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Advertisement

Advertisement

AMERICA'S
OLDEST
TOBACCO

COMPANY CELEBRATES
ITS 200TH
ANNIVERSARY-

P. LORILLARD

COMPANY

1760



1960



How Better Packaging for Cigarettes ...Started a Whole New Way of Life!

What an age we live in! From just the packages on your pantry and freezer shelves you can conjure up endless surprises, marvelous menus. Frozen foods of all kinds, from canapes to complete dinners...dehydrated "mixes" for soups, beverages, desserts...everything from morning cereals to mid-night snacks! *It's truly a new way of life.* And it's based largely on the protection that only aluminum foil packaging provides!

Amazingly, it all began with the packaging of cigarettes many, many years ago. Fine tobacco needed *protection against moisture-loss and damaging light rays.* Nothing could meet these requirements like an actual "sheet of metal." So the Reynolds Metals Company, pioneer in the field, came up with the one best answer...aluminum foil! You know how the Idea spread. In practically every type of packaged goods, you find *outstanding brands* in Reynolds Aluminum Foil. And on more and more products the manufacturer himself calls your attention to this *quality protection...* with the Reynolds Wrap Aluminum Packaging Seal! Reynolds Metals Company, Richmond 18, Virginia.

See these Reynolds shows on ABC-TV Network: "BOURBON STREET BEAT" and James Michener's "ADVENTURES IN PARADISE" Monday Nights, "ALL-STAR GOLF" Saturdays.

REYNOLDS ALUMINUM



LEWIS GRUBER was born in New York City and reared in Dallas, Texas. He received a law degree at Tennessee's Cumberland University, then switched from law to selling. Getting his first job with Lorillard in 1922, he rose steadily through the ranks until August, 1956 when he was elected President of the company. Now Chairman of the Board (since 1958), he remains executive head of Lorillard and, as one biographer puts it, "a crack salesman whose single, all-consuming passion is tobacco."

**Yes, We're 200
—And Proud
Of It!**

by Lewis Gruber

CHAIRMAN OF THE BOARD
AND CHIEF EXECUTIVE OFFICER
P. LORILLARD COMPANY

WHEN A country or a company reaches the age of 200, most people would agree that it has earned something special in the way of a birthday party. We at the P. Lorillard Company certainly think so. Although our nation's bicentennial will not come until 1976, we are celebrating our own right now. For it was in 1760—16 years before the Revolution—that Pierre Lorillard opened a modest tobacco “manufactory” in New York and thus started what is now the oldest tobacco company on earth.

This special Sunday magazine section is designed to tell you something of Lorillard at 200, and of how we attained that respectable age. Our "longevity secret" is simple enough: for 200 years we have supplied fine tobacco products to a public that knows and appreciates good smoking. But that is only half of our birthday story.

The other half is that, even at 200, we have no patience with old ways of doing things just because they are old. Instead, we place a premium on finding new and better ways. In the past few years alone we have learned many new things about the very foundations of our business—tobacco blends, filters, paper, flavorings. And from these have come cigarettes which have set new standards for the entire industry.

The record speaks for itself. Of the Lorillard cigarette brands whose labels are reproduced on this page, *not one* existed ten years ago. True, today's vastly improved OLD GOLDS—Straights and Spin Filters—carry on a name popular as far back as 1926. But these new OLD GOLDS, along with KENT, NEWPORT and SPRING, are the direct result of wartime and postwar research which convinced us that better cigarettes could be made—and that Lorillard should make them. The outcome has been headline news from Page 1 to the financial section.

Understandably, I am proud of my own part in all this. But Lorillard's success always has come from team effort. Today we have approximately 7,000 employees, more than 32,000 stockholders and some 1,500,000 retail outlets serviced by 6,000 wholesalers. Each of these is a member of the Lorillard team. From the newest factory hand to the most seasoned executive, from the streamlined supermarket to the crossroads store, each contributes a definite, measurable share to the total team effort. As we round out our second century, I salute *every* man and woman associated with Lorillard and say, "Well done! Now, shall we try for three?"

I also salute the great and growing public which now buys Lorillard products at the rate of nearly half a billion dollars' worth a year. Without you there would be no 200th birthday—indeed, no Lorillard. So this magazine is one way of saying "Thanks!" By showing you what lies behind your favorite Lorillard smoke, we hope to give you added reason for appreciating Lorillard quality.

There are seven articles on the following pages. The first (page 6) tells the history of the P. Lorillard Company, with special emphasis on the striking postwar developments I mentioned. Next you will learn how we manufacture cigarettes in the world's most modern plant (page 9). Because research is the keystone of our "new look," there is a photo report just on that (page 11). The way we make our products available and bring them to the public's attention is described in articles on merchandising (page 13) and advertising (page 14). Next comes the story of Lorillard's expanding overseas operation (page 17). Finally, there is a look ahead into Lorillard's third century (page 19). I hope you will find all this material both interesting and informative.

One more thought. If by any chance you haven't tried a Lorillard product lately, right now—on our birthday—is a good time to learn how much you've been missing!



This advertising supplement was sponsored, prepared and copyrighted by P. Lorillard Company, 1960.



LORILLARD YESTERDAY: The old stone snuff mill used by Peter and George Lorillard still stands in The New York Botanical Garden. Here an early scene is re-enacted for a company film.

Here's How It All Began...

From a simple "manufactory," Lorillard has grown up with America

IN THE YEAR 1760, in the bustling little city of New York, a very young man started a very small tobacco business—and inadvertently founded an industrial empire.

His name was Pierre Lorillard and he was a French Huguenot. His family once lived in Porrentruy, Switzerland, but Pierre was born at Montbéliard, across the border in France. Like many others before and since, he left home seeking freedom of worship—first in Holland, then in America. Apparently he traveled with his father. He was still a boy when he first came ashore on Manhattan Island. And when he set himself up as a tobacconist there, he was just 18.

The business Pierre picked was a risky one, but there was no doubt of its potential market. Though man's enjoyment of tobacco had begun with the Indians of the New World, the later white settlers who cultivated it were rarely privileged to savor the snuff and pipe tobacco which then were its usual end-products. The reason was simple: the leaf went to England, and most of it stayed there. A little re-crossed the Atlantic for "the best people," but most colonists had to process their own or rely on small local "manufactories." It was one of the latter that Pierre Lorillard undertook to establish in a shop on the High Road to Boston—later Chatham Street, and now Park Row.

Though young, Pierre went about his business with mature thoroughness. He bought his leaf carefully, in person. Though snuff could be made simply by rubbing tobacco through a grater, he installed grinding stones because they gave far better results. He developed or acquired recipes for a wide variety of popular snuffs, which soon attracted imitators. He pioneered the idea of putting up snuff in tanned animal bladders to keep it fresh. (Later, glass Lorillard snuff jars were to become collector's items.) Offering products of "the best quality and flavor," the young immigrant asked only that critical New Yorkers verify his claim for themselves. That many did is attested by the fact that his tobacco business is the *only* one from that period to have survived.

Pierre married and fathered five sons. Then, only 34, he was cut down by a Hessian's bullet in the Revolution. To his widow goes credit for maintaining the business until the two oldest boys, Peter and George, could take over.

