

AMERICAN TOBACCO COMPANY

SEPTEMBER, 1965

New and Discontinued Brands

1. Introduced a new cigarette Waterford Box in Buffalo, N. Y. and surrounding cities (September 13, 1965). It is a king size filter cigarette with small capsules in the filter which are suppose to release water when the filter is compressed. Salesmen began working the brand September 20.
2. Discontinued shipment of Bermuda to jobbers in Phoenix test area.

Consumer Promotions

1. Continued holding store sales in domestic and military outlets.
2. Continued working 4-carton counter displays using various combinations of brands.
3. Continued to place 1-carton counter displays of Carlton and Pall Mall. Started working 1-carton displays of Waterford, Lucky Strike Filter, and Tareyton.
4. Continued to work a floor display of Lucky Strike Filter, Pall Mall, and Tareyton Filter displayed on a TV stand. After the display is sold out the store manager keeps the TV stand.
5. Continued attaching "I'm Particular" buttons to Pall Mall cartons.
6. Worked pen offer of 2 packages Montclair and a Paper Mate pen for \$1.09.
7. Attached Tareyton and Pall Mall plastic cigarette cases to carton of Tareyton and Pall Mall on display.

Marketing Research Activities

None reported.

Media Advertising

1. Continued to use billboard advertising featuring Tareyton Filter cigarettes.
2. Ran 1/8 page newspaper ad on Brighton in "Milwaukee Journal and Sentinel" newspaper.
3. Ran 60-second Brighton TV commercials (Milwaukee).
4. Had extensive radio spot commercials on Pall Mall in metropolitan area in the daytime (Pasadena).
5. Ran small advertisements for Sandhurst Tobacco in local newspaper (Albany).

Product Characteristics

None reported.

50017 0367

AMERICAN TOBACCO COMPANY

SEPTEMBER, 1965

Sales Policies

1. Reported ATC to discontinue placing decals indefinitely.
2. Adopted new pay scale for salesmen. Raises by A, B, and C ratings - \$5.00 for A; \$7.50 for B; and \$10.00 for C.

Special Sales Efforts

1. Sampling: Lucky Strike Filter 4's
Montclair 5's
Tareyton Filter 5's
Pall Mall Filter 20's
2. Placed Tareyton Filter advertising featuring Negro models.
3. Sold new three-sided rack to dealers pointing additional facings to accomodate new brands.
4. Gave retailers a free carton of cigarettes to group ATC brands on top shelf of a five-shelf carton merchandiser.
5. Offered a package dispenser made of styrofoam that fastens to regular package rack.

Trade Promotions

1. Offered dealers 2 packages Half & Half Smoking Tobacco free with the purchase of a dozen - limited to 3 dozen.
2. Gave vendors tickets to the World's Fair, also offered playing cards and cigarette lighters (Brooklyn).

50017 0368

BROWN & WILLIAMSON TOBACCO COMPANY

SEPTEMBER, 1965

New Brands

None reported.

Consumer Promotions

1. Continued holding store sales in domestic and military outlets.
2. Continued working Kool 2- and 3-carton counter displays, gave dealers 6 packages Pipe Major and book matches for display.
3. Continued working Belair cigarettes in metal racks containing 18 packages.
4. Worked Kool Filter cigarettes in metal racks containing either 18 or 32 packages paying \$5.00 per month per store and \$9.00 per month in certain stores.
5. Worked 3-carton counter display of Raleigh Filter and Kool Filter.
6. Continued working Sir Walter Raleigh pipe deals giving free pipe cleaners or one combination with purchase of 6 units.
7. Worked 6-package Sir Walter Raleigh display giving Sherlock Holmes novel with each pouch to consumers.

Marketing Research Activities

None reported.

Media Advertising

1. Continued running one Kool 1,200-line, 2-color insertion per week in the "Honolulu Star Bulletin." Began May 17 and is to run for 16 weeks.
2. Ran full-page color ad on Kool Filter in Louisville paper.

Product Characteristics

Enclosed in each carton Raleighs colored slip stating that neither the tobacco nor the quality has been changed, just the package.

