. That's why, with men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118935

Mr. Boggiano

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

5/29/42

INFORMATION PLEASE

#81

8:30 - 9:00 P.M.

MAY 29, 1942

FRIDAY

REBROADCAST TUESDAY JUNE 2,
OVER NATIONAL BROADCASTING
COMPANY'S NETWORK FROM 7:30
TO 8:00 P.M.

AUCTIONEER: It's half past eight ...

SHORTWAVE BROADCAST TUESDAY JUNE 2
STATION WRCA
WNBI

(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 authorities. You furnish the questions and our experts try to answer them. For every question used Lucky Strike will reward you with ten dollars in War Stamps. If the question is muffed you get a total of a Fifty-Dollar War Bond plus the 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 0118936

5/29/42

FADIMAN: Ladies and gentlemen, Information Please is a catch-as-catch-can and completely informal program. Tonight the catch-as-catch-canners include our regulars, John Kieran, Franklin P. Adams and Oscar Levant, and as our guest, the well-known foreign correspondent, author of PEOPLE UNDER HITLER, Mr. Wallace R. Deuel.

(QUESTIONS)

ATX01 0118937

FADIMAN: Now, Mr. Cross wonders if you remember Abraham Lincoln's classic answer, when asked how long a man's legs should be?

CROSS: Well, Lincoln supposedly replied: "Long enough to reach the ground." That's just common sense. And, you know, the same good common sense must govern the answer to this question: How good is a cigarette? The answer is simply: a cigarette is as good as the tobacco from which it's made. The better the tobacco the better the cigarette. That's why at market after market, year after year, we pay whatever it costs to get the finer, lighter, milder leaf. For example, in Ahoskie, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes 32 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, every smoker knows that, in a cigarette, it's the tobacco that counts -- so aren't these facts worth acting on?

FADIMAN: You've shown us reason enough, Mr. Cross -- and in just 59 seconds.

(QUESTIONS)

FADIMAN: So far Lucky Strike has paid out 0 Fifty-Dollar War Bonds and 0 sets of the Encyclopaedia Britannica...Now before we go on to the next question, Mr. Cross has something to say about a gentleman of great importance at this season of the year - that "Compleat Angler," Izaak Walton.

CROSS: Well, ladies and gentlemen, I merely want to point out that Izaak Walton could never have written his famous treatise about fishing ... if he himself hadn't been an expert fisherman. And, for words of wisdom about smoking, too, you'd do well to listen to the experts ... the independent tobacco buyers, auctioneers, and warehousemen. These experts spend their lives buying, selling, and handling tobacco. And at markets all over the South, they see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. Smokers, you know that in a cigarette, it's the tobacco that counts - you know that better tobacco means a better smoke. So why not profit by the experience and knowledge of the independent tobacco experts which is summed up in this simple statement of fact: with men who know tobacco best, it's Luckies 2 to 1.

(QUESTIONS)

5/29/42

FADIMAN: This evening Lucky Strike has cheerfully paid out 1 Fifty-Dollar War Bond and 1 set of the Encyclopaedia Britannica. Thank you, Mr. Deuel, for coming to our party tonight. Next week, Mr. Adams and Mr. Kieran will be on tap and our guests will be: first, the critic and composer, Deems Taylor; and as our special guest, the distinguished actress of the screen, recently starred with Bob Hope in MY FAVORITE BLONDE, Miss Madelino Carroll.

Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. Remember, for every question answered correctly, the sender gets ten dollars in War Stamps, and for every question that stumps our board, you get a total of a ~~complete twenty-four volume set of the Encyclopaedia Britannica.~~ complete twenty-four volume set of the Encyclopaedia Britannica. *plus a \$50. War Bond*

As for bonds - if you can't win 'em, BUY 'EM! Invest in your future, because an axis victory means a future worth *just* nothing. Banks, Post Offices, stores - all have them. Don't let them keep them!

And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

(CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco and with men who know tobacco best, it's Luckies 2 to 1.

RTX01 0118940

Mr. Bazzano

WEAF

THE AMERICAN TOBACCO COMPANY

#82

Rebroadcast

INFORMATION PLEASE

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

JUNE 5, 1942

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY JUNE 3
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

SHORTWAVE BROADCAST TUESDAY JUN
STA WRC
WNE

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 'em up and you try to knock 'em down.
You furnish the questions and our experts try to answer
them. For every question used Lucky Strike will reward
you with ten dollars in War Stamps. If the question is
muffed you get a total of a Fifty-Dollar War Bond plus
the 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 York Magazine,
Clifton Fadiman Mr. Fadiman.

(APPLAUSE)

6/5/42

FADIMAN: Ladies and Gentlemen, INFORMATION PLEASE continues on its unprepared and spontaneous path carrying with it, tonight, Franklin P. Adams, John Kieran, and, as our guests, the lovely screen star Miss Madeline Carroll, currently appearing in MY FAVORITE BLONDE and our old friend, the music critic and composer, Deems Taylor.

(QUESTIONS)

RTX01 0118942

COMMERCIAL #1

FADIMAN: Now Mr Cross wonders if you remember Charles Lamb's famous couplet:

"For thy sake, Tobacco, I
Would do anything but die!"

CROSS: Well, ladies and gentlemen, Charles Lamb may have exaggerated a bit ... yet you'll surely agree that the enjoyment of tobacco - fine tobacco ^{is} one of the truly good things of life - and, smokers, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the milder, better-quality leaf - the kind that makes you a better cigarette. For example, in Clarkton, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's right - 32 per cent above the average market price published by the United States Department of Agriculture. And that crop properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Yes, smokers, Lucky Strike means fine tobacco and - clearly - in a cigarette it's the tobacco that counts. Mr Fadiman, aren't these facts worth remembering - and worth acting on?

FADIMAN: Action is certainly called for, Mr Cross - and like Charles Lamb himself, you say much in few words - I timed you at just 60 seconds.

(QUESTIONS)

COMMERCIAL #2

FADIMAN: The next question is from Mr. W. Janis of Wingdale, N.Y.
-- hang on, ~~Mr. W. Janis~~, we'll try out your
question after Mr. Cross has delivered his message --
but first -- Speed Riggs

(SHORT CHANT - SOLD AMERICAN)

CROSS: Ladies and gentlemen, that chant is really the stock-
ticker of the tobacco country. For the auctioneer's
sing-song chant records each bid - each sale - so that
the independent experts following the auctions know
exactly who buys what tobacco - and the prices paid.
That's why these independent experts - ^c auctioneers, buyers,
and warehousomen - are such good judges of real cigarette
quality. For they know - as you do, if you stop to think
of it - that in a cigarette it's the tobacco that counts.
Yes, they know that better tobacco makes a better
cigarette. And at market after market, year after year,
they see the makers of Luckies consistently pay the price
to get the finer, milder leaf. So, smokers, for your
own greater cigarette enjoyment, why not take a tip from
the independent tobacco experts. Remember: of all
cigarettes - one, Lucky Strike, has gained the overwhelming
preference - the "Stamp of Approval" - of these experts.
In fact, with men who know tobacco best, it's Luckies
2 to 1.

FADIMAN: Thank you, Mr. Cross. That took just 57 seconds.

(QUESTIONS)

6/5/42

FADIMAN: Well, that's all we have time for. Thank you, Miss Carroll and Mr. Taylor for joining in the fun this evening. Now in a few seconds, I'll announce next week's guests ~~but before~~ ^{Tonight} ~~that you will want to know that~~ Lucky Strike has paid out 3 sets of the Encyclopaedia Britannica and 3 Fifty-Dollar War Bonds, and speaking of War Bonds -- Yes, the winners get their bonds free. Have the rest of you bought yours -- and do you buy 'em regularly? Keep the Nazis and the Japs off Main Street -- Drop in at your bank or post office and invest in yourself.

Next week, Mr. Adams and Mr. Kieran will be on hand, and, as our guests, we will have Mr. Leon Henderson, Price Administrator, and Mr. Frederick Lewis Allen, editor of Harpers Magazine.

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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.

gr, 6/4/42, 7:50 pm

ATX01 011B945

FADIMAN: It was the old autoocrat of the breakfast table, Mr. Oliver Wendell Holmes, who remarked that "a thought is often original, though you have uttered it a hundred times" - and here is Mr. Cross who heartily agrees with him ...

CROSS: Well, ladies and gentlemen, consider the simple thought: "in a cigarette, it's the tobacco that counts." You may have heard it many times. But it will strike you as fresh, original, and profoundly true only when you actually light up a Lucky and see for yourself what fine tobacco means in greater smoking enjoyment. For at market after market, year after year, the makers of Lucky Strike consistently pay the price to get the finer quality tobacco. In New Tazewell, Tennessee, for example, at auctions of the 1939 crop, The American Tobacco Company paid 27 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 27 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops is in the Luckies you buy today. Mr. Fadiman, aren't these facts worth every smoker's consideration?

FADIMAN: Mr. Cross, the facts speak for themselves - and I timed you at just 54 seconds.

(QUESTIONS)

FADIMAN: Now, before we go on to the next question, Mr. Cross has some timely June remarks to make about ^{being} ~~graduating~~ ^{ed} cum laude.

CROSS: Well, ladies and gentlemen, honors in the cigarette world, as in the academic, are won by merit. Luckies have won the high honor of being chosen by independent tobacco experts for their own smoking enjoyment. In fact, these experts - auctioneers, buyers, and warehousemen - prefer Luckies by an overwhelming majority. And it's clear why this Stamp of Approval goes to Lucky Strike. At market after market, year after year, tobacco experts see us consistently pay the price to get the finer, the lighter, the naturally milder leaf. No wonder then that with men who know tobacco best - it's Luckies two to one. In choosing your own cigarette, why not profit by the experience of these experts? Remember - Lucky Strike means fine tobacco, and in a cigarette, it's the tobacco that counts. So smoke the smoke tobacco experts smoke.

FADIMAN: Thank you, Mr. Cross. That took just 52 seconds.

(QUESTIONS)

6/12/42

FADIMAN: Well, that's all we have time for. Thank you, Mr. Henderson and Mr. Allen for coming to our party this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 2 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

Now, about bonds - let me talk for a second or so to the young folks who listen to this program. Ten pennies make a dime, and a dime buys a war stamp, and enough war stamps buy a bond, and every bond helps to make a good future for you. Keep saving, keep buying, that's the way to keep 'em flying.

omit

~~Next week Mr. Adams and Mr. Kieren will be supplemented by two guests: the noted actress and writer, Cornelia Otis Skinner and Mr. Melvyn Douglas of the Office of Civilian Defense.~~

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.

omit

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.



11/21/41:

Next week Mr. Adams and Mr. Kierin will be supplemented by two guests; the noted actress and writer, Cornelia Otis Skinner. We were also to have Mr. Melvyn Douglas, late of Hollywood, now of the office of Civilian Defense. Priorities or rationing or something stepped in and we'll have to wait for Mr. Douglas until a later date. In the meantime, watch your daily paper for the announcement of next weeks guest.

Send letters with questions and the correct answers to Information Please, 450 Lexington Avenue, New York City. And now A parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

RIGGS:

(CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS:

Let that chant remind you, ladies and gentlemen, that Lucky Strike ~~gives~~ fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.

6/19/42

FADIMAN: Ladies and gentlemen; Information Please goes right on as always - completely unhampered by any preparation, forethought, pomp or circumstance. Tonight our panel consists of our two old-timers, Franklin P. Adams and John Kieran. And as our special guests, the noted actress and writer, Cornelia Otis Skinner, and the critic and author, whose new book THOROPARE will soon be published, Christopher Morley.

(QUESTIONS)

ATK01 0118950

FADIMAN: Now Mr. Cross has something to say about the family tree ... of a cigarette.

CROSS: Well, ladies and gentlemen, that "family tree" leads straight to the tobacco auctions down South. For any cigarette inherits its characteristics of taste and mildness, from the tobacco bought for it at those thousand and one auctions. So it means a lot to you that, at market after market, year after year, the makers of Lucky Strike Cigarettes consistently pay the price to get the milder, better-quality leaf. For example, in Pamplico, South Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 34 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's right - 34 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Yes, Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts. Mr. Fadiman, aren't these facts worth every smoker's consideration?

FADIMAN: Yes, Mr. Cross, the facts tell the story - and with admirable brevity in just 68 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, here's Mr. Cross, who's brought with him a sort of miniature cigarette counter.

CROSS: Well, ladies and gentlemen, I have here packages of all the different brands of cigarettes you see at an average cigarette counter. Now I want to point out a distinction that means a lot to you as smokers. Out of all these different cigarettes, one - Lucky Strike - has gained the overwhelming preference of independent tobacco experts - auctioneers, buyers, and warehousemen. In fact, with men who know tobacco best, it's Luckies 2 to 1. Surely, this experts' "Stamp of Approval" on Luckies is your best guide to greater smoking enjoyment. For remember, tobacco experts see just who buys what tobacco. ^A At markets all over the South, year after year, they see the makers of Luckies consistently pay the price to get the finer, lighter, milder leaf. Yes, tobacco experts know that Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts. So smoke the smoke tobacco experts smoke.

FADIMAN: Thank you, Mr. Cross. That took just 57 seconds.

(QUESTIONS)

6/19/42

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Skinner and Mr. Morley for joining us this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 1 set of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bond.

Ladies - Gentlemen

And -- speaking of bonds -- have you joined the finest, the most inclusive club in the world, -- the ten per cent club -- consisting of Americans who will agree to buy war bonds regularly to the extent of ten per cent or more of their present income? There's the club, ladies and gentlemen, to smash the Axis. Join up today and get your ten per cent button.

Next week, Mr. Kieran and Mr. Adams will be on hand. And they will be aided by our guests; first, our old friend Jan Struther, on whose novel is based the sensational moving picture success, MRS. MINIVER; and Frederick C. Oechsner, famous United Press correspondent just returned from Germany. 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 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118953

WEAF

THE AMERICAN TOBACCO COMPANY

6/26/42

INFORMATION PLEASE

#85

8:30 - 9:00 PM

JUNE 26, 1942

FRIDAY

REBROADCAST TUESDAY JUNE 30 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00
AUCTIONEER: It's half past eight PM
SHORTWAVE BROADCAST TUESDAY, JUNE 30
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

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 test your skill at
stopping its panel of experts. You furnish the
questions and our experts try to answer them. For
every question used Lucky Strike will reward you
with ten dollars in War Stamps. If the question is
muffed you get a total of a Fifty-Dollar War Bond
plus the 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 0118954

6/26/42

PADIMAN: Ladies and gentlemen, Information Please continues on its way, entirely unrestrained by any preparation, forethought, pomp or circumstance. Tonight our board consists of our two stalwarts, John Kieran and Franklin P. Adams, and as our special guests, Jan Struther, author of the novel MRS. MINIVER on which the smash-hit motion picture is based, and Mr. Frederick C. Oechsner, United Press Correspondent, just returned from Germany with first-hand reports about the Nazis.

(QUESTIONS)

ATX01 0118955

FADIMAN: Now Mr. Cross says that passwords are not limited to the military.

CROSS: No, indeed, ladies and gentlemen. There's a password to greater smoking enjoyment that more and more people are learning. It's simply this: in a cigarette, it's the tobacco that counts. Yes, better tobacco means a better smoke. That's why it's important to you that, at market after market, year after year, the makers of Lucky Strike Cigarettes consistently pay the price to get the finer, milder tobacco. For example, in Louisburg, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 31 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's right - 31 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Yes, Lucky Strike means fine tobacco. Mr. Fadiman, isn't that one fact reason enough for trying Luckies?

FADIMAN: Mr. Cross, you've made it seem definitely worthwhile - and in just _____ seconds.

(QUESTIONS)

FADIMAN: Now, in just a minute we'll go on to more questions but first Mr. Cross has a suggestion for those of you who are going away on a weekend visit tomorrow or over the Fourth.

CROSS: Well, it's just this ... why not take your host or hostess a carton of Luckies ... It's sure to make a hit! For here's something to remember when buying cigarettes for yourself or others: Luckies' finer tobaccos please the hardest-to-please group of smokers in all America... I mean the independent tobacco experts down South. These auctioneers, buyers and warehousemen are naturally choosy about what they smoke. For they know tobacco from "A" to "Z". And at markets all over the South they see just who buys what tobacco - yes, year after year, these experts see the makers of Luckies consistently pay the price to get the finer, milder leaf. Now smokers, you know - if you just stop to think of it - that in a cigarette it's the tobacco that counts. So why not profit by the judgment of the independent tobacco experts. Remember, with these experts - with men who know tobacco best, it's Luckies 2 to 1.

FADIMAN: Thank you Mr. Cross. That took just _____ seconds.

(QUESTIONS)

6/26/42

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Struther and Mr. Oechsner, for helping us out this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out ____ sets of the Encyclopaedia Britannica and ____ Fifty-Dollar War Bonds.

And - speaking of bonds - freedom, you know, is a hard-bought thing. You can help to keep it and help to give it to others by buying the world's best investment - United States War Bonds and Stamps. Let's all be 110% Americans!

Next week, the three regulars of Information Please will be re-united. Franklin P. Adams and John Kieran welcome back from Hollywood their prodigal son, Oscar Levant. And our special guest is the dyed-in-the-wool Hollywoodian, the famous actor and director, Gregory Ratoff, whose new film FOOTLIGHT SERENADE is shortly to be released.

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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118958

WEAF

THE AMERICAN TOBACCO COMPANY

7/3/42

INFORMATION PLEASE

#86

8:30 - 9:00 P.M.

JULY 3, 1942

FRIDAY

AUCTIONEER: It's half past eight ... REBROADCAST TUESDAY JULY 7 OVER
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00 P.
(CHANT ENDING "HALF PAST EIGHT") SHORTWAVE BROADCAST TUESDAY JULY 7
STATION WRCA
WNBI

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 take a chance at
stopping its panel of experts. You furnish the
questions and our experts try to answer them. For
every question used Lucky Strike will reward you
with ten dollars in War Stamps. If the question is
muffed you get a total of a Fifty-Dollar War Bond
plus the 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)

7/3/42

FADIMAN:

Ladies and gentlemen, Information Please continues on its unrehearsed and unforeseeable wayward career and tonight the three musketeers are re-united. Oscar Lochinvar Levant has just come back out of the West to rejoin Franklin P. Adams and John Kieran, and our guest is none other than the one and only author, director and producer, Gregory Ratoff, whose latest picture FOOTLIGHT SERENADE will open soon.

(QUESTIONS)

ATX01 0118960

FADIMAN: Now Mr. Cross, a modest fellow admits that he's not the only one who can tell you about the merits of Lucky Strike Cigarettes.

CROSS: That's right Mr. Fadiman, many of the facts I bring you about fine tobacco are well known to any man or woman who smokes Luckies. And, ladies and gentlemen, no one could tell you better than a Lucky Strike smoker how much fine tobacco means in terms of mildness and better taste. For make no mistake - in a cigarette, it's the tobacco that counts. And, at market after market, year after year, the makers of Luckies consistently pay the price to get the finer quality tobacco. In Pelham, Georgia, for example, at auctions of the 1939 crop, The American Tobacco Company paid 37 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's right, 37 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops is in the Luckies you buy today. Mr. Fadiman, aren't these facts worth every smoker's consideration?

FADIMAN: Mr. Cross, the facts are eloquent - and I timed you at just 57 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Cross tells you something you may never have known before about this chant ...

(CHANT IN - LOUD - FADE OUT)

CROSS: Well, ladies and gentlemen, one of the reasons for ~~that~~^{is} that strange sing-song is so that it may be heard above the bustle and noise of a tobacco warehouse. For ~~the~~ independent experts following the sale want to hear each bid as the auctioneer cries it out -- yes, they want to know who buys what tobacco -- and the prices paid. And because it's part of the daily business of auctioneers, buyers, and warehousemen, to know these facts, they make excellent judges of real cigarette quality. Indeed, their overwhelming preference for Luckies is your certain assurance that Lucky Strike means fine tobacco. Year after year, these experts see the makers of Luckies consistently pay the price to get the finer, lighter, milder leaf. So why not take a tip from the independent tobacco experts. Remember: their expert "Stamp of Approval" goes to Lucky Strike by a wide, wide margin. In fact, with men who know tobacco best, it's Luckies 2 to 1.