With Pierre's sons his modest enterprise entered a new phase. The young United States had a limitless future, and the Lorillards were determined to share in it. Inventive as well as ambitious, in 1787 they began America's first known tobacco advertising campaign (see page 14). Five years later, expanding trade forced them to move their main plant to the banks of the Bronx River, in what now is northern



LORILLARD TODAY: The company's new factory at Greensboro,

New York City. There they set up a wooden snuff mill—one of the nation's first uses of industrial water power. There, too, they set a precedent in labor relations by giving a farm to each of their workmen. Later the wooden mill was replaced by a much larger fieldstone structure (photo left), which was the center of Lorillard's increasingly varied output until it, too, was outgrown.

The use of tobacco has gone through several cycles, and in the early 1800s the vogue for snuff began to wane. (Ultimately Lorillard stopped making it.) Its place in favor was taken by chewing tobacco, popularized by clipper-ship sailors who had trouble keeping their pipes alight in a gale. Lorillard produced "chewing" in many forms: loose, fine cut (also used in roll-your-own cigarettes), lump and plug. One of its early brands was named, appropriately, SAILORS DELIGHT. Another meaningful brand was CENTURY, brought out in 1860 to mark the first 100 years of continuous Lorillard operation.

By this time Pierre's sons had been laid to rest and a new generation was at the helm. Business kept growing, and in 1875 Lorillard's production facilities were brought together in what was then America's largest tobacco factory. Located in Jersey City, N. J., it stood seven stories high, covered more than two city blocks and employed upward of 3,000 workers, many of them women who wore long dresses with bustles as they wrapped and packed Lorillard products for shipment all over the country. In line with the traditional Lorillard stand on labor relations, the factory offered such progressive features as baby-sitters for women workers, an 8,000-volume library for all employees, a school that could take 350 of their children—all paid for by the company.

Cigars began to move up in popular favor, and Lorillard continued to lead the nation in plug-tobacco sales. Plug was the center of Lorillard's exhibit—the only one representing manufactured tobacco in the U. S.—at the 1893 Chicago World's Fair. Partly because of its position in this field, the

company was able to retain its corporate identity when it joined the nation-wide tobacco trust in the mid-'90s. And when the Supreme Court dissolved the trust in 1911, Lorillard got back the right to more than 200 trademarks. Among them were famous brands of cigars (such as MURIEL), little cigars (VAN BIBBER, BETWEEN THE ACTS) and that relatively new vehicle for smoking pleasure, the cigarette.

In a sense, the cigarette had slipped into the market while other products' backs were turned. Though pre-Columbian Indians smoked tobacco rolled in corn wrappers, the use of paper for wrapping came much later and spread slowly. Popular in the Near East in the early 1800s, it gradually caught on in Europe and America. The advent of modern machinery made cigarettes more generally available, but their Levantine origin lingered on. For decades the U. S. preference was for so-called Turkish cigarettes, made with a large percentage of highly aromatic Turkish tobacco.

Lorillard entered the cigarette field later than some, but moved ahead quickly. Soon after the dissolution of the tobacco trust, the company—with such brands as MURAD, HELMAR and EGYPTIAN DEITIES—was producing nearly 80 per cent of the Turkish cigarettes made in America.

Then came World War I, and suddenly Turkish tobacco was virtually unobtainable. Other companies turned to so-called blended cigarettes, using only a minimum of Turkish. Lorillard marked time, hoping to regain its prewar position after the Armistice. But bit by bit it became evident that the public had veered once more: blends had taken over.

Lorillard pondered the situation long and carefully. To meet the competition head-on would take more than "just another cigarette." Thus it was that the company entered the blended field with a shrewd eye for catching public interest as well as offering a top-notch smoke. The year was 1926. The brand was

OLD GOLD. The attention-getting device, was a "blindfold test" whereby smokers from coast to coast were invited to compare unnamed blends and state their preference. Overwhelmingly, that preference was for OLD GOLD.

Off to a fast start, OLD GOLD within a few years was solidly established among the best-selling blends. Meanwhile Lorillard was pioneering the use of laboratory research (see page 10) to make a good cigarette even better. OLD GOLD became the first cigarette ever wrapped in cellophane to lock air out and flavor in, and the first to be blended with aromatic Latakia tobacco from the eastern Mediterranean ("Something new has been added").

Other Lorillard brands also were thriving. The depression years saw merited popularity for SENSATION, a low-priced cigarette, and RIPPLE, a tobacco made especially for roll-your-own smokers. UNION LEADER and other smoking tobaccos made steady gains. Lorillard cigars sold well. Chewing tobacco stayed popular with many users.

As king-size cigarettes began to appear, Lorillard rode the trend with a new brand, EMBASSY. Winning great popularity overseas, EMBASSY eventually was taken out of the domestic market entirely (see page 17) and replaced with king-size OLD GOLD.

And Lorillard kept expanding. No longer a lone colossus, the Jersey City factory was augmented by facilities in states from Connecticut to Wisconsin. Approaching its 200th anniversary, the P. Lorillard Company could look back on a remarkable record. Like America itself, the firm had grown beyond Pierre Lorillard's wildest dreams.

But more, much more, lay ahead. It began as a cloud no bigger than a cigarette's tip. It grew into KENT, the cigarette with the famous "Micronite" filter. With Lorillard leading the way, the big switch to filters began. And it still is going on.

For the KENT story—and what happened next—turn the page



N. C., is the heart of Lorillard's manufacturing activity and America's most modern cigarette plant. At peak capacity it can produce more than 100 million cigarettes in one eight-hour shift.

HOW IT BEGAN, continued

With KENT, Lorillard Set New Records

PACKAGE
PRINTERS
FOR BIG
BUSINESS

STRAWBERRY
HILL
PRESS

is serving such leading buyers of package printing as LORILLARD, LEVER BROTHERS, COLGATE-PALMOLIVE and HERSHEY CHOCOLATE CORP. With a battery of 5- and 7-color Rotogravure presses and 5-color Cottrell Rotaries, Strawberry Hill prints millions of labels, wraps, soft packs and package inserts daily.

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TODAY, when KENT is known the world over as the preferred smoke of millions, it is hard to remember when filter-tip cigarettes made up less than 1 per cent of U. S. production. That was true only nine years ago. Then KENT was born, and with it a smoking revolution.

Lorillard's decision to enter the filter field was based on keen observation. American smokers were growing filter-conscious. In Europe, filter-tip cigarettes already were selling strongly and the trend seemed certain to cross the Atlantic. No filter then available in the U. S. had become an important factor in the industry. A filter cigarette with a really good taste ought to be just what the public was looking for.

The search for such a filter began. Nothing suitable appeared. Then one day a report on a substance used to screen out radioactive dust in atomic plants came to Lorillard's attention. Of obvious value in America's war effort, it only now was being declassified for civilian use. Maybe it could be adapted for cigarettes?

Lorillard moved fast to get hold of a sample. Laboratory tests showed that the material would indeed make an ideal filter for a cigarette that smokers could enjoy. And because it actually removed from the smoke particles as small as two-tenths of a micron (2/10,000 of a millimeter), it was named "Micronite."

With that, Lorillard decided on a secret gamble. Known as Project 7-11, this involved

many months of work on the filter, on paper, on tobacco blends and flavorings. No group concerned knew what the others were up to; those testing trial blends for taste, for example, knew neither what they were smoking nor why. Even when everything was brought to the degree of perfection insisted on by top management, rigid secrecy was maintained. Private hotel rooms were rented for drafting the first advertisements of KENT (named for H. A. Kent, former President and Chairman of the Board of Lorillard). Wholesalers were persuaded to buy it sight unseen, on Lorillard's reputation alone. Retailers were alerted to a new, premium-priced cigarette but given no details. Finally in March, 1952 KENT was unveiled. The verdict was immediate: Project 7-11 had won its gamble, and the revolution was on.