Sales Policies

1. Discontinued calling on vending machine locations as part of daily work.
2. Reported BW has instructed salesmen that no retail calls are to be made more often than 30 day intervals.
3. Hired Negro salesman to be headquartered in Utica, N. Y.
4. Reported that BW salesmen would not be able to get any more pipes at this time.

BROWN & WILLIAMSON TOBACCO COMPANY

SEPTEMBER, 1965

Special Sales Efforts

1. Sampling: Viceroy 4's
 Belair 4's
2. Distributed 1966 Premium Catalogue.
3. Had available for colored representative new pasters, cards, and outside fiber posters with colored models for Kool and Viceroy.
4. Placed Viceroy window paster promoting their sponsorship of National Football League games.
5. Sampled plugs of Blood Hound.

Trade Promotions

1. Gave one full carton of Life with the purchase of three cartons of Viceroy.
2. Paid vending servicemen 50 cents for every extra column and new placement in their machines.

50017 0370

LIGGETT & MYERS TOBACCO COMPANY

SEPTEMBER, 1965

New Brands

None reported.

Consumer Promotions

1. Continued to hold store sales in domestic and military outlets.
2. Continued to work 1-, 2-, and 3-carton counter displays of Masterpiece Filter cigarettes.
3. Worked 30-carton Masterpiece cigarette floor displays.
4. Placed 3-carton counter display L & M cigarettes, paying \$4.00 per month per store.
5. Worked 3-carton counter displays of Lark, L & M, and Chesterfield.
6. Placed new plastic 2-carton counter displays with a top section space for current advertising - "Lark cigarettes."
7. Worked mail-in promotion on Chesterfield and Oasis. Consumer receives a lighter for ten bottom flaps of Chesterfield or Oasis plus 60 cents.
8. Continued working mail-in promotion on Masterpiece Smoking Tobacco with 6-package display. Consumer receives a hunting, fishing, or boating guide for 50 cents and a Masterpiece wrapper.
9. Worked mail-in promotion on Masterpiece Smoking Tobacco 16 oz. Consumer receives \$1.00 when some part of the plastic top of Masterpiece 16 oz. sent in.

Marketing Research Activities

Conducted door to door survey giving a carton of cigarettes containing five packages L & M and five packages marked 572 free to consumer who gives his opinion of each (Cleveland).

Media Advertising

1. Continued running 4-color, full-page ads for Masterpiece cigarettes in Life, Look, Saturday Evening Post, Time, Playboy, and TV Guide. Also used Sunday supplements for Masterpiece 4-color, full-page and five half-page ads.
2. Continued through September 26, one-minute weekly participation in "Sports in Action" on NBC-TV.
3. Ran extensive TV and radio advertising Lark with the slogan "Nothing Like a Lark."

Product Characteristics

Reported LM planning to make Lark available in crush-proof box for sea stores to be used aboard commercial ships only.

50017 0371

LIGGETT & MYERS TOBACCO COMPANY

SEPTEMBER, 1965

Sales Policies

None reported.

Special Sales Efforts

1. Sampling: L & M 4's
Lark 4's
2. Continued to work functional advertising pieces.
3. Ran a nationwide contest for salesmen offering prizes for the salesman with the greatest number of brands distributed.
4. Worked new shelf strip featuring L & M with a package of L & M in 3D on it.
5. Placed Lark pasters in "colored" areas using Negro models.
6. Placed in jobber stocks Masterpiece and Velvet large sizes with Christmas bands.

Trade Promotions

1. Ran, beginning September 27 continuing through October 10, a sales promotion on Masterpiece and Granger Smoking Tobaccos offering jobber salesmen one Van Heusen shirt or blouse if they sell 24 dozen Granger or 12 dozen Masterpiece.
2. Offered to volume accounts 2 free Velvet 14 oz. with a case of Velvet 14 oz.
3. Gave retail dealers one box book matches free with each carton of brands purchased. Matches advertise Lark cigarettes.
4. Mailed a Lark fountain pen to jobbers in New Orleans area.

50017 0372

P. LORILLARD COMPANY

SEPTEMBER, 1965

New Brands

None reported.