FADIMAN: Thank you, Mr. Cross. That took just 56 seconds.

(QUESTIONS)

7/3/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Mr. Ratoff for helping us out this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 2 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

One hundred and sixty-six years ago tomorrow a bell in Philadelphia proclaimed liberty to a few million scattered Americans. Today that liberty is in danger as never before. Buying War Bonds and Stamps will help to keep the bell of liberty ringing in the hearts of all of us. Keep on buying!

Next week, our two regulars, Mr. Adams and Mr. Kieran will be on hand. And as our guests, first the music critic and composer Deems Taylor, and the author of the popular series of a Private in the United States Army, of which the latest is PRIVATE PURKEY IN LOVE AND WAR, Mr. H. I. Phillips of the New York Sun. *Remember*

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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE-SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies 2 to 1.

ATX01 0118963

WEAF

THE AMERICAN TOBACCO COMPANY

As Broadcast
7/10/42

INFORMATION PLEASE

#87

8:30 - 9:00 PM

JULY 10, 1942

FRIDAY

REBROADCAST TUESDAY JULY 14 OVER
NATIONAL BROADCASTING COMPANY'S BLU
NETWORK FROM 7:30 TO 8:00 P.M.

AUCTIONEER:

It's half past eight

.....
SHORTWAVE BROADCAST TUESDAY JULY 14
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA

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 attend its coast-to-coast party. You furnish the questions and our experts try to answer them. For every question used Lucky Strike will reward you with ten dollars in War Stamps. If the question is muffed you get a total of a Fifty-Dollar War Bond plus the 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)

7/10/42

FADIMAN: Ladies and gentlemen; Information Please, as always, continues on its carefree, unplanned and unrehearsed way. Tonight our panel of experts consists of our two regulars, John Kieran and Franklin P. Adams, and as our guests, Mr. Deems Taylor, well-known music critic, composer, and ^{other things} ~~plenty more~~; and Mr. H. I. Phillips, the creator of "The Sun Dial" and of "Private Purkey."

(QUESTIONS)

ATX01 0118965

FADIMAN: Now Mr. Cross - not without a glance of reproach at Mr. Kieran - regrets that the Bard of Avon evidently was never introduced to ... tobacco.

CROSS: Well, Mr. Fadiman, that's to be regretted, because Shakespeare - better than any other - might have summed up the importance of this simple pleasure in the scheme of things. Ladies and gentlemen, especially in these days, it's worth your while to make sure of the more complete enjoyment that comes only from fine tobacco - and Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay whatever it costs to get the finer, lighter, milder leaf. For example, in Fairmont, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 33 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes 33 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, every smoker knows that, in a cigarette, it's the tobacco that counts - so aren't these facts worth acting on?

FADIMAN: You've shown us reason enough, Mr. Cross - and in just 59 seconds.

(QUESTIONS)

FADIMAN: Now - before we go on to the next question - Mr. Cross reminds us that the government stamp isn't the only sort of stamp on your package of Luckies.

CROSS: Yes, ladies and gentlemen, there's another stamp that means a lot - even though you can't see it - it's the "Stamp of Approval" of independent tobacco experts. In the considered judgment of these auctioneers, buyers, and warehousemen - who know tobacco from A to Z - Luckies are the preferred cigarette of an overwhelming majority. In fact, with men who know tobacco best, it's Luckies 2 to 1. Surely this tobacco experts' "Stamp of Approval" on Luckies is worth remembering - and worth your acting on. For at auctions all over the South, these experts see just who buys what tobacco - yes, they see the makers of Luckies consistently pay the price to get the milder, better tasting leaf. It all adds up to this: Lucky Strike means fine tobacco and, in a cigarette, it's the tobacco that counts. So smokers, why not choose the cigarette that bears the "Stamp of Approval" of independent tobacco experts?

FADIMAN: Thank you, Mr. Cross. That took just 57 seconds.

(QUESTIONS)

7/10/42

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Taylor and Mr. Phillips for helping out tonight. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 4 sets of the Encyclopaedia Britannica and 4 Fifty-Dollar War Bonds.

And - speaking of bonds - in the near future our fliers will be making a number of free trips to Tokio and Berlin, all expenses paid. To make their sightseeing possible, invest in United States War Bonds and Stamps - regularly - week after week - until victory is won.

Next week our three musketeers will be back in force and with them as our guest, Senator Henry Cabot Lodge, Jr., now a Major in the U. S. A. Tank Corps, and just back from the Libyan front.

Send letters with questions and the correct answers to Information Please, ^{at} 480 Lexington Avenue, New York City. And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 011896B

WEAF

THE AMERICAN TOBACCO COMPANY

*As Broadcast
Mr. Boggiano #88*

INFORMATION PLEASE

7/17/42

8:30 - 9:00 P.M.

JULY 17, 1942

FRIDAY

REBROADCAST TUESDAY JULY 21 OVER
NATIONAL BROADCASTING COMPANY'S BLU
AUCTIONEER: It's half past eight ... NETWORK FROM 7:30 TO 8:00 P.M.
SHORTWAVE BROADCAST TUESDAY JULY 21
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

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 almost
infallible experts and challenges you to trip them
up. You furnish the questions and our experts try
to answer them. For every question used Lucky Strike
will reward you with ten dollars in War Stamps. If
the question is muffed you get a total of a
Fifty-Dollar War Bond plus the 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)

7/17/42

FADIMAN:

Ladies and gentlemen; spontaneous and unrehearsed as ever, Information Please offers tonight as its four experts, our three veterans, the old Kieran-Levant-Adams combination, and as its guest, Senator Henry Cabot Lodge, Jr., now a Major in the United States Army Tank Corps, and just returned from Egypt.

(QUESTIONS)

FADIMAN: Now Mr. Cross wonders, if cigarette smokers sometimes feel like the man who "couldn't see the forest for the trees."

CROSS: Well, ladies and gentlemen, with many different brands of cigarettes to choose from, it may be hard to remember that the same fundamental fact applies to them all: In a cigarette it's the tobacco that counts! Yes, better tobacco means a better smoke - that's true whether you're looking for more mildness or finer taste. So, smokers - clearly - when you buy cigarettes, it's fine tobacco you want - and Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay whatever it costs to get the better-quality leaf. For example, in Greeneville, Tennessee, at auctions of the 1939 crop, The American Tobacco Company paid 26 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes 26 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, have I demonstrated that Luckies give smokers what counts -- fine tobacco?

FADIMAN: Mr. Cross, you've made the facts crystal clear - and in just 59 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Cross has some questions for you.

CROSS: Well, ladies and gentlemen, if you're smoking a cigarette now, or have one handy, I wish you'd take a brief look at it ... at that slender tube of white paper, containing tobacco ... And let me just ask you this: Was tobacco for your cigarette bought at the auctions down South? ... Well, the answer is: yes, of course ... And were independent tobacco experts present at those auctions? ... Yes, again - at every one of them. Independent experts - auctioneers, buyers, and warehousemen - saw just who bought what tobacco. At auctions all over the South, year after year, they see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. And so, with these independent experts, with men who know tobacco best, it's Luckies 2 to 1 ... Smokers, isn't that something worth acting on? Remember: tobacco experts know that Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts.

FADIMAN: Thank you, Mr. Cross, that took just 57 seconds.

(QUESTIONS)

7/17/42

FADIMAN: Well, that's all we'll have time for. Thank you, Major, for joining in the fun this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 0 sets of the Encyclopaedia Britannica and 0 Fifty-Dollar War Bonds.

And, ~~speaking of bonds~~, we are glad to report that the Ten Per Cent Club's membership is increasing by leaps and bonds (~~we mean War Bonds, of course~~). To join this Club you agree to use ten per cent of your income toward the purchase of the best and safest investment you can make - war bonds and stamps to keep yourself and your family free. If you are not already a member of the Ten Per Cent Club, join now.

Next week Mr. Kieran and Mr. Adams will do their stuff, and our guests will be: first, the author ^{and sports expert} of the ~~distinguished motion picture, THE PRIDE OF THE YANKEES,~~ Mr. Paul Gallico; and second, citizen extraordinary, eminent attorney and currently the successful author of CITY LAWYER, Mr. Arthur Garfield Hayes.

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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one.

ATX01 0118973

WEAF

THE AMERICAN TOBACCO COMPANY

*As Broadcast
Mr. Boggiano
7/24/42*

INFORMATION PLEASE

#89

8:30 - 9:00 P.M.

JULY 24, 1942

FRIDAY

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

AUCTIONEER: It's half past eight

SHORTWAVE BROADCAST TUESDAY JULY 28
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

CROSS:

It's half past eight New York time ... time to wake
up America and stump the experts. Each week at this
time you match your wits against those of Lucky
Strike's board of wise men. You furnish the questions
and our experts try to answer them. For every
question used Lucky Strike will reward you with ten
dollars in War Stamps. If the question is muffed
you get a total of a Fifty-Dollar War Bond plus the
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)

7/24/42

FADIMAN: Ladies and gentlemen: Like Ole Man River, Information Please keeps rollin' along, unpredictable and go-as-you-please. Tonight our two old hands are here, John Kieran and Franklin P. Adams, reenforced by the popular author and sports authority, Paul Gallico and by the eminent attorney, author of CITY LAWYER, Arthur Garfield Hays.

(QUESTIONS)

ATX01 0118975

FADIMAN: Now Mr. Cross - quite unblushingly - reveals that one important part of his job is just to remind you of something you already know.

CROSS: Yes, ladies and gentlemen, you know, if you just stop to think of it, that in a cigarette it's the tobacco that counts ... But do you stop to think of it, in selecting your own cigarette? ... If not, you may be missing out on some real smoking enjoyment. For better tobacco makes a better cigarette - and smokers, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the milder, better-quality leaf. In Clarkton, North Carolina, for example, at auctions of the 1939 crop, The American Tobacco Company paid 32 per cent more for the tobacco it bought for its cigarettes and other tobacco products.

Yes, 32 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, and blended with other fine crops is in the Luckies you buy today. Mr. Fadiman, have I shown what may be gained by trying Luckies?

FADIMAN: Mr. Cross, the facts speak for themselves - and in just 55 seconds.

7/24/42

FADIMAN: Now before we go on to the next question, Mr. Cross points out that whether you're buying a thoroughbred horse, a blue-white diamond - or a package of cigarettes - the same good common sense rule applies.

CROSS: Well, ladies and gentlemen, it's just this: take a tip from the experts ... For experts know the facts. In the case of cigarettes, the independent buyers, auctioneers, and warehousemen are present at auctions all over the South. They see just who buys what tobacco - and the prices paid. So the overwhelming 2 to 1 preference of these independent experts for Luckies - their "Stamp of Approval" - is surely your best guide to greater smoking enjoyment. Just remember this: at market after market, year after year, tobacco experts see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. Now the experts know, as you do, that in a cigarette it's the tobacco that counts; and with these independent experts - with men who know tobacco best, it's Luckies 2 to 1 ... Isn't that something worth acting on, next time you buy cigarettes?

FADIMAN: Thank you, Mr. Cross. That took just 54 seconds.

(QUESTIONS)

7/24/42

FADIMAN: Well, that's all we'll have time for. Thank you Mr. Hays and Mr. Gallico, for backing us up tonight. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

Speaking of bonds -- have you ever thought of the kind of bondage almost all of Western Europe is now groaning under - and how we're next on the program? U. S. War Bonds, an investment not a gift, will help to save us from that fate - and bring freedom to a world in chains.

Next week the Kieran-Adams-Levant triple play will be in operation and our fourth guest will be the charming authoress of two recent best sellers, ABOVE SUSPICION and the current ASSIGNMENT IN BRITTANY, Helen MacInnes.

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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 0118978

7/31/42

THE AMERICAN TOBACCO COMPANY

INFORMATION PLEASE

#90

JULY 31, 1942

REBROADCAST TUESDAY AUGUST 4
OVER NATIONAL BROADCASTING
COMPANY'S BLUE NETWORK FROM
7:30 TO 8:00 P.M.

8:30 - 9:00 P.M.

SHORTWAVE BROADCAST TUESDAY AUGUST 4
STATION WRCA
WNBI

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 puts on a coast-to-coast quiz party. You furnish the questions and our experts try to answer them. For every question used Lucky Strike will give you ten dollars in War Stamps. If the question is muffed Lucky Strike gives you a total of a Fifty-Dollar War Bond plus the 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 0118979

7/31/42

FADIMAN:

Ladies and gentlemen: as you know, Information Please is a completely informal and unrehearsed performance. We let the quips fall where they may. Tonight the quipsters include our trio of veterans, Oscar Levant, John Kieran, Franklin P. Adams; and, as our guest, the charming author of those two best-sellers, ABOVE SUSPICION and ASSIGNMENT IN BRITTANY, Miss Helen MacInnes.

(QUESTIONS)

ATX01 0118980

Last Price comparison
INFORMATION PLEASE

RTX01 0118981

FADIMAN: Now Mr. Cross points out that, if we were to hold a little "Information Please" quiz on the subject of smoking, a surprising number of questions would be found to have the same answer.

CROSS: Well, for example, to the question: What explains mildness in a cigarette,...the answer is ~~just~~ ^{simply} fine tobacco...And why is one cigarette better-tasting than another, The answer again: fine tobacco. And so it goes with every quality you want for greater smoking enjoyment. To put it in a nutshell: in a cigarette it's the tobacco that counts - and, smokers, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the finer, the lighter, the naturally milder leaf. For example, in Conway, South Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 35 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes, 35 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Luckies you buy today. Mr. Fadiman, have I demonstrated that Lucky Strike is an excellent answer to smoker's questions,

FADIMAN: Mr. Cross, you've let the facts tell their own story - and I timed you at 60 seconds.
(QUESTIONS)

7/31/42

FADIMAN: Now before we go on to the next question, Mr. Cross points out that tobacco experts are always kept posted by this chant...

(CHANT IN - OUT - NO SOLD AMERICAN)

CROSS: Yes, ladies and gentlemen, year after year, at market after market, the tobacco auctioneers chant out each bid, each sale. So the independent experts at these auctions know just who buys what tobacco - and the prices paid. With this ready index to true tobacco values to guide them, what cigarette do the experts choose for their own smoking enjoyment, The answer is that their overwhelming preference - the experts "Stamp of Approval" - goes to Lucky Strike. In fact, sworn records show that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Smokers, remember, tobacco experts know that Lucky Strike means fine tobacco, because they see us consistently pay the price to get the milder, better-tasting leaf. And... since you know that in a cigarette it's the tobacco that counts, surely it's worth your while to smoke the smoke tobacco experts smoke.

FADIMAN: Thank you, Mr. Cross. That took just 59 seconds.

(QUESTIONS)

ATX01 0118983

7/31/42

FADIMAN: Well, that's all we'll have time for. Thank you, Miss MacInnes, for the good work this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid out 3 sets of the Encyclopaedia Britannica and 3 Fifty Dollar War Bonds.

Speaking of bonds - did you ever really stop to consider what good that dime, that dollar, that \$37.50 will do you if the Japs and the Nazis should march down your street? Think it over - then buy - and buy again - and again - and again.

Next week, Mr. Kieran and Mr. Adams will be on deck, and as our guests James Gleason and Russel Crouse.

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.

RIGGS: (CHANT ENDING BETWEEN 25 & 27 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATXO1 0118984

WEAF

THE AMERICAN TOBACCO COMPANY

#91

INFORMATION PLEASE

8:30 - 9:00 P.M.

AUGUST 7, 1942

FRIDAY

REBROADCAST TUESDAY AUGUST 11 ON
NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00 P

AUCTIONEER: It's half past eight...

SHORTWAVE BROADCAST TUESDAY AUGUST 11
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

RUYSDAEL: 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 match your wits against those
of a quartet of quizzical ~~experts~~ ^{authorities}. You furnish the
questions and our experts try to answer them. For every
question used Lucky Strike will give you ten dollars in
War Stamps. If the question is muffed Lucky Strike gives
you a total of a Fifty-Dollar War Bond plus the 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 similar-
ity, we' 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)

8/7/42

FADIMAN: Ladies and gentlemen; Information Please, its unchanged, spontaneous, and unrehearsed self, presents tonight as its quartet of authorities Franklin P. Adams, and John Kieran, and as our guests the Arsenic-and-Old-Lace - Life-With-Father maestro, Mr. Russel Crouse, together with that beloved star of stage and screen, Mr. Ned Sparks.

(QUESTIONS)

FADIMAN: Ladies and gentlemen, Mr. Cross is on vacation. So Mr. Basil Ruysdael in his stead quotes - in full - one of the shortest speeches on record - it was known as King Edward VII's best after-dinner speech.

RUYSDAEL: Well, the King said simply, quote, Gentlemen, you may smoke, end quote ... And gentlemen - and ladies too - you can easily see why that speech made a hit! Today as always, the enjoyment of tobacco - fine tobacco - is one of the good things of life - and smokers, Lucky Strike means fine tobacco. If you yourself visited tobacco auctions anywhere in the South, you'd see us bidding in open competition and paying the price to get the milder, better-quality Lucky Strike tobacco. Independent tobacco experts who are present at every auction see these facts for themselves. Yes, year after year, at market after market, they see Lucky Strike consistently pay the price to get the finer, the lighter, the naturally milder leaf. So with these independent experts - with men who know tobacco best, it's Luckies 2 to 1 ... Mr. Fadiman, since every smoker knows that in a cigarette it's the tobacco that counts, aren't these facts worth acting on?

FADIMAN: Action is certainly called for, Mr. Ruysdael - and like King Edward himself, you deserve compliments for brevity - just 58 seconds.

(QUESTIONS)

8/7/42

FADIMAN: Now before we go on to the next question, Mr. Ruysdael points out that a baseball player has to be pretty good to win Mr. Kieran's approval - and a rhyme more than passing fair to please Mr. Adams.

RUYSDAEL: Well, ladies and gentlemen, to win the approval of experts in any field requires a really distinguished performance. This is outstandingly true of the independent tobacco experts - buyers, auctioneers, and warehousemen. At auctions all over the South, these experts see just who buys what tobacco - and the prices paid. So their overwhelming 2 to 1 preference for Luckies - the independent experts' "Stamp of Approval" - is your best assurance of distinguished performance in a cigarette. For make no mistake, in a cigarette, it's the tobacco that counts - and, clearly, Lucky Strike means fine tobacco. At market after market, year after year, we consistently pay the price to get the finer, the lighter, the naturally milder Lucky Strike tobacco. No wonder that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Why not profit by the experience of these men who spend their lives, buying, selling and handling tobacco - yes, why not smoke the smoke tobacco experts smoke,

FADIMAN: Thank you, Mr. Ruysdael. That took just 60 seconds.

(QUESTIONS)

ATX01 0118988

8/7/42

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Crouse and Mr. ^{Spinks} ~~Spinks~~, for joining in the fun tonight. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 0 sets of the Encyclopaedia Britannica and 6 Fifty Dollar War Bonds. And speaking of bonds, you might be interested to know what your investment is doing for you. Ten cents will buy five cartridges. Fifty cents will buy oil to run a destroyer one mile. \$5.00 will buy a navy life ring that may save the life of someone you love. And for ~~the fancy sum of \$350,000~~ ^{35 one thousand dollar bonds} you pay for one of the heavy bombardment planes that bring victory nearer.

Next week we will have with us the Levant-Adams-Kieran combination plus Dr. Mildred H. McJee, president of Wellesley College who has recently been appointed Lieutenant Commander of the Women's Naval Reserve Corps.