KENT's first year was a dramatic success, and soon other tobacco companies leaped onto the filter bandwagon. But they offered their brands at popular price. Meanwhile a rash of anti-cigarette propaganda was breaking out, confusing the public as to the relative merits of any brand. KENT began to lose momentum.

What saved the day was a new management team — installed in August, 1956 and headed by Lewis Gruber — which was convinced that KENT could come back strongly if its price were made competitive. Virtually the first move of the new management



PUBLIC ENTHUSIASM for KENT with the "Micronite" filter produces scenes like this. Men and women alike respond to KENT's good taste.

was to cut KENT's price. Its sales volume tripled within ten months.

The year 1956 also saw the once-mighty Jersey City factory close, replaced by a superb modern plant in Greensboro, N. C. (see photo on preceding pages). There, with expanded facilities, an intensive research program was begun to develop new Lorillard products and improve existing ones. Not even KENT was spared. Exhaustive study showed that KENT, good as it was, could be made even better. The order was given: "Do it!" The result appeared just in time to be included in a comparative study by a national magazine of all the leading filter cigarettes. By the rigorous standards of the study itself, KENT emerged as the brand most deserving of commendation in the published report.

What followed was a stampede to KENT (photo above). On the heels of this triumph, Lorillard research has perfected other cigarette brands in rapid-fire succession: OLD GOLD STRAIGHTS (non-filter), OLD GOLD SPIN FILTER, NEWPORT (with a "hint of

mint"), SPRING (the "air-conditioned" cigarette). All caught on—for the public increasingly is aware of just how much Lorillard research can do to increase smoking pleasure.

In 1958 the company moved its New York headquarters office to a handsome new building at 200 East 42nd Street. In this modern structure — officially named the Lorillard Building — executive and related functions now are carried out with ever greater efficiency.

Having sold most of its cigar brands to concentrate on cigarettes, Lorillard today still makes BETWEEN THE ACTS and MADISON little cigars, BRIGGS, UNION LEADER, INDIA HOUSE and FRIENDS smoking tobaccos, BEECH-NUT, BAGPIPE and HAVANA BLOSSOM chewing tobaccos and even two old Turkish friends, MURAD and HELMA. Thus, except for snuff, the P. Lorillard Company maintains the product variety of its long past. Its manufacturing methods, however, are noticeably different. To see how Lorillard cigarettes are made today, turn the page.

A FEW LORILLARD "FIRSTS"

1760: Pierre Lorillard's "manufactory" launches the U. S. tobacco industry.

1787: America's first tobacco advertising is run by the Lorillards.

1860s: The Lorillard tin tag on plug tobacco sets a trademark precedent for the industry.

1880s: Lorillard pioneers in modern labor relations.

1926: Launching OLD GOLD, Lorillard offers the first cigarette "blindfold test," first coast-to-coast radio hook-up, first cellophane pack wrapper.

1951: Lorillard introduces self-service cigarette racks for supermarkets.

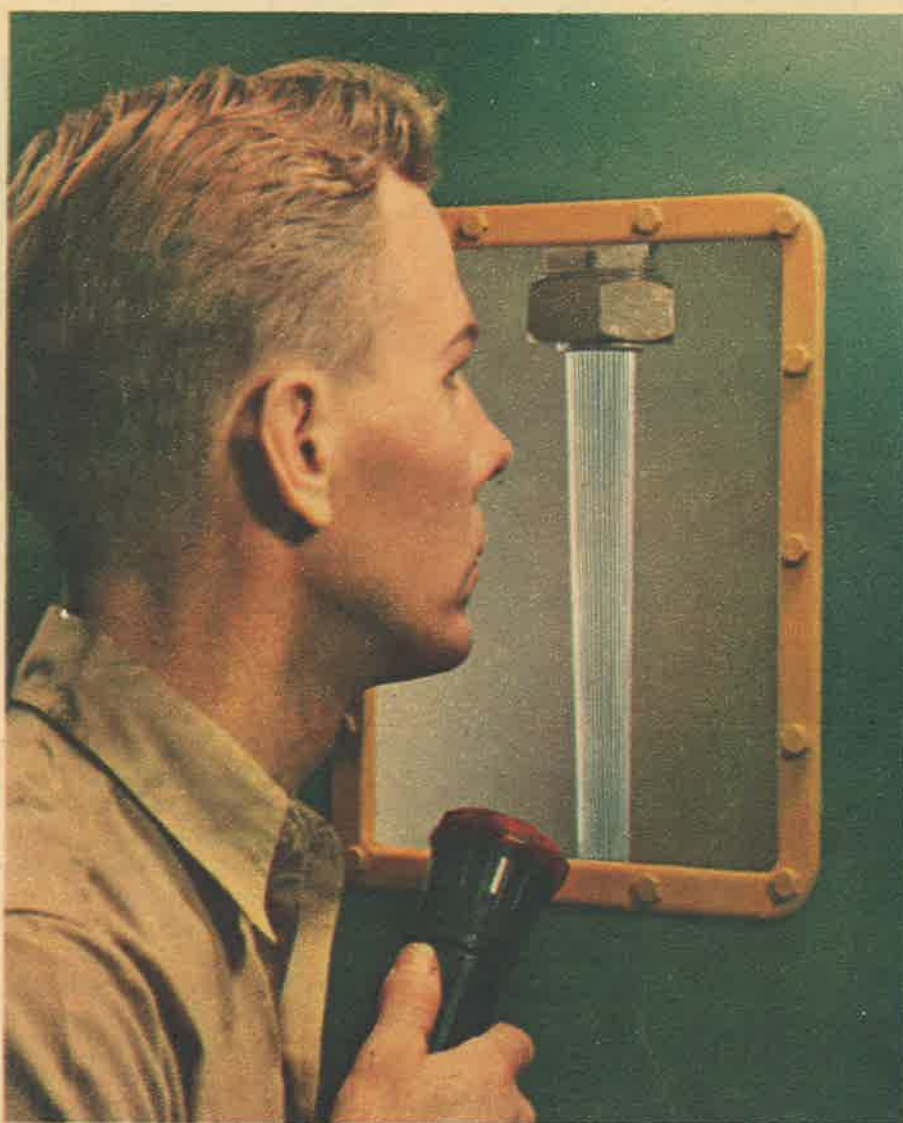
1952: KENT, with the "Micronite" filter, is born.

1956: Lorillard opens the world's most modern cigarette factory.

1959: With SPRING, Lorillard pioneers "air-conditioned" cigarettes for cooler-smoking taste.

Teamwork That Produced Lorillard's Outstanding Filters

How Lorillard and Eastman
Combined Research Forces
to Find the Answer
to a Challenging Problem



CELLULOSE ACETATE TAKES FORM by being "spun", that is, extruded, from solution into the individual filaments which make up Estron filter tow.

EARLY in the 1950s Lorillard decided to launch an all-out offensive to find the cigarette filters that would best meet their needs.