Consumer Promotions

1. Continued holding store sales in domestic and military outlets.
2. Continued to place on permanent display at check-out counters 1 carton of Kent and 1 carton of Newport paying \$6.00 per month per store.
3. Continued to place Old Gold and Spring counter displays promoting gift star coupons.
4. Worked 3-carton counter display with Old Gold Filter riser card displaying Kents, Newports, and Old Gold Filters.
5. Worked 30- and 60-carton Old Gold Filter floor displays - 30-carton display featured a gift star riser card.
6. Worked paid floor display of Kents and Newports - \$5.00 for 2-week display.
7. Worked Newport book matches with inside cover offering a free admission ticket to Palisades Amusement Park in N. J. worth 35 cents.
8. Worked 2-dozen display of Beechnut and a buy two get one free offer. Also worked mail-in promotion on Beechnut offering one 5-piece place setting of silverware for a coupon and \$1.00.
9. Worked Briggs and Friends pipe combinations.
10. Worked 6-package counter display of Burgandy and cherry flavor India House.

Coupons

Gift stars (a coupon redemption plan used by P. Lorillard) began a new redemption plan in Colorado. In addition to the standard redemption by mail, they are offering a cash redemption 1500 coupon worth \$2.00 or stamp combination offer where collector can combine gift stars with savings stamps.

Marketing Research Activities

None reported.

Media Advertising

1. Began running on six network shows and boosted by local TV in 35 markets an all-TV introductory campaign on Old Gold Filters. A switch to color advertising will be made to show off the new red, white, and blue colors as soon as commercials can be prepared.

50017-0373

P. LORILLARD COMPANY

SEPTEMBER, 1965

Media Advertising Continued

2. Ran full-page newspaper ad for Duncan cigarettes in Springfield, Mass. "Daily News."
3. Continued using billboard advertising for Beechnut Chewing Tobacco.

Product Characteristics

Reported PL has raised menthol content in Newport cigarettes.

Sales Policies

Reported PL will discontinue in-store type promotions with ash trays, lighters, and stockings.

Special Sales Efforts

1. Sampling: Newport 4's
Kent 4's
Old Gold 4's
Old Gold Filter 4's
Spring 4's
Kent 20's
2. Continued sampling 1-oz. packages of Beechnut Chewing Tobacco.
3. Placed new Beechnut decals.
4. Placed new Low Profile fixtures that are custom made - 72" wide or 20 facings, 5 cartons high between shelves and 5 shelves high. Approximate cost to local supplier is \$200.00 each.
5. Worked an extensive advertising campaign on Newport cigarettes using decals such as push-pull, air conditioning, and thank you message decals (Hackensack).

Trade Promotions

1. Gave retail dealers one pouch of Burgandy with the purchase of a half dozen.
2. Continued working Newport plastic case display offer giving retail dealers 5 cents per carton off on all Newport bought.
3. Gave chain store managers vinyl brief case with their name monogramed in gold letters.
4. Gave Kent playing cards to key personnel in key outlets.

50017 0374

PHILIP MORRIS, INC.

SEPTEMBER, 1965

New Brands

Expanded distribution of Benson & Hedges 100's in September to areas representing about 29% of the U. S. population. The brand as of September was available for sale in the top 100 cities representing about 35% of the total U. S. population.

Consumer Promotions

1. Continued holding store sales in domestic and military outlets.
2. Worked 1-carton and 6-package paid counter displays of Benson & Hedges 100's.
3. Worked 16-package Philip Morris Filter or Gauloises displays.
4. Used Manpower, Inc. girls to hold store sales on Paxton offering 1 package free with the purchase of 5 packages or 2 packages free with the purchase of a carton.
5. Continued offering 2 packages Galaxy free with purchase of a carton.
6. Worked 30-carton floor display Marlboro.
7. Worked Philip Morris Filter and Paxton floor displays offering consumers 2 packages free with a carton and 1 package free with 5 packages.

Marketing Research Activities

PM worked a regular cigarette with no name on it - just a V on the package, reportedly testing value of advertising.

Media Advertising

None reported.

Product Characteristics

None reported.

Sales Policies

Hired Negro salesman to work state of Indiana.

Special Sales Efforts

1. Sampling: Galaxy 4's
Philip Morris Filter 4's and 20's
Paxton 20's
Limited sampling Galaxy 20's
2. Used Manpower, Inc. to sample 20's of Paxton and Philip Morris Filter in two discount operations in Honolulu.

