

FILE NOTE

Re: KOOL Advertising 1948 to 1968

1948, 1949, 1950, 1951

PRINT

Magazines and newspapers carried small, cartoon-style advertisements showing Willy the Penguin in a cigarette and situation problem. The situation problem is solved and KOOL solves the cigarette problem. The copy was in verse form; for example:

and: "Whether the weather suits you or not
Mild, mellow KOOL's will please you a lot."
and: "No witches or goblins to make you choke
When you stick to the smoother, cooler smoke."
and: "Taste all shot up? Throat red and sore?
KOOL's something to be thankful for."
and: "When coughs and colds have you choking
A switch to KOOL's means tasteful smoking."

Other tag lines read:

and: "Get that clean KOOL taste in your mouth."
and: "America's most refreshing cigarette."
and: "Remember that KOOL's are mild, mellow and clear."
and: "Heavy smoker? Smoke KOOL's as your steady smoke
for the clean KOOL taste."

Some comics featured Willy and Milly Penguins in a self-liquidating premium offer. Copy was again in verse form, such as:

and: "When coughs and colds have grounded you
The taste of KOOL's will still get through."
and: "When hot cigarettes put your throat in the rough,
Relax and light up this smooth Kooler puff."

Military publications also featured Willy cartoons with rhyming copy such as:

"When you're out of order with a sneeze
KOOL's clean, fresh smoke is sure to please."

The above campaign was continued in 1951 as well.

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POINT-OF-PURCHASE

In 1950 through 1952 the following copy was typical of all point-of-purchase materials:

"Smoke KOOL's for the klean, kool taste in your mouth."

Willy the Penguin was always shown. In some p-o-p materials, as in print, situation and cigarette problem/solution formats were used. So, also, were copy verses such as:

"Throat on the warpath? Heap big cough?
Try um KOOL's to kool 'em off."

Other p-o-p materials said:

"Throat dry? Throat sensitive? Throat parched?
Smoke KOOL cigarettes."

TELEVISION

Spot television was used probably featuring Willy the Penguin, copy presumably being similar to that used in print. No scripts are available in Louisville.

RADIO

In 1948 both network and spot radio commercials were used; in 1949 and 1950 only spot radio was used. No scripts are available in Louisville, copy presumably being similar to that used in print and probably featuring an animated Willy the Penguin voice.

681700859

1952

PRINT

Magazines and newspapers again featured Willy the Penguin, together with a five-pack carton of KOOL's and copy such as:

"Switch from hots to KOOL's as your steady smoke for that clean, cool taste."

A new newspaper campaign was run featuring people from all walks of life in full and fractional page ads. Although intended to appear as testimonials, the featured actors delivered advertising copy supplied by B&W (via the agency). Copy read as follows:

q
and: "Now break the hot cigarette habit today. Feel the difference within 24 hours. I was a hot cigarette chain smoker for 15 years. My throat feels the difference every day."

and: "The soothing, relaxing feeling I get from smoking KOOLs as sold me on KOOLs as my one and only brand."

and: "When I tried to cut down on smoking I felt edgy and nervous. Then I switched to KOOL's for steady smoking and I felt a wonderful difference. That clean KOOL taste always comes through. I feel like a new man."

and: "Believe me, my throat feels the difference every day."

and: "But then I switched to KOOL's and overnight I felt lots better."

and: "What a soothing, relaxing feeling."

Following the personal endorsement a line would read:

"We guarantee if you switch to KOOL's you will definitely feel the difference within 24 hours."

and in some ads the negative pregnant was artfully used:

"It is an established medical fact that for steady smoking no other cigarette, regardless of price, regardless of advertising claims, is better for your lungs or your health than KOOLs."

681700860

POINT-OF-PURCHASE

As covered in 1950.

TELEVISION

Spot television was used probably featuring Willy the Penguin, with copy similar to that used in print.

RADIO

No scripts are on file in Louisville; copy was probably delivered live, presumably following the print campaign copy.