Fully realizing that Tennessee Eastman Company and its marketing affiliate, Eastman Chemical Products, Inc., were leading specialists in the manufacture and development of cigarette filters, Lorillard technicians joined forces with Eastman's Research and Development staff in 1954.

Shortly after that date, Eastman sent Lorillard the first samples of filters made from Estron tow, a special cellulose acetate filter tow, patented by Eastman.

The close cooperation that followed between Lorillard and Eastman technical staffs led to the subsequent development and adoption of a special grade of Estron filter tow for OLD GOLD FILTER cigarettes in July, 1955.

Simultaneously, joint experimental work also began on the development of a new filter for KENT cigarettes. After exhaustive research, Lorillard had developed an outstandingly unique filter. The tow in this filter is manufactured especially for Lorillard — by Eastman — to Lorillard specifications and only Lorillard uses this tow. At this point, further steps are taken by Lorillard to physically manipulate this tow to produce the outstanding filters for which Lorillard is famous throughout the industry.

In 1957, Lorillard developed another set of specifications of Eastman Estron tow for NEWPORT filter cigarettes.

Since the first association with Lorillard, Eastman Research and Development staffs have cooperated closely with Lorillard research departments to attain Lorillard objectives for various types of filters.

In particular, in recent years, this work has concentrated on, and has resulted in, the development of the unique filters which Lorillard now employs in all its filter brands.

This close teamwork, over the past seven years, between Lorillard and Eastman has resulted in research triumphs for both sides — and a healthy growth in the national sales popularity for KENT, OLD GOLD FILTERS, and NEWPORT FILTER CIGARETTES.

From The Good Earth To You

The manufacture of a Lorillard cigarette is a painstaking process requiring time, complex machines—and dedication



HOLD A Lorillard cigarette in your hand, look at it, sniff its natural fragrance, ponder the pleasure it gives.

Does it seem a small and simple article? Small, yes—but to place it in your fingers took years of time, the dedicated labor of many men and women, and some of the most complicated machinery to be found anywhere.

The time period starts with the planting of the tobacco seed in warm soil. Roughly four months later the mature leaf is cut, then cured for several weeks. Lorillard leaf is of four main types: Virginia or Bright (flue-cured), Burley and Maryland (both air-cured) and Turkish or Greek. When ready for market, the domestic leaf is sold at auction in huge warehouses located in the growing regions—chiefly Virginia, the Carolinas and Georgia (for flue-cured) and Maryland, Kentucky and Tennessee (for air-cured).

Lorillard scouts visit each warehouse a week or so before the auction begins. Picking up samples of the leaf to be sold, they rush these to the company laboratories. There they go through eight separate tests for composition (nicotine, nitrogen and the like) and quality. Result: an excellent idea of which will meet Lorillard's precisely planned needs.

Once the leaf has been bought, it goes to the stemmery (for all Lorillard production facilities, see box on opposite page). Here the stems are removed from all leaves, which then are "prized" into 900-pound hogsheads, sealed and shipped to a storage warehouse to age.

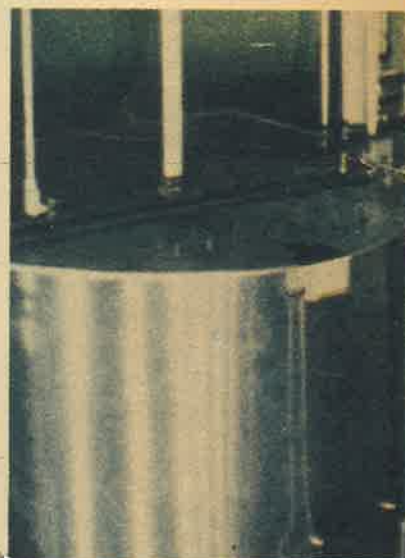
Aging is the biggest time factor in making your cigarette. Two years is the average period, though it may run higher. During aging, the leaf loses its "green smell" and acquires the familiar, natural tobacco aroma. Its chemical composition also changes for the better, as exemplified by a reduction in nicotine.

Once manufacturing begins, the time element speeds up and machinery comes into play. The best place to see the latter at its most modern is Lorillard's huge new factory in Greensboro, N. C., where the photos on these and the next two pages were taken.

The Greensboro plant was opened in 1956. Costing \$13 million, it is the largest privately financed project



THE BEST LEAF is the only kind bought by Lorillard. After ripening (above) it is sold at auctions from July (Georgia area) through January (Kentucky-Tennessee area).



ever undertaken in North Carolina. It is built on one level; this lets the tobacco move quickly and directly through every stage of processing, making, packing and shipping. Because tobacco is very sensitive to atmospheric changes, an automatic "climate control" system regulates temperature and humidity in each

section of the building. Because smokers' tastes can shift so rapidly (and because of the requirements of making regular, king-size and filter-tip cigarettes), there is maximum flexibility—that is, room for movement, alteration or replacement of machinery at will. Other features include special laboratory areas, ample office space, a streamlined cafeteria and restful décor (even the machinery is an eye-soothing green). The only major cigarette factory of this design in the United States, it was named one of the ten "Top Plants of 1956" by *Factory Management and Maintenance* magazine—the first time any tobacco factory had been so honored.

Tobacco arrives at the Greensboro plant in its original hogsheads. Once it enters the processing (or blending) stage, handling becomes automatic. Until finished cigarettes roll out of each of the plant's making machines at a rate of more than 1,200 a minute, virtually every step—conditioning, blending, mixing, dipping, spraying with humectant, bulking, cutting,

FACTS AND FIGURES ON LORILLARD'S GREENSBORO PLANT

SIZE: Stretching nearly a fifth of a mile along U. S. Highway 70, the plant covers 13 acres—of an 80-acre plot, which means room to grow. Its core, the shiny making and packing room, has as much space as three football fields.

OUTPUT: At peak capacity it can produce more than 100 million cigarettes in an eight-hour shift—enough to make a line 4,540 miles long.

CONSUMPTION: In a year the plant's steam generators use enough gas to fill a tank 50 feet in diameter and 10 miles long . . . and the air-conditioning system uses enough refrigeration to make about 120,000,000 pounds of ice.

LUNCH TIME: The cafeteria serves 20 meals a minute . . . and cleans up with an automatic dishwasher that can handle 6,800 dishes an hour.

LORILLARD PRODUCTION FACILITIES

MANUFACTURING PLANTS: Greensboro, N. C.; Louisville, Ky.; Richmond, Va. (little cigars)
RESEARCH LABORATORIES: Greensboro, N. C.; Louisville, Ky.
LEAF-STORAGE WAREHOUSES: Louisville, Ky.; Richmond, Va.; Lexington, Ky.; Danville, Va.; Lancaster, Pa.; Madison, Wis.; LaCrosse, Wis.; Evansville, Wis.
STEMMERIES: Louisville, Ky.; Lexington, Ky.; Danville, Va.
SUBSIDIARY: Federal Tin Co., Inc., Baltimore, Md. (tin, paper-board and other packaging)



PROPERLY AGED tobacco arrives at Greensboro in its original hogsheads (above), then is removed for careful blending.



BLENDED and moisturized to Lorillard requirements, tobacco moves from casing drum (above) to cutting, making machines.

drying, flavoring, "fluffing," making, packing — is handled by machinery, some of it so complicated that it had to be designed especially for Lorillard. Additionally, every step is guarded by automatic controls or recording devices to ensure uniform quality. A device called "Accuray" controls the individual cigarette's weight. A "mechanical brain" even "feels" every cigarette, in groups of 20, to make sure the full count is there — and that each cigarette is firmly packed.

