

HISTORY OF
PALL MALL ADVERTISING

PALL MALL ADVERTISING

1919

In 1919, when this study begins, PALL MALL was a class cigarette produced by The American Tobacco Company. The appeal was directed towards the class market through the fashionable publications such as Vanity Fair, Life, Country Life in America, Town Topics and The Herald Tribune. The slogan "They Are Good Taste" and all of the references to the fact that refined and cultured people smoked PALL MALLS were bids to the class trade and aimed at placing PALL MALL as a cigarette set apart. While directing the advertising at this limited segment of society, PALL MALL did not by any means intend for them to be the only purchasers of its cigarette. Rather, the intention was for this class market to set the pace and for the middle class to follow suit in a sort of chain reaction of cigarette buying. If leaders would be PALL MALL smokers, the mass of people who are influenced by leadership would also accept PALL MALL as their brand. This was the philosophy on which PALL MALL based its advertising principles.

PALL MALLS at this time were Turkish cigarettes of the oval shape, then prevalent throughout the United States. They could be purchased in boxes of 10, 20, 50 or 100, with either plain or cork tips. They were of the same length as most other cigarettes on the market and the cigarette for pocket use came in a cardboard box which, when closed, assured the smoker of a fresh cigarette with little chance of other elements mixing with the tobacco. Of course, the boxes of 50 and 100 were also assured of this freshness by virtue of their containers, but were manufactured for home and office use.

The first ads asked the question "Why?" - "Why are they good taste?" - "Why serve from 100 Packages?" - "Why All Turkish?" - and the remaining copy would answer with the reasons to the queries.

Because of the proximity to World War I, four color PALL MALL ads featured the various medals given by the Allied countries with a single word headline such as "Tribute," "Honor" or "Distinction" which referred to the medal itself, and also to the cigarette. This tie-in was both timely and colorful; the ribbons on the medals giving striking contrast to the red, white and gold PALL MALL box.

In all of the ads was the phrase "A Shilling, Three-Pence in London, Thirty Cents Here" - testifying again to the appeal of distinction and in an indirect way appealing to the doughboys who had so recently returned from England and usually had more pleasant memories of it than they did of the areas of combat. Another ever present symbol in the ad was the crest which appeared on the boxes of cigarettes as well.

In 1919, PALL MALL introduced a new cigarette to the country. While it was the same quality as its predecessor, both shape and box had changed. The copy in the ads told of "Captain X," a PALL MALL smoker, who had been forced to smoke the foreign brands of cigarettes while overseas and had been struck by their round shape which made for a free and easy draught and the elimination of tapping and squeezing to loosen the tobacco. This combination of a rounded shape and quality tobacco, at "Captain X's" suggestion, was the PALL MALL Round Cigarette. Rounds came twenty in a foil package with a smart opening tab on the top and were sold for fifty cents. The Original PALL MALL Cigarettes, or Natural Shaped as they were called, in contradistinction to the Rounds, sold in conjunction with the Rounds and mention was made of them in all of the Rounds copy. While the Natural Shaped PALL MALLS could be bought with either cork or plain tips, PALL MALL Rounds were made with plain ends only.

After the Rounds were introduced, PALL MALL advertising was devoted to the pushing of the regular, Natural Shaped PALL MALLS in boxes of 100 for home use, while the Rounds were advertised to suit the needs of those who desired the lesser quantities for carrying purposes.

1920

1920 took up where 1919 had left off. Both Rounds and the Natural Shaped cigarettes were advertised with "Captain X" getting his share of publicity in the Rounds' ads. Leading magazines were used in addition to increased newspaper space. A few small space classified type ads were tried together with the regular black and white newspaper ad and four colored magazine ads. The copy stories were essentially the same in 1920 as they had been before. The Regular, or Natural Shaped PALL MALLS continued to aim primarily at the class market and recommended that the larger boxes be purchased "For the home, for the director's table and for the private office." The package of ten PALL MALLS was also shown in these ads but the copy dealt entirely with the larger size. Throughout 1920, emphasis was placed on the Rounds rather than the Original PALL MALLS.

1921

1921 began with more of the same PALL MALL story on the two sizes as had been used previously. In the fall of the year, PALL MALL offered a premium. With every carton of PALL MALL Rounds purchased, the purchaser obtained a cigarette case. The dealer had as an alternative, giving the case free with a carton or selling the case for \$1.50 with a package of Rounds. This was the first time a premium had been used and one has not been used since. The ad telling about the cigarette case was the first mention of a carton of PALL MALL Rounds.

In December of 1921, a price change was announced for PALL MALL Rounds. Now the cigarettes could be purchased in packages of twenty for 40 cents.

A change of format was evidenced in 1921 when the story of "Captain X" was told in a black and white ad with silhouettes of men from the various branches of the armed forces smoking the PALL MALL Rounds.

It should be said that in the years 1919 to 1921 there was always a special Christmas ad showing the larger sized PALL MALL packages in Christmas wrapping. In 1921 it was possible to get a magnum box of Regular PALL MALLS containing 200 cigarettes in an attractively wrapped box for a Christmas gift. The years to follow would also feature a special PALL MALL ad at Christmas time.

1922

In 1922, PALL MALL Regular Cigarettes in the box of ten used the slogan "As before the War A Shilling in London A Quarter Here." Even more publications were used and trade papers, programs and college publications were more in evidence than at any time before. The Rounds' ad once more said "20 for fifty cents" and "Captain X's" story was greatly modified with only the most important points appearing in the copy. The art work in both the Rounds and Regular cigarette ads was improved and the creat was given great emphasis in both.