681700861

1953, 1954, 1955

PRINT

In 1953 no print advertising was used, but was reinstated in 1954 and continued in 1955. Newspapers featured large, and in some cases, full-page ads introducing king sized, cork-tipped KOOL or advertising Plain-end Regular size KOOL. Headlines read:

"Now enjoy that clean, cool taste in king size, too. Switch from hots to KOOL's. Your throat will feel better all the time."

or:

"Don't be chained by the hot cigarette habit. You go for that clean, cool taste. KOOL's are so cool, soothing to the throat, refreshing to your lungs. Switch from hots to KOOL's as your steady smoke. No other cigarettes can give you such pleasure for no other cigarettes leave your mouth clean and cool, your throat so fresh."

In this period Willy the Penguin was featured only three times, once wearing doctor's equipment.

POINT-OF-PURCHASE

Materials said, "Don't be chained by the hot cigarette habit. Break that habit with KOOL's."

TELEVISION

In 1953 spot television was used and network television was begun for the first time on KOOL. Both spot and network TV were again used in 1954 but only spot TV was used in 1955. Copy was presumably similar to print copy; no scripts are on file in Louisville.

RADIO

Spot radio was used during this period and probably delivered live. In 1955, after a lapse of seven years, network radio was again used. No scripts are on file in Louisville.

681700862

1956

PRINT

Magazine ads introducing KOOL filters were used; the copy read:

"The famous regular size KOOL's without the filter and new king sized KOOL's with a filter."

Other copy read:

"All the benefits of KOOL, plus all the benefits of filter smoking."

In newspapers, small ads said, "Got a cold? Switch from hots to KOOL's. KOOL's are the only cigarettes that taste good when you have a cold. They even taste better when you don't." Large newspaper ads were also used to introduce king size filter KOOL. Copy read: "Something sensational has happened in smoking. Now there is a filter on king size KOOL. Throat hot? Throat raw? Switch from hots to KOOL's."

Willy the Penguin appeared in a few ads, sometimes wearing doctor's equipment. Also, in 1956 and 1957, smoking problems were depicted in print with copy reading: "Got the hot cigarette habit? Break the habit with KOOLS."

POINT-OF-PURCHASE

Copy very similar to that used in print was featured, some of it being introductory for the king-size filter KOOL.

TELEVISION

Only spot television was used. No scripts are available in Louisville; copy was probably delivered live. It is also likely that Willy the Penguin was featured in TV commercials as in the past five years.

RADIO

Only network radio was used. No scripts are available in Louisville. Copy was probably delivered live and was presumably similar to print copy.

681700863

1957

PRINT

An athletic program in magazines and newspapers was begun in 1957. For example, a football game was illustrated with copy reading:

"Touchdown. KOOL is the cigarette with the snow fresh filter. KOOL's taste clean, fresh and light. The snow fresh filter makes the menthol right. Break the hot cigarette habit with refreshing filter KOOL's."

POINT-OF-PURCHASE

The following copy was used in p-o-p materials:

"As cool and clean as a breath of fresh air.
Smoke snow fresh filter KOOL."

Shelf talkers urged:

"Enjoy the menthol magic of KOOL cigarettes."

TELEVISION

Network and spot television were used. Television commercials employed copy such as:

"Got the hot cigarette habit? Break that habit...
switch from hots to KOOL's."

and:

"Tied to the hot cigarette habit? Break that habit...
I broke the habit with KOOL's."

and:

"Smoking too much? You've got the hot cigarette habit.
I stopped it by smoking KOOL's. Filter KOOL's taste
clean and fresh and light."

RADIO

Only network radio was used. Commercials were probably delivered live; no scripts are available in Louisville; copy presumably being similar to print copy.

681700864

1958

PRINT

The athletic print campaign was continued in 1958. Magazine ads featured the following copy:

and: "Switch from hots to snow fresh KOOL's."