When your natural-tobacco smoke leaves Greensboro (or Lorillard's other cigarette-making plant at Louisville), it has had painstaking care from the moment the seed was planted to the thoroughness with which packing and shipping are supervised. In this over-all blend of talent and dedication—which echoes the way the cigarette itself was made—there is one ingredient in which Lorillard takes special pride. Its name is research. You will find more about it on the next two pages.



FILTER CIGARETTES—in this case KENTS—come from the making machine joined at the tip, two by two. Cut apart, half of them are turned over by this automatic belt so that all can be packed pointing the same way: filter end up.



PACKED AND READY for placement in cartons, finished cigarettes emerge in steady sequence onto a conveyor belt. This partial view of the making and packing area gives some idea of the unbroken sweep of the Greensboro plant.



THREE DOZEN AT ONCE: Lorillard-designed "smoking machine" takes one puff a minute—the average smoker's rate—from each of 36 cigarettes. Flasks collect small amounts of condensate—the "raw material" for basic research on cigarette smoke.

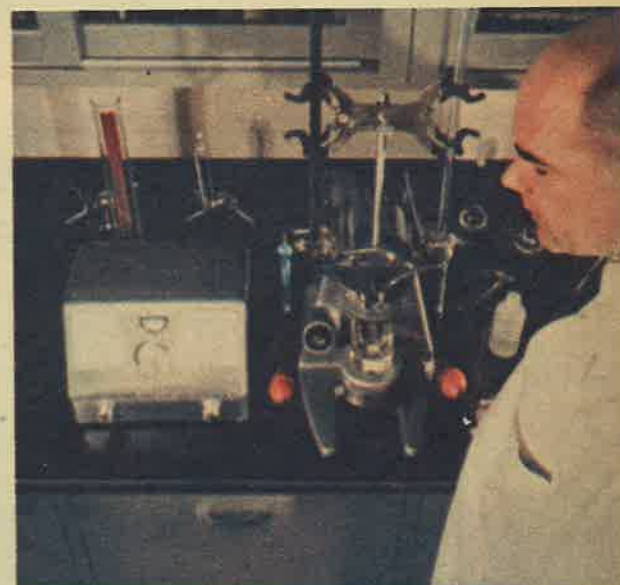
Research: Lor

From scientific probing come dramatic tobacco discoveries

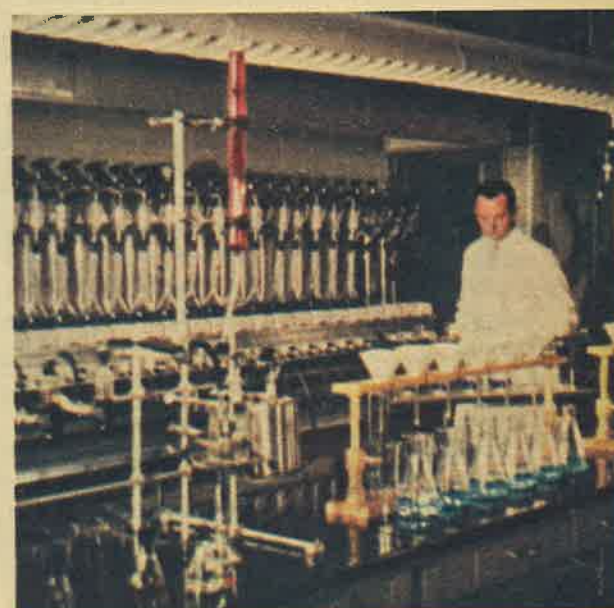
"YOU CAN depend on Lorillard to be first with the finest cigarettes—through Lorillard research." This proud statement has had meaning since 1929, when Lorillard set up its own research laboratory.

That initial effort occupied one room in a plant Lorillard then had in Middletown, Ohio. It was staffed by one man. Space and personnel grew slowly—but surely.

Then came the big change in smoking, heralded by Lorillard's breakthrough with KENT in the filter-tip field. Almost overnight, research was in the spotlight. At Lorillard, it still is there. Now filling more than seven laboratories in a special wing of the new Greensboro plant (augmented by a branch control laboratory in the Louisville factory), the Research

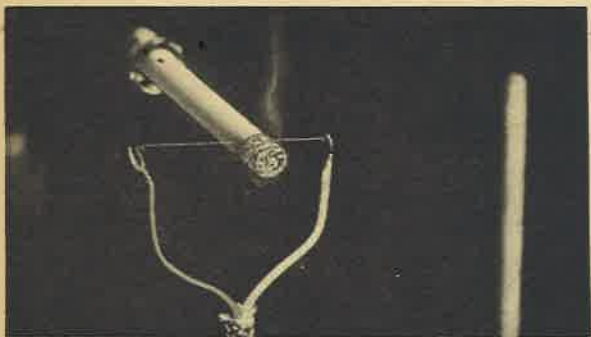


TITRIMETER is used to find acid and saponification values for the various flavor constituents in cigarette smoke.



DISTILLATION APPARATUS serves many purposes. Some of that above measures nitrogen in Lorillard leaf.

Lorillard's Special Ingredient



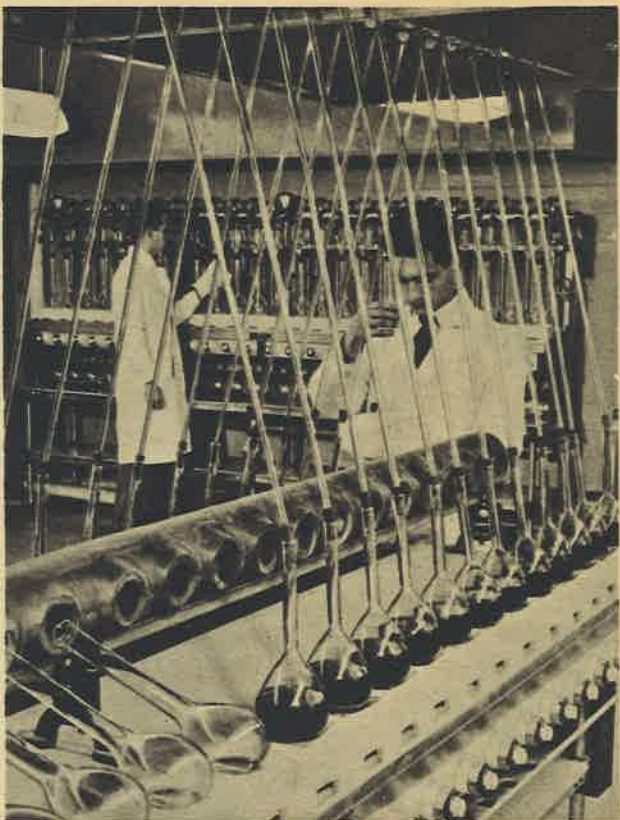
EXACT HEAT of a burning cigarette is indicated by a thermocouple (above) placed in the zone of combustion.

Division is moving ahead on a non-stop program in depth to learn ever more about everything that goes into cigarettes and their smoke. And the program works. Not only KENT (original and improved versions) but also OLD GOLD (straight and filter versions), NEWPORT and SPRING are the direct outgrowth of

basic work that was done in Lorillard's laboratories.