1923

With the coming of 1923, a new, special sized PALL MALL was introduced. James Montgomery Flagg's art work heralded the "53 inches of superlative Turkish cigarette satisfaction - 30 cents." This new size, the PALL MALL Specials, came with plain ends in a box of twenty and was aimed at those who thought that the Regulars and Rounds were too prohibitive in cost. This is the first evidence of PALL MALL getting into the lower price brackets with its twenties and while not appealing to the ultra in society, a very high middle class was still aimed at.

The copy theme for the PALL MALL Specials emphasized comfort and security. Smoking PALL MALL "in that treasured hour after the day's work when you seek the companionship of the best." Readers were told that the Special PALL MALL was of the same excellent quality as the other PALL MALL Cigarettes - the size was the only difference. Economy was pointed out in phrases such as "Rolls Royce Quality Selling like Fords" and "For the Connoisseur and the Economist."

1936

In 1923, PALL MALL discontinued advertising and did not resume until December 1936. An entirely new PALL MALL was introduced by the American Cigarette and Cigar Company, a subsidiary of The American Tobacco Company, at this time. It was a domestic blend cigarette and definitely in the popular price range. The new PALL MALL in its red and gold package, with its own seal, substituted for the British coat of arms that it formerly bore, sold for 15 cents for a package of twenty. This marked PALL MALL'S first entry into the low-priced cigarette field.

While the ad copy made reference to PALL MALL'S English ancestry, it dealt mainly with the smooth, unadulterated "Straight Tobacco Flavor" that was present in every PALL MALL Cigarette. This flavor, the copy stated, was free from the masking of artificial sweetenings which were present in so many other cigarettes and which PALL MALL had so diligently avoided the use of in its Turkish predecessors. Now in the new Domestic Blend, PALL MALL would continue to give a cigarette of pure tobacco so that it could truthfully state "They're Better - Naturally!"

Ads in newspapers, Life, New Yorker, and occasional theatre programs heralded the return of PALL MALL. Although the price of PALL MALL was a popular one, the copy still made a bid for the upper stratas in phrases such as, "available at your club and at leading hotels and tobacconists." It was to make this bid for some time to come.

1937 - (Print)

In 1937, four color ads began to appear which were striking in their format. Concurrently in the New Yorker, Life, programs and rotogravure sections of the Sunday papers throughout the country, PALL MALL ads pictured renowned authors and poets at work and at play extolling the virtues of tobacco - the real tobacco found in PALL MALL'S "Modern Blend." These four color ads were eye-catching and eye-pleasing, serving to make PALL MALL distinguished in the minds of the reading public.

Of special beauty were the PALL MALL four color rotogravure ads which ran at the time of the Coronation in England. PALL MALL'S British tradition was once more brought to the fore and amid all the pomp and ceremony of the crown jewels and the Coronation procession, the PALL MALL package was shown.

Other four color ads in 1937 featured the PALL MALL package with copy attesting to the "...up to 1/7 more tobacco in PALL MALL" with the explanation that because of the artificial sweetenings and maskings other cigarettes sacrificed 1/7 of their tobacco.

Newspapers in 1937 carried black and white reader type ads with question and startle headlines or statements as to the quality of the new PALL MALL as lead-ins. The body copy was much the same as in the colored ads explaining that because of the quality tobacco in every PALL MALL, smokers could be assured of purity and more tobacco per smoke.

1937 - (Radio)

April 1937 brought with it PALL MALL'S first radio program. Ford Bond, in a ten-minute nightly show from 6:35 to 6:45, over WEAJ, gave the latest baseball and sports news, marking PALL MALL'S debut on the air waves.

As was the case in its newspaper and magazine advertising, the PALL MALL radio commercial stressed the purity of PALL MALL'S tobacco and the absence of artificial flavoring and adulterants. PALL MALL did not need to flavor its tobaccos because they used a finer, more expensive tobacco, the listening public was told; tobacco which could be judged by trial. Reference was made to other cigarettes on the market in the phrase "... practically all popular blended cigarettes are artificial flavored," and each night listeners were told of the various substances such as licorice, maple sugar, chocolate, and tonka beans used by other cigarettes in their manufacturing processes.

Brief histories of tobacco were put into some of the commercials together with histories of the PALL MALL brand. Occasionally the information about PALL MALL'S unadulterated tobaccos was supported with expressions of the famous authors and poets that had been used in the PALL MALL print advertisements. Whenever an opportune moment arose, Mr. Bond incorporated mention of PALL MALL with the spot news he was presenting.

In July of 1937, Ford Bond actually took part in the commercial matter on the broadcast. He and the announcer would talk of PALL MALL'S merits and in their conversation would attest to the superiority and natural goodness of the cigarette as compared to other cigarettes. They would also tell what they had heard from listeners and fans about PALL MALL and in this way the copy claims could be given reality as having been said by someone other than the sponsor of the show. Throughout these commercials, listeners were reminded that PALL MALL was not a Turkish cigarette but a Modern Blend of domestic tobacco and despite their high quality only 15 cents for a package of twenty.

In August and interspersed throughout the commercials until the end of the show's tenure in October, five reasons were enumerated as to why PALL MALL gave more smoking pleasure than any other blended cigarette on the market. All of these reasons dealt with the purity of tobacco used in PALL MALL and the additional 1/7 smoking enjoyment made possible because of it.