"What a wonderful difference when you switch to snow fresh KOOL's. Your mouth feels clean and cool, your throat feels soothed and fresh. Enjoy the most refreshing experience in smoking."

In college newspapers a "krossword" puzzle campaign was begun; it featured Willy the Penguin in the middle of the puzzle asking: "Are you kool enough to krack this?" Other copy read:

"Switch from hots to snow fresh KOOL. What a wonderful difference when you switch to KOOL. At once your mouth feels clean and cool...your throat feels soothed, refreshed."

In other instances a brief copy section appeared reading:

"When your throat tells you it's time for a change, you need a real change. You need the menthol magic of KOOL."

Willy the Penguin was featured wearing a college mortarboard in the college newspaper ads.

POINT-OF-PURCHASE

Advertising copy similar to that used in 1957 p-o-p materials and in 1958 print magazines and newspapers was used.

TELEVISION

Spot and network television were used with copy such as:

"Your throat will feel soothed and refreshed all day long. Switch from hots to KOOL."

Willy the Penguin emphasized the last word, "KOOOOOOOL." Introductory TV material for king-size filter KOOL said:

"Smokers, here's good news. They put a filter on KOOL. Throat raw? Switch from hots to KOOL's. New filter king size or KOOL regular."

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Other problems are described in these filter introductory commercials.
The change was slight, for example:

"Throat hot? Throat dry? Throatthrough? Throat raspy?
Got a cold?"

or:

"The snow fresh filter makes the menthol right."

RADIO

Spot and network radio were used. No scripts are available in Louisville and copy was probably delivered live, presumably being similar to that used in print.

681700866

1958

PRINT

The college newspaper campaign was continued in 1959. Magazines were again used with copy similar to that used in 1958. The following new copy was also used:

"Snow fresh filter KOOL. America's most refreshing cigarette...as cool and green as a breath of fresh air. Mild, mild menthol. The world's most tested filter. With every puff your mouth feels clean, your throat refreshed. Switch from hots to KOOL's."

POINT-OF-PURCHASE

In 1959 the point-of-purchase material resembled very closely the KOOL copy used in other media. Famous people were pictured quoting copy such as:

"I like that clean taste and the smooth feeling in my taste."

The above line, for example, was delivered by Elston Howard. Other materials said:

"Tired of regular filter cigarettes? Tried other menthol cigarettes? NOW come all the way up to the menthol magic of KOOL."

TELEVISION

The 1957 and 1958 television copy was extended into 1959 but some new copy was aired during 1959. For example:

"As cool and as fresh as a breath of fresh air...snow fresh filter KOOL. Mild refreshing menthol and the world's most tested filter. America's most refreshing cigarette."

This copy was delivered by actors and announcers.

RADIO

Network and spot radio were used. No scripts are available in Louisville and the copy was probably delivered live, presumably being similar to TV and print copy.

681700867

1960

PRINT

The daily newspaper, national magazine and college newspaper efforts used in 1958 and 1959 were extended into 1960. In 1960 college newspapers and military newspapers used fractional page ads saying:

"Tried regular cigarettes? Tried other menthol? Now come up, all the way up to the menthol magic of KOOL. You feel a new smoothness deep in your throat. Only KOOL gives you real menthol magic."

In Negro publications the following copy was used:

"You feel a new smoothness deep in your throat' says Elston Howard, New York Yankees' star. Remember, only KOOL, no regular filter cigarette, no other menthol cigarette, gives you real menthol magic. Come all the way up to the menthol magic of KOOL's."

POINT-OF-PURCHASE

In 1960 the same type of materials as used in 1959 with celebrities illustrated in some items was used.

TELEVISION

The "Smoke Pit" campaign used the following announcer-delivered copy:

"Smokers...Come up, come all the way up to the menthol magic of KOOL. No other menthol cigarette has it. Only KOOL gives you real menthol magic...deep down in your throat. Has your throat been telling you it's time for a change? Have you tried what you thought was a real menthol cigarette? Come up to the real menthol magic of KOOL. Only KOOL has it."