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.

RIGGS: (CHANT ENDING BETWEEN 34 & 36 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 0118989

*As Broadcast
Mr. Boggiano
#92*

WEAF

THE AMERICAN TOBACCO CO.

INFORMATION PLEASE

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

AUGUST 14, 1942

FRIDAY

AUCTIONEER: It's half past eight... REBROADCAST TUESDAY AUGUST 18, OVER
NATIONAL BROADCASTING COMPANY'S BLU
NETWORK FROM 7:30 TO 8:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

RUYSDAEL: It's half past eight New York time...time to wake up STA WRCA
WNBI

America and stump the experts. Each week at this time
Lucky Strike invites you to test your wits against those
of the ~~experts~~ ^{authorities}. You furnish the questions and our
experts try to answer them. For every question used
Lucky Strike will give you ten dollars in War Stamps.
If the question is muffed Lucky Strike gives you a total
of a Fifty Dollar War Bond plus the twenty-four volume
set of the Encyclopaedia Britannica. Send your questions
to Information Please, 4⁸90 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 0118990

#92
8/14/42

FADIMAN: Ladies and gentlemen; Information Please is a completely unrehearsed and spontaneous program. The spontaneity tonight will be provided by our veteran trio, Oscar Levant, Franklin P. Adams, and John Kieran, plus a distinguished guest - Dr. Mildred H. McAfee, President of Wellesley College and recently appointed Lieutenant Commander of the Women's Naval Reserve.

(QUESTIONS)

COMMERCIAL #1

FADIMAN: Now, here's Mr. Basil Ruysdael pinch hitting for Mr. Cross who points out that procrastination, the "thief of time", is also robbing many people of smoking enjoyment.

RUYSDAEL: Well, ladies and gentlemen, perhaps you've been intending to try Luckies - but then you keep putting it off. If so - you may be missing something! For make no mistake, in a cigarette, it's the tobacco that counts. Better tobacco gives you more mildness, better taste, a more enjoyable cigarette all around - and smokers, Lucky Strike means fine tobacco. Let me repeat ... Lucky Strike means fine tobacco! Those five brief words sum up the exciting story of many years of competition at tobacco auctions down South. On those open markets, as you know, each basket of leaf is knocked down to the highest bidder. The better the tobacco - the higher ^{paid} the price ... And remember, at these sales, year after year, in market after market, the makers of Luckies consistently pay the price to get the finer, milder tobacco - the kind that gives you the most smoking enjoyment - in short, Lucky Strike tobacco. Mr. Fadiman, just putting two and two together, don't these facts call for action now?

FADIMAN: Timely is the word for them, Mr. Ruysdael - and you said your say in just 60 seconds.

FADIMAN: In a minute we'll go on to the next question but, first Mr. Ruysdael - whose own hobby is sailing - says that old time skippers have something in common with ... tobacco experts.

RUYSDAEL: Well, ladies and gentlemen, the real salt-water skipper spends his life in and around boats - so, of course, he can give you some mighty good tips on sailing. And by the same token, independent tobacco experts - who spend their lives, buying, selling, and handling the leaf - are your good friends when it comes to choosing a cigarette of fine tobacco. For, at markets all over the South, independent buyers, auctioneers, and warehousemen see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. No wonder that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Isn't it worth your while to profit by the experience of men whose knowledge of tobacco is their bread and butter? Remember, these experts know that Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts!

FADIMAN: Thank you, Mr. Ruysdael, ^{that} ~~test~~ took just 08 seconds.

FADIMAN:

Well, that's all we'll have time for. Thank you, Dr. McAfee, for your noble work this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 2 sets of the Encyclopaedia Britannica and 2 Fifty Dollar War Bonds.

Speaking of bonds - remember this: If Hitler wins, that's not the end of the war; it's merely the beginning of slavery. Your investment ^{of at least 10% of your savings} in U. S. Savings Bonds and Stamps will help to keep you an American citizen, instead of a member of a labor battalion - or part of a mass burial. Think it over.

Next week, Mr. Adams and Mr. Kieran will be with us and as our guests of honor, the Scripps-Howard columnist, Mr. Raymond Clapper and the Director of the Office of Price Administration, Mr. Leon Henderson.

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.

RIGGS:

(CHANT ENDING BETWEEN ³⁸~~39~~ & 40 INCLUSIVE - SOLD AMERICAN)

RUYSDAEL:

Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

wde
12:00 MID
8/13/42

WEAF

THE AMERICAN TOBACCO COMPANY

8/21/42

INFORMATION PLEASE

#93

8:30 - 9:00 PM

AUGUST 21, 1942

FRIDAY

REBROADCAST TUESDAY AUGUST 25 OVER
NATIONAL BROADCASTING COMPANY'S

AUCTIONEER:

It's half past eight ... BLUE NETWORK FROM 7:30 TO 8:00
SHORTWAVE BROADCAST TUESDAY AUGUST 25 PM
(CHANT ENDING HALF PAST EIGHT) STATION WRCA

RUYSDAEL:

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
with four titanic brains furnishing the floor show.
You provide the questions and our experts try to
answer them. For every question used Lucky Strike
will give you ten dollars in War Stamps. If the
question is muffed Lucky Strike gives you a total
of a Fifty-Dollar War Bond plus the 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)

8/21/42

FADIMAN:

Ladies and gentlemen: Information Please, as you know, just rolls right along without benefit of any preparation or rehearsal. Tonight Franklin P. Adams and John Kieran are again on the job, reenforced by the famous Scripps-Howard Washington correspondent, Raymond Clapper, and the dynamic Director of the Office of Price Administration, Leon Henderson.

(QUESTIONS)

ATX01 0118996

FADIMAN: Now with Mr. Cross still "having wonderful time" on his vacation, Mr. Ruysdael has arranged with Mr. Speed Riggs, our tobacco auctioneer, to reenact for us a typical tobacco auction. Are you ready, gentlemen?

RUYSDAEL: Yes, Mr. Fadiman - (SNEAK IN CHANT - CROWD NOISE) - picture a huge warehouse - jam-packed with tobacco - over a dozen buyers competing for the leaf - and, remember, each basket goes to the highest bidder! (CHANT UP - SOLD AMERICAN AT 38)

WHSMAN: Good tobacco, boys! 33! (CHANT)

RUYSDAEL: 33 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 34 - Lucky Strike raises it 35 - that leaf company again 36 - another cigarette company bids 37 - an export company 38 - 38 - but Lucky Strike raises it to 39 - and yes - it's going - going - (CHANT UP - SOLD AMERICAN). Ladies and gentlemen, we've given you a typical example of what happens when the finer, lighter, milder tobacco - the Lucky Strike tobacco - comes up for sale. Yes, at market after market, year after year, we pay the price to get the better-quality leaf. To put it in a nutshell, Lucky Strike means fine tobacco - and, in a cigarette, it's the tobacco that counts.

FADIMAN: Mr. Ruysdael, Mr. Riggs, and gentlemen, thank you for a very interesting demonstration - that took only 59 seconds.

(QUESTIONS)

FADIMAN: Now - before we go on to the next question -
Mr. Ruysdael says there's one O.K. worth remembering
when you buy cigarettes.

RUYSDAEL: Ladies and gentlemen, it's the O.K. of independent
tobacco experts - their "Stamp of Approval" that goes
to Lucky Strike by such a wide, wide margin. At
auctions all over the South, these experts see just who
buys what tobacco. And they show how thoroughly they
approve the tobaccos "Sold American" by their own
overwhelming preference for Luckies. In fact, sworn
records show that among these independent experts -
auctioneers, buyers, and warehousemen - with men who
know tobacco best, it's Luckies 2 to 1. Smokers,
doesn't this tobacco experts' "Stamp of Approval"
tell you better than a thousand words that Lucky Strike
means fine tobacco! Next time you step up to the
cigarette counter, remember - in a cigarette - it's
the tobacco that counts - and tobacco experts see us
buy the finer, the lighter, the naturally milder
Lucky Strike leaf. So smoke the smoke tobacco experts
smoke!

FADIMAN: Thank you, Mr. Ruysdael. That took just 57 seconds.

(QUESTIONS)

8/21/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Mr. Clapper and Mr. Henderson for joining our party this evening. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid 2 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

Speaking of bonds - What do you figure on using for money if the Germans and the Japs win and put the squeeze on us? If you want one argument that'll send you to your bank or post office on a bond-buying trip, remember this: The best investment in America is - in America!

Next week, the Levant-Kieran-Adams trio will be on hand, and our guest will be the author and news commentator, Quincy Howe.

Remember to

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.

RIGGS:

(CHANT ENDING BETWEEN 38 & 40 INCLUSIVE-SOLD AMERICAN)

RUYSDAEL:

Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 011B999

FADIMAN: (TO FOLLOW FIRST NON-STUMP QUESTION)

Well, Mr. _____, here's where you get a big surprise. Beginning tonight Lucky Strike, in addition to the ten dollars in War Stamps, is giving you and every person whose question is used on this program a twelve-volume set of the Britannica Junior Encyclopaedia. If you are a parent, Britannica Junior will help keep the kids busy. If you have expectations, just keep the volumes on the shelf for a while - or give them to your favorite niece or nephew. Lucky Strike wants every parent to boast of at least one Kieran in the family. Remember, for every question used hereafter, ten dollars in War Stamps plus a set of the Britannica Junior Encyclopaedia.

FADIMAN: (TO BE USED AFTER STUMP ANNOUNCED IN MIDDLE OF PROGRAM)

Gosh, I guess Mr. _____ will have to carry his winnings home in a truck. Lucky Strike gives him a Fifty-Dollar War Bond and 24 volumes of the Encyclopaedia Britannica - and, like every one whose question is used, twelve volumes of the Britannica Junior Encyclopaedia. Take it away, Mr. _____.

(AWARD ANNOUNCEMENTS)

ATX01 0119000

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

8/28/42

INFORMATION PLEASE

#94

8:30 - 9:00 PM

AUGUST 28, 1942

FRIDAY

REBROADCAST TUESDAY SEPTEMBER 1
OVER NATIONAL BROADCASTING COMPANY
BLUE NETWORK FROM 7:30 TO 8:00 P.M.

AUCTIONEER:

It's half past eight ...

SHORTWAVE BROADCAST TUESDAY SEPTEMBER 1
(CHANT ENDING HALF PAST EIGHT) STATION WRCA
WNBI

RUYSDAEL:

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 quartet of titanic brains for you to try to whittle down to normal size. You provide the questions and our experts try to answer them. Remember, under the new arrangement, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty dollar War Bond plus a twenty-four volume set of the regular 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)

8/28/42

FADIMAN: Ladies and gentlemen: Information Please is completely spontaneous and unrehearsed, as it has always been, and tonight the spontaneity is provided by our regular trio, Franklin P. Adams, John Kieran and Oscar Levant, together with our guest, the well-known author and news commentator, Quincy Howe.

(QUESTIONS)

ATX01 0119002

FADIMAN: Now, with Mr. Cross on vacation, Mr. Ruysdael points out that some things just naturally belong together... like Mr. Kieran and W. Shakespeare ... or Mr. Adams and Gilbert & Sullivan.

RUYSDAEL: By the same token, ladies and gentlemen, there's a real affinity between Lucky Strike ... and fine tobacco. If you yourself could visit tobacco auctions down South, you'd see what happens when finer, lighter, milder tobaccos - Lucky Strike tobaccos - come up for sale. The bidding is spirited of course. The buyers all want this finer leaf. But Lucky Strike consistently pays the price to get the kind of tobacco we believe means a better cigarette for you. Yes, smokers, I can sum up the results of many, many years of competition at markets all over the South with this simple five-word statement of fact: Lucky Strike means fine tobacco. Now you know - if you just stop to think of it - that, in a cigarette it's the tobacco that counts. You know that better tobacco means a better cigarette. So, Mr. Fadiman, isn't the next step clear - have I shown what may be gained by trying Luckies?

FADIMAN: Mr. Ruysdael, you've put the facts squarely on the line - and in just 56 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Ruysdael wants you to see for yourself why tobacco experts make the best cigarette experts ...

RUYSDAEL: Well, ladies and gentlemen, if you'll take any cigarette you have handy and just split the paper down the middle, you'll quickly see that all you have in your cigarette is ... tobacco. So when you buy cigarettes, you're really buying tobacco - and it's surely worth your while to profit by the experience of experts who spend their lives buying, selling and handling the leaf. At markets all over the South, independent buyers, auctioneers, and warehousemen see just who buys what tobacco - yes, year after year, they see the makers of Luckies buy the finer, the lighter, the naturally milder Lucky Strike leaf. No wonder that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1! Smokers, why not choose the cigarette that bears the tobacco experts' "stamp of approval." Remember, these experts know that Lucky Strike means fine tobacco - and in a cigarette, as you can see for yourself, it's the tobacco that counts!

FADIMAN: Thank you, Mr. Ruysdael, that took just 60 seconds.

(QUESTIONS)

8/28/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Mr. Howe for being with us this evening. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid 3 sets of the Encyclopaedia Britannica and 3 Fifty-Dollar War Bonds.

Speaking of bonds, let's all try to remember that this is not merely a battle between two groups to see which will win. It is a struggle for our ^{homes} lives, our children and our ^{lives} ~~homes~~. That's what an investment in ^{United States} ~~U. S.~~ War Bonds means. Save, Americans! -- and Save America!

Next week, the Kieran and Adams combination will be on tap and ^{you'll be glad to know} our guests will be the author of that beloved book and motion picture, MRS. MINIVER, ^{in which} ~~the great picture was based~~ Jan Struther, and C.S. Forester, familiar to all as ^{readers} the author of PAYMENT DEFERRED, CAPTAIN HORATIO HORNBLLOWER and many other ^{distinguished} books.

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.

RIGGS:

(CHANT ENDING BETWEEN ⁴³ 38 & ⁴⁵ 40 INCLUSIVE-SOLD AMERICAN)

RUYSDAEL:

Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 0119005

WEAF

THE AMERICAN TOBACCO COMPANY

9/4/42

INFORMATION PLEASE

#95

8:30 - 9:00 PM

SEPTEMBER 4, 1942

FRIDAY

REBROADCAST TUESDAY SEPTEMBER 8 ON
NATIONAL BROADCASTING COMPANY'S
AUCTIONEER: It's half past eight ... BLUE NETWORK FROM 7:30 TO 8:30
SHORTWAVE BROADCAST TUESDAY SEPT. 8 P.M.
(CHAT ENDING HALF PAST EIGHT) STATION WRCA
WNBI

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. You provide the questions and our
experts try to answer them. Remember, under the
new arrangement, for every question used, Lucky
Strike will give you not only ten dollars in War
Stamps but a set of the twelve volume Britannica
Junior Encyclopaedia. If the question is ruffed,
you get the Junior Britannica plus a fifty dollar
War Bond plus a twenty-four volume set of the
regular 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 0119006

9/4/42

FADIMAN: Ladies and Gentlemen: As you know, INFORMATION PLEASE just rolls right along without benefit of any preparation or rehearsal. Our regulars tonight are John Kieran and Franklin P. Adams. Yesterday marked the anniversary of Great Britain's entrance into the war and as a gesture of friendship for our ally and partner we are glad to welcome as our two visiting experts tonight an Englishwoman, Jan Struther, author of MRS. MINIVER, and an English man, C. S. Forester, author of CAPTAIN HORATIO HORNBLLOWER and many other books.

(QUESTIONS)

ATX01 0119007

FADIMAN: Now here - looking tanned and healthy - is Mr. Cross who's heard stories of lively doings here while he was on vacation...

CROSS: Well, Mr. Fadiman, I've heard a lot about that tobacco auction that was reenacted by Mr. Ruysdael and Mr. Speed Riggs. In fact, I've asked them to repeat it for us tonight...

(FADE IN CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, picture a huge warehouse - jam-packed with tobacco - over a dozen buyers competing for the leaf - and, remember, each basket goes to the highest bidder!

(CHANT UP - SOLD AMERICAN AT 43)

WESMAN: Good tobacco, boys! 40! (CHANT)

RUYSDAEL: 40 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 41 - Lucky Strike raises it to 42 - another cigarette company bids 43 - an export company 44 - 44 - but Lucky Strike makes it 45 - and yes - it's going - going - (CHANT UP - SOLD AMERICAN). Ladies and gentlemen, there you see what happens when the finer, lighter, milder tobaccos - the Lucky Strike tobaccos - come up for sale. Yes, at market after market, year after year, we pay the price to get better quality leaf. To put it in a nutshell, Lucky Strike means fine tobacco - and, for a cigarette, it's the tobacco that counts.

(MORE)

ATX01 0119008

FADIMAN: Mr. Ruysdael, Mr. Riggs, and gentlemen, thank you! And, Mr. Cross that 60 second reenactment of a tobacco auction should be of interest to every smoker.

(QUESTIONS)

FADIMAN: Now, in just a minute we'll go on to more questions but first Mr. Cross has a suggestion for those of you who are going away on a visit over the Labor Day weekend.

CROSS: Well, it's just this ... why not take your host or hostess a carton of Luckies ... It's sure to make a hit! For here's something to remember when buying cigarettes for yourself or others: Luckies' finer tobaccos please the hardest-to-please group of smokers in all America...I mean the independent tobacco experts down South. These men, auctioneers, buyers and warehousemen are naturally choosy about what they smoke. For they know tobacco from "A" to "Z". And at markets all over the South they see just who buys what tobacco - yes, year after year, these experts see the makers of Luckies consistently buy the finer, lighter, milder Lucky Strike leaf. Now smokers, you know - if you just stop to think of it - that in a cigarette it's the tobacco that counts. So why not profit by the judgment of the independent tobacco experts. Remember, with these experts - with men who know tobacco best, it's Luckies 2 to 1.

FADIMAN: Thank you Mr. Cross. That took just 58 seconds.

(QUESTIONS)

9/4/42

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Struther and Mr. Forester, for lending us your talents this evening. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid 2 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

And, speaking of bonds, we would like to address a special message to the ladies. You know ^{you} American women are so attractive that they could spend a good deal less on ~~themselves~~ ^{themselves} and still be the prettiest women on the face of the earth. ^{to} Why not put some of your savings into war bonds? As the poet, Norman Jaffray says in this month's Cosmopolitan Magazine:

Let's build more tanks
And fill more sand-bags
And put less V's on
Ladies' handbags.

Next week the Kieran-Adams-Levant combination will be on hand and our guest will be the author ~~and~~ ~~magazine writer~~, Alva Johnston.

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. "Spec" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

9/4/42

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that
Lucky Strike means fine tobacco. With men who know
tobacco best, it's Luckies two to one!

WEAF

THE AMERICAN TOBACCO COMPANY

9/11/42

INFORMATION PLEASE

#96

8:30 - 9:00 PM

SEPTEMBER 11, 1942

FRIDAY

REBROADCAST TUESDAY SEPTEMBER 15 OVER
NATIONAL BROADCASTING COMPANY'S BLUE NET-
WORK FROM 7:30 TO 8:00 P.M.

SHORTWAVE BROADCAST TUESDAY SEPTEMBER 15
STATION WRCA, WNBI

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 match your wits against those of a quartet of bulging brains. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond plus a twenty-four volume set of the regular 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)

- 1 -

ATX01 0119013

9/11/42

FADIMAN:

Thank you Mr. Cross

Ladies and gentlemen: Information Please is a spontaneous and unrehearsed program, the board tonight consisting of our trio of regulars, John Kieran, Oscar Levant, and Franklin P. Adams, together with our guest, the well-known author, Alva Johnston.

(QUESTIONS)

FADIMAN: Now here's Mr. Ruysdael with a few suggestions for your smoking vocabulary: a way to make old words new.