In August 1937, PALL MALL sponsored Miss Dorothy Thompson in "People in the News." Once a week on Fridays, from 10:45 to

11:00 p.m. over the NBC network, she would give thumbnail sketches of celebrities whose names came up in both national and international news and relate facts about them, some known, some unknown - all informative. At times when a particular country was in the limelight, she would talk about it, using her vast amount of personal knowledge to the fullest extent, and today, a review of some of her radio scripts is both interesting and factual.

The commercials on the Dorothy Thompson Show carried the same message as did the Ford Bond commercials. The five points of PALL MALL'S superiority were stressed, PALL MALL'S straight tobacco flavor, and the lack of sweetening and masking with agents other than tobacco was emphasized. The elimination of cigarette after-taste and the economy of 15 cents plus tax for a package of twenty, were all points that the commercials highlighted.

At first the Dorothy Thompson and the Ford Bond Shows ran simultaneously. In October of 1937, Ford Bond went off the air and the Dorothy Thompson Show remained as PALL MALL'S only radio program. The commercials were essentially the same as they had been up until then.

1938 - (Print)

With 1938, PALL MALL resorted to various types of print advertising. Predominant now was a cartoon type format making use of alliteration in the headline. Readers were told that "Particular People Preferred PALL MALLS." Cartoon sketches of polo players, golfers, financiers, dog show judges, to name a few, appeared in abundance and their obvious relationship to wealth and security was a tribute to their choice of a fine cigarette - PALL MALL.

Also seen during 1938 was an ad which endeavored to explain to the public the pronunciation of the name PALL MALL. Its English heritage gave it the correct pronunciation and true to it being "the only blended cigarette in America that follows the English tradition of using natural tobaccos," PALL MALL copy explained that it would stick to this tradition in matters of pronunciation also.

1938 - (Radio)

In January 1938, the Dorothy Thompson Show went on the air on a biweekly basis. Continuing in its same format as far as show substance went, the opening commercials took a new twist. Starting off with situational plots where smokers asked each other about the purity of the cigarettes they smoked, they evolved into English court scene sketches. In England it was forbidden to adulterate tobacco and these sketches showed heavy fines being meted out to those who had broken the law

and failed to manufacture straight tobacco cigarettes. "In America," it was pointed out, "there is only one popular blended cigarette that gives you this protection (the protection of pure tobacco), that cigarette is the new PALL MALL."

Closing commercials continued to be straight "sell" commercials where the public was asked to "Try PALL MALL...see for yourself how much more pure smoking pleasure comes from pure tobaccos."

In March, the opening commercials, depicting scenes in England, were shortened and the closing commercials were lengthened allowing for the alliteration that was appearing in print advertising to be brought to the airwaves. At first the announcer and later a "dumb Dora type" girl whose name was Penelope, together with the announcer, garnered words that began with "P" and talked about PALL MALL. "Pompous Plutocrats," "pedestrian postmen," "playwrights," "producers," and "plowboys," along with hundreds of others all "Preferred PALL MALL." They all went for PALL MALL because "Particular People Prefer PALL MALL" - People who wanted the best in a straight cigarette made from pure tobacco. Penelope usually floundered but was given able assistance by the announcer in finding proper "P" words to use and together they made quite a humorous duo with their use of alliteration.

These action and humorous type commercials remained with the Dorothy Thompson Show until May when Miss Thompson went off the air for PALL MALL.

September of 1938 brought another new PALL MALL program to the air. Eddy Duchin, together with his piano and orchestra, was sponsored by PALL MALL in a half-hour weekly show, Monday evening 9:30 to 10:00 over Station WEAJ. From start to finish this show was sophisticated. Introduced by Big Ben booming out its chimes and followed up with copy attesting to the rich heritage of both Big Ben and PALL MALL, listeners were told "In fashionable clubs and restaurants, in smart cafes, wherever particular people congregate, you will find PALL MALL." The suavity of Eddy Duchin's playing and the distinctiveness of smoking a PALL MALL were also tied in, and never before was the class idea of smoking PALL MALLS so stressed.

The commercials continued to praise PALL MALL'S purity which made for a true aroma, flavor and goodness, and led to greater smoking pleasure. "They're Better...Naturally" continued as a slogan to tell about the unaffected tobaccos used in PALL MALL'S blending process.

A few commercials endeavored to clear up the pronunciation difficulties people were having with PALL MALL. As the printed ad which ran during the year had said, so did the radio commercials tell of PALL MALL'S English heritage. PALL MALL, they explained,

was a street in London where fashionable clubs and smart shops could be found and where the original English PALL MALL had been on sale. Because PALL MALL had been pronounced, "PELL MALL," from the start, it would stick to its famous tradition in both pronunciation and in its record of having the only cigarette on the market made as the English cigarettes were - without adulterants.

In order to strengthen its English foundation each night on the Eddy Duchin Show, PALL MALL of America gave a salute to PALL MALL of England. This salute served as both a tribute and a reminder of its origin for all to hear.

The easy-to-open PALL MALL tab was also mentioned in the commercials, as was the low cost of 15 cents for a package of twenty. Inside and outside, listeners were told, PALL MALL was superior.

1939 - (Print)

During the first half of the year 1939 there was no print advertising. In August, there appeared a PALL MALL ad which showed the package together with a gold topped cane and white evening scarf ready for a night on the town. Not until October of 1939 did PALL MALL appear in print again and this time to make the dramatic announcement of the King Size PALL MALL.

Readers were shown in a graphic illustration the new PALL MALL and an ordinary cigarette and were asked to compare the difference. This additional length, they were told, not only added distinction in appearance but also traveled the smoke further, allowing for a cooler and smoother cigarette. And so the PALL MALL King Size Cigarette came into existence.