Lorillard research covers three main areas. First is *control*—the detailed analysis of every component in everything Lorillard makes, from the scores of different tobaccos in its blends to the flavorings, humectants, paper, ink, cellophane, even the composition of cartons and shipping containers. Second is *statistical quality control*—the precise, continuous testing of every Lorillard product to make sure that Lorillard's exacting standards are being met. Third is *pure and applied research*—the probing search into the very nature of tobacco itself: its extremely complicated chemical makeup, the true nature and function of tars and nicotine in the smoke, the effects of every type of filter on smoking taste, and much more besides.

The photographs below show some of the aspects of Lorillard research in action. What will be its next dramatic achievement? Wait and see!



BOTTLES IN A ROW: Researchers check reflux flasks used to measure some of the components in leaf-tobacco samples.



ELECTRIC FURNACE is used to reduce nicotine salt, isolated from tobacco, to ash. Weighed, ash indicates nicotine content.



VARIETY of Lorillard equipment in a corner of one Greensboro laboratory includes analytical balance (right foreground) and (counter-clockwise) gas chromatograph, torsion balance, laboratory hood, distillation apparatus for solvent purification.



It held War, Peace—and tobacco

This ancient tobacco and pipe pouch was the most impressive item in an Indian chief's wardrobe. His appearance with it was a signal that big doings were afoot—a tribal conclave, a war council, a peace treaty. The braves needed no further instructions. Each scurried into his own ceremonial feathers, and told the little woman not to wait up.

The American Plains Indians made the pouch of buck or elk skin. Before the white man brought over beads, it was decorated with dyed porcupine quills just as you see in this excellent specimen from the Crow tribe.

Federal Paper Board opened its first plant during the post-treaty era with the Crow Indians. This year, Federal plants will turn out more than 250 thousand tons of paper board—much of it for tobacco packaging.

Packaging Through the Ages Federal Paper Board Company, Inc.

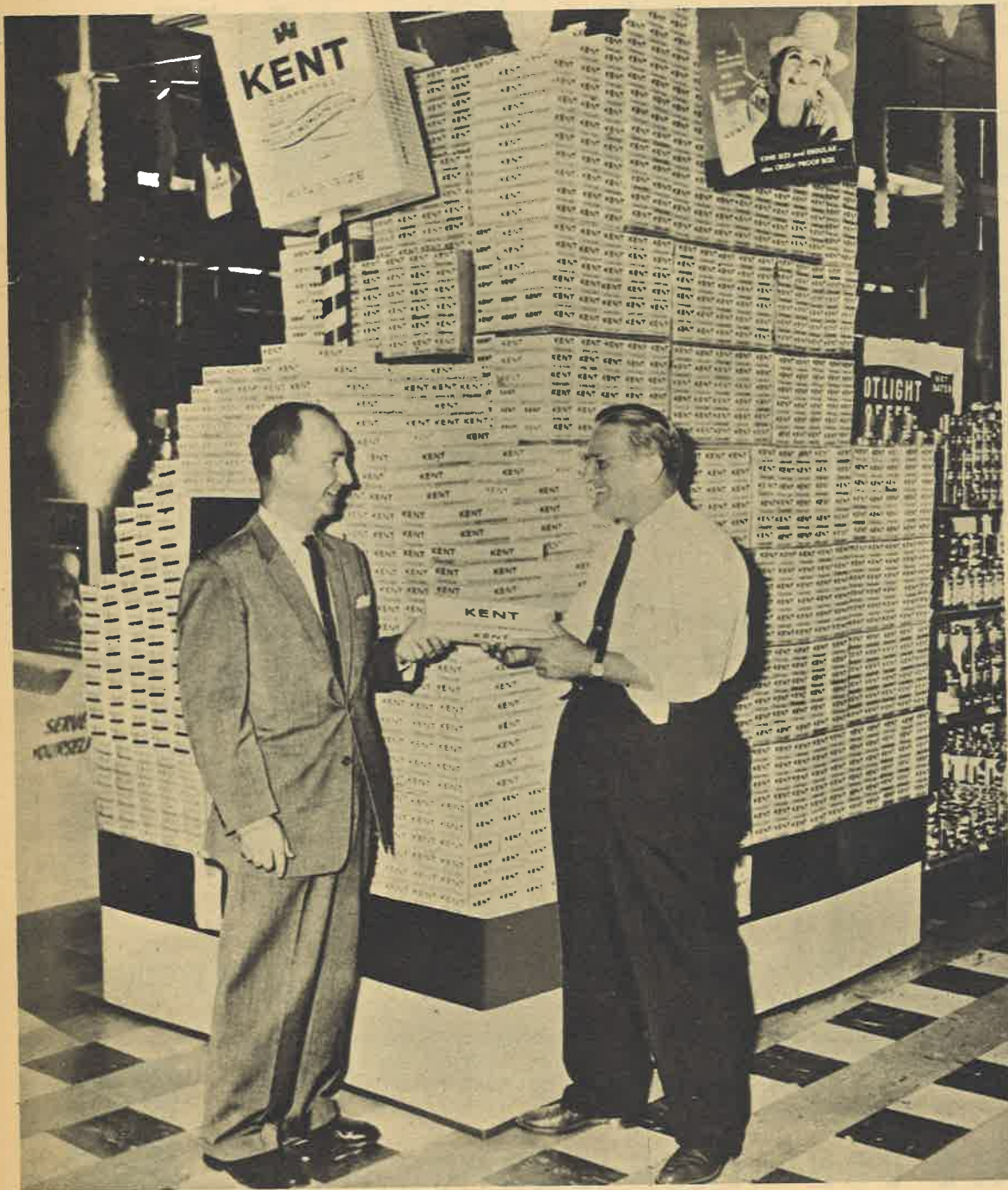
PAPERBOARD • FOLDING CARTONS • CORRUGATED CONTAINERS • GLASSWARE

EXECUTIVE OFFICES: BOGOTA, NEW JERSEY

FEDERAL



EARLY OUTLET for Lorillard tobacco and snuff was the country store-post office of the 1830s like that above. The 1840s saw another Lorillard "first": private-label tobacco for dealers on a national scale.



CURRENT OUTLET, the food store, now makes more than half of all by-the-carton cigarette sales in America. Shown here is a KENT supermarket promotion, with a Lorillard salesman (left) saluting the store manager.

When You Believe In A Product...

Lorillard merchandising reflects two centuries of solid conviction

THE TOBACCO business today is more competitive than at any time in its history. Scores of brands—regular, king-size, filter-tip, mentholated—jostle each other wherever cigarettes are sold. Like every other company, Lorillard wants to keep its products in the forefront. That it has done so, and expects to continue, is evidence of its excellent relations with those who represent the link between manufacturer and consumer: the 6,000 wholesalers and 1,500,000 retailers who handle KENT, OLD GOLD, NEWPORT and SPRING.

Maintaining such relations has been a Lorillard tradition for two centuries. Equally impressive, over the years, have been Lorillard "firsts" in the field of merchandising. All have come from the conviction that Lorillard products are worth "plugging" because they are *good* products.

As early as 1789, for example, Peter and George Lorillard advertised their tobacco with a money-back guarantee (see page 14). In 1830 they confidently blazed a new trail with an offer, mailed to every postmaster in the country, to handle Lorillard products at retail. The offer itself was a clear forerunner of direct-mail selling. And when hundreds of postmasters took it up, they in turn were on the way to becoming general storekeepers.