RADIO

A very small amount of spot radio was used. No scripts are available in Louisville and copy was probably delivered live, presumably being similar to that used in print and television.

681700868

1961

PRINT

In newspapers the following copy was used:

"When your taste tells you it's time for a change...make a real change. Come up...come all the way up to the menthol magic of KOOL. Feel new smoothness deep in your throat."

An attractive model was featured looking at the reader as if to endorse the brand. In other ads a fountain appeared next to some happy people who were smoking and enjoying a KOOL cigarette. This copy was also used in magazines.

POINT-OF-PURCHASE

Copy such as, "Feel extra coolness in your throat," and "Snow fresh filter KOOL...as cool and clean as a breath of fresh air" was used.

TELEVISION

Both network and spot TV were used. The "Smoke Pit" campaign was continued. The following new copy was used:

"Taste a new cleanness...feel cool and soothed deep down in your throat. Only KOOL gives you real menthol magic. Feel that wonderful new smoothness deep in your throat. From the first refreshing puff in the morning til the last KOOL puff at night."

RADIO

No scripts are available in Louisville; the copy was probably delivered live, presumably being similar to TV copy.

681700869

1962

PRINT

Newspaper ads said, "Come up to KOOL. Feel extra coolness in your throat. Your taste stays clean and clear all day long."

POINT-OF-PURCHASE

The same copy was used as in 1961 with more emphasis on, "Feel extra coolness in your throat."

TELEVISION

The same copy as used in 1961 was continued, but problem/solution, slice-of-life commercials, using actors to deliver the lines, were also begun in 1962. The basis of the problem was one actor being "smoked out." Another actor offers him a KOOL with a comment, "I think you'll notice the difference." While the dissatisfied smoker is trying a KOOL, the following copy lines are sung in jingle form:

"Your cigarette's not tasting cool enough unless you're smoking KOOL. You're not smoking KOOL enough 'til you come up to KOOL. KOOL's menthol magic brightens taste, refreshing all day through, feel extra coolness in your throat as KOOL's come through for you."

The smoker then says he likes KOOL and an announcer says, "Feel extra coolness in your throat" and the commercial ends with the jingle, "Your cigarette's not tasting cool, cool, cool enough 'til you come up to KOOL," and an announcer tag, "KOOL, with the clear white filter. Feel that extra coolness. The most refreshing coolness you can get in any cigarette."

RADIO

No scripts available in Louisville; copy was probably delivered live, presumably being similar to TV copy.

681700870

1963

PRINT

The same newspaper and magazine print as used in 1962 was continued in 1963, with emphasis on "Come up to KOOL" and "Feel extra coolness in your throat."

POINT-OF-PURCHASE

The same copy as used in 1962 was continued in 1963.

TELEVISION

The same copy as used in 1962 was continued in 1963. The "Smoke Pit" campaign had ended in 1962 and from that year on slice-of-life, problem/solution commercials have been used.

RADIO

No scripts are available in Louisville; and copy was probably delivered live, presumably being similar to TV copy.

681700871

1964

PRINT

In magazines, Sunday supplements, and Negro newspapers the following copy was used:

"Feel extra coolness in your throat...through KOOL's pure white filter comes the most refreshing coolness you can get in any cigarette."

In other magazine ads copy said:

"Discover extra coolness. Come all the way up to KOOL Filter Kings for the most refreshing coolness you can get in any cigarette."

Military magazines were used. In one an Army officer was pictured with a pack of KOOL's and the following copy:

"That Lieutenant Elderberry is going places. Smart young man. Heard me complaining about my cigarettes. They taste flat. Offered me a KOOL. What a difference. I discovered what they mean when they say KOOL's have extra coolness. Naturally, I switched to KOOLs. I consider Lieutenant Elderberry exceptionally astute... hope they appreciate him overseas. Come up to KOOL's."