RUYSDAEL: Well, ladies and gentlemen, words like "mildness" and "better taste" take on an entirely new meaning and reality - if you just remember that, in a cigarette, it's the tobacco that counts. The better the tobacco - the better the cigarette. And smokers, Lucky Strike means fine tobacco. If you yourselves visited a few typical tobacco auctions down South you'd see us bidding in open competition to get the finer, lighter, milder Lucky Strike tobaccos. And the auctioneer's cry of "Sold American" would tell you that as usual, Lucky Strike was paying the price to get the kind of tobacco that means a better smoke for you. This same thing happens at market after market, year after year. Yes, smokers, Lucky Strike means fine tobacco. And Mr. Fadiman isn't that reason enough for trying Lucky Strike? -- so round, so firm, so fully packed - so free and easy on the draw.

FADIMAN: Mr. Ruysdael, you've given us 54 seconds of reasons that speak for themselves.

(QUESTIONS)

FADIMAN: Now, before we go on to the next question, Mr. Cross says that Mr. Levant's ear for music is like the tobacco expert's eye for tobacco.

CROSS: Well, just as Mr. Levant can identify musical works by hearing a few notes played, a tobacco expert can tell you all about a leaf of tobacco after one quick glance. He knows just how mild it will smoke - how good it will taste - how much real enjoyment it will offer you. For, ladies and gentlemen, in a cigarette it's the tobacco that counts. That's why the overwhelming preference of independent tobacco experts for Luckies means so much to you. At market after market, year after year, these independent auctioneers, buyers, and warehousemen see us consistently pay the price to get finer, lighter, milder tobaccos - the real Lucky Strike tobaccos. No wonder that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, remember Lucky Strike means fine tobacco. Choose Lucky Strike -- so round, so firm, so fully packed - so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took 60 seconds.

(QUESTIONS)

9/11/42

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Johnston, for lending us your talents this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

And speaking of bonds, remember always that they do double duty. They provide the sinews wherewith this war can ^{and will} be won and they are also a nest-egg for you to draw on after it is won. Save for the future, Americans and save America today.

Next week in addition to Mr. Adams and Mr. Kieran, our old friend, Christopher Morley, will be with us. And as our super-duper guest, that versatile genius, the one and only Orson Welles.

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.

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 0119017

As Broadcast ;

WEAF

THE AMERICAN TOBACCO COMPANY

9/18/42

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

INFORMATION PLEASE

#97

SEPTEMBER 18, 1942

FRIDAY

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

REBROADCAST TUESDAY SEPTEMBER 22, 1942
OVER NATIONAL BROADCASTING COMPANY'S
BLUE NETWORK FROM 7:30 TO 8:00 P.M.
SHORTWAVE BROADCAST TUESDAY SEPT. 22
(CHANT ENDING "HALF PAST EIGHT") STATION WRCA
WNBI

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 the chance to match your wits
against those of four mental wizards. You provide the
questions and our experts try to answer them. Remember,
under the new arrangement, for every question used,
Lucky Strike will give you not only ten dollars in War
Stamps but a set of the twelve-volume Britannica Junior
Encyclopaedia. If the question is muffed, you get the
Junior Britannica plus a fifty-dollar War Bond plus a
twenty-four volume set of the regular 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 011901B

9/18/42

#97

FADIMAN: Thank you, Mr. Cross. Ladies and Gentlemen,
Information Please, from the beginning has been a
completely spontaneous and unrehearsed program and we
will continue in that groove probably forever. Tonight
our veterans, John Kieran and Franklin P. Adams are here
and we have two guests: first, our old friend, the
eminent novelist and critic, Christopher Morley; and the
other, the versatile genius of stage and screen, the
director and producer of THE MAGNIFICENT AMBERSONS, the
one and only Orson Welles.

(QUESTIONS)

(PLUG TO FOLLOW QUESTION #1)

Well, Mr. _____ will be surprised
to know that he is going to get more for his question
tonight than \$10 in War Stamps. This week, which is
back-to-school week, is as good a time as any to think
about the kiddies, God bless 'em. In the spirit of
the season, therefore, Lucky Strike has arranged to give
away, a twelve-volume set of the Junior Encyclopaedia
Britannica to every person whose question is used on this
program hereafter. This is in addition to the \$10 in
War Stamps. With the Junior Encyclopaedia in the house,
every American family can henceforth raise its own
small Kieran.

ATK01 0119019

(TO BE USED AFTER FIRST STUMP)

FADIMAN: Well, Lucky Strike gives Mr. _____
for his stumper a \$50 War Bond and 24 volumes of the
Encyclopaedia Britannica. And don't forget that he gets
in addition twelve volumes of the Junior Encyclopaedia
Britannica as is the case with everyone whose question
is used on this program hence forward. Take it
away Mr. _____.

FADIMAN: Now Mr. Cross points out one thing that Time does not change.

CROSS: Well, ladies and gentlemen, it was true of the first cigarette that was ever smoked and it's just as true today: in a cigarette it's the tobacco that counts. Yes, better tobacco makes a better cigarette - that's one good solid fact about smoking that never changes. And smokers, another fact that has been true, year after year, is that Lucky Strike means fine tobacco. At auctions all over the South, when the finer, lighter, milder leaf - the real Lucky Strike leaf - comes up for sale, we consistently pay the price to get this better tobacco that means a better smoke for you. Indeed, ladies and gentlemen, the simple phrase - Lucky Strike means fine tobacco - sums up the whole story of Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. Mr. Fadiman, have I made clear that Luckies give smokers what really counts - fine tobacco? -- so free and easy on the draw.

FADIMAN: Mr. Cross, in 57 seconds, you've put the facts squarely on the line.

(QUESTIONS)

FADIMAN: Now before we go on, here's Mr. Ruysdael who believes that the question: "Does it earn you your bread and butter?" is a good way to test a man's knowledge.

RUYSDAEL: Well, ladies and gentlemen, on the subject of smoking, it's worth your while to listen to men who actually earn their living in buying, selling, and handling tobacco. ~~For~~, it's simply common sense ~~that~~ independent tobacco experts down South - auctioneers, buyers, and warehousemen - know tobacco from A to Z. They also know who buys what tobacco, for they see the sales year after year at auctions all over the South. So their overwhelming preference for one cigarette, Lucky Strike, speaks for itself. Indeed, sworn records show that with these experts, with men who know tobacco best, it's Luckies 2 to 1. Smokers, isn't this tobacco experts "Stamp of Approval" your clear proof that Lucky Strike means fine tobacco? Why not profit by the experience of the experts - choose a cigarette you know is made of fine tobacco. Choose Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Ruysdael. That took _____ seconds.

(QUESTIONS)

FADIMAN: Well, that's all we'll have time for. Lucky Strike is indebted to you, Mr. Morley and Mr. Welles, for lending us your brilliant talents this evening. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid out _____ sets of the Encyclopaedia Britannica and _____ Fifty Dollar War Bonds.

And speaking of Bonds, let me tell you a short story. There was a town in Czechoslovakia called Lidice. The Germans murdered its men, imprisoned its women and children, destroyed every stick and stone of the village, and announced the fact proudly to the world. Lidice is a symbol of this war. To prevent the whole world from becoming one great Lidice, buy War Bonds and keep on buying.

Next week that terrific trio of Adams, Kieran and Levant will be here, and as our guest

The
the

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.

9/18/42
#97

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that
Lucky Strike means fine tobacco. With men who know
tobacco best, it's Luckies two to one!

mr
9/18/42
11:10 am

ATX01 0119024

Mr. K... ..

WEAF

THE AMERICAN TOBACCO COMPANY

9/25/42

INFORMATION PLEASE

#98

8:30 - 9:00 PM EWT

SEPTEMBER 25, 1942

FRIDAY

REBROADCAST TUESDAY SEPTEMBER 29 ON
NATIONAL BROADCASTING COMPANY'S BROADCASTING
NETWORK FROM 7:30 TO 8:00 P.M.

AUCTIONEER: It's half past eight ... SHORTWAVE BROADCAST TUESDAY SEPT. 29
(CHANT ENDING HALF PAST EIGHT) STATION W.R.C.A.
W. N. B. 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 offers you a chance to test your wits
against four Encyclopaedic brains. You provide the
questions and our experts try to answer them.
Remember, for every question used, Lucky Strike will
give you not only ten dollars in War Stamps but a set
of the twelve-volume Britannica Junior Encyclopaedia.
If the question is muffed, you get the Junior
Britannica plus a fifty-dollar War Bond plus a
twenty-four volume set of the regular 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)

- 1 -

ATX01 0119025

9/25/42

FADIMAN: Thank you, Mr. Cross. Ladies and Gentlemen:
as you know "Information Please" is spontaneous
and unrehearsed and tonight the spontaneity
will be provided by our regular trio, John
Kieran, Oscar Levant, Franklin P. Adams,
plus our guest extraordinary, the celebrated
baritone and director of the Office of Price
Administration, Mr. Leon Henderson.

(QUESTIONS)

ATX01 0119026

FADIMAN: Now here's Mr. Ruysdael who maintains that there is a way to measure ... pleasure.

RUYSDAEL: Well, ladies and gentlemen, as far as smoking enjoyment is concerned, the standard weights and measures are all supplied by ... tobacco. The better the tobacco, the better the cigarette. Yes, mildness, better taste and all the other smoking qualities you enjoy depend primarily on the kind of tobacco that goes into your cigarette. That's why at auctions all over the South, you'll see our Lucky Strike leaf-buyers bidding in open competition to get the finer, lighter, milder tobacco - the real Lucky Strike tobacco. And smokers, we consistently pay the price to get this better tobacco that means a better smoke for you. Yes, Lucky Strike means fine tobacco - and in a cigarette it's the tobacco that counts. Mr. Fadiman, have I shown what's to be gained by trying a cigarette of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw?

FADIMAN: Mr. Ruysdael, in 16 seconds you've given us a full measure of facts.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, here's one for Mr. Cross ... Mr. Cross, who are the hardest-to-please smokers in this whole country?

CROSS: Well, Mr. Fadiman, I believe that the choosiest of all smokers are the independent tobacco experts down South. You see, these auctioneers, buyers, and warehousemen know tobacco backwards and forwards. They know that in a cigarette it's the tobacco that counts and at auctions all over the South, they see just who buys what tobacco. Yes, year after year, these experts see the makers of Luckies consistently pay the price to get the finer, milder Lucky Strike leaf. So it's no wonder their overwhelming preference - their expert "Stamp of Approval" - goes to Lucky Strike. Indeed, sworn records show that with independent experts - with men who know tobacco best, it's Luckies 2 to 1. Ladies and gentlemen, if you consider yourselves hard to please, why not take a tip from the tobacco experts: choose a cigarette made of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took seconds.

(QUESTIONS)

9/25/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Mr. Henderson, for lending us your talents this evening. In a few seconds I'll announce next week's guests. tonight, Lucky Strike has paid set\$ of the Encyclopaedia Britannica and Fifty-Dollar War Bond\$.

And speaking of Bonds, I'd like to ask the workers who happen to be listening in, a blunt, simple question. How would you like to work 75 hours a week and get two meals a day consisting of a few ounces of bad bread and thin soup? Would you pay 10% more to eat the meals you do and work the way you do? Well, then, you should be eager to lend it. That's all, brother.

Next week Mr. Kieran and Mr. Adams will occupy their usual seats and our guests will be our old friend the famous musical critic, Deems Taylor, and the Hollywood maestro, the ~~indubitable~~, Gregory Ratoff.

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.

RIGGS:

(CHANT ENDING BETWEEN 43 and 45 INCLUSIVE-SOLD . AMERICAN)

CROSS:

Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

10/2/42

INFORMATION PLEASE

#99

8:30 - 9:00 P.M.

OCTOBER 2, 1942

FRIDAY

REBROADCAST TUESDAY OCTOBER 6
OVER NATIONAL BROADCASTING CO.
BLUE NETWORK FROM 7:30 TO 8:00
P.M.

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")
SHORTWAVE BROADCAST
TUESDAY OCT. 6, SENTIO
W.R.C.A., W.N.B.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 runs a coast-to-coast quiz party with four bulging brains as the floor show. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond plus a twenty-four volume set of the regular 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)

- 1 -

ATX01 0119030

10/2/42

FADIMAN:

Thank you, Mr. Cross. Ladies and gentlemen, spontaneous and completely go as you please, Information Please tonight offers those practically Siamese twins, Franklin P. Adams and John Kieran, the music critic and radio commentator Deems Taylor. And our fourth guest - we give you the distinguished NBC London commentator, author of that best-seller, FROM THE LAND OF THE SILENT PEOPLE, Mr. Robert St. John, just back from London on leave. Mr. St. John had one date to give us and we took it, thereby postponing the appearance of Gregory Ratoff originally announced for tonight who will be with us instead next week.

(QUESTIONS)

a. a list - see record

ATX01 0119031

FADIMAN: Now Mr. Ruysdael - with admirable modesty - points out that Luckies speak for themselves far, far better than he can speak for them.

RUYSDAEL: Well, ladies and gentlemen, fine tobacco tells its own story of mildness and better taste. Frankly, we feel that if we can stimulate your interest sufficiently in Lucky Strike Cigarettes to make you buy just one package, the cigarettes themselves will so stimulate your taste that you'll become regular, day-to-day smokers of Luckies. For, in fact, every package of Luckies contains twenty proofs - twenty round and firm, and fully packed proofs - that in a cigarette it's the tobacco that counts and that Lucky Strike means fine tobacco. For, at auction after auction we consistently buy the riper, the lighter, the naturally milder leaf - the real Lucky Strike leaf. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Mr. Fadiman, have I shown good common sense reasons for buying - and trying - that first package of Luckies?

FADIMAN: Mr. Ruysdael, like Luckies, your facts speak for themselves and I clocked you at ✓ 8 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, here's Mr. Cross who believes there'd be one sure way to stump Mr. Orson Welles next time he visits this program ...

CROSS: Well, ladies and gentlemen, I think a real tobacco quiz would stump nearly anyone ... except an independent tobacco expert! For there are many, many questions about tobacco that can be answered only by the men who earn their living ~~by~~ buying, selling, and handling the leaf. These auctioneers, buyers, and warehousemen, present at auctions all over the South, know tobacco from "A" to "Z" - and they know the kind of tobacco that gives you a better smoke! That's why the overwhelming preference of independent tobacco experts for Lucky Strike is well worth remembering! At market after market, year after year, these experts see the makers of Luckies buy the riper, the lighter, the naturally milder Lucky Strike leaf. And with these experts - with men who know tobacco best, it's Luckies 2 to 1. Smokers, a friendly tip from the tobacco experts ... remember Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took 6 seconds.

(QUESTIONS)

10/2/42

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. St. John and Mr. Taylor, for joining in the fun tonight. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 3 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

And speaking of Bonds, let me read you what the famous war correspondent, W. L. White, says on the jacket of his fine new book, THEY WERE EXPENDABLE. Here it is:

"Smart money goes into war bonds because, if they aren't a safe investment, then nothing in this country is, and also because, if we lose the war, we, like the French, will be paying out to the army of occupation a greater sum each month in indemnity than a year's cost of the inadequate war preparations. So if you can't go yourself, you'd better see that the kids who do your fighting for you go out with the proper tools to do the job."

Next week our regular trio of ^{Mr.} Kieran, Adams and Levant will be on hand and as our guest ^{Mr. W. L. White} (Gregory Ratoff)

and we will have a special program about the history of the war, please note.

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.

10/2/42

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that
Lucky Strike means fine tobacco. With men who know
tobacco best, it's Luckies two to one!

ATX01 0119035

WEAF

THE AMERICAN TOBACCO COMPANY

10/9/42

INFORMATION PLEASE

#100

8:30 - 9:00 P.M.

OCTOBER 9, 1942

As Broadcast FRIDAY

REBROADCAST TUESDAY OCTOBER 13 OVER
NATIONAL BROADCASTING COMPANY'S BLUE

AUCTIONEER: It's half past eight NETWORK FROM 7:30 TO 8:00 P.M.
SHORTWAVE BROADCAST TUESDAY OCTOBER 13
(CHANT ENDING "HALF PAST EIGHT") STATIONS: W.R.C.A.
W.N.B.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 offers you an opportunity to match
your wits against four superwits. You provide the
questions and our experts try to answer them.
Remember, for every question used, Lucky Strike will
give you not only ten dollars in War Stamps but a
set of the twelve-volume Britannica Junior
Encyclopaedia. If the question is muffed, you get
the Junior Britannica plus a fifty-dollar War Bond
plus a twenty-four volume set of the regular
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)

10/9/42

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen: Free and easy and go as you please, Information Please continues on its spontaneous path, the spontaneity being provided this week by the tried and true trio, Oscar Levant, Franklin P. Adams and John Kieran and our special guest being the eminent triple talker and Hollywood maestro, Gregory Ratoff.

(QUESTIONS)

RTX01 0119037

FADIMAN: Now, Mr. Ruysdael says that the phrase: "Time's a-wasting" can be applied most appropriately to the subject of cigarettes ...

RUYSDAEL: Well, ladies and gentlemen, perhaps you've been intending to try Luckies - but then you keep putting it off. If so - you may be missing something! For make no mistake, in a cigarette, it's the tobacco that counts. Better tobacco gives you more mildness, better taste, a more enjoyable cigarette all round - and smokers, Lucky Strike means fine tobacco. Let me repeat... Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Yes, smokers, the makers of Luckies know that no cigarette can be any better than the tobacco from which it's made. That's why at market after market, year after year, our buyers consistently select the riper, lighter, milder tobacco - the truly Lucky Strike tobacco that gives you a better cigarette. Mr. Fadiman, have I demonstrated that for smokers who haven't tried a Lucky lately, Time's really a-wasting?

FADIMAN: Mr. Ruysdael - your 60 second summary of the facts surely calls for action now.

(QUESTIONS)

FADIMAN: Now here's a question that should be of particular interest to cigarette smokers: Do the tobacco experts at the auctions see the kind of tobacco that is bought for Lucky Strike and other cigarettes as well? ...

CROSS: ~~Well~~, Mr. Fadiman, the answer is, emphatically, yes. Independent experts - auctioneers, buyers, and warehousemen attending the auctions - obviously see just who buys what tobacco. And being independent - not connected with any cigarette company - they can be truly impartial judges. So, it means a lot that with these independent experts - with men who know tobacco best, it's Luckies 2 to 1.

RUYSDAEL: If I may add a word, Mr. Cross, every smoker knows that in a cigarette it's the tobacco that counts. Better tobacco makes a better smoke. So, ladies and gentlemen, isn't it clearly to your own advantage to take a tip from the independent tobacco experts. Remember, at market after market, year after year, these experts present at the sales see the makers of Luckies consistently buy the riper, the lighter, the naturally milder Lucky Strike leaf. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you Mr. Ruysdael and Mr. Cross. That took 1 seconds.

(QUESTIONS)

10/9/42

FADIMAN: Well, that's all we'll have time for. Thanks, Mr. Ratoff, for coming to our party this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

And -- speaking of bonds -- it's no gag, no cheap pun, when somebody says -- it's bonds or bondage. The plain fact of the matter is that a large ^{number} ~~part~~ of the world's population today are slaves. S-L-A-V-E-S. SLAVES! The French are slaves -- rebellious slaves but slaves. The issue is ^{so} simple: do we want to suffer the fate of the French? If not, the buying of War Bonds is one small part of the answer. Think it over.

Next week ^{Mr. Adams} Mr. Adams and Mr. Kieran will be on hand and our first guest will be the versatile and popular stage star and talented author, Cornelia Otis Skinner, whose ^{new} new book, WHEN WE WERE YOUNG AND GAY, will soon be published; and our second guest will be the one and only raconteur, literateur and Samuel Johnson of his era, Mr. Alexander Woolcott.

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.

RIGGS: (CHANT ENDING BETWEEN 43 & 45 INCLUSIVE - SOLD AMERICAN)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco. With men who know tobacco best, it's Luckies two to one!