Premiums were another Lorillard merchandising specialty. In 1860, bringing out its 100th-anniversary CENTURY tobacco, the company slipped \$100 in various-size bills into a random package from each day's production. Panting customers caused such a commotion that the authorities finally banned the idea as being too close to a lottery. Later, when cigarettes became popular, Lorillard was in the van with trading cards. Placed in each pack, they featured a variety of subject matter—actresses and athletes, animals and flowers—and stimulated a mania for collecting in the happy days before World War I.

Lorillard's entry into the blended-cigarette field with OLD GOLD was marked by the first use of large-scale consumer testing in U. S. business history. This was the sending out of unmarked blends to thousands of smokers all over the country, asking them to pick their preference; the favorite then was dubbed OLD GOLD and test-marketed for months before being distributed nationally. Only four years later, OLD GOLD became the first brand ever to be wrapped in cellophane.

From the earliest days, Lorillard knew the importance of working closely with those who actually sold its products. Thus in the 1930s the company was among the first to recognize the young but growing vending-machine industry—and today vending machines sell better than 15 per cent of all the cigarettes in America. Next came supermarkets. Their mushroom growth in the '30s and '40s offered a great potential, but few owners wanted to handle cigarettes by the carton. Then in 1951 Lorillard introduced self-service racks for cartons, half-cartons and packs. More than half of all U. S. by-the-carton cigarette sales now are made by supermarkets and other food outlets.

Lorillard uses many other merchandising aids. But none would mean much without the men who persistently make their regular rounds to call on actual and potential outlets, explain the merits of Lorillard products, maintain the friendly personal relations which mean so much to business success. The Lorillard salesman indeed is a special breed. Many of the top men in the company—from Board Chairman Lewis Gruber and President Harold E. Temple down—began their Lorillard careers as salesmen.

Such men—along with the hundreds of salesmen from whom future "top brass" may well come—help keep Lorillard products in the forefront for one reason: They believe in them.

...Tell People About It!

America's oldest tobacco advertiser is still going strong



**Tobacco & Snuff of the best quality & flavor,
At the Manufactory, No. 4, Chatham Street, near the Gaol
By Peter and George Lorillard,**

Where may be had as follows :

Cut tobacco,	Prig or carrot do.
Common kitefoot do.	Maccuba snuff,
Common smoaking do.	Rappee do.
Segars do.	Strasburgh do.
Ladies twist do.	Common rappee do.
Pigtail do. in small rolls,	Scented rappee do. of dif-
Plug do.	ferent kinds,
Hogtail do.	Scotch do.

The above Tobacco and Snuff will be sold reasonable,
and warranted as good as any on the continent. If not
found to prove good, any part of it may be returned, if
not damaged.

N. B. Proper allowance will be made to those that
purchase a quantity. May 27—1811.

1789: Early Lorillard ad, complete with Indian.

THE ANNOUNCEMENT at left appeared May 27, 1789 in the New York *Daily Advertiser*. Part of a campaign begun by the Lorillard brothers two years before, it is the earliest known example of tobacco advertising in America. From it has come the whole range of advertising appeals offered by Lorillard (and other companies) over two centuries.

That first Lorillard ad has two noteworthy features besides its age. One is the money-back guarantee offered, surely one of the first in U. S. business annals. The other is the Indian, the original user of tobacco. Lorillard has honored the Indian in its trademark, its print advertising, and particularly in a series of eight documentary films (made between 1949 and 1955) which have won 14 different awards and have been seen by more than a hundred million viewers.

Lorillard advertising originally was concentrated in newspapers and bill posters (the latter not destined to survive). Later, the growing audience of magazines made that medium attractive. In 1913 the company even brought out one of its own—*Lorillards Magazine*—which sold nationally at 5¢ a copy and carried the work of such world-renowned writers as Booth Tarkington, O. Henry, Ring Lardner and Irvin S. Cobb.

Meanwhile the members of the Lorillard family helped advertise the firm personally. Most notable was Pierre Lorillard IV, who knew how to enjoy the money he made from the tobacco business. His race

horses were famous on both sides of the Atlantic—in 1881 his Iroquois became the first American horse to win the English Derby—and their success did nothing to conceal the Lorillard name. This same Pierre founded Tuxedo Park, the famous socialite community near New York, and even designed the jacket which, inevitably, was called the tuxedo.

Though no Lorillards now are in the firm, the



name more than ever stands for good tobacco—and the company still is eager to tell people about it. The launching of OLD GOLD brought a series of advertising innovations. First, of course, was the "blind-fold test." Then in 1927 Lorillard introduced sky advertising—a chartered airplane equipped with entertainers, an announcer and a loudspeaker to tell earthbound mortals about OLD GOLDS. In print advertising, Lorillard was first to use comic strips, the John Held

1926: Praise for a new product.



HOW

Lorillard makes a good impression...and protects its product

Maintaining brand identification and protecting the product in shipment are problems every manufacturer faces. P. Lorillard solved them by calling on Interstate. The result? A corrugated shipping container that reflects the quality of the product it contains...and protects it from rough handling during shipment. Have you a problem we can solve?

INTERSTATE CONTAINER CORPORATION

National Sales Office: Glendale, Long Island 27, N. Y.

flappers, the Petty girl and Ripley's *Believe It or Not*.

When radio proved itself as a mass medium, Lorillard was quick to take advantage of it. The company sponsored the first coast-to-coast network program (Paul Whiteman, 1928) and the first use of a Broadway theater for a radio program (produced by George M. Cohan, 1932). It also helped popularize, among others, the Dorsey Brothers, Bing Crosby, Frank Sinatra, and Fred Waring and his Pennsylvanians.

Television brought similar action. Since its first sponsorship of the Original Amateur Hour in 1948, the company has spread its sales message via almost



1959: Elegance marks NEWPORT commercial on TV.

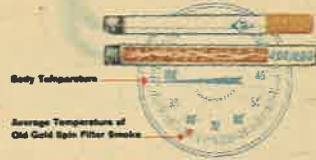


1959: The sky over Manhattan heralds SPRING.

every type of program from news and sports to Westerns, detective thrillers, quizzes and variety shows, reaching in the process about 90 per cent of U. S. television homes. OLD GOLD in particular won wide recognition on early TV through the famous Old Gold Dancing Pack, a living trademark which even now, years after it went off the air, reappears in amateur guise at countless costume affairs and Halloween parties around the nation.

Thus Lorillard has made advertising history for nearly 200 years. Today it continues to do so, utilizing all the major media. "When you believe in a product, tell people about it!"

Old Gold's *Spin Filter* spins and cools the smoke to less than body temperature



1960: Dignified ad explains OLD GOLD filter.

A seed is a forest

Drop a seed into receptive earth. Up springs a tree to produce a thousand thousand seeds—and a forest is born.

Scientific research follows the same pattern, with ideas as seeds—with thoughtful men to nurture them in laboratories, and turn them to advantage.

In the past quarter century the seeds of many ideas have taken root in Shell laboratories and grown into needed

products and services. They include: processes to synthesize glycerine from petroleum; Epon® resins which make possible superior adhesives and protective coatings; pioneer methods for enriching the earth with ammonia; a unique and efficient process for making hydrogen peroxide . . . and many more.

Through research, Shell Chemical is perpetuating a very useful forest.