POINT-OF-PURCHASE

Point-of-purchase materials used copy such as: "Hot coffee and KOOL Cigarettes," "Have a KOOL Christmas." A KOOL Presidential election card read, "Feel extra coolness in your throat. Through KOOL's pure white filter comes the coolest taste you can get in any cigarette."

OUTDOOR

Signs read: "Only KOOL give you MENTHOL MAGIC," "Discover extra coolness! KOOL." On a water tower was painted "KOOL Cigarettes."

The following lines were also used on various outdoor signs, usually with a picture of the KOOL package:

"Discover extra coolness! Come up to KOOL."
"KOOL - Feel extra coolness in your throat."
"Extra coolness!"

681700872

TELEVISION

The problem/solution, slice-of-life format was continued in 1964. There was a slight change in the jingle copy which was:

"Your cigarette's not tasting cool enough 'til you come up to KOOL's. With rich tobaccos, KOOL's white filter, extra coolness, too. Discover extra coolness in your smoke - let KOOL's come through for you. You'll be smoking KOOL's all the time once you come up to KOOL's."

The announcer buttoned the commercial with: "Come all the way up to KOOL for the most refreshing coolness you can get in any cigarette."

RADIO

Live acts were used in problem/solution situations which were a spin-off the television format. The copy used was almost exactly the same as the television jingle copy. An announcer buttoned radio commercials with, "Smoke KOOL with the pure white filter."

681700873

BROWN & WILLIAMSON
1994 - 95 COLLECTION

ARCHIVE VARIANCE FORM

THE NUMBER (RANGE) 681700873 A IS

- () MISSING
 - () MISSING IN ALL SETS
 - () MISSING IN CLOSED AND REVIEW SETS
- () DELETED
- () CHANGED TO _____
- () DELETED AND CHANGED TO _____
- () NOT USED
- () OTHER
- (X) ADDED

DATE OF CHANGE

CLOSED SET 7-10-96

REVIEW SET 7-10-96

BROWN & WILLIAMSON

1994 COLLECTION

PHOTOCOPYING VARIANCE FORM

This form was placed before Bates ID

681700874

AT THE TIME OF REPRODUCTION, THE
FOLLOWING NOTATIONS WERE MADE:

- () DOCUMENT COPIES ARE IN THE SAME SEQUENCE AS THEY APPEARED
IN THE ORIGINAL.
- () PAGE NUMBER(S) _____ WERE MISSING
IN THE ORIGINAL.
- () POOR QUALITY ORIGINAL. *Words obscured by the ^{dark} lines*
- () OVERLAY ITEM COULD NOT BE REMOVED WITHOUT DAMAGE TO THE
ORIGINAL.
- () NO DOCUMENTS WERE FOUND WITHIN THE ORIGINAL:
- () FILE FOLDER
 - () REDROPE EXPANDABLE FILE
 - () HANGING FILE
 - () ENVELOPE
 - () OTHER (SPECIFY) _____
- () DOCUMENT COPIES WERE REPRODUCED IN COLOR TO PERMIT
CORRECTION INTERPRETATION.
- () BATES NUMBER _____ NOT USED.
- () OTHER VARIANCE (EXPLAIN)

1965

PRINT

Copy similar to that used in 1964 was used in 1965 in magazines and newspapers. A newspaper test was run in Miami and Buffalo using a civilian campaign similar to the 1964 Lieutenant Elderberry print series.

POINT-OF-PURCHASE

On National Football League point-of-purchase items copy said, "NFL Football on television brought to you by KOOL cigarettes." A Christmas poster said: "Give the refreshing taste of KOOL's." Other p-o-p items proclaimed "Taste extra coolness," or "Come up to KOOL Filter Kings." or "Smoke KOOL cigarettes," or "Discover extra coolness - come up to KOOL."