50017 0375

PHILIP MORRIS, INC.

SEPTEMBER, 1965

Special Sales Efforts Continued

3. Advertised Benson & Hedges 100's with small stand-up posters and carton cards.
4. Hired girls from Manpower to do sampling of Paxton, Alpine, and Clark gum until Christmas.
5. Gave dealers four dividend coupons with each box of Clark gum purchased. Coupons are the same type given with Galaxy and Alpine cigarettes.
6. Worked along with ATC to replace RJR fixtures in key accounts using six weeks test inventory figures (Portland, Ore.).

Trade Promotions

Placed Philip Morris clocks in retail outlets. Salesman received 5 clocks per week to place in any store retailing cigarettes (Newark).

50017 0316

R. J. REYNOLDS TOBACCO COMPANY

SEPTEMBER, 1965

New Brands

None reported.

Consumer Promotions

1. Continued to work the new WINSTON Parade of Show Stoppers promotion - working 60-carton floor base display, 27-package counter display with riser card, and sampling WINSTON 4's passing out the special WINSTON sampling leaflet describing the Show Stoppers offer, and displaying vendor cutout cards.
2. Continued to work WINSTON 27-package Display Stand No. 492 with riser card 493 attached, gave dealers 3 packages of WINSTON for a 2-week period. (Retailers required to stock TEMPOS.) Vendors received 3 packages of WINSTON for displaying card 494 for 2-week period on vending machines carrying WINSTON and TEMPO.
3. Offered as of September 20 three cartons of P. A. FILTERS free with a 30-carton floor display for 2-week period.

Media Advertising

1. Television - used WINSTON spots in twelve top markets.
2. Radio - used WINSTON on network and spot radio commercials.
3. Radio - special radio spots for SALEM in Atlanta and Milwaukee (Brighton), Houston (Pinnacle), Kansas City and New Orleans (Compass), and Phoenix (Bermuda) markets.
4. Truck posters - used SALEM copy on all Railway Express trucks.
5. Newspapers - continued special newspaper campaign for WINSTON, used 2-color ads, three insertions (300 lines) in major metropolitan markets - during first week of September.

Product Characteristics

1. Made available CARTER HALL 14 oz. in 1/2 dozen shipping cases as well as one dozen shipping cases.
2. Made available after September 28, TEMPO 20's in 6M cases in addition to 12M cases in warehouses serving the following Regions: Birmingham, Atlanta, Miami, Winston-Salem, and the Goldsboro Division only.

Sales Policies

Developed an incentive program for sales force in Rockford, Illinois Division. Division salesman's performance will be published on a weekly basis - based on displays, advertising, introductory sales and sampling (Rockford).

50017 0377

R. J. REYNOLDS TOBACCO COMPANY

SEPTEMBER, 1965

Special Sales Efforts

1. Sampling: Camel 4's
Winston 4's
Salem 4's
Tempo 4's
P. A. 4's and 20's
2. Continued plug tobacco sampling program. Salesmen obtained names of plug chewers from retailers - consumer sent a complimentary plug of either DAYS WORK, BROWNS MULE, or APPLE.
3. Pipe combinations - continued Fall campaign for P. A. POUCH and CARTER HALL POUCH scheduled for special effort during the period August 9 through November 12.
4. Mailed to all Division Managers, Regional and Assistant Regional Managers, except Puerto Rico, and to all Class 1 and Class 2 Direct Accounts pocket size folders describing 1965 Fall network television program schedule.
5. Mailed to all Division Managers, Regional and Assistant Regional Managers, except Puerto Rico, Christmas promotional materials including Brochures and Christmas floor bases (with riser cards), Christmas sleeves with tuck-flap ends, and a versatile counter or window display designed to display either a carton of gift wrapped cigarettes or smoking tobacco.
- ✓ 6. Discontinued the standard No. 350 and No. 500 carton merchandiser and made available the new Low Profile merchandisers No. 420 and No. 560 with or without tobacco adapters.

Trade Promotions

None reported.

Other Activities

1. It has been observed that women consumers, when sampled P. A. cigarettes, must be "sold" on trying the brand because they feel it is a man's cigarette (Spokane, Fresno).
2. A Cannon Ball chewer who once chewed DAYS WORK said he preferred Cannon Ball because it didn't have as much stem as DAYS WORK (Birmingham).
3. PL instilling in dealers' minds that RJR should service all stores that have RJR merchandisers (Davenport).