Shell Chemical Company

Chemical Partner of Industry and Agriculture

NEW YORK





ALL THE CANS supplied by the can industry (one of our anniversary friends) to P. Lorillard Company (our other anniversary friend) are made from Bethlehem quality blackplate and tinplate.

Two good friends of ours are celebrating *Anniversaries*

By a happy coincidence, both P. Lorillard Company and the can industry celebrate notable anniversaries in 1960. P. Lorillard its 200th, the can industry its 150th.

The steel can, of course, has long been a favorite package for pipe smokers. Tobacco "tins" are inexpensive; they seal in flavor and keep tobacco fresh; they are easy to ship, store and carry; and they are rugged enough to shrug off hard knocks.

With all these advantages in their favor, it's

easy to see why tobacco is just one of 2,500 different products packaged in cans in the United States alone. Over 42 billion metal cans are produced each year for more than 135 industries. Most of these are steel cans, for a "tin" can is really 99 per cent steel—a thin sheet of steel, coated with sparkling tin. Bethlehem is a major supplier of quality tinplate to the nation's can manufacturers.

We wish both our friends a Happy Anniversary!

BETHLEHEM STEEL





FROM THE LORILLARD BUILDING in New York, lines run out to symbolic figures and actual advertisements indicating the growing popularity of the company's products in many foreign lands.

Lorillard Circles The Globe

Exported or manufactured abroad under license, its brands blanket the free world

OF ALL THE ways Pierre Lorillard would have been astonished by the two-century growth of his business, surely none could top the fact that cigarettes bearing his name now are sold in dozens of countries in the non-Communist world.

This has come about in two ways. First, Lorillard has exported tobacco products for many years. Once OLD GOLD was established, the company tried to make sure that American tourists would find it when traveling abroad. World War II extended this effort to the troops stationed all over the globe. Right after the war, when American cigarettes temporarily were worth more than some European currencies, a new smoking public learned about OLD GOLD and EMBASSY. Demand for both increased as national economies settled down and, once again, U. S. tourists appeared.

Today exports from Lorillard's domestic plants are

growing steadily. They are augmented by sales of Lorillard brands manufactured in other countries under special licensing agreements. Here, as in so many other instances, Lorillard set a precedent for the whole industry. Its first agreement was made in 1952, with a manufacturer in the Philippine Islands. Since then others have been set up in Mexico, Venezuela, Panama, Luxembourg (for the three Benelux nations), West Germany and Finland—with more to come. Meanwhile, other U. S. companies are following the trail Lorillard has blazed.

Under a Lorillard licensing agreement, both sides derive benefits. In return for the payments which the company receives, the foreign manufacturer gets the exclusive right to make and sell one or more Lorillard brands. He is carefully instructed by Lorillard technicians, uses Lorillard filters and secret flavorings, submits his product to frequent, rigorous

testing to ensure that it meets every Lorillard standard. The result is a true Lorillard product.

Historically OLD GOLD has been Lorillard's leading brand abroad. KENT, however, despite its relatively recent introduction overseas, has had an unprecedented reception. (Lorillard actually has had to fly KENTS to many countries to meet the demand.) Meanwhile EMBASSY does especially well in Sweden and Italy. NEWPORT is making its mark in Europe and Latin America—as is SPRING. Sales of all brands abroad run to many billions of cigarettes a year, and should grow substantially in the years ahead.

This month Lorillard begins a licensing agreement with the oldest tobacco company in Switzerland. Fittingly, it is located in Boncourt—about five miles from the Lorillard family's ancestral home, and only ten miles from Montbéliard, France, where Pierre Lorillard himself was born.



Wonderful what happens in America's backyard these days!

(And chances are Diamond Match will start everything going)

That's one of our matches starting a cigarette . . . one of our "Neet-Heet" charcoal briquet packs starting the whole barbecue which will shortly be served on our "De-Luxe" Paper Plates . . . and if you could see over the fence, you'd find the lady in the next backyard (who wasn't invited because she had a previous date) is starting to

hang out her laundry with our clothespins. Yes . . . right from the start you'll find Diamond Match products there . . . everytime!



DIAMOND MATCH

Division of Diamond National Corporation,
Greenwich, Connecticut



NEET-HEET® BRIQUETS



DIAMOND KITCHEN MATCHES



DELUXE MATCH BOOKS



DIAMOND "PENNY" MATCH BOXES



DIAMOND TOOTHPICKS



DIAMOND CLOTHESPINS

For further information on "Diamond Neet-Heet" Charcoal Briquets, or any other Diamond Product, write Diamond Match, Box 1196, Greenwich, Connecticut

Where Do We Go From Here?

After two centuries, Lorillard faces the future with confidence

WHEN a company reaches 200, a natural reaction is, "Very good. Now what?" In Lorillard's case the answer has various parts.

First, Lorillard intends to keep bringing the public better tobacco products through constant improvements in every area: research, leaf-buying, manufacturing, sales, advertising. This program spells good business—the only kind Lorillard knows how to do.

Second, there is the question of consumer preferences. Lorillard's 200 years span every change in public enjoyment of tobacco products—from snuff and smoking tobacco through fine cut, plug, cigars and little cigars to Turkish and blended cigarettes. Does another change impend?

Lorillard thinks not. On the basis of continuing studies of consumer tastes, the company's researchers believe the cigarette will continue as the favored form of tobacco. As regular-length cigarettes decline in popularity, the king-size length may well come to dominate the market. Filter-tip cigarettes probably will continue to advance at the expense of non-filters. Men-

thol cigarettes may win up to 20 per cent of the total market or even more. In packaging, despite the vogue for the crush-proof box, the soft or cup package should have more lasting appeal to most smokers.

None of the foregoing is guaranteed. At the moment these projections are part of Lorillard's advance planning, but every plan is subject to change or abandonment if market surveys so decree. It can only be said with assurance that Lorillard will do its best, as it always has, to anticipate consumer preferences and have available the smokes most people want when they want them—and where they want them.

One other subject must be mentioned: the attempts to link smoking with lung cancer. The fact is that no causative relationship has been established. More, the P. Lorillard Company is in the van of those enlightened members of the tobacco industry who urge a truly complete and objective study to determine the final truth of the matter. Lorillard has given generously to support research in the field. And in its own products Lorillard has taken the lead in offering every smoker the newest

P. LORILLARD COMPANY Board of Directors	
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scientific innovations—via improved filters, tobacco chosen specifically for the low amount of solids produced in the smoke, studies of the inherent nature of tobacco and its effects on the human body. All these will be continued and intensified, for Lorillard takes its responsibility in this area with utmost seriousness.

All in all, there are many guideposts for the future. Lorillard means to be what it has been in the past: a reliable

supplier, an honest manufacturer and dealer, fair with its employees, a good neighbor to the community—in short, a good corporate citizen.

And the company never forgets Pierre Lorillard's own concise description of his products: "of the best quality and flavor." So long as the P. Lorillard Company truly can live up to those six words, its third century should be even more rewarding than its first two have been.



PLANNING AHEAD, Lorillard President Temple (left) and Board Chairman Gruber discuss marketing strategy with the company's Executive Committee.



Hermetite Corporation

Carlstadt, New Jersey
Buena Vista, Va.

Specialists in
Fine Cigarette
Tippings
Around
the World

You can
depend
on Lorillard
to be first
with the
finest
cigarettes
through
Lorillard
research!