1939 - (Radio)

In January of 1939, the Eddy Duchin Show added Morton Downey as vocalist and the show went into a new year for PALL MALL. Commercials continued on themes they had previously followed. The quality of the tobacco with no artificial flavoring added was stressed - "tobaccos so naturally fine they need nothing to support their genuine goodness." The lack of heavy after-taste from artificial flavoring that so many other cigarettes were known to have, was mentioned, and PALL MALL smokers were told that because of this lack "you will derive the same keen enjoyment from your last PALL MALL, as you do from your first." The aftertaste theme increased in its importance in the commercials during the year.

"For the discriminating have found in PALL MALL a natural flavour that appeals to their exacting taste...one which no other blended cigarette can offer" was an example of PALL MALL'S class bid during 1939. Its English background together with its habit of being found in the better places were all constantly emphasized as they had been during 1938. PALL MALL continued to be known

as a "class" cigarette and the aims of the earliest PALL MALL advertising to keep it in that category were still being followed with the greatest of care.

June 1939 brought a replacement for the Eddy Duchin Show - Matty Malneck and his orchestra, fresh from their amazing debut in California, came to the air for PALL MALL in a weekly fifteen-minute program every Thursday from 7:15 to 7:30 over Station WABC. The format of the show was the same as that of the Eddy Duchin Show and it had all the qualities of sophistication and smart song styling that preceded it.

Commercials on the Matty Malneck Show were similar to those on the Eddy Duchin Show - the excellence of tobaccos, the flavor, the aroma, and the lack of after-taste from artificial flavoring were all included. Smokers were told to open a pack of PALL MALL along with a package of any popular brand and compare the aroma. PALL MALL alone had the natural aroma that comes from pure, fine tobaccos - tobacco without artificial flavoring. This test, they were told, would convince them that PALL MALL was better - naturally.

Matty Malneck continued on the air until the end of August and this was to be PALL MALL'S last radio show for their regular size cigarette.

1940 - (Print)

The year 1940 was the year of a big push for PALL MALL. Advertisements this year were at the height of sophistication. Art work showed the king sized PALL MALL, together with an expensive lighter, case or ash tray, and copy extolled the extra length of fine tobaccos found in every PALL MALL. The price, despite this change in size, remained the same.

At the start of 1940, colo-roto advertising was used in newspapers throughout the country. Because this medium was a localized one, PALL MALL could feature names of prominent hotels, both in the vicinity of the newspaper in which it had placed a particular ad, and also names of hotels which were known throughout the country as being the best. Throughout this campaign the aforementioned art work was used and the natural tie-in between a class cigarette and luxury was continued. The slogan "Wherever Particular People Congregate" gave added emphasis to this theme.

In February of the year, PALL MALL ran a newspaper campaign. Using 220-line ads, PALL MALL told of its longer length for traveling the smoke further and giving a cooler, smoother smoke. In April, these newspaper ads included mention of "noticeably less finger stain" present because of PALL MALL'S longer length. Then came a switch in the newspaper advertising. From the middle of April until the end of May, PALL MALL in 330-line ads,

showing a hand holding a cigarette, featured its story of less finger stain. Research has proven, said the ads, that "finger stains become much lighter or disappear completely when PALL MALL is smoked exclusively."

In June of 1940, PALL MALL incorporated the "finger stain" story with its regular magazine ads. In addition, the story of bulking was told and later enlarged upon. Bulking, readers were told, was the method of piling different tobaccos into heaps and allowing them to age where, "given sufficient time under this benign influence....harsh qualities grow mild; subtle aromas and flavors are released and they penetrate every shred of tobacco." All this to give a smoother smoke.

A change in the copy on the package took place now. "Wherever Particular People Congregate" replaced the old "the Modern King Size Cigarette" below the golden crest. This phrase remains today.

October 1940 brought another change in the format of PALL MALL King Size cigarette advertising. What probably was to be the most interesting and well-remembered of PALL MALL'S magazine campaigns, up until then, was released. Servicemen in all branches were shown comparing the longer length of PALL MALL Cigarettes with ordinary sized cigarettes. These four color ads by John Falter, eminent American artist, were talked about both in advertising circles and by the general reading public. Attention was given them by radio and newspaper columnists. Radio comedians and cartoons brought them into the light and aided them in presenting their message. For the first time now, PALL MALL went from a class type ad to a mass type ad. Of all their major campaigns this was the first in which PALL MALL pictured the average man on the street as a PALL MALL smoker. True, they did not picture him as such - an average man - but average people saw people they knew and were close to in these new PALL MALL ads.

The copy continued the PALL MALL story that had been prevalent. Readers were told about the extra length causing a smoother, cooler smoke. They were told about bulking and its advantages. They were asked to place their old cigarette in a dotted outline below a drawing of the PALL MALL King Sized Cigarette and to make the comparison of size themselves. When this was done they were asked to prove to themselves PALL MALL'S superiority with the request, "Yourself, try PALL MALL critically."

1940-(Radio)

Radio advertising for PALL MALL during 1940 consisted entirely of spot announcements. From May through June, forty word spots telling of PALL MALL giving "noticeably less finger stain or no finger stain at all" were used. In June, PALL MALL in a one

minute spot told how, with its 20 per cent longer length, a smoother, cooler smoke resulted and a "fuller measure" of fine tobaccos was afforded the smoker. All this with the same government tax that was placed on the shorter cigarettes. These two sets of spots constituted the radio advertising for 1940.