ATX01 0119040

WEAF

THE AMERICAN TOBACCO COMPANY

10/16/42

INFORMATION PLEASE

#101

8:30 - 9:00 P.M.

OCTOBER 16, 1942

FRIDAY

REBROADCAST TUESDAY OCTOBER 20 OVER
NATIONAL BROADCASTING COMPANY'S BLUE
NETWORK FROM 7:30 TO 8:00 P.M.

AUCTIONEER: It's half past eight ...

SHORTWAVE BROADCAST TUESDAY
(CHANT ENDING "HALF PAST EIGHT") OCTOBER 20 - STATIONS:

W.R.C.A., W.N.B.

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 quizzical floor show with
four colossal brains providing the entertainment. You
provide the questions and our experts try to answer
them. Remember, for every question used, Lucky Strike
will give you not only ten dollars in War Stamps but
a set of the twelve-volume Britannica Junior
Encyclopaedia. If the question is muffed, you get
the Junior Britannica plus a fifty-dollar War Bond,
plus a twenty-four volume set of the regular
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)

- 1 -

ATX01 0119041

FADIMAN:

Thank you, Mr. Cross. Ladies and gentlemen, Information Please has been a go-as-you-please and catch-as-catch-can performance and it will continue that way. The board of experts tonight include that great double play combination, John Kieran and Franklin P. Adams. By the way, Mr. Adams' new anthology of light verse, INNOCENT MERRIMENT, will be out on Monday and you are hereby advised to run, not walk, to the nearest bookstore. Our guests are: the charming stage star and delightful writer, Miss Cornelia Otis Skinner, whose new book, WHEN WE WERE YOUNG AND GAY, written in collaboration with Emily Kimbrough, will appear shortly; and as her colleague, the inimitable literary figure who touches nothing that he does not adorn, Mr. Alexander Woollcott.

(QUESTIONS)

FADIMAN: Now here's Mr. Ruysdael who's prepared to demonstrate by reenactment that a Southern tobacco auction is really quite as exciting as any of those football games you're looking forward to this week end. Are you ready, Mr. Ruysdael?

RUYSDAEL: Yes, Mr. Fadiman - ~~(SPEAK IN SUDDEN, STRONG VOICE)~~ - picture a huge tobacco warehouse - crowded with people - over a dozen buyers competing for the leaf - and, the whole crowd tense with excitement as the bids go up - up!

(CHANT UP - SOLD AMERICAN AT 45)

WHSMAN: Good tobacco, boys! 41! (CHANT)

RUYSDAEL: 41 dollars a hundred pounds is the warehouseman's opening bid on this next basket. But right away a leaf company bids 42 - Lucky Strike raises it to 43 - that leaf company again 44 - another cigarette company bids 45 - an export company 46 - 46 - but Lucky Strike raises it to 47 - and yes - it's going - going - (CHANT UP - SOLD AMERICAN). Ladies and gentlemen, at auctions like this all over Tobaccoland, year after year, the makers of Luckies consistently select and buy the riper, lighter, milder tobacco - the real Lucky Strike tobacco. Indeed, smokers, to put it in a nutshell, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Mr. Ruysdael, thank you for a very interesting demonstration - that took ✓✓ seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Cross tells us of a high award in the cigarette world.

CROSS: Well, Mr. Fadiman, you might call it a sort of "Pulitzer Prize" for cigarettes, because it's the honor and distinction of being chosen by independent tobacco experts for their own smoking enjoyment. This tobacco experts' "Stamp of Approval" goes to Lucky Strike by a wide, wide margin. For sworn records show that among independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies two to one. And ladies and gentlemen, you can readily see how much this means to you as smokers. For these independent experts are present at tobacco auctions year after year - so obviously they see the makers of Luckies consistently select and buy the riper, lighter, milder Lucky Strike leaf. It all adds up to this: Lucky Strike means fine tobacco and in a cigarette it's the tobacco that counts, so choose the cigarette that wins the tobacco experts' "Stamp of Approval" - Lucky Strike, - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took 60 seconds.

(QUESTIONS)

10/16/42

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Skinner and Mr. Woolcott for lending us your talents this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

And -- speaking of bonds -- it's good to keep one simple idea constantly in mind. This is not a war to decide whether one group of nations is stronger than another. That kind of war isn't worth fighting. This is a war to decide whether you and your family are going to be enslaved - physically enslaved - to 80,000,000 Germans and their allies - or whether you're not. That's what buying War Bonds is all about. Think it over.

Next week, the trio will be back, Mr. Adams, Mr. Kieran and Mr. Levant. And our guest will be the charming and beloved actress currently starring in WINGS AND THE WOMAN, Anna Neagle.

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw! No wonder that with men who know tobacco best, it's Luckies two to one.

ATX01 0119045

WELF

THE AMERICAN TOBACCO COMPANY

10/23/42

INFORMATION PLEASE

#102

8:30 - 9:00 PM

OCTOBER 23, 1942

FRIDAY

REBROADCAST TUESDAY OCTOBER 27 OVER
NATIONAL BROADCASTING COMPANY'S BLUE
NETWORK FROM 7:30 TO 8:00 P.M.

AUCTIONEER:

It's half past eight

SHORTWAVE BROADCAST TUESDAY
(CHECK ENDING "HALF PAST EIGHT") OCTOBER 27-STATIONS:

CROSS:

W.R.C.A., W.N.B.I.
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 test your wits against those
of a quartet of Encyclopaedic brains. You provide the
questions and our experts try to answer them. Remember,
for every question used, Lucky Strike will give you not
only ten dollars in War Stamps but a set of the
twelve-volume Britannica Junior Encyclopaedia. If the
question is muffed you get the Junior Britannica plus
a fifty-dollar War Bond, plus a twenty-four volume set
of the regular 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)

10/23/42

EMILIAN: Thank you, Mr. Cross. Ladies and gentlemen, as you know Information Please is a spontaneous and unrehearsed performance - the performers tonight being that inimitable trio - Adams, Kieran and Levant, and as our special guest, the charming Anna Neagle, now starring in WINGS AND THE WOMAN.

(QUESTIONS)

ATX01 0119047

FADIMAN: Now Mr. Cross points out that he's as much a spokesman for the smokers of Luckies, as the makers of Luckies.

CROSS: That's right, ladies and gentlemen. Many of the facts I bring you about fine tobacco are well-known to any man or woman who smokes Luckies. Indeed, no one could tell you better than these Lucky Strike smokers how much fine tobacco means in terms of mildness and better taste. For make no mistake - in a cigarette it's the tobacco that counts. And at auctions all over the South, year after year, the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Let me repeat, ladies and gentlemen, that Lucky Strike smokers know the importance of fine tobacco and their own greater smoking enjoyment confirms the fact that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw ... Mr. Fadiman, have I demonstrated that I speak for the millions who smoke Luckies, when I point out that better tobacco means a better smoke?

FADIMAN: Mr. Cross, the facts are eloquent and I timed you at ✓✓ seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, here's Mr. Ruysdael who wonders how our assembled experts would define the word: cigarette.

RUYSDAEL: Well, Mr. Fadiman, I think they'd arrive, first or last, at Webster's own very forthright definition: a cigarette is tobacco rolled in thin paper. And ladies and gentlemen, doesn't the simple definition itself make clear that, in a cigarette it's the tobacco that counts - and that, in selecting your own cigarette, it's worth your while to take a tip from the men who know tobacco from "A" to "Z", the independent tobacco experts. These auctioneers, buyers, and warehousemen, who attend the auctions down South, obviously see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently select and buy the riper, lighter, milder Lucky Strike leaf. No wonder that with men who know tobacco best, it's Luckies 2 to 1. Smokers, remember, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Ruysdael. That took 60 seconds.

(QUESTIONS)

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Neagle, for joining our party this evening. In a few seconds I'll announce next week's guests. Tonight Lucky Strike had paid ✓ sets of the Encyclopaedia Britannica and ✓ Fifty-Dollar War Bonds.

And, speaking of bonds ... I'd like to tell you why I, an ordinary citizen, buy bonds. Patriotism? Sure. Good investment? Sure. But I buy them also because I dislike being tortured to death in a cellar, or stood up against a wall to be shot, or transported to another country to perish at forced labor. That's what the Germans have imposed on most of Europe; that's what they frankly announce they have in mind for you ^{your children & mine} and me. That's why I buy War Bonds regularly.

Next week Mr. Adams and Mr. Kieran will be on hand and as our guests *Christopher Buckley* and *Carl Sandburg*.

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw! No wonder that with men who know tobacco best, it's Luckies 2 to 1!

WEAF

THE AMERICAN TOBACCO COMPANY

10/30/42

INFORMATION PLEASE

#103

8:30 - 9:00 PM

OCTOBER 30, 1942

FRIDAY

REBROADCAST TUESDAY NOVEMBER 3 OVER
NATIONAL BROADCASTING COMPANY'S BLUE
NETWORK FROM 7:30 TO 8:00 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 offers you a profitable chance to confound
four authorities at once. You provide the questions
and our experts try to answer them. Remember, for
every question used, Lucky Strike will give you not only
ten dollars in War Stamps but a set of the twelve-volume
Britannica Junior Encyclopaedia. If the question is
muffed, you get the Junior Britannica plus a
fifty-dollar War Bond, plus a twenty-four volume set
of the regular 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)

10/30/42

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen, Information Please refuses to deviate from its policy of spontaneity - the strictly spontaneous experts tonight consist of John Kieran and Franklin P. Adams as our regulars, reenforced by our old friend, Christopher Morley, whose new ~~book~~ ^{novel} THOROPHORE will be out in a couple of weeks, and the Pulitzer Prize poet and biographer, Carl Sandburg, whose new Civil War book, STORM OVER THE LAND, is now available.

King of the Sea
(QUESTIONS)

ATX01 0119052

FADIMAN: Now Mr. Ruysdael - in the good old American tradition - puts the facts right on the barrel-head.

RUYSDAEL: Well, ladies and gentlemen, it's worth your while to recall the plain ABC's of smoking. For so many of the qualities you enjoy in a cigarette - qualities like mildness and better taste - primarily depend upon fine tobacco. Yes, smokers, make no mistake, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. For at auctions all over the South, year after year, the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. No wonder that with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Smokers, aren't these simple facts worth remembering - and worth acting on? Isn't it clearly to your own advantage to smoke the smoke tobacco experts smoke - Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw?

FADIMAN: Mr. Ruysdael, your 60 second summary of the facts surely calls for action.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Cross tells us about a phrase that's packed with meaning ...

CROSS: Well, Mr. Fadiman, it's these words used to describe Lucky Strike: "so round, so firm, so fully packed, so free and easy on the draw" ...Ladies and gentlemen, there in a nutshell are certain outstanding qualities of a cigarette of fine tobacco - Lucky Strike. You can verify these qualities for yourself with the first Lucky Strike you smoke. And as you enjoy the mildness and better taste of Luckies' fine tobacco, we think you'll understand better than ever before why with men who know tobacco best, it's Luckies 2 to 1. For, obviously, independent tobacco experts want just what you want in a cigarette - and at the auctions down South, these auctioneers, buyers, and warehousemen can't help but see the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. Smokers, a tip from the experts ... Remember, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took 60 seconds.

(QUESTIONS)

10/30/42

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Morley and Mr. Sandburg, for your wit and learning this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid ✓ sets of the Encyclopaedia Britannica and ✓ Fifty-Dollar War Bonds.

And - speaking of bonds - at this very moment in a dozen countries, all over the world, men and women like you and me, are being driven from their homes by the Axis, forced into slavery in a strange land, torn from their children and from all they love. Don't forget - ~~you~~^{you} are on the Axis list, too. This is the end of the month. The rent is due on the best home in the world. Pay it with the best investment in the world - War Bonds.

Next week, the old trio, Kieran, Adams and Levant will be battling them out and our guest will be, the Military ~~and Naval~~ Editor of The New York Times, recently returned from a trip to Hawaii and the Solomon Islands, Mr. Hanson Baldwin.

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

ATX01 0119055

10/30/42

CROSS: Let that chant remind you, ladies and gentlemen, that
Lucky Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw! No
wonder that with men who know tobacco best, it's
Luckies 2 to 1!

ATX01 0119056

WEAF

THE AMERICAN TOBACCO COMPANY

11/6/42

INFORMATION PLEASE

#104

8:30 - 9:00 PM

NOVEMBER 6, 1942

FRIDAY

RUYSDAEL:

LUCKY STRIKE GREEN HAS GONE TO WAR

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.

RUYSDAEL:

LUCKY STRIKE GREEN HAS GONE TO WAR.

CROSS:

Each week at this time Lucky Strike gives you a chance to test your wits against those of four superwits. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond, plus a twenty-four volume set of the regular 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.

RUYSDAEL:

LUCKY STRIKE GREEN HAS GONE TO WAR.

CROSS:

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)

- 1 -

ATX01 0119057

11/6/42

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen, ~~LUCKY-
STRIKE GREEN HAS GONE TO WAR~~. Information Please
continues on its spontaneous and unrehearsed way.
And our board of experts tonight is made up of our
regular trio, Mr. Adams, Mr. Kieran and Mr. Levant;
and as our guest, the Military Editor of The New York
Times, Mr. Hanson W. Baldwin.

(QUESTIONS)

RTX01 011905B

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

FADIMAN: Now that master of brevity, Mr. Cross, demonstrates how to sum up twenty-five years in just five words ...

CROSS: Well, ladies and gentlemen, in a very true sense, the twenty-five year history of Lucky Strike can be summed up in these five words: Lucky Strike means fine tobacco. For, year in, year out, the same story comes out of Tobaccoland. At the auctions down there, in market after market, we consistently select the riper, the lighter, the naturally milder Lucky Strike leaf. And, smokers, because we do select and buy this better-quality tobacco, you are assured a milder, better-tasting cigarette in Luckies. Yes, make no mistake, in a cigarette it's the tobacco that counts. Better tobacco means a better cigarette. So it's no wonder that with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Mr. Fadiman, have I summed up the good common sense reasons for choosing a cigarette of fine tobacco - Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw?

FADIMAN: Mr. Cross, as usual you have packed a great deal of sense into very few words - I timed you at 60 seconds.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

FADIMAN: Now before we go onto the next question, Mr. Ruysdael points out that "2 to 1," as Lucky Strike uses it, is a great deal more than a figure of speech.

RUYSDAEL: Yes, indeed, ladies and gentlemen. The 2 to 1 preference for Lucky Strike among independent tobacco experts is established by actual sworn records. These records show that among independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined. So you see, there's good solid fact behind that well-known phrase: "with men who know tobacco best, it's Luckies 2 to 1." And, smokers, surely the example of these experts is well worth your following. For, at the auctions they attend, they obviously see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently select the riper, lighter, milder Lucky Strike leaf. Smokers, remember, in a cigarette it's the tobacco that counts and the smoke tobacco experts smoke - Lucky Strike - means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw

FADIMAN: Thank you, Mr. Ruysdael. That took 60 seconds.

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR.

RUYSDAEL: Yes, smokers, LUCKY STRIKE GREEN HAS GONE TO WAR!

11/6/42

FADIMAN: Well, that's all we'll have time for. ~~LUCKY STRIKE GREEN HAS GONE TO WAR~~. Thank you, Mr. Baldwin, for joining us this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

And - speaking of bonds - listen to this. In that part of Russia at present enslaved to Germany, the Russian slave children are now being taught a new kind of geography. Their German masters divide the world into two parts - lands belonging to Germany and lands that will belong to Germany, including what the German teachers call "harmful America." Would you like your children to be taught that kind of geography? Do you see why we should buy War Bonds - regularly?

Next week, Mr. Kieran and Mr. Adams will be on hand, and we shall have two guests; one is the nationally famous wit and poet, Dorothy Parker; and the other, famous both as a poet and anthologist, Mr. Louis Untermeyer, editor of A TREASURY OF GREAT POEMS.

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

ATX01 0119061

11/6/42

CROSS: Let that chant remind you, ladies and gentlemen, that
Lucky Strike means fine tobacco.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

INFORMATION PLEASE

#105

8:30 - 9:00 PMNOVEMBER 13, 1942FRIDAY

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

AUCTIONEER: It's half past eight ... REBROADCAST TUESDAY NOVEMBER 7
OVER NATIONAL BROADCASTING CO
(CHANT ENDING "HALF PAST EIGHT") BLUE NETWORK FROM 7:30 TO
8:00 P.M.

CROSS: It's half past eight New York time ... time to wake up
America and stump the experts.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

CROSS: Each week at this time Lucky Strike encourages you to
pit your wits against those of four super-intellecets.
You provide the questions and our experts try to answer
them. Remember, for every question used, Lucky Strike
will give you not only ten dollars in War Stamps but a
set of the twelve-volume Britannica Junior Encyclopaedia.
If the question is muffed, you get the Junior
Britannica plus a fifty-dollar War Bond, plus a
twenty-four volume set of the regular 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.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

CROSS: 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)

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen, as you know, Information Please runs along in its free and easy, catch-as-catch can style without benefit of any rehearsal. Tonight the catch-as-catch canners include our veterans, Mr. Franklin P. Adams and Mr. John Kieran, together with two distinguished guests; the brilliant poet, Dorothy Parker, soon to take up her post as radio editor of the New Yorker Magazine; and the poet anthologist, Louis Untermeyer, whose new collection A TREASURY OF GREAT POEMS, has just been published.

(QUESTIONS)

(FROM STUDIO 3B)

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR!

FADIMAN: Now tonight Mr. Ruysdael has arranged a bit of
make-believe for us.

(SWITCH TO STUDIO 3C)

RUYSDAEL: Let's suppose that you're an independent tobacco buyer.
You make your living buying, selling, and handling the
leaf. To be successful, you've got to know tobacco from
A to Z. You've got to know what goes on at the auctions.
(BEGIN CHANT - CROWD NOISE)

RUYSDAEL: Here you are at a typical auction - but before you start
bidding for the leaf, you want to check up on quality
and prices - so you move in close to the auctioneer -
(CHANT UP - SOLD AMERICAN AT 46)

WHSMAN: Good tobacco, boys! 42! (CHANT)

RUYSDAEL: 42 dollars a hundred pounds is the warehouseman's opening
bid on this next basket. But right away a leaf company
bids 43 - Lucky Strike raises it to 44 - this is fine
mild leaf, just right for smoking - it's up to 46 now,
bid by an export company - but Lucky Strike makes
it 47 - 47 - and it's going - going - (CHANT UP - SOLD
AMERICAN) Yes, ladies and gentlemen, that's what you'd
see if you were really and truly a tobacco buyer. You'd
see the makers of Luckies consistently selecting the
riper, lighter, milder Lucky Strike leaf. For make no
mistake - Lucky Strike means fine tobacco - so round, so
firm, so fully packed, so free and easy on the draw.

(SWITCH TO STUDIO 3B)

FADIMAN: Mr. Ruysdael, thank you for our interesting visit to a
tobacco market and I timed you at ✓✓ seconds.

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR!
(QUESTIONS)

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

FADIMAN: Now, before we go on to the next question, Mr. Cross points out that whether you are actually present at a tobacco auction or hear an auction reenacted, there's one fact that should be clear to alert smokers.

CROSS: Well, ladies and gentlemen, it's simply this: that independent tobacco experts, present at the auctions, can't help but see who buys what tobacco. Whether they're on hand as auctioneers, buyers, or warehousemen, they're in a position to see the quality of each purchase. Yes, at market after market, year after year, these independent experts see the makers of Luckies consistently select and buy the riper, the lighter, the naturally milder Lucky Strike leaf. No wonder that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. Smokers, isn't it worth your while to profit by the experience of these experts who earn their living, buying, selling, and handling tobacco? Remember, in a cigarette it's the tobacco that counts and the smoke tobacco experts smoke - Lucky Strike - means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took ✓7 seconds.

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!

