

J. WALTER THOMPSON COMPANY NEWS

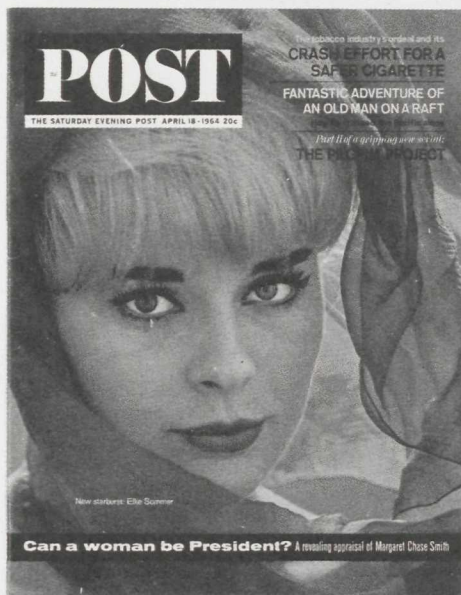
LIBRARY-REF ID: A6-11064
APR 14 1964
J. W. T. CO. - CHICAGO



VOLUME XXIX, NO. 15

FOR STAFF MEMBERS ONLY

APRIL 15, 1964



FEATURE—"Crash Effort for a Safer Cigarette" gets top billing on cover of April 18 *Saturday Evening Post*.

'Post' Cites Unique Role of Lark

NEW YORK—Liggett & Myers introduced its Lark filter cigarette a little over a year ago. It quickly carved out a position as the most successful new brand in the cigarette market in more than five years.

Backed by JWT advertising and publicity in newspapers, magazines, radio and television, Lark has steadily increased its sales, even in the first quarter of 1964, following the release of the report on smoking and health by the U.S. Surgeon General's Advisory Committee.

The Surgeon General's report, which was widely publicized, touched off an inquiry by a crack editor of the *Saturday Evening Post*, Bill Davidson. He spent six weeks investigating the effects of this report on the tobacco industry. His findings are published this week in the April 18 issue of the *Post*.

Davidson's report, "Crash Effort for A Safer Cigarette," is the cover article in this week's *Post*. Because of its importance to this JWT client, JWT News is putting out this special issue, reprinting an extract from the Davidson article.

Davidson's article begins as follows: "In the American tobacco industry, January 11, 1964, is now known as The Day the Bomb Dropped. The bomb, of course, was

the long-awaited report of Surgeon General Luther L. Terry's Advisory Committee on Smoking and Health. Terry dropped it in a press conference which many industry leaders watched on the monitors of TV networks taping the event." [Liggett & Myers executives actually viewed the press conference on closed-circuit TV facilities in JWT's New York office.]

Davidson then goes on to report what tobacco companies are doing to develop different kinds of cigarettes. A section of his report is reprinted below.

Liggett & Myers is both an advertising and a public relations client of JWT-NY.

Excerpt from 'Crash Effort for a Safer Cigarette'

But perhaps the most important note of hope was found in, of all places, the surgeon general's report itself. The report had made it clear that the removal of tars and nicotine from cigarettes was not enough. It explained that there are gases in cigarette smoke, such as hydrogen cyanide and acetaldehyde, that cripple the body's own cleansing mechanism in the respiratory tract, thus allowing cancer-causing substances to lodge in the bronchial tissue instead of being carried away. For this cleansing, the body relies on millions of little hairlike protuberances in the respiratory tract, called cilia, which beat back and forth like oars in an ancient slave galley. The rhythmic beat of the cilia moves the mucus upward, carrying with it all debris from the lungs, until both mucus and debris can be swallowed harmlessly or spat out. Cigarette smoking is known to slow down the beat of the cilia and even to eliminate many of them altogether. But, said the surgeon general's report, scientists have recently opened an important line of investigation concerning the gases that inhibit or destroy the cilia. In what probably is its only positive finding, the report states, "It has been reported that a filter containing special carbon granules removed gaseous constituents which depress ciliary activity."

This one cheerful little sentence has touched off what promises to be the biggest and most expensive marketing war in cigarette history, a war that is

already being labeled The Great Charcoal Derby. First out of the starting gate was Liggett & Myers with its new Lark cigarette. The company began its research into cilia inhibition several years ago when it engaged the noted pharmacologist, Dr. Charles J. Kensler of the Arthur D. Little research organization in Cambridge, Mass. As a result, the Lark—with an activated charcoal-granule filter sandwich between two conventional filters—was already on the market when the surgeon general's report was released.

Lark took off in sales like nothing the industry had seen in many years. Within a few weeks of the report's release, it zoomed from nowhere to a place among the top-selling cigarettes. In some areas, it was the No. 1 cigarette in February and March. It is one of the few brands that have run counter to the generally downward sales trend since the surgeon general's report. Another is the American Tobacco Company's new Carlton, which features low tar and nicotine content and which works on a different principle, removing most of the smoke with air holes in the paper and then using specially treated charcoal not so much to take out gases as to add aromatic flavor.

Liggett & Myers, like all the other cigarette companies, is prohibited by a 1960 Federal Trade Commission ruling from making any health claims for its products, but it had a lucky break with the Lark. Dr. Louis F. Fieser, one of the 10 scientists on the

surgeon general's advisory committee and a professor of chemistry at Harvard, was interviewed on January 21 by *The Harvard Crimson*, the university's student paper. Doctor Fieser was asked what he smoked. "Larks," he said, and added that, "this filter represents a definite encouraging advance." Thousands of reprints of the college-paper interview thereupon appeared all over the country—and Lark was on its way. It will not have the field to itself for very long, however. P. Lorillard's new York Filters, Brown & Williamson's new Avalon, and the new Multifilter Philip Morris—all with activated charcoal-granule filters and each claiming additional features which supposedly make it superior to the Lark—have been test-marketed and are ready to enter the Charcoal Derby.

But is charcoal the real answer to the industry's problem? Even Doctor Kensler, the scientific father of the Lark, does not think so. "It's just a start," he says. "The encouraging thing is that we proved that the gases are harmful and that we found a way of selectively pulling them out of the smoke, instead of just removing part of the whole smoke, which is what the purely mechanical fiber filter does. The next step is to find other harmful components and selectively remove them with other filtering materials. We may end up with five or six different filters on a cigarette."

LARK's FILTER!

this is the filter that's making news!



Only LARK has this unique filter with its exclusive inner chamber of charcoal fortified for flavor

LARK's FLAVOR!

Taste the good things that happen to smoke filtered through fortified charcoal granules



Smokers try LARK and discover a new kind of smoothness—a rich flavor no other cigarette can imitate. Only LARK has the unique 3-piece Keith filter with charcoal granules that are fortified for flavor.

Richly Rewarding yet Uncommonly Smooth