1941 - (Print)

With 1941 PALL MALL continued its campaign. The John Falter ads were talked about all over the United States. Copy in the ads told of "A new step forward in cigarette design. A cigarette deliberately designed for better smoking." Men in the field, at their service clubs, at drafting boards and from the seats of sleek pursuit planes, talked in the art work, of this Modern Design and the slogan that was so familiar to PALL MALL smokers took hold, "Modern Design Makes the Big Difference." Comparing the Modern Design of the increasingly familiar implements of war with the Modern Design of PALL MALL Cigarettes, defense minded Americans were told "In cigarettes too, it's Modern Design that makes the big difference."

The utilitarian purpose of Modern Design in a cigarette was explained in the copy by telling the public that since tobacco was its own best filter and PALL MALL Modern Design Cigarettes had 20 per cent more tobacco, this greater length meant a cooler, cleaner, less irritating smoke. With this memorable sign-off PALL MALL discontinued print advertising until 1947.

1941 - (Radio)

In 1941 PALL MALL was to use spot announcements as the only form of radio advertising once again, but a far more intense campaign was to be used and one which was to be noted and remembered for a great while to come. Tying in with the John Falter ads, which were running in magazines throughout the country, these spots emphasized the "Modern Design" of PALL MALL Cigarettes. Making excellent use of sound effects - everything from Garand rifles to super destroyers testified to Modern Design's big difference in the defense of the country. "In a cigarette too," as the magazine ads had said, "Modern Design makes the big difference." The advantages of Modern Design in a cigarette were then gone into - the absence of heat and bite which gave a cool, smooth smoke - the filtering effect which protects the throat - the 20 per cent longer route for the smoke to travel. All of these points were stated and embellished with sound effects that told of Modern Design's superiority "On Land...In the Air...and On the Sea." These National Defense Spots, as they were called, began in March of 1941 and continued in basically the same form until February of 1942. The main variations were the sound effects used depicting the different weapons described.

1942 - (Radio)

Spots were used in an unbroken cycle from 1941 for PALL MALL radio advertising during most of 1942. The "Modern Design" theme was kept up and now that the United States was in the war, they were adapted in accord. "On Land...In the Air... and On the Sea to Victory" became the main slogan and the advantages of Modern Design in both war and in a cigarette were told to the accompaniment of the by now familiar sound effects.

In August of 1942 there was a change in the make-up of these spots. This change remained in effect until the spots were discontinued. "Calling Germany," - "Calling Japan," led the new spots off and in each spot a different war lord was told that Americans were being asked to save scrap so that we could make more arms for their eventual defeat. "Modern Design," that made the big difference in these arms, made the big difference in cigarettes too, and the benefits were repeated in the same manner as they had been previously.

In October, PALL MALL supplemented their spots with the Gracie Fields Program, a five-minute daily show from 9:55 to 10:00 p.m. over the Blue Network, broadcast both in the United States and by short wave to England. The show started with the Morse code equivalent of a "V" - for Victory, followed by Gracie Fields with a humorous story about our English allies, and then a song in her very inimitable style.

The commercials on so short a program were naturally limited in length. Listeners were told of the PALL MALL attributes. They were told how the extra length filtered the smoke and protected the throat, how "Modern Design" made the big difference and how heat and bite were eliminated because of this "Modern Design." As was the case towards the end of the Eddy Duchin and Matty Malneck series, commercials were now beginning to be more similar in format from day to day. Where in the earlier shows different points had been emphasized and various ways had been used in presenting them, now there was a uniformity in both composition and presentation. This repetitive type commercial is present in today's PALL MALL radio advertising.

In November, the time for the Gracie Fields Show changed to 6:55 to 7:00 p.m. over the same network and in December the spots which had been running together with Miss Fields were discontinued.

1943 - (Radio)

The five-minute Gracie Fields Show remained on the air until January of 1943 and was replaced by the "Gracie Fields Victory Show" - a fifteen-minute daily program on the same style as

the five-minute show had been but more varied in the material it could present. This show ran from 7:15 to 7:30 p.m. over the Blue Network. Miss Fields sang more songs and was able to tell a few more stories in addition to her nightly United Nations Roll Call. The United Nations Roll Call was a salute to a member of the United Nations with a little story of bravery exhibited by its citizens and a tribute to its fighting men. The Roll Call did much towards educating Americans about their allies and gave impetus towards understanding more about them and how they were working for victory.

From January through July, the PALL MALL commercials remained on the same style as they had been in the five-minute Gracie Fields Show. In July, the show took a hiatus and was not resumed again until October.

When the Gracie Fields Show came back to the air in October, it had a new time and a new formula. The new time was from 6:15 to 6:30 p.m., over the Mutual Broadcasting System. The entire show was now built around the idea of a parade. Each night with the shout of "Let's Have a Parade" a different city in the United States was given an idea of what their Victory Parade would be like at the cessation of hostilities. The reviewing stand would consist of notables from the city and in the parade would be the heroes of that city as well as the fighting units that came from it.

The commercials continued to feature the points that PALL MALL commercials had featured in other Gracie Fields Shows. A variation of the greater length story was made when listeners were told to watch PALL MALL smokers and regular length cigarette smokers light a PALL MALL. The difference in the place they held their match attested to the fact that they had discovered "Modern Design." The commercial then went into the advantages of "Modern Design" in giving a cooler, smoother smoke - one that filtered smoke over a 20 per cent longer route and protected the throat.

After a month of the "Parade" type program, Miss Fields went back to her old format of songs and stories about the boys in the fighting areas. She would augment these stories with her own experiences entertaining the armed forces during her summer vacation. The many times she had visited the boys under fire over the world gave her a new familiarity with their families at home who heard her show. The Morse code "V" - the "V" on the back of the PALL MALL package and her nightly Victory pep talks did much to help build up the morale at home and abroad.