50017 0378

OTHER TOBACCO COMPANIES

SEPTEMBER, 1965

American Snuff Co.

1. Continued to leave samples of Cannon Ball with retail dealers to give customers (Montgomery).
2. Left retail dealers in rural areas samples of Red Coon, Cannon Ball, and Black Maria chewing tobaccos (Greensboro).
3. Placed 3-carton plug display racks (Macon).
4. Taylor Bros. sampling house to house Red Coon, Bull of the Woods, and Cornbread in the colored sections (Macon).

Fireside Tobacco Corp.

Fireside pipe tobacco appearing in the Boston area in 7 oz. and 14 oz. humidors. The humidor contains a free pouch and pipe coupon.

Guardian Smoking Tobacco Products, Inc.

Ran a Miami newspaper advertisement on Guardian Cigalets, a vegetable leaf cigarette.

Holland House

Continued to work pipe offer giving new pipe for an old one free with 2 empty packages of their tobacco (Minneapolis).

Lane Ltd.

Jobbers gave retailers a dozen free 1/5 oz. samples of Wild Cherry with a purchase of a half dozen (Providence).

Larus & Bro.

1. Continued to leave 1/2 lb. tobacco in glass brandy snifters for potential customers to try (sample on file).
2. Worked pipe combination consisting either 2 packages of Edgeworth, Holiday, VIP, Executive Mixture, or John Rolfe and a briar pipe retailing for \$1.25 (Portland, Maine).
3. Had jobbers distribute 6 packages of Edgeworth to a chain of 16 drive-in markets at no charge in effort to gain distribution (Albuquerque).
4. Worked 28 package Holiday-Edgeworth display selling 3/43¢ at express lane in three National Food stores (Oak Park).

Mail Pouch (Subsidiary of Block Brothers)

1. Continued to work Kentucky Club Mixture offer of "Buy one, get one free" (Pittsburgh).

50017 0379

OTHER TOBACCO COMPANIES

SEPTEMBER, 1965

Mail Pouch Continued

2. Worked 3 for the price of 2 deal on Bonus scrap tobacco (Huntington, W. Va. and Rochester).
3. Shipped Kentucky Club Smoking Tobacco in a cardboard 6-pack counter display with fold-over top flap, which holds an extra dealer's package of the tobacco (Richmond).
4. Worked Kentucky Club Mixture pipe deal selling for under \$1.00 (St. Paul).
5. Worked Mail Pouch Chewing Tobacco tapping 3 pouches together and offering 1 free with the purchase of 2 (Tampa).

Stephano Bros.

1. Continued promoting Marvel premium coupons - one coupon per pack, and four bonus coupons in every carton.
2. Worked Trend and Kinston little cigars counter displays paying \$2.00 per M display allowance (Silver Spring).

Tobacco Blending Corp.

Worked mail-in coupon offer on Brandy Cask giving a refund of 30 cents when inner pouch of first purchase is returned (Reading).

United States Tobacco Corp.

1. Gave retailers 1 free package of Mapleton cigarettes with the purchase of a carton (Ft. Wayne).
2. Gave retailers 6 ballpoint pens retailing for 39 cents each, to purchase and display 1 carton each of little Sano Cigars and K. S. Mapleton cigarettes (Wheeling, Birmingham).
3. Worked Mapleton tobacco pipe deals (Dayton, Milwaukee).
4. Left 7 oz. can Mapleton Smoking Tobacco on display for consumers to sample (Newark, Berwyn).
5. Gave a dealer 50 cents off on every carton of King Sano purchased - no display involved (Berwyn).
6. Began requiring a yearly medical check-up for Division Managers as they have for the past four years for Regional Managers (Louisville).

Misc.

1. Reported further distribution of Hans Christian Anderson (Ft. Wayne, Grand Rapids, Huntington).
2. Cumberland Tobacco Co. sampled Link plug by cutting plugs in half and leaving them in stores for consumers. Have also placed half plugs with a regular plug giving a half plug free with the purchase of a plug (Paducah).

50017 0380