

Excellent
consider for
about July or Aug.
1944.

W.H.

LUCKY STRIKE COMMERCIALS

Our present commercials unite several important ingredients of successful selling:

1. They impress the importance of fine tobacco in Luckies. ✓
2. They have high identification value due to the tobacco auctioneer's chants and the L.S. - M.F.T. ✓
3. They add such competitive claims as "with men who know tobacco best it's Luckies 2 to 1," "sworn records show," etc. ✓
4. They feature important people. ✓

I would criticize these commercials only as follows:

1. They lack news interest in the product story - this because we rely wholly on the fine tobacco theme and have not, so far, been able to uncover a manufacturing story which adds to it. There is no place where such a story can be gotten except through the research laboratory in Richmond. It may also be true that the present is not the best time for the introduction of such a story, even if we had it - and we certainly haven't it now. ✓
2. The connection between the prominent names (historical characters, etc.) and fine tobacco is very slight. Lucky Strike cigarettes were not smoked by the people we mention. Maxwell House Coffee, for example, was drunk by prominent people who stayed at the Maxwell House in Nashville. ✗

Since I have no valid news story on the product to offer, I have devoted my attention to an effort to make the prominent people (or the attribute which made them prominent) more intimately associated with fine tobacco. ✓

Fine tobacco is surely interpreted by the average listener as a critically selected part of any one year's crop of tobacco. Anything that is fine is not average. ✓

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Great men and women are not common - they are most uncommon. Their greatness in many cases may be due to intellect or even to genius but the mass public recognizes with much more enthusiasm the elements of character in those to whom wide acclaim is accorded for "greatness."

Character is compounded of honesty, intellectual integrity, sincerity, kindness, vision, faith and a great many other minor traits which the relatively humble masses respect in those whom they call "great."

Character in a manufactured product, too, is not the shrewdness with which that product is made. It is much more the attention paid to producing at all times and under all conditions the very best value that can be offered at a given price level.

It seems to me, therefore, that there is a theme common to both great men and women and to fine tobacco as associated with a fine cigarette.

That theme is character.

In the lives of almost all the men and women whom we call great there are countless displays of character. These people, for the most part, came up "the hard way." They struggled to learn truth. They were often confronted by extreme hardship in getting an education or in making for themselves a place in the world. Some resisted many temptations to compromise essential ingredients of character. Almost all at every stage of their lives were subjected to pressures of various sorts. They are loved by the masses for the display of character made in resisting pressures and compromises.

Why is it not possible, therefore, to build historical commercials about the attributes of great characters? Why can we not associate the greatness of these people with the greatness of fine tobacco? Isn't it true that one who listens to a dramatic commercial which tells how some great man overcame disadvantages and gave proof of his character automatically transfers some of his respect to the product which brings him this story? Isn't it still more true if this product is a cigarette based on such a theme as fine tobacco?

I have tried in the attached commercials to show how this could be worked out.

Client LUCKY STRIKE COMMERCIALS

Number 1

Date 11-17-43

Copy for

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco.

No wonder that with men who know tobacco best, it's

Luckies 2 to 1 because (Luckies have character.)

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: On a very hot summer day in 1876 a young inventor nervously worked at his exhibit in the Philadelphia Centennial Exposition. He was tinkering with some electric batteries, some wires and a curious drum-shaped instrument covered with gold-beaters parchment. He claimed that by means of electricity he could make possible a conversation between two people five hundred feet apart.

Alexander Graham Bell had been working on the telephone for more than two years. He was a poor teacher of elocution. He was in debt. And he was also very much in love with a young girl whose well-to-do father was heartily opposed to the match. Neighbors called him Crazy Bell and ridiculed the idea that people could talk over an electric wire.

Down the hot aisle of the exhibition building came the group of judges who were to make the awards. Don Pedro, Emperor of

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Brazil and guest of honor of the Centennial was with them. So was Lord Kelvin, to whose researches the first successful Atlantic cable was due. They stopped,

Bell went to the transmitter - the judges waited by the iron box-shaped receiver, which they handed about by turns. Suddenly over the wire came Bell's voice and the words 'To be, or not to be, that is the question.' For nearly half an hour the judges listened and marveled. Lord Kelvin said: "Mr. Bell will give us the means of making spoken words audible through the electric wire to an ear hundreds of miles distant."

Alexander Graham Bell invented the telephone. The patent on which it is based has been called the most valuable ever granted. More than six hundred lawsuits were won in defending it. More than three years of bitter, poverty-stricken work went into the research before Bell perfected it.

But Alexander Graham Bell had what it takes to become a great man. He made his invention work. He also married the girl of his choice. And he died at a ripe old age full of honors and loaded with praise for the gifts he made to civilization. Alexander Graham Bell had character.

BOONE:

(CHANT - SOLD AMERICAN)

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DELMAR Character is the mainspring of a great man. Character is the life-blood of a great product. Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. And because of fine tobacco Luckies have character. No wonder that with men who know tobacco best - buyers, auctioneers and warehousemen - it's Luckies 2 to 1.