The Gracie Fields Show continued until January of 1944 and was replaced by the Robert Ripley Show.

1944 - (Radio)

Following right on the heels of the Gracie Fields Show came the Robert Ripley "Believe It or Not" Show. This was a daily fifteen-minute program, from 9:15 to 9:30 p.m., over the Mutual Broadcasting System, filled with facts and phantasy and had with it the drawing power of Robert Ripley, whose newspaper and radio audiences had been large before he came to the air for PALL MALL.

Mr. Ripley's show of unusual facts began with a tie-in to the Gabriel Heatter Show preceding it on the air three nights a week. He would choose a news item that Mr. Heatter had discussed and then would tell a "Believe It or Not" having to do with the topic Mr. Heatter had reported. If Gabriel Heatter had talked on Guadalcanal, Robert Ripley's first "Believe It or Not" would be about that spot. If he spoke about Normandy, it would deal with that location. In this way a timely, informative "Believe It or Not" always began the program.

Next came the feature, "Believe It or Not." This was a dramatized version of one of Mr. Ripley's stories and it took up the greater part of the show time. Occasionally the person who the "Believe It or Not" had been about was interviewed by Mr. Ripley. Following this was Mr. Ripley's answer to a "V" mail letter from a boy in the service. Lastly, the announcer was asked a "Believe It or Not" which he could not answer and which was answered by Mr. Ripley himself at the next night's show. The Robert Ripley Show, in its fifteen-minute span, managed to pack in a wealth of information for its listeners; information that was useful as well as amazing, and sometimes unbelievable.

The commercials on the Robert Ripley Show were basically similar to the ones on the Gracie Fields Show. Smokers were asked to "trust your eyes to give you the facts about PALL MALL's Modern Design..... PALL MALL gives visible proof of its advantage to smokers. Your eye tells why. PALL MALL'S Modern Design filters the smoke - gives it that cooler, smoother taste that means PALL MALL." The story of the PALL MALL smoker and non-PALL MALL smoker lighting a PALL MALL was also used as a commercial for the Robert Ripley Show and "Modern Design" in a cigarette was shown to have its advantages by this method as it had been on the Gracie Fields Show.

1946 - (Radio)

Robert Ripley went off the air for PALL MALL in April 1944, and PALL MALL was without radio or print advertising until June of 1946. In June, "The Fabulous Dr. Tweedy" was brought to the air. Fumbling, bungling Dr. Tweedy, who managed to get into countless hilarious difficulties while Dean of Men

at Potts College, was excellently portrayed by Frank Morgan. Each week Mr. Morgan would get involved in seemingly unresolvable predicaments that were fraught with double entendre. How he managed to extricate himself by adding grey hairs to the head of Mr. Potts, Chairman of the Board of Trustees, and how he escaped the wiles of the over-anxious Lysistrata Appopolous, who was bent on marrying him, served to give many entertaining plots to this weekly series of programs.

The commercials on this series made use of two announcers, setting the style for PALL MALL radio commercials to come. Opening commercials on the "Dr. Tweedy" Show went back to the use of "On Land," "In the Air," and "On the Sea," that had been used so well in the PALL MALL spots. "Wherever Particular People Congregate," PALL MALLS can be found. The longer length of PALL MALL and its cooling effect were mentioned and a new phrase was introduced which is still in use today - "Outstanding!" "And - they are mild!"

Middle commercials told of the PALL MALL smoker lighting a shorter cigarette and missing its extra length, and "Outstanding!" "And - they are mild!" was repeated a number of times to give it added effect. "Yes, PALL MALL'S greater length filters the smoke - gives it, at the very first puff, that cooler, smoother taste."

The closing commercial was on the same order as the opening. These commercials were used during the remainder of 1946 with minor changes but with the message basically the same throughout.

1947 - (Print)

After so great a campaign as the John Falter ads, anything following would naturally be like an understudy to a much feted and admired star. The type ads which ran in 1947 and until 1949 had none of the glamour and color of the ones it followed but they were distinguished in appearance and a style-setter for the ads of many companies - some far afield from the cigarette industry.

One-half page red and black bleed ads, featuring a new PALL MALL red and white package, were PALL MALLS first return to print advertising since the war. The package reigned supreme in these ads and it was embellished with spotlights and designs setting it off. Added too was the new PALL MALL slogan - "Outstanding!" - "And - they are mild!" which had been featured on the "Fabulous Dr. Tweedy" radio show. For the first few months of this campaign, the body copy told of PALL MALL'S greater length and the advantages it offered as a smoke filter.

In the last month of the year, the "four goods" were added - "PALL MALL - Good to look at - good to feel - good to taste and good to smoke!" These ads ran twice a month in the Saturday Evening Post, Life and Collier's. PALL MALL red was talked of

as a color on its own now, and readers were quick to identify the new series of PALL MALL ads because of this color and its distinctive quality.

1947 - (Radio)

The "Fabulous Dr. Tweedy" continued to be PALL MALL'S radio program in the early part of 1947. At the start of the year there was a change in format in the PALL MALL commercial. Using whistles as a device, a long whistle "up" told of PALL MALL'S greater length, and a long whistle "down" told of PALL MALL'S ability to travel the smoke further. The whistle effect was substituted for the "On Land, In the Air and On the Sea" of the previous commercials and served as an attention getter. In addition, the story of a cooler, smoother smoke because of the longer route traveled in a PALL MALL was told, and the aforementioned example given of a PALL MALL smoker lighting an ordinary cigarette and failing to benefit by "the distinguished length and shape - the streamlined PALL MALL design."