TELEVISION

In mid-1965 the jingle in the problem/solution, slice-of-life format was modified slightly. The line, "Discover extra coolness in your smoke" was changed to, "Taste extra coolness as you smoke." Otherwise the commercials were the same. The 1965 jingle went as follows:

"Your cigarette's not tasting cool enough 'til you come up to KOOL's. With rich tobaccos, KOOL's white filter, extra coolness, too. Taste extra coolness as you smoke, let KOOL's come through for you."

Special live announcer commercials were used in Hawaii with an announcer leading into the jingle. Hawaiian copy varied from commercial to commercial slightly but the following was typical:

"You know from your very first puff of a cigarette. You know it is something special because this one is KOOL - you can actually taste the extra coolness only KOOL has."

Special baseball lead-in copy was also used in which an announcer made a statement about, "KOOL's refreshing coolness", "Discover extra coolness", "Taste extra coolness" and "Come up to KOOL Filter Kings. Discover how much cooler a cigarette can taste."

RADIO

A series of baseball problem/solution situations were run. An announcer would say, "It's time you changed to KOOL." The rest of his pitch was basically the KOOL jingle as used in television commercials. The radio effort was confined to New York and Los Angeles in 1965.

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1966

PRINT

Newspaper and magazine advertising with copy similar to that used in 1965 was continued in 1966.

POINT-OF-PURCHASE

A new style of poster was used showing a pack of KOOL in different settings with headlines such as: "Travelling Companion," "Night Cap," "Summer Stock," "First Mate," "Steady Brand," "Gift Item," "Party Pack," etc. Most p-o-p materials carried copy such as: "The KOOL taste," or "Come up to the KOOL taste," or "Taste extra coolness."

TELEVISION

The basic TV format stayed the same as in 1965, but the jingle was changed to:

"Come up to the KOOL taste. The coolest taste in any cigarette. Get KOOL's white filter, rich tobaccos, too. Taste extra coolness. Let KOOL's come through for you. Come up to the KOOL taste. The taste to stay with every time you smoke."

The announcer copy was also changed to, "Come up to the KOOL taste. Come all the way up to KOOL Filter Kings."

~~The following shorter version was also used in 1966: "Taste extra coolness as you smoke. Let KOOL's come through for you. Come up, come up to KOOL."~~

As in 1965, baseball copy was again used in 1966.

During 1966 smoker problems in the television format contained expressions such as, "The cigarette I'm smoking has a flat taste," or "dull taste," or "rough taste" or "no taste." In every case KOOL's solved the problem.

681700874

RADIO

Commercials with copy and jingles similar to those used in television were aired on radio in 1966.

681700875

1967

PRINT

A new magazine format was used: a problem/solution ad with two people delivering dialogue such as:

1st: "This isn't my day. First I read the roadmap wrong. Then my cigarette runs out of taste."

2nd: "Everything's not lost. Try one of my KOOL's. They taste great."

Headlines, such as the following, were used: "Come up to the KOOL taste. Taste extra coolness every time you smoke." During 1967 KOOL Filter Longs were introduced in test markets. Print advertising said:

"KOOL Filter Longs are here! (Others taste short by comparison)"

and:

"Now you can enjoy the taste of extra coolness a bit longer. KOOL Filter Longs are here. To give you the coolest taste in any cigarette. Just like KOOL Filter Kings. Only a little bit longer. Which is exactly what makes KOOL Filter Longs so special. They're the only extra length cigarettes with the taste of extra coolness. Two sizes, one taste... the KOOL taste."

POINT-OF-PURCHASE

An election poster for 1967 read: "In either case...keep KOOL." Introductory p-o-p materials said, "Now! Extra length KOOL's," and "Introducing KOOL Filter Longs," and "Others taste short by comparison! KOOL Filter Longs." In Christmas items the pack was shown and copy read: "For give and for get" and "Treat" and "Gifted with the taste of extra coolness." Other copy on p-o-p materials for general use was similar to the 1966 material.

OUTDOOR

The expression, "KOOL - the coolest taste of all!" was used.