(QUESTIONS)

Cross: *Lucky Strike Green⁵ - Has gone to war* 11/13/42
FADIMAN:

Well, that's all we'll have time for. Thank you, Miss Parker and Mr. Untermeyer, for adding to the fun and information this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid ✓ sets of the Encyclopaedia Britannica and ✓ Fifty-Dollar War Bonds.

And, speaking of bonds, in these exciting days let's all recall Winston Churchill's recent words. "This is not the beginning of the end," he said, "It is the end of the beginning." What does that mean? It means that before our ultimate victory is won, we have a long, hard, bloody path to tread. Long. Hard. Bloody. And - expensive. Now, more than ever is the time to buy War Bonds - on a slow but rising market.

~~RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR!~~

FADIMAN: Next week, our trio of Mr. Kioran, Mr. Adams and Mr. Levant will be on hand and as our guest

Evel Vance

Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. *Lucky Strike Green has gone to war*
And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

Ruysdael

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR.

WEAF

THE AMERICAN TOBACCO COMPANY

11/20/42

INFORMATION PLEASE

#106

8:30 - 9:00 PM

NOVEMBER 20, 1942

FRIDAY

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR and soon, throughout the country you will meet that same fine Lucky Strike tobacco in Luckies smart new uniform.

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. LUCKY STRIKE GREEN HAS GONE TO WAR. Yes LUCKY STRIKE GREEN HAS GONE TO WAR! Each week at this time you play for War Bonds and Encyclopaedias with four almost authorities. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond, plus a twenty-four volume set of the regular 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.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR.

11/20/42

CROSS: 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)

FADIMAN: Thank you, Mr. Cross. Ladies and Gentlemen, Information Please continues on its unrehearsed and spontaneous path, the spontaneity tonight being provided by the veteran trio of Mr. Kieran, Mr. Levant and Mr. Adams

Louis Brandeis replaces Ethel Vance

(QUESTIONS)

ATX01 0119069

FADIMAN: And now here's Mr. Ruysdael and Mr. Cross ...

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE
GREEN HAS GONE TO WAR!

CROSS: Ladies and gentlemen, the story of what makes a better
cigarette can be told in just two words: fine tobacco.
For make no mistake, in a cigarette it's the tobacco
that counts - and, smokers, Lucky Strike means fine
tobacco. At auctions all over the South, year after
year, we consistently select and buy the riper, lighter,
milder Lucky Strike leaf. No wonder that with
independent experts, with men who know tobacco best,
it's Luckies 2 to 1. In choosing your own cigarette,
take a tip from the experts. Remember, Lucky Strike
means fine tobacco - so round, so firm, so fully packed,
so free and easy on the draw.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, ladies and
gentlemen, LUCKY STRIKE GREEN HAS GONE TO WAR! And
soon, throughout the country, you will meet that same
fine Lucky Strike tobacco in Luckies' smart new uniform.

FADIMAN: Thank you Mr. Ruysdael and Mr. Cross. That took
27 seconds.

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR, yes, LUCKY STRIKE
GREEN HAS GONE TO WAR!

(QUESTIONS)

FADIMAN: Now, before we go on to the next question, here's
Mr. Cross and Mr. Ruysdael.

CROSS: LUCKY STRIKE GREEN HAS GONE TO WAR - yes, LUCKY STRIKE
GREEN HAS GONE TO WAR!

RUYSDAEL: Ladies and gentlemen, when you step up to a cigarette
counter, you have your choice of many different qualities
of tobacco. In a very real sense you're a tobacco buyer
and your enjoyment depends on selecting the finer,
milder tobacco. Surely, then, it's worth your while to
take a tip from the independent experts who spend their
lives buying, selling, and handling the leaf. Sworn
records show that with these experts - auctioneers,
buyers, and warehousemen - with men who know tobacco
best, it's Luckies 2 to 1. Smokers, to put it in a
nutshell, Lucky Strike means fine tobacco - so round,
so firm, so fully packed, so free and easy on the draw.

CROSS: Ladies and gentlemen, LUCKY STRIKE GREEN HAS GONE TO
WAR - yes, LUCKY STRIKE GREEN HAS GONE TO WAR! And soon
throughout the country you will meet that same fine
Lucky Strike tobacco in Luckies' smart new uniform.

FADIMAN: Thank you, Mr. Cross and Mr. Ruysdael. That took
40 seconds.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR, yes, LUCKY STRIKE
GREEN HAS GONE TO WAR!

(QUESTIONS)

11/20/42

FADIMAN: Well, that's all we'll have time for.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR. Yes LUCKY STRIKE GREEN HAS GONE TO WAR.

FADIMAN: Thank you, *Mr. Brumfield* for helping along with the fun this evening. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid out 1 sets of the Encyclopaedia Britannica and 1 fifty-dollar War Bonds.

And - speaking of bonds - may I address 60 words or so to our women listeners. From now on to the New Year you'll be hearing about the special drive on payroll savings. The idea is to get 30,000,000 workers to invest 10% of their incomes in War Bonds. This can only be done if you women, who do a lot of the buying and the budgeting, help. That 10% is your hope-chest for the future; it's an investment in your home and your family - the home and the family the Germans have sworn to destroy.

Next week Mr. Kieran and Mr. Adams will occupy their usual seats. The other two will be competently filled by, first, Wilma Lord Perkins, the editor of Fannie Farmer's BOSTON COOKING-SCHOOL COOK BOOK; and

Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE GREEN HAS GONE TO WAR!

ATX01 0119072

11/20/42

FADIMAN: And now a parting message from Mr. L. A. "Speed" Riggs,
famous tobacco auctioneer from Goldsboro, North Carolina.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS: Let that chant always remind you that Lucky Strike means
fine tobacco.

RUYSDAEL: LUCKY STRIKE GREEN HAS GONE TO WAR! Yes LUCKY STRIKE
GREEN HAS GONE TO WAR and soon throughout the country
you will meet that same fine Lucky Strike tobacco in
Luckies' smart new uniform.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATX01 0119073

WEAF

THE AMERICAN TOBACCO COMPANY

INFORMATION PLEASE

As Broadcast

FRIDAY

8:30 - 9:00 PM

11/27/42

AUCTIONEER: It's half past eight...

(CHANT ENDING "HALF PAST EIGHT")

REBROADCAST TUESDAY, DECEMBER 1, OVER NATIONAL BROADCASTING CO. BLUE NETWORK FROM 7:30 TO 8:00 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 puts on a coast to coast party with four encyclopaedic brains supplying the floor show. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedi. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond, plus a twenty-four volume set of the regular Encyclopaedia Britannica. Send your questions to 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 0119074

11/27/42

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen,
Information Please as you know, prefers to go its
way without benefit of any rehearsal or preparation.
Tonight, in addition to our regulars, John Kieran and
Franklin P. Adams, we have the Director of the Office
of Price Administration, our good friend, Leon
Henderson; and, no less an expert in an important
field, the Editor of the famous Fanny Farmer Cook Book,
Wilma Lord Perkins.

(QUESTIONS)

FADIMAN: Now Mr. Ruysdael indulges in the good old American tradition of putting the facts squarely on the barrelhead.

RUYSDAEL: Well, ladies and gentlemen, it's surely worth your while to consider the plain, straightforward facts about what makes a good cigarette. For so many of the qualities you enjoy - qualities like mildness and better taste - primarily depend upon fine tobacco. Yes, smokers, make no mistake - in a cigarette it's the tobacco that counts and, Lucky Strike means fine tobacco. At auctions all over the South, year after year, we consistently select and buy the riper, the lighter, the naturally milder leaf - the truly Lucky Strike leaf that gives you a better cigarette. No wonder that with independent experts - auctioneers, buyers and warehousemen - with men who know tobacco best, it's Luckies 2 to 1 ... Smokers, aren't these simple facts worth acting on? Remember - in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Mr. Ruysdael, your 59 second summary put the facts squarely on the line.

FADIMAN: Now before we go on to the next question, Mr. Cross points out that Lucky Strike's familiar phrase "men who know tobacco best" hits the nail right on the head

CROSS: Well, ladies and gentlemen, you've often heard that "With men who know tobacco best, it's Luckies 2 to 1". But do you know just why these men "know tobacco best" Well, it's because they're independent tobacco experts by profession - auctioneers, buyers and warehousemen - they earn their bread and butter, buying, selling and handling tobacco. So you may be sure these experts know the leaf from A to Z and, at auctions they attend all over the South, they can't help but see who buys what tobacco - yes, at market after market, year after year they see the makers of Luckies consistently select and buy the riper, lighter, milder Lucky Strike leaf. To put it in a nutshell, Lucky Strike means fine tobacco so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, isn't it clearly to your own advantage to smoke the smoke tobacco experts smoke?

FADIMAN: Thank you, Mr. Cross. That took 58 seconds.

FADIMAN:

Well, that's all we'll have time for. Thank you, Mrs. Perkins and Mr. Henderson, for coming to our party tonight. In a few seconds I'll announce next week's guest. Tonight Lucky Strike has paid out 0 sets of the Encyclopaedia Britannica and 0 Fifty-Dollar War Bonds.

And - speaking of bonds - here's an argument that the Treasury Department has never used but which may nevertheless be of some interest to the Americans who like "Information Please". For years now, Mr. Levant, Mr. Kieran and Mr. Adams, and our guests have been quoting and discussing a lot of dead people like Shakespeare and Lewis Carroll and Mark Twain and Tennyson and Abraham Lincoln. Well, remember this: The Germans have sworn to destroy utterly the memory of these names and all they stand for. For some of us, perhaps, that's an added reason for buying war bonds.

Next week, along with the Kieran-Levant-Adams trio, we announce as our guest - Henry Cabot Lodge, Jr.

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" - 45 to 48 INCLUSIVE)

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best it's Luckies two to one.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

NOTE—Report on this form all conversations with clients wherein any decision is reached—or any subject discussed which affects advertising policies.

LORD & THOMAS**Contact Report**

(NEW YORK OFFICE)

Name of Client THE AMERICAN TOBACCO COMPANYThose present at meeting Messrs. Boor,Phillips

Manager	Messrs:	Garlaw	Auchincloss
Copy Dept.	Hill	Hymes	Maguire
Art Dept.	Meade	Lukaosy	Morrell
Radio	Boor	Weider	Legal
Traffic	Gorman	Czuffin	Leithausen
Production	Patton	Elms	Shields
Media	Boggiano	Connell	Bergman
Research	Hetsko	Purdon	Trompeter
Accounting	Timlen	Kinzler	Burgess
File	Phillips	Loveton	Ronlan
Stanton	Benson	Polzine	Faulkner
	Finke	Walters	Bargel-Chgo.

Date of Contact 12/7/42 Date Report Dictated 12/8/42 Date Typed 12/8/42

RADIO DEPT: There was an incorrect wording in last Friday's Information Please script. The line which usually reads "no wonder with men who know tobacco best" having been typed to read: "that's why with men who know tobacco best". Also, corrected copies of the November 27th "as broadcast" script of Information Please are to be furnished to the client.

It is to be understood with everyone at the agency who is concerned with scripts and production, that scrupulous care must be taken to see that all scripts exactly conform with the legal copies, as those scripts are a matter of record. Mr. Boor has asked that this contact report be attached to each "as broadcast" script of last Friday's Information Please program.

Paul Phillips

sb

WEAF

THE AMERICAN TOBACCO COMPANY

12/4/42

INFORMATION PLEASE

#107

8:30 - 9:00 PM EWT

DECEMBER 4, 1942

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY, DECEMBER 8, NATIONAL BROADCASTING CO. BLUE NETWORK FROM 7:30 TO 8:00 P.M.

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight Boston time ... time to wake up America and stump the experts. Each week at this time Lucky Strike puts on a coast to coast party with four encyclopaedic brains supplying the floor show. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond, plus a twenty-four volume set of the regular Encyclopaedia Britannica. Send your questions to 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 0119081

FADIMAN: Thank you, Mr. Cross! Ladies and gentlemen, we feel that tonight is a very special occasion. This broadcast comes to you from Symphony Hall in Boston. Each person here in the audience has bought a Bond in denominations ranging from \$50 to \$5000. That means that the citizens of Boston in accordance with their tradition of patriotism have tonight invested in our national war effort to the tune of 4,000,000. (1,000,000) Tonight Information Please, unrehearsed as usual, presents its three veterans, John Kieran, Oscar Levant and Franklin P. Adams, and as its guest of honor, one of ~~Massachusetts~~'s distinguished sons, Senator Henry Cabot Lodge, Jr. But before we proceed with our show, I should like to introduce a surprise guest who has a brief message for all of us. The Honorable Leverett Saltonstall, Governor of the Commonwealth of Massachusetts.

SALTONSTALL: It is a great pleasure for me to welcome Information Please to Boston. ^{Later} on other cities will have the opportunity of acting as their host. But we take special satisfaction in being the first to greet Mr. Adams, Mr. Levant, Mr. Kieran, Mr. Fadiman, and the producer of Information Please, Mr. Dan Golenpaul, who has arranged this Bond selling tour for the Treasury Department. Boston has cooperated eagerly ~~knowing that~~ ~~nothing~~, no grief of our own, can be permitted to check the progress of the war effort. It is in this spirit that we welcome Information Please and bid them and ourselves carry on.

FADIMAN: Thank you Governor Saltonstall. And now for our first question.
(QUESTIONS)

FADIMAN: Now Mr. Cross tells us that when tobacco experts describe fine tobacco they get right to the point.

CROSS: That's right, ladies and gentlemen. The tobacco experts' highest word of praise for a leaf is that "it will make a good smoke." For these experts know that mildness, better taste, smoking enjoyment are what count. Yes, they know tobacco from A to Z -- And they know how it will smoke. That's why the overwhelming preference of independent tobacco experts for Luckies means so much to you. The experts present at auctions all over the South naturally see who buys what tobacco and, year after year, they can't help but see the makers of Luckies select the riper, lighter, milder Lucky Strike leaf. No wonder that with independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Smokers: to put it in a nutshell, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Mr. Cross, your ____ second summary of the facts tells a story worth remembering and worth acting on.

(QUESTIONS)

FADIMAN: Now, before we go on to the next question, Mr. Ruysdael says a good way to describe things that are alike is just to say: "as much alike as two Lucky Strikes!"

RUYSDAEL: Yes, ladies and gentlemen - and, as a matter of fact, I can show you just how true that is. Let me take this unopened package of Luckies and tear off a part of the top (BUSINESS) Now I can see six - seven - eight - nine cigarettes - so round, so firm, so fully packed. The other eleven are covered by the rest of the package top. I pick out the first cigarette and the ninth cigarette - and look at both. Now, I shift them about in my hands (BUSINESS) and look at them again. And now I actually can't tell which cigarette was number one, which was number nine. For truly, one Lucky Strike cigarette is just like another - the ninth, the twentieth, the millionth - they not only look alike - they are alike! Yes, smokers, you will find each Lucky Strike you smoke, a cigarette of fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Ruysdael.

(QUESTIONS)

12/4/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Senator Lodge for being with us tonight. In a few seconds, I'll announce next week's guests. Tonight Lucky Strike has paid out ✓ sets of the Encyclopaedia Britannica and ✓ fifty-dollar War Bonds.

And - speaking of bonds - I should like now to read a telegram addressed to "Information Please" -- "I should like to express my appreciation for the tour which you are beginning tonight. Every dollar the American people can lend to their Government at this time will help keep our fighting men supplied with the equipment and weapons that they need. Your tour not only sets a fine patriotic example but it should give direct encouragement to every man who wears the uniform of the United States wherever he may be serving. Signed - Henry Morgenthau, Jr., Secretary of the Treasury." (A - - - - -)

Next week, along with Mr. Kieran and Mr. Adams, we will have Christopher Morley and William Shirer.

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.

RIGGS:

(CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS:

Let that chant always remind you that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. That is why with men who know tobacco best, it's Luckies two to one.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATX01 0119085

WEAF

THE AMERICAN TOBACCO COMPANY

-- 12/11/42

INFORMATION PLEASE

As Broadcast #109

8:30 - 9:00 PM EWT

DECEMBER 11, 1942

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY, DECEMBER 15, OVER NATIONAL BROADCASTING CO. BLUE NETWORK FROM 7:30 TO 8:00 P.M.

(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 Strike arranges a quiz and conversation party in which a large part of the nation joins. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a fifty-dollar War Bond, plus a twenty-four volume set of the regular 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)

12/11/42

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen; keeping to its policy of a strictly unrehearsed and spontaneous program, Information Please offers tonight as its board of experts our regulars, John Kieran and Franklin P. Adams; and as our guests, the eminent radio commentator and author of BERLIN DIARY, William L. Shirer, and our old friend, Christopher Morley, whose new novel THOROPARE is just out. And by the way, speaking of books, don't forget Mr. Adams' anthology, INNOCENT MERRIMENT, and Mr. Kieran's ditto, POEMS I REMEMBER.

(QUESTIONS)

ATX01 0119087

FADIMAN: Now Mr. Cross points out something worth remembering, when you step up to a cigarette counter ...

(FADE CHANT QUICKLY IN - OUT)

CROSS: Yes, ladies and gentlemen, remember the chant of the tobacco auctioneer! For, in a very real sense, a cigarette counter is like one of those tobacco auctions down South - with many different grades and qualities of tobacco up for sale - and you as the tobacco buyer. Obviously, your enjoyment depends on selecting a cigarette made of the riper, lighter, milder leaf. So, it's worth your while to take a tip from the independent tobacco experts who spend their lives buying, selling, and handling the leaf. Sworn records show that with these experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Smokers, to put it in a nutshell, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Mr. Cross, your v'g second summary puts the facts right on the barrelhead.

(QUESTIONS)

FADIMAN: Now, before we go on to the next question, here's Mr. Ruysdael who believes in "suing the action to the words."

RUYSDAEL: Well, ladies and gentlemen, you can easily prove to yourselves that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. You need only roll a Lucky between your fingers, just as I'm doing right now, to see for yourselves how round and firm and fully packed Luckies are. And now I am going to put that Lucky between my lips and strike a match (BUSINESS) I hold the match to the end of the cigarette and blow out through the cigarette (BUSINESS) And what happens? - the match goes out. Try this little test yourself some time to prove that Luckies are truly free and easy on the draw. And then do as I'm doing now ... strike another match and light your Lucky Strike in the usual way. (BUSINESS) Yes, ladies and gentlemen, you'll prove to yourselves beyond the shadow of a doubt that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw!

FADIMAN: Thank you, Mr. Ruysdael.

(QUESTIONS)

12/11/42

PADIMAN: Well, that's all we'll have time for. Thank you, Mr. Shirer and Mr. Morley, for lending us your talents this evening. In a few seconds I'll announce next week's guest. Tonight Lucky Strike has paid out ✓ sets of the Encyclopaedia Britannica and ✓ fifty dollar War Bonds.

And - speaking of bonds - I was reading a short book the other day called PRELUDE TO VICTORY by James B. Reston. If you have time to read only one book about the war, I'd say read PRELUDE TO VICTORY. But what I wanted to mention was a short sentence with which it begins, a quotation from the English novelist, Somerset Maugham. Here it is: "If a nation values anything more than freedom, it will lose its freedom; and the irony of it is that if it is comfort or money that it values more, it will lose that too." That's a thought for hesitant bond-buyers.

Next week, the Kieran-Adams-Levant trio will be on hand, and as our guest (Ilka Chase) *brilliantly novelistic,*
author of Best Seller "Past is Perfect"

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

ATX01 0119090

12/11/42

CROSS: Let that chant remind you that Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. By the way, ladies and gentlemen, have you seen that Lucky Strike - (LIFT) "CHRISTMAS GIFT"? Five hundred Luckies - twenty-five packages of twenty each - in a handsomely embossed gift box. It's an ideal Christmas present for anyone you specially want to please. A (LIFT) "Christmas gift" packaged in the modern smart color - "Winter White". And you will be glad to know that there is no extra charge for this exquisite packaging.