As was so in the magazine ads of this period, the phrase "Outstanding!" - "And - they are mild!" was featured as a main copy point in all of the PALL MALL radio commercials at this time. In March of 1947, the "Fabulous Dr. Tweedy" Show went off the air.

April 1947 brought to the air the present series of PALL MALL shows. Entitled, "The Big Story," they were true-to-life top stories of newspaper reporters, acted out in the manner they had occurred. Each Wednesday, from 10:00 to 10:30 p.m., over Station WNEC, a different reporter's "Big Story" was presented and at the conclusion of the show a telegram from the reporter told the outcome of the particular story and thanked the makers of PALL MALL for the \$500.00 award that they had presented him for his story. This series has run the longest of any of the shows sponsored by PALL MALL to date.

PALL MALL, through its "Big Story" Show, has tried to give its listeners reality. It has proven that there is enough good story material in the newspapers of America to draw upon and still have all the suspense, excitement, humor and drama that goes with many of the fictitious shows on radio. Above all, it has set itself a pattern that it can follow on television - one that it hopes will be received with the same enthusiasm by its television viewers as it has been by its radio listeners.

The first commercials heard on "The Big Story" used the device of a vibraphone. Four notes were played with one of the four louder and clearer than the rest. "Four notes that are alike... and one that is - "Outstanding!" - "And, of America's leading cigarettes, one is 'Outstanding!'...PALL MALL!" This was the manner in which listeners were told of PALL MALL'S superiority.

Another major point in the PALL MALL commercials was the phrase "Distance lends enchantment," a point featured slightly in the PALL MALL magazine ads of this time. Tobacco is nature's best filter for smoke and because of the greater distance of tobacco for the smoke to be filtered in a PALL MALL "...the enchantment of greater smoothness, mellowness and mildness" resulted.

These commercials remained the same until September 1947 when the "Distance lends enchantment" point was dropped and the "four goods" of print advertising - "Good to look at," "Good to feel," "Good to taste and Good to smoke" were substituted. With these commercials, PALL MALL closed the year 1947.

1948 - (Print)

The year 1948 continued where 1947 had ended, with the package the only art work in the PALL MALL ad. In July of 1948, the PALL MALL package was supplemented by drawings of PALL MALL smokers with the testimonial type headline, "I've discovered the longer, finer cigarette - PALL MALL." Throughout 1948 the copy points were essentially the same as those of 1947.

1948 - (Radio)

"The Big Story" commercials from January until June of 1948 had the same elements in them as did the commercials at the end of 1947. The "four goods" - the vibraphone, the greater length of fine tobacco's filtering effect and the "Outstanding!" - "And they are mild" were all continued in basically the same form as they had been.

In June of the year, while elementally they remained the same, the format of the PALL MALL commercials was altered. Instead of "Good to look at, feel, etc." it was now "Look at a PALL MALL! - It looks good! Feel a PALL MALL! - It feels good! Taste a PALL MALL! - It tastes good!" The other features of the commercial remained essentially the same - "Four notes that are alike - and one that is Outstanding!" being replaced by "Of all America's leading cigarettes - only one is Outstanding!" with the vibraphone effect.

July saw the elimination of the four notes from the PALL MALL commercials and the substitution of one long, outstanding note to tell of PALL MALL'S outstanding quality. Other than this change the commercials were the same until the end of September 1948. In September, another commercial change was evidenced with the "four goods" dropping to a minor role and "PALL MALL'S greater length filters the smoke on the way to your throat. Filters the smoke and makes it mild!" obtaining top billing. The smoothness and satisfaction themes remained as did the other benefits of a longer cigarette. "Your eyes can see the difference - your throat can tell you what it means." The

commercials continued to be introduced with a vibraphone and the phrase "Of all America's leading cigarettes, only one is Outstanding!"

1949 - (Print)

In January of 1949, another new PALL MALL campaign began. Continuing in its old one-half page red and black bleed format, the new PALL MALL headline read, "PALL MALL'S greater length filters the smoke on the way to your throat." Art work showed a PALL MALL smoker with a screen superimposed on his throat to give the effect of a filter. The package still held equal emphasis however, and in May of the year once more became the only art work in the ad. All of the old copy points, the "four goods," the filtering effect, and the advantages of PALL MALL'S greater length, remained in the body copy. In addition to The Saturday Evening Post, Life, and Collier's, Look Magazine was now added to the list of publications and once a month ads appeared in it.

In June of 1949 and for a seventeen-week period in flights of five weeks in and one week out, PALL MALL in a blazing new campaign entered newspapers in the top ten markets of the country. Using kickoff ads of 1200 lines and then alternating with 1000-line and 800-line ads, PALL MALL told the story of "Throat Scratch." "Guard Against Throat Scratch" was the headline and a smiling head of a satisfied PALL MALL smoker testified to PALL MALL'S effectiveness. The copy told of PALL MALL'S longer length filtering the smoke and thus guarding against "Throat Scratch."

At the bottom of the ad was a puff chart which pointed out diagrammatically how "Puff by Puff You're Always Ahead When You Smoke PALL MALL." The diagram showed two cigarettes - a PALL MALL and below it a regular size cigarette with markers indicating one through seventeen puffs on each. The advantages of smoking a longer PALL MALL were clearly visible. Seventeen puffs on a PALL MALL meant a longer stub left to filter the smoke, seventeen on a shorter cigarette meant a hot, raw stub.