Client LUCKY STRIKE COMMERCIAL

Number 1

Date 11-16-43

Copy for

RIGGS: (CHANT - SOLD AMERICAN)

SHARBUTT: Let that historic chant remind you that Lucky Strike
means fine tobacco - yes, Lucky Strike means fine tobacco.
No wonder that with men who know tobacco best, it's
Luckies 2 to 1 ~~because~~ Luckies have character...

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: In 1875 a young man twenty years old was digging in his potato patch. All his boyhood had been spent with plants. He dreamed of making better vegetables - more beautiful flowers. He wanted to go to California where plants grow all the year 'round. But he had no money for train-fare or to buy land. Suddenly he saw on one of his potato plants a little green ball - a seed-pod. Seed-pods grow on potatoes only once in many million times. Luther Burbank knew that this was a great rarity. He watched it carefully day by day waiting for the seed to ripen. When it did ripen it fell off and for two days he lost it. He crawled around among the plants looking for the pod. Finally he found it. There were twenty-three seeds in it.

All winter long he kept the seeds with the greatest care. In the spring he planted them, each seed by itself. He hoed and hilled and picked off the potato bugs until his twenty-three hills of potatoes were ripe. Then he dug them.

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In the first hill the potatoes were small and twisted. In the next hill - no finer potatoes. But in the sixth hill were beautiful potatoes - eighteen of them. He raised still another year's crop from these potatoes. They were still fine.

Then he sent samples to a seedsman. They were tested in the seed grower's garden. Again they were judged the finest potatoes ever seen.

After three years of patient care Luther Burbank sold the new Burbank potato for \$150 to get money to go to California and take up his life work of breeding new fruits, plants and flowers.

Today more than \$17,000,000 worth of Burbank potatoes are grown each year in the Pacific Northwest alone.

Character and perseverance were Luther Burbank's great assets. No disappointment was too great to be endured - no failure too bitter to be overcome - no goal too distant to be won. Luther Burbank had character.

BOONE: (CHANT - SOLD AMERICAN)

DELMAR: Character is the mainspring of a great man. Character is the

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life-blood of a great product. Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco. And because of fine tobacco Luckies have character. No wonder that with men who know tobacco best - buyers, auctioneers and warehousemen - it's Luckies 2 to 1.

LIST OF POSSIBLE HISTORICAL BIOGRAPHIES

1. Luther Burbank - botanist and plant breeder
2. Alexander Graham Bell - inventor of the telephone
3. Eli Whitney - inventor of the cotton gin
4. Dr. Joseph Goldberger - bacteriologist
5. Thomas Edison - inventor
6. William Morton - discoverer of anaesthesia
7. Charles Goodyear - inventor of rubber vulcanizing process
8. Cyrus Hall McCormick - inventor of the reaper and binder
9. Elias Howe - inventor of the sewing machine
10. Robert Fulton - inventor of the steamboat

*More important
names
Washington
Jefferson
do.*

Client LUCKY STRIKE COMMERCIALS

Number

Date 11-19-43

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BULKING

For several months I have had a belief that something could be done to make this process usable in the advertising. Since the cancellation of factory trips to Richmond I have not been able to discuss this, and other possible ideas, with Dr. Hanmer. My ideas, therefore, may be infantile. However, let me project one:

If a special bulked pile were made in which each of the ingredient tobaccos used in the Lucky Strike blend was in a layer instead of a perfect mixture, perhaps glass tubes leading to each of these layers could be put into the bulked pile and the gas or aroma from each kind of tobacco analyzed. There is some process of exchange and absorption going on and this is, apparently, important to the ultimate flavor of Luckies. Maybe the idea of a layered bulk pile is wrong, but it seems to me that we ought to arrive at some tenable scientific explanation of what goes on.

Please do not think that I wish to turn the ads or the commercials into chemical text-books. I have no such idea. But it is necessary to know scientifically what takes place in a manufacturing process before we can claim its value or state its importance to the public.

The present is, of course, a difficult time, since the laboratory is so short-handed, for promulgating any special research projects. I realize this and it may be that this suggestion - and others like it - must be put off until after the war is over.

It is clear to me, of course, that any results that might come of a series of tests of bulking could be rendered into both interesting and convincing commercials. Chesterfield is building its claims largely out of an appropriation of Luckies fine tobacco story plus blending. In their version blending becomes only an assertion that by some sort of magic Chesterfield is more skilled than other manufacturers. Bulking is a kind of blending - a kind peculiarly interesting, it seems to me, because it is based on the aroma-izing properties of the tobacco leaf. If it is true that the different tobaccos in Luckies each give off different aromas and that these aromas are interchanged, then bulking is a truly scientific sort of blending. This fact should be demonstrable in some form.

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Perhaps instead of a layered pile of different tobaccos set up for testing bulking, it might be better to make bulked piles of each separate kind of tobacco used in Luckies and test the gases or aromas given off by each pile so as to find out what the differences are. I am not competent to do more than speculate on the various tests, but I am certainly hopeful that some sort of test can be made so as to make a fine tobacco made still finer story.