ATX01 0119091

WEAF

THE AMERICAN TOBACCO COMPANY

12/18/42

INFORMATION PLEASE

As Broadcast #110

8:30 - 9:00 PM EWT

DECEMBER 18, 1942

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY, DECEMBER 22, OVER NATIONAL BROADCASTING CO. BLUE NETWORK FROM 7:30 TO 8:00 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 ... By the way, ladies and gentlemen, are you stumped by, that very difficult problem of shopping this Christmas? An ideal solution is the Lucky Strike (LIFT) "Christmas Gift" - five hundred Luckies, twenty-five packages of twenty each, packed in a handsomely embossed gift-box in the modern smart color "Winter White." Remember, service men themselves have voted cigarettes their Number One preference, so the Lucky Strike (LIFT) "Christmas Gift" gives them just what they want. Ask to see it at your favorite cigarette counter and, incidentally, you'll be glad to know that there's no extra charge for this exquisite packaging ... Each week at this time Lucky Strike provides a quartet of colossal (well, almost) intellects, and invites you to reduce their mental stature. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular Encyclopaedia Britannica.

(MORE)

ATX01 0119092

12/18/42

CROSS: 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)

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen; the only
kind of show we know how to put on is one that's
go-as-you please and completely unrehearsed; and
that's the kind we do put on. The board tonight
includes our three stalwarts - John Kieran, Franklin
P. Adams, and Oscar Levant; and as our charming guest
the versatile actress, radio star and author - you
may have read her witty book PAST IMPERFECT -
Miss Ilka Chase.

(QUESTIONS)

ATX01 0119093

FADIMAN: Now before we go on to the next question, here's Mr. Cross who wonders how our assembled experts would define the word: cigarette.

CROSS: Well, Mr. Fadiman, I think they'd arrive, first or last, at Webster's own very forthright definition: a cigarette is tobacco rolled in thin paper. And ladies and gentlemen, doesn't the simple definition itself make clear that, in a cigarette it's the tobacco that counts - and that, in selecting your own cigarette, it's worth your while to take a tip from the men who know tobacco from "A" to "Z", the independent tobacco experts. These auctioneers, buyers, and warehousemen, who attend the auctions down South, obviously see just who buys what tobacco - yes, year after year, they see the makers of Luckies consistently select and buy the riper, lighter, milder Lucky Strike leaf. No wonder that with men who know tobacco best, it's Luckies 2 to 1. Smokers, remember, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Cross. That took 60 seconds.

(QUESTIONS)

FADIMAN: Now before we go on to the next question, Mr. Ruysdael wants to give you a very graphic demonstration of a fundamental truth.

RUYSDAEL: Well, ladies and gentlemen, you've often heard this statement: in a cigarette it's the tobacco that counts. But did you ever stop to think how literally true this is? I have right here in my hand a package of Lucky Strikes. I take one Lucky out of the package (BUSINESS) and hold it between my fingers - it's a tube of thin white paper, round, and firm and fully packed. But let's just split this Lucky Strike down the middle (BUSINESS) ~~and look inside~~. What do we see? Tobacco! In a cigarette - it's the tobacco that counts and Lucky Strike means fine tobacco. Yes, ladies and gentlemen, when you buy cigarettes, you're really buying tobacco. So it's surely worth your while to profit by the experience of the independent experts who spend their lives, buying, selling and handling the leaf. Remember, with these experts - auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. Clearly, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Ruysdael.

(QUESTIONS)

12/18/42

FADIMAN:

Well, that's all we'll have time for. Thank you, Miss Chase, for helping with the party tonight. In a few seconds I'll announce next week's guests. Tonight, Lucky Strike has paid out 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

And - speaking of bonds - the other day I heard about a private down in Fort Riley, Kansas. He was watching some girls trying to sell War Stamps to the folks lined up at a moving picture box office. They wouldn't buy. Finally, the soldier said quietly, "Look - why not just tell them if they can't afford to buy stamps they can't afford the movies?" They sold \$20 worth in ten minutes. Ladies and gentlemen, that soldier down in Fort Riley was talking to you.

Next week, Mr. Kieran and Mr. Adams will be with us to spread their particular brand of good cheer, and ~~our guests will be~~

Insert "A"

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.

RIGGS:

(CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

RTX01 0119096

"INSERT A"

One of our guests will be our old friend, Judge James Wallace of the New York Court of General Sessions. You'll remember the Judge as that outstanding baritone who has turned down offers from the Metropolitan Opera House after each appearance on "Information Please". With Judge Wallace we hope to have another famous vocalizer known to all listeners. He has authorized us to announce that he will do everything he can to be with us next week on Christmas Night. If he's unable to make it, it will be only because the unusual pressure of his duties at this particular moment may prevent him. This may seem an odd way to announce a guest, but you will understand what we mean when we inform you, with special pride, that our second guest may be our favorite expert -- and yours -- a great public servant, Mr. Leon Henderson.

CROSS: Let that chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best it's Luckies two to one.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

WEAF

THE AMERICAN TOBACCO COMPANY

12/25/42

INFORMATION PLEASE

#111

8:30 - 9:00 PM EWT

DECEMBER 25, 1942

FRIDAY

As Broadcast

8

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's board of wisemen challenges the
nation to a test of wit and wisdom. You provide the
questions and our experts try to answer them.
Remember, for every question used, Lucky Strike will
give you not only ten dollars in War Stamps but a set
of the twelve-volume Britannica Junior Encyclopaedia.
If the question is muffed you get the Junior Britannica
plus a fifty-dollar War Bond, plus a twenty-four volume
set of the regular 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)

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen. On this Christmas Night, Information Please wishes all its listeners as happy a Christmas as these times may permit and looks forward to another Christmas when peace - and not a negotiated peace - will rejoice our hearts. Tonight we celebrate in our own quiet way with our usual unrehearsed program, offering our brace of veterans, Franklin P. Adams and John Kieran. And by the way, almost five years of Information Please have so broadened Mr. Kieran's mind that a new career is opening up before him; beginning January 4th, he will run a daily column in the New York Sun, writing on things in general from bees to badgers. Congratulations John, And tonight our guests are two in number - James Wallace - Judge of the Court of General Sessions, and secondly our old friend Leon Henderson.

(QUESTIONS)

12/25/42

FADIMAN: Now Mr. Ruysdael points out the advantages for smokers who "seize Time by the forelock."

RUYSDAEL: Well, ladies and gentlemen, here we are, almost at the end of 1942! Perhaps, during the past year, you've been intending to try Luckies - but then you've kept putting it off. If so, you may be missing something! For make no mistake, in a cigarette it's the tobacco that counts. Better tobacco gives you a milder, better-tasting, more enjoyable cigarette - and smokers, Lucky Strike means fine tobacco! That's worth remembering ... Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. For, ladies and gentlemen, year after year the same story comes out of the tobacco country... At auctions all over the South, the makers of Luckies consistently select and buy the riper, lighter, milder leaf. Truly Lucky Strike means fine tobacco and certainly fine tobacco adds to your enjoyment. Mr. Fadiman, have I given good substantial reasons why smokers should "seize Time by the forelock" and try Luckies now?

FADIMAN: Mr. Ruysdael - your 60 second summary of the facts surely calls for prompt action.

(QUESTIONS)

LUCKY STRIKE "INFORMATION PLEASE"
Commercial #2

12/25/42

FADIMAN: Now before we go on to the next question, Mr. Cross has something to say about tobacco experts ... and pedestals.

CROSS: Well, a friend recently asked me: "Cross, why do you put those tobacco experts on such a pedestal?" And he added with a smile: "I'm not in the tobacco business ... I'm just a smoker." ... Ladies and gentlemen, here's what I pointed out to him ... Independent tobacco experts aren't on any pedestal - they're smokers, themselves! When they light a cigarette, they're looking for the same qualities of mildness and better taste you want. The only difference is that these experts - auctioneers, buyers, and warehousemen really know tobacco from "A" to "Z". Indeed, they must, for tobacco is their bread and butter. At auctions they attend all over the South, these experts can't help but see who buys what tobacco - and year after year, they see Lucky Strike consistently select the riper, lighter, milder leaf. Yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. From the smoker's own viewpoint, Mr. Fadiman, aren't these facts worth acting on?

FADIMAN: Thank you, Mr. Cross - you've given new meaning to that familiar phrase: "with men who know tobacco best it's Luckies 2 to 1."

(QUESTIONS)

12/25/42

FADIMAN: Well, that's all we'll have time for. Thank you, Judge Wallace and Mr. Henderson, for your contribution to the Christmas spirit tonight. In a few seconds I'll announce next week's guests. Tonight Lucky Strike has paid out 7 sets of the Encyclopaedia Britannica and 7 fifty-dollar war Bonds.

And - speaking of bonds - here's a special message for Philadelphians. Two weeks from tonight, on Friday, January 8, Information Please makes it's second stop on its bond tour for the Treasury Department. It will broadcast from the Academy of Music in Philadelphia. Tickets will be issued to purchasers of bonds in denominations of \$50. to \$5000.

Ladies and gentlemen: It is customary on Christmas Day to wish peace on earth and goodwill to all men and to assume that all men wish the same. But we know we cannot assume this of the Nazis - the Nazis who hate peace, who laugh at good will, who have decreed that nowhere in their pagan country shall there ever be read aloud the Sermon on the Mount. That we may destroy utterly these men of evil will - buy - and buy again - the War Bonds of your country.

Next week the Kieran-Adams-Levant trio will be on hand and to help them welcome in the New Year will be our good friend the eminent Hollywood maestro and universal linguist - Gregory Ratoff.

ATX01 0119103

REVISED

- 6 -

12/25/42

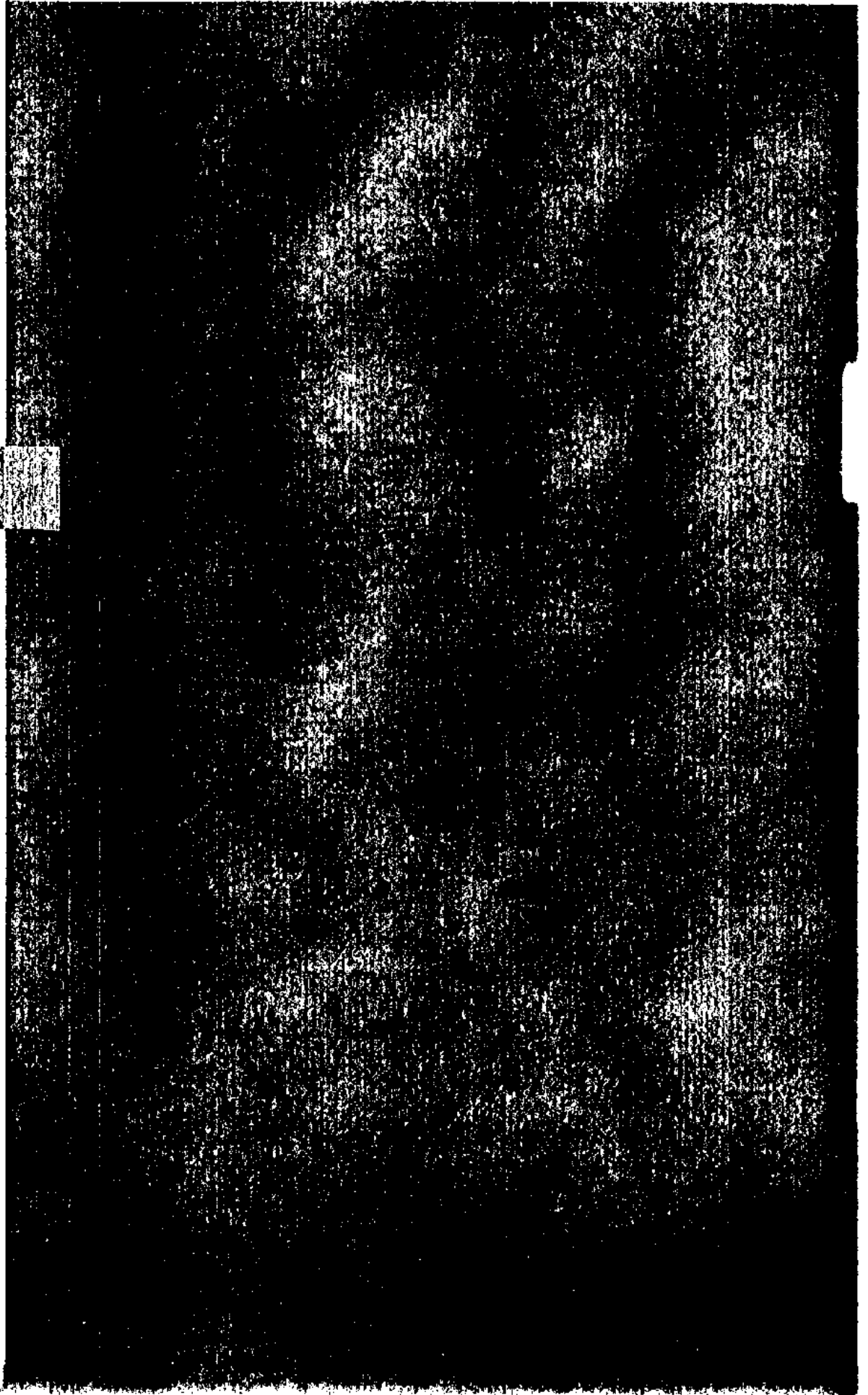
FADIMAN: Send letters with questions and the correct answers to Information Please, 480 Lexington Avenue, New York City. And now here's Mr. Cross with a word from our sponsor.

CROSS: Ladies and gentlemen, the makers of Lucky Strike Cigarettes hope you have enjoyed a very Merry Christmas.

THIS IS THE NATIONAL BROADCASTING COMPANY.

- 6 -

RTX01 0119104



WEAF

THE AMERICAN TOBACCO COMPANY

1/1/43 *As Broadcast*

INFORMATION PLEASE

#112

2

8:30 - 9:00 PM EWT

JANUARY 1, 1943

FRIDAY

AUCTIONEER: It's half past eight ...

REBROADCAST TUESDAY, JANU-
ARY 5, NATIONAL BROADCASTING
CO. BLUE NETWORK FROM
7:30 TO 8:00 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 challenges you to test your wits against those of four authorities. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular 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)

1/1/43

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen, as spontaneous and unrehearsed as ever, Information Please presents as its board tonight our regulars, Oscar Levant, and Franklin P. Adams, together with the third veteran, John Kieran, whose new column of general comment begins in the New York Sun on Monday, January 19th. Our guest tonight is that luminary of Hollywood, the actor, producer and director, Gregory Ratoff who will soon be hard at work on M-G-M's new picture, RUSSIA.

(QUESTIONS)

RTX01 0119107

1/1/43

PADIMAN: Now here's Mr. Cross, who asks you to remember - amid all the Awards for the "Year's Best" in various fields - that there's a high award for cigarettes.

CROSS: Yes, ladies and gentlemen, it's the honor of being preferred by the independent tobacco experts. This distinction goes to Lucky Strike by a wide, wide margin. For sworn records show that among independent experts - auctioneers, buyers, and warehousemen - with men who know tobacco best, it's Luckies 2 to 1. Smokers, these experts obviously want just what you want in a cigarette - and they're quite as free as you to buy whatever cigarette they please. But they're in a favored position to know the facts. For at auctions they attend, tobacco experts can't help but see who buys what tobacco - and they see Lucky Strike consistently select the ripper lighter, milder leaf. Smokers, in a cigarette it's the tobacco that counts - and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw... Mr. Padiman, have I shown it's worthwhile to smoke the smoke tobacco experts smoke?

PADIMAN: Mr. Cross, a word to the wise should be sufficient - and I timed you at 60 seconds.

(QUESTIONS)

ATX01 0119108

FADIMAN: In a minute we'll go on to the next question. But, first, Mr. Ruysdael, has his own special welcome to the New Year. He wants to reenact for us a typical tobacco auction, one of the rich traditions of the South that has gone on year after year - indeed, generation after generation....

(BEGIN CHANT - CROWD NOISE)

RUYSDAEL: Ladies and gentlemen, here you are at a typical tobacco auction! In this huge warehouse are hundreds and hundreds of baskets of tobacco - each to be sold individually - sold to the highest bidder!

(CHANT UP - SOLD AMERICAN AT 46)

WHSMAN: Good tobacco, boys ... 42! (CHANT)

RUYSDAEL: The warehouseman opens the bidding on this next basket at 42 dollars a hundred pounds. But right away Lucky Strike bids 43 - an export company raises it to 44 - a leaf company bids 45 - another cigarette company 46 - but Lucky Strike makes it 47 - 47 dollars - and here's the sale!

(CHANT UP - SOLD AMERICAN)

RUYSDAEL: So it goes at market after market, year in, year out. The makers of Luckies consistently select and buy the riper, lighter, milder Lucky Strike leaf! No wonder that with men who know tobacco best it's Luckies 2 to 1. Ladies and gentlemen, here's a fact you can always bank on: Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. Ruysdael.

(QUESTIONS)

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Ratoff, for helping us to celebrate the New Year. Tonight Lucky Strike has paid out ✓ sets of the Encyclopaedia Britannica and ✓ fifty-dollar War Bonds. And - speaking of bonds - next week Information Please will broadcast from the Academy of Music in Philadelphia. Any one who purchases a 50 to 5,000 Dollar Bond will receive a free ticket to the broadcast. This is the second stop in our Bond-storming tour for the Treasury Department. The first, you remember, was in Boston, whose patriotic citizens subscribed over 4 million dollars in War Bonds. We know that Philadelphia hopes to equal or top that record and our little gang will do everything it can to make that possible. Next week, then a goodly portion of America will be listening in to hear whether the City of Brotherly Love has forged ahead of the home of the Lean and the God, in a bond-buying race in which all of us - are winners.

ATX01 0119110

FADIMAN: Send letters with questions and the correct answers to
Information Please, 480 Lexington Avenue, New York City.

And now here's Mr. Cross with a word from our sponsor.

CROSS: Ladies and gentlemen, on behalf of the makers of Lucky
Strike cigarettes, we hope you will enjoy a very Happy
New Year.

THIS IS THE NATIONAL BROADCASTING COMPANY.

WEAF

THE AMERICAN TOBACCO COMPANY

1/8/43

INFORMATION PLEASE

#113

8:30 - 9:00 PM EWT

JANUARY 8, 1943

As Broadcast FRIDAY

C

AUCTIONEER: It's half past eight ...

(CHANT ENDING "HALF PAST EIGHT")

CROSS: It's half past eight Philadelphia time ... time to wake up America and stump the experts. Each week at this time Lucky Strike challenges you to match your erudition against the combined brains of four almost-know-it-alls. You provide the questions ~~and~~ our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If ^{your} ~~the~~ question is muffed, you get the Junior Britannica, plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular 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)

1/8/43

FADIMAN:

Thank you, Mr. Cross. Ladies and gentlemen; tonight, although our program proceeds in the usual spontaneous manner, this is something of a special occasion. We are broadcasting from the stage of the Academy of Music in Philadelphia. Philadelphia marks Stop #2 in our Bond-Storming tour, conceived by the producer of Information Please, Mr. Dan Golenpaul. This tour is Mr. Golenpaul's contribution to the Treasury Department's

Bond Drive. Each seat in this tremendous hall represents a bond purchase. *If from \$50 to \$1000 making a*
~~the following are the~~
~~par-chases: 70 \$50 Bonds have been bought;~~

~~505 \$100 Bonds; 105 \$500 Bonds; 1000 \$1000 Bonds;~~
~~1000 \$500 Bonds; 1000 \$1000 Bonds; making a~~

grand - and we mean grand - total of \$3,337,183.