TELEVISION

The basic television format remained the same as in 1966. Baseball TV advertising was no longer used. The KOOL Filter Longs television introductory material was very similar to that used in print - the main idea being that both styles, KOOL Longs and KOOL Filter Kings, have the same taste of extra coolness.

681700876

RADIO

Ethnic radio and introductory radio for KOOL Longs was used. Copy was very similar to that used in print. In some radio commercials copy read:

"How many cigarettes you know have the taste of extra coolness? Come one...you know...just one. KOOL. If you want the fresh taste, you want KOOL. So...(Jingle follows)"

and lines such as:

"You'll stay with them. But first you've got to get them...KOOL's."

The above two lines were used in ethnic radio advertising.

681700877

1968

PRINT

A new magazine format was introduced using headlines such as, "Had it with the hot shots?" or "We're not so hot." Body copy would follow, such as:

"Burnt up over the taste of your cigarette? Then you're ready for KOOL's. KOOL's live up to their name. In fact, they're the only cigarettes with the taste of extra coolness. Thanks to 28 rich tobaccos, just the right amount of menthol and KOOL's own filter. So next time make it KOOL time and enjoy the coolest taste in any cigarette. Come up to the KOOL taste."

Another format which showed black and white photographs in the problem situation and a color photograph suggesting the solution used the following copy:

"A cigarette is a cigarette is a cigarette..Except this one - This one's a KOOL, the only cigarette with the taste of extra coolness. Two sizes, one taste, the KOOL taste."

Introductory Long Size ads were used nationwide saying, "Here's the long and the cool of it" and "Meet the long and the cool" and "The only extra long cigarette with the taste of extra coolness." Negro newspaper and Sunday supplement ads used the same kind of copy as well as other major newspapers across the country. In trade magazines copy ran: "Where in the world have our long sizes been... in test markets...Results? We're going national. Our representatives will call soon." In some Negro newspapers copy was: "The taste lives up to the name." Come up to the KOOL taste." In November 1968, a new style of problem/situation ads was introduced. The problem was featured pictorially, the copy being, "Hot and bothered?" and below, against a KOOL pack, copy said, "Come up to the KOOL taste."

POINT-OF-PURCHASE

A series of posters shows the pack in situations with headlines such as, "Picnic Pack", "Patio Pack", "Date Kit", "Summer Stock". Other-wise p-o-p copy is similar to that used in 1967 print.

OUTDOOR

Outdoor billboards are used in Los Angeles. They are problem/solution boards and copy reads as follows:

"Beat the heat - KOOL Filter Longs"

or:

"Down with dryness - KOOL Filter Longs"

681700878

or: "Harshness has had it - KOOL Filter Longs"

or: "We're not so hot (tasting, that is) - KOOL Filter Longs."

Between the problem line and the solution was a pack of KOOL Filter Longs.

TELEVISION

The problem/solution, slice-of-life format was continued on network television. "Taste" references were used less often than in the past five years and the problem/solution copy would take this form:

1st: "This cigarette tastes rough."
2nd: "Here, try my KOOL's."
1st: "Thanks, I like them. They're smooth."

Shorter length commercials for spot television are also widely used. They are not problem/solution, slice-of-life commercials but the copy strategy is basically the same.

RADIO

Radio on Negro stations is widely used as a special program involving several different radio formats is aired in Los Angeles. Copy is consistent in all commercials. Many are of a problem/solution nature using copy such as: "Rough cigarettes jarring your taste? Let new KOOL Filter Longs smooth things out." Otherwise copy refers to the "Kool taste", for example, "The taste of extra coolness in an extra length", and "2 sizes, one taste...the KOOL taste."

681700879

Attached are:

1. Summary of KOOL advertising expenditures (all media) for 1934 through 1967.
2. Summary of KOOL sales and share-of-market for 1934 through 1967.

H.E.J.
H.E.J.

/np .

681700880