The newspaper campaign lasted until the end of September. At the beginning of September, PALL MALL went into the magazines with its "Throat Scratch" campaign. This gave a month of intensive "Throat Scratch" ads in both newspapers and magazines. Once a month in the four publications, The Saturday Evening Post, Life, Collier's and Look - a full page in each every four weeks, PALL MALL told its story. The PALL MALL newspaper ads had been striking in their simplicity and directness but the magazine ads with their added advantage of color stood out even more. The PALL MALL package in red and white against the black and white puff chart and under the black and white head was perhaps the best use of color contrast up until then in a PALL MALL ad. The occasional words of copy in red made a unique highlight of them.

1949 - (Radio)

"The Big Story" went into another year for PALL MALL in 1949 and in January the commercial formats were altered. The phrase "PALL MALL'S greater length filters the smoke on the way to your throat" was accompanied by a musical scale "up" and then repeated with a musical scale "down." Then, as a tie-in with the magazine ads, listeners were told that this greater length meant a longer, natural filter to screen and cool the smoke. The "four goods" remained, but less and less were they featured, the emphasis now being entirely on the filtering effect of a PALL MALL. All of the commercials at this time concluded with "If you really want to enjoy smoking, ask for the longer, finer cigarette in the distinguished red package."

In February and for ten weeks thereafter, a radio spot campaign was run with the spot much the same as the commercials on "The Big Story."

In June of 1949, together with the newspaper campaign that was running and as a preview of the magazine ads that were coming, "The Big Story" commercials featured the "Throat Scratch" story. "Guard against Throat Scratch!" "Enjoy smooth smoking!" echoed over the air waves and the longer filter of traditionally fine tobaccos which guarded the smoker at the first puff and for 5 puffs, 10, 15 or 17 was emphasized. This "Throat Scratch" campaign with its newspaper send-off, its brilliant magazine ads, and now the addition of powerful radio commercials, ranks together with the "On Land, In the Air and On the Sea" campaign heard during the early part of the war. The commercials remained the same, almost identical in entirety, until December 1949, when a change in the introductions of the opening, middle and closing commercials took place. This change which replaced the old "Guard against Throat Scratch" in all three of the commercials with "Guard against throat scratch! Yes, guard against throat scratch!", "Throat Scratch - Throat Scratch - Throat Scratch!" and "Don't let throat scratch spoil your smoking enjoyment" placed far more power at the start of the commercials and gave variety to them.

1949 - (Television)

May 1949 marked PALL MALL'S entry into the field of television. A series of one-minute spots on the "Filters the smoke on the way to your throat" theme was the first offering.

The use of visual aid that television afforded greatly enhanced the presentation of these commercials to the public. Such elements as the filtering effect - the passage of smoke through the cigarette - gave graphic picturization to the PALL MALL

story and the use of animation made them understandable to viewers.

At the end of October, the PALL MALL television spots featured the "Throat Scratch" story and used it until the end of the year. Here again, in addition to shots of actual smokers, the puff chart could be illustrated and the benefits of smoking a PALL MALL seen.

Because PALL MALL has a story that is improved when it can be shown graphically, television spots have proved to be a very effective media for the cigarette.

In September of 1949, "The Big Story," in addition to its weekly radio broadcast, was not televised on a biweekly basis - every other Friday from 9:30 to 10:00 P.M. over WNBT. "The Big Story" Television Show was to be shown "live" on some stations and kinescoped over other stations of the National Broadcasting Company.

Shows that had proved successful on the radio version and were adaptable to television, in addition to new "Big Stories," were presented. Especially unique were the actual scenes of the cities in which the reporters had worked. The method used to obtain these scenes was to have the actor who represented the reporter go to the city in which the newspaper was located, and be photographed in places that were recognizable as part of the city and at the same time in locales pertinent to the story. When the show was presented these film scenes would be interspersed with the live action, filmed as the show was being televised. In this way an orderly sequence was followed with the reporter's story being told by means of stage settings and actual on-the-spot shots.

Adapting "The Big Story" to television and giving it all of this reality is, of necessity, a tremendous job but the results are gratifying.

During the time that "The Big Story" has been televised, commercials have been on the "Throat Scratch" theme. From the time that the television show began, changes have been made and are still being made to improve this message as it reaches the homes of the television audience.

1950 - (Print)

At the start of 1950, an addition was made to the magazine ads. A combination of the old one-half page red and black bleed ads and "Throat Scratch" ad has been effected into a full page ad with more color in it. Half the ad is much the same as those that ran in 1947 and 1948 - the red and white panel with the package of PALL MALL inside it. The other half shows the head

of the PALL MALL smoker and the puff chart, the latter jutting inside the red and white panel. The addition of a panel of PALL MALL "red" is even more impressive and eye-catching than was the red package alone.

1950 - (Radio and Television)

"The Big Story" continues on in 1950 as the PALL MALL radio and television show. Commercials tell the "Throat Scratch" story and the television spot campaign is also featuring the "Throat Scratch" message.

Conclusion

This review of PALL MALL advertising from 1919 to date has attempted to show the evolution of a brand in its relations with the public.

From its very start as a high class cigarette to its present status as the leading king size cigarette on the market, PALL MALL has put "class" into its advertising. Even with its drop to a popular price range this "class" has remained, and though a broader market has been reached, the distinctive style of advertising present in the first PALL MALL ad is present today. The effort that has been utilized to raise PALL MALL'S standards has indeed made it live up to the slogan that heralded its return after the war years - "Of All America's Leading Cigarettes - Only One Is 'Outstanding!'"