(APPLAUSE) *which is considerable enough even in*

~~And now we unroll the Information Please bond scroll, adding Philadelphia's \$1,036,000.~~

~~You will note that this is still the~~
~~champion of the nation.~~

~~an extraordinary record and was made possible only by the~~
~~patriotic cooperation of the citizens of this great city.~~

Tonight, on this special occasion, we have as our board experts, Oscar Levant, Franklin P. Adams, John Kieran, whose new column appears in the New York Sun and other papers; and as our guest, the young Congressional representative from California, fresh from his tank destroyer unit where he served as a second lieutenant, the Honorable Will Rogers, Jr. (APPLAUSE)

(QUESTIONS)

ATX01 0119113

FADIMAN: ^W Now Mr. Ruysdael, without naming any names - says that experts are likely to be rather critical people ...

RUYSDAEL: Well, Mr. Fadiman, I mean "critical" in a good sense. For example, a tobacco expert, smoking a cigarette, obviously does so with a full knowledge of the facts. Certainly, mildness and better taste, depend upon fine tobacco. And, that's worth remembering when you consider that the overwhelming preference of independent tobacco experts goes to Lucky Strike. These experts - auctioneers, buyers, and warehousemen - know tobacco from "A" to "Z", so they can't help but know the kind of tobacco that means a better smoke for you. And at auctions they attend, they obviously see who buys what tobacco - yes, year after year, tobacco experts see Lucky Strike consistently select the ripper, lighter, milder leaf. Smokers, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Mr. Fadiman, have I shown that Luckies have what it takes to please the critical?

FADIMAN: Yes, Mr. Ruysdael, your 60 second summary makes clear why "with men who know tobacco best, it's Luckies 2 to 1."

(QUESTIONS)

FADIMAN: Now before we go on to the next question, here's Mr. Cross who's willing to wager that you never thought of this as a Cradle Song ...

(CHANT - SOLD AMERICAN)

CROSS: Yes, ladies and gentlemen, that historic chant is truly a Lullaby for Tobacco. The riper, lighter, milder Lucky Strike leaf that's "Sold American" at auctions all over the South actually goes to sleep for two to four years to age and mellow for your Lucky Strike. Indeed - as visitors to Richmond, Virginia may have noticed - above our great storehouses there, is a big sign, reading: "Quiet Please ... Tobacco Asleep!" And in Durham, and Reidsville, North Carolina - in Lexington, Kentucky - and elsewhere in the tobacco country - "sleep" many more hundreds of millions of pounds of fine Lucky Strike tobacco. Ladies and gentlemen, these facts help to illustrate how important fine tobacco is to your smoking enjoyment. Before you light your first Lucky Strike, just stop and think that it took two to four years for that Lucky to be born. Then light up your Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - and enjoy to the full the mildness and mellowness of fine tobacco - carefully selected, patiently aged, perfectly blended.

FADIMAN: Thank you, Mr. Cross.

(QUESTIONS)

1/8/43

FADIMAN: Well, that's all we'll have time for. Thank you, Mr. Rogers, for joining our Bond tour this evening. In a few seconds, I'll announce next week's guests. Tonight Lucky Strike has paid out 0 sets of the Encyclopaedia Britannica and 0 Fifty-Dollar war Bonds. Next week, in addition to Mr. Adams and Mr. Kieran, we announce our old friend, the music critic and composer, Dooms Taylor; and Charles Coburn, outstanding stage and screen actor, well remembered for his role in THE DEVIL AND MISS JONES, more recently in GEORGE WASHINGTON SLEPT HERE, and soon to appear in THE MORE THE MERRIER.

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.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 45 to 48 INCLUSIVE)

CROSS: Let that historic chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco it's Luckies two to one.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

As Broadcast

WEAF

THE AMERICAN TOBACCO COMPANY

1/15/43

INFORMATION PLEASE

#114

8:30 - 9:00 PM EWT

JANUARY 15, 1943

FRIDAY

REBROADCAST TUESDAY, JANUARY 19, OVER NATIONAL BROADCASTING CO., BLUE NETWORK, FROM 7:30 TO 8:00 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 acts as host at a coast to coast quiz party. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica, plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular 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)

1/15/43

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen: well here we are back in New York after our little trip to Philadelphia last week for the Treasury Department. If you didn't hear it then, ^{I may say that} we reported a sale of \$3,337,183, and we repeat ^{the sum} again with ^{some} pride \$3,337,183. ^{And} This is ^{not} the last time Hirohito and Hitler will hear from Information Please.

^{Now tonight} Coasting along in our usual manner, spontaneous and informal, ^{as ever} Information Please offers tonight as its board of experts Franklin P. Adams, and John Kieran, now regularly installed as columnist in the New York Sun and other papers; and as our two guests the music critic and composer, Deems Taylor and the favorite of stage and screen, Mr. Charles Coburn, whom you may have seen most recently in GEORGE WASHINGTON SLEPT

HERE. ^{And by the way we'd like to thank the radio editors of the United States and Canada for voting "Information Please" their favorite quiz program in the Annual World Telegram poll. (QUESTIONS)}

We also came in Second in the all-program stakes. We lost by a nose - in this case rather an odd one - because it was Mr. Bob Hope. We feel honored and will try to do as well again next year.

Questions

ATX01 011911B

FADIMAN: Now Mr. Cross has a little quiz, addressed especially to smokers ...

CROSS: Ladies and gentlemen, I want to ask you two very easy-seeming questions about the cigarette you smoke. First, what's the important ingredient in your cigarette? ... Well, an instant's reflection should tell you - it's the tobacco that counts. Now my second question: Were independent tobacco experts present at the auctions down South where tobacco for your cigarette was bought? ... Ladies and gentlemen, the answer is - emphatically, yes. Independent experts - auctioneers, buyers, and warehousemen - earn their living at these auctions by buying, selling and handling the leaf. And, obviously in their daily work, they see just who buys what tobacco. So, smokers, you can see how important is the overwhelming preference of these independent experts for Lucky Strike. Indeed, with men who know tobacco best, it's Luckies 2 to 1. Mr. Fadiman, isn't the conclusion to my little quiz perfectly clear: that Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw?

FADIMAN: Yes, Mr. Cross, in 19 seconds, you've given smokers something worth remembering - and worth acting on.

(QUESTIONS)

1/15/43

- 4 -

FADIMAN: Now, before we go on to the next question, Mr. ^{Ruysdael}~~Crosby~~ tells us of ... "a gentleman from Missouri" ... who wanted to be shown that Luckies are so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: Well, after a recent broadcast, I was introduced to a member of the audience, who said with a smile:
"Mr. Ruysdael, where did you get that line about Luckies being 'so round, so firm, etcetera ... "That's no mere phrase," I replied, "but a fact - a very important fact about Luckies!" ... He smiled and declared, "You've got to show me!" ... Well, ladies and gentlemen, I literally did show him! First, I took a Lucky Strike from my package and asked him to roll it between his fingers to see for himself how round, and firm, and fully packed it was. Then I took another Lucky - just as I'm doing right now - and put it between my lips. I struck a match like this
(BUSINESS) I held the match to the end of the cigarette and blew out through the cigarette this way (BUSINESS) And what happened? Well, as the gentleman from Missouri saw - the match goes out, proving beyond the shadow of a doubt, that Luckies are truly free and easy on the draw. Ladies and gentlemen, why not try this little test some time? Yes, make your next purchase Luckies and prove to yourselves that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw!

FADIMAN: Thank you, Mr. Ruysdael.

(QUESTIONS)

- 4 -

AFX01 0119120

1/15/43

FADIMAN:

And
~~well~~, that's all we'll have time for. Thank you,
 Mr. Coburn and Mr. Taylor, for contributing your
 talents this evening. ^{now} In a few seconds, I'll announce
 next week's guest. Tonight, Lucky Strike has paid
 out 3 sets of the Encyclopaedia Britannica and
3 Fifty-Dollar War Bonds.

ladies and gentlemen
 And - speaking of bonds, ^{the} recent release by our
 State Department of the White Paper covering our
 diplomatic policy from 1931 to 1941 has made one thing
 crystal clear. This war did not begin, ~~on~~ ^{as some of us like to think}
 on December 7, 1941. It began at least as far back as
 Hitler's ascension to power - some think it began at
 Versailles. In any case it began with the Germans.
 Between these enemies of the human race and ourselves
 there can be no compromise. To destroy them, and to
 prevent them from plotting World War Number Three -
 buy War Bonds and Stamps, as if your life depended on
 it - for it does.

Now Next week the trio of regulars, ^{Mr.} Adams, ^{Mr.} Kieran and
^{as} *Mr. Levant* will be on deck and ^{we are very happy to announce} our guest, ~~will~~ be the
 masterful director of motion picture thrillers, whose
 latest work ^{which you can now see on Broadway} is SHADOW OF A DOUBT, Mr. Alfred Hitchcock

Remember to send your send letters with questions and the correct answers - ^{don't forget the correct answers. Speak now.}
 to Information Please, ^{at} 480 Lexington Avenue, New York
 City. And now a parting message from Mr. L. A. "Speed"
 Riggs, famous tobacco auctioneer from Goldsboro,
 North Carolina.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 50 to 54 INCLUSIVE)

ATX01 0119121

CROSS:

Let that historic chant remind you, ladies and gentlemen, that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. No wonder that with men who know tobacco best, it's Luckies two to one.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

WEAF

THE AMERICAN TOBACCO COMPANY

1/22/43

INFORMATION PLEASE

#115

8:30-9:00 PM EWT

JANUARY 22, 1943

FRIDAY

As Broadcast

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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 acts as referee in a contest of wits between the Information Please experts and our coast-to-coast listening audience. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica, plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular Encyclopaedia Britannica.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

1/22/43

CROSS: 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.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: 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)

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen,
spontaneous and unrehearsed as usual, Information
Please brings its trio of regulars, Oscar Levant,
Franklin P. Adams and John Kieran, now presiding over
a daily column in the New York Sun and other papers,
and as its guest, that great Hollywood master, Alfred
Hitchcock, whose new picture, SHADOW OF A DOUBT is
thrilling large audiences on Broadway.

(QUESTIONS)

ATX01 0119124

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: Ladies and gentlemen, make no mistake. In a
cigarette it's the tobacco that counts and Lucky
Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw.
No wonder that with independent tobacco experts -
with men who know tobacco best - it's Luckies
2 to 1.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL MOVE TO CARNEGIE HALL.

(QUESTIONS)

Commercial #2

- 4 -

FADIMAN: Now, here's Mr. Ruysdael and Mr. Cross

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: Ladies and gentlemen, the story of what makes a better cigarette can be told in just two words: fine tobacco. For, in a cigarette it's the tobacco that counts - and, smokers, Lucky Strike means fine tobacco. At auctions all over the South, year after year, we consistently select and buy the riper, lighter, milder Lucky Strike leaf. No wonder that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. In choosing your own cigarette, take a tip from the experts. Remember, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

FADIMAN: Thank you, Mr. Ruysdael and Mr. Cross.

(QUESTIONS)

1/22/43

FADIMAN:

Well, that's all we'll have time for. Thank you, Mr. Hitchcock, for adding to the ^{entertainment} ~~suspense~~ this evening. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid out ~~2~~ sets of the Encyclopaedia Britannica and ~~1~~ Fifty-Dollar War Bonds.

And - speaking of Bonds - here's one way to think about them. Suppose you knew that you could shorten the war by just one second. Suppose that second to have been the time it took for one of the ^{-Nazi child murderers} ~~German marines~~ to kill your own son or brother or father. Suppose you could abolish that fatal second by the purchase of a bond. You'd buy, wouldn't you? Well, your bond purchases do shorten the war. Each bond you buy makes it possible to ~~kill~~ ^{destroy} more ^{-Nazi child murderers} ~~Germans~~. Each German you kill with your bond means that the chances are increased for your own American boy to come back to you safe and sound. ^{You} Tell me a better reason for buying War Bonds.

Next week, in addition to Mr. Adams and Mr. Kieran, we will have as our guests, the co-authors of that charming best-seller, OUR HEARTS WERE YOUNG AND GAY, Cornelia Otis Skinner and Emily Kimbrough.

Remember to
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.

1/22/43

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 51 to 54 INCLUSIVE)

CROSS: Let that historic chant remind you that Lucky Strike
means fine tobacco - so round, so firm, so fully
packed, so free and easy on the draw.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

ATX01 0119128

WEAF

THE AMERICAN TOBACCO COMPANY

1/29/43

INFORMATION PLEASE

#116

8:30-9:00 PM EWT

JANUARY 29, 1943

The Broadway ~~FRIDAY~~

RUYSDAEL:

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS:

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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 to test your wits against those of a quartet of almost-know-it-alls. You provide the questions and our experts try to answer them. Remember, for every question used, Lucky Strike will give you not only ten dollars in War Stamps but a set of the twelve-volume Britannica Junior Encyclopaedia. If the question is muffed, you get the Junior Britannica, plus a Fifty-Dollar War Bond, plus a twenty-four volume set of the regular Encyclopaedia Britannica.

RUYSDAEL:

THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: 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.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: 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)

FADIMAN: Thank you, Mr. Cross. Ladies and gentlemen,
spontaneous and unrehearsed as ever, Information
Please offers tonight that pair of intellectual
giants, Franklin P. Adams and his colleague, John
Kieran of the New York Sun and other papers. The
charm of the evening will be provided by another
equally famous pair, the co-authors of the best seller
OUR HEARTS WERE YOUNG AND GAY, Miss Emily Kimbrough
and her colleague, also famous as a dramatic artist,
Miss Cornelia Otis Skinner.

(QUESTIONS)

1/29/43

FADIMAN: Now here's Mr. Cross and Mr. Ruysdael.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: Ladies and gentlemen, make no mistake. In a
cigarette it's the tobacco that counts and Lucky
Strike means fine tobacco - so round, so firm,
so fully packed, so free and easy on the draw.
No wonder that with independent tobacco experts -
with men who know tobacco best - it's Luckies
2 to 1.

FADIMAN: Thank you, Mr. Cross and Mr. Ruysdael.

(QUESTIONS)

1/29/43

FADIMAN: Now here! ^{me} Mr. Ruysdael and Mr. Cross ...

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: Ladies and gentlemen, the story of what makes a better cigarette can be told in just two words: fine tobacco. For, in a cigarette it's the tobacco that counts - and, smokers, Lucky Strike means fine tobacco. At auctions all over the South, year after year, we consistently select and buy the ripper, lighter, milder Lucky Strike leaf. No wonder that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. In choosing your own cigarette, take a tip from the experts. Remember, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

FADIMAN: Thank you, Mr. ~~Ruysdael~~ ^{Cross} and Mr. ~~Cross~~ ^{Ruysdael}.

(QUESTIONS)

1/29/43

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Kimbrough and Miss Skinner for adding to the fun tonight. In a few seconds, I'll announce next week's guests. Tonight, Lucky Strike has paid out 5 sets of the Encyclopaedia Britannica and 2 Fifty-Dollar War Bonds.

And - speaking of bonds - would you like me to read to you the plea of an American now interned in a Japanese torture chamber, politely known as a concentration camp? Here's what he says:

"Do not let them forget us. Tell America what they have done to us. Don't let our suffering be in vain. Ask them to build ships and buy bonds and fight in our name. If our suffering can bring a quicker victory, it is not wasted. If they know what is in store for them if they lose, dear Lord, how they will fight!"

Next week in addition to our terrific trio, the old Kieran, Adams, Levant combination, we announce as our guest, our good friend, the creator of MRS. MINIVER, Jan Struther.

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.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RIGGS: (CHANT ENDING "SOLD AMERICAN" - 51 to 54 INCLUSIVE)

CROSS: Let that historic chant remind you that Lucky Strike
means fine tobacco - so round, so firm, so fully
packed, so free and easy on the draw.

RUYSDALL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

(APPLAUSE)

THIS IS THE NATIONAL BROADCASTING COMPANY.

WEAF

THE AMERICAN TOBACCO COMPANY

Broadcast
& 2/5/43

INFORMATION PLEASE

#117

8:30-9:00 PM EWT

FEBRUARY 5, 1943

FRIDAY

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL;
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

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. Tonight at this
time Lucky Strike invites you to test your wits
against those of a board of four know-it-alls. You
provide the questions and our experts try to answer
them. Remember, for every question used, Lucky
Strike will give you not only ten dollars in War
Stamps but a set of the twelve-volume Britannica
Junior Encyclopaedia. If the question is muffed you
get a Junior Britannica, plus a Fifty-Dollar War
Bond, plus a twenty-four volume set of the regular
Encyclopaedia Britannica.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Yes,
THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL. Tune
in same time same station next Friday night, Lincoln's
Birthday, February 12th, when THE BEST TUNES OF ALL -
MOVE TO CARNEGIE HALL.

2/5/43

CROSS: 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.

Lucky Strike hopes that you will continue to listen
in to Information Please under its new sponsor, and
Lucky Strike wishes to take this opportunity of
thanking Mr. Fadiman, Mr. Kieran, Mr. Adams and
Mr. Levant for the many pleasant hours they have
furnished us all under our sponsorship.

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)

FADIMAN: Thank you, Mr. Cross. Information Please continues
on its go-as-it-will and unrehearsed path. Tonight
our board consists of our regulars, Franklin P. Adams,
Oscar Levant and John Kieran of the New York Sun and
other papers. And they are joined by an old friend
of ours, the creator of MRS. MINIVER, Jan Struther,
who tomorrow morning will receive from the
University of Pennsylvania, the degree of Doctor of Letters
(QUESTIONS)

FADIMAN: Now here are Mr. Ruysdael and Mr. Cross ...

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

CROSS: Here's the ABC of smoking: It's just as simple as
that - in a cigarette it's the tobacco that counts.
And, ladies and gentlemen, Lucky Strike means fine
tobacco, so round, so firm, so fully packed, so
free and easy on the draw. No wonder that with
independent experts - with men who know tobacco
best, it's Luckies 2 to 1.

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

(QUESTIONS)

FADIMAN: Now here are Mr. Cross and Mr. Ruysdael ...

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.

RUYSDAEL: Ladies and gentlemen, at auctions all over the South, year after year, the makers of Luckies select and buy the riper, lighter, milder leaf. 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 and Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw.

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

(QUESTIONS)

FADIMAN: Well, that's all we'll have time for. Thank you, Miss Struther, for joining the fun this evening. Tonight Lucky Strike has paid out 1 sets of the Encyclopaedia Britannica and 1 Fifty-Dollar War Bonds.

Adios + Goodbye
 And - speaking of bonds - I would like to remind you that two weeks ago the German fliers swooped low over a London schoolhouse and deliberately murdered about 40 children. I say deliberately. One of the ~~German~~ pilots who returned home safely announced over the German radio that the raid had been successful, because, as he put it, "the bombs were dropped where they belonged." Just think that sentence over: the bombs were dropped where they belonged! My friends, *to drop our bombs* ~~the road to victory is paved~~ *where they belong* ~~with the skulls of that German flier and all those~~ *War* ~~who think like him. That sort of road-building~~ *cost money* ~~cost money~~....

And now a parting message from Mr. L. A. "Speed" Riggs, famous tobacco auctioneer from Goldsboro, North Carolina.

CROSS: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Tune in same time same station next Friday night,
Lincoln's Birthday, February 12th, when THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL.

AUCTIONEER: (CHANT ENDING "SOLD AMERICAN" - 51 to 54 INCLUSIVE)

CROSS: Let that historic chant remind you that Lucky Strike
means fine tobacco - so round, so firm, so fully
packed, so free and easy on the draw.

RUYSDAEL: THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Yes, THE BEST TUNES OF ALL - MOVE TO CARNEGIE HALL.
Tune in same time same station next Friday night,
Lincoln's Birthday, February 12th, when THE BEST
TUNES OF ALL - MOVE TO CARNEGIE HALL.

(APPLAUSE)

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