



The Mark of Quality in Tobacco Products



**THE
BROWN &
WILLIAMSON
STORY**



The statue illustrated on the front cover is of Sir Walter Raleigh, who popularized tobacco in England. This oak statue is believed to have been carved during the reign of Queen Elizabeth I (1558-1603)



FOREWORD

Tobacco was the first commercial enterprise in America, and today it's one of the largest in the nation. It ranks as the fourth largest farm cash crop. Annual taxes collected on the sales of tobacco products, primarily cigarettes, exceed \$3 billion.

More than 750,000 American farm families are engaged in the production of tobacco. At the height of the growing and harvesting seasons, about three million workers are employed. In all, an estimated 17 million Americans derive all or part of their income from tobacco.

The growth and development of the tobacco business to its present place of importance is an amazing story of industrial growth. An integral part of that story is the development and pioneering achievement by the Brown & Williamson Tobacco Corporation, one of the nation's leading tobacco companies.

This booklet presents an account of the closely interwoven history of the tobacco business and of Brown & Williamson.



THE STORY OF TOBACCO



On the day that Columbus first set foot on land in the New World, a friendly native presented him with a bundle of tobacco leaves. To the explorer and his men the gift marked their first knowledge of tobacco.

Columbus and other travelers from the Old World carried the leaf back to their home lands, and thus launched a global demand for tobacco that has had a powerful influence in shaping the course of modern civilization.

Pipe smoking was made fashionable in England by Sir Walter Raleigh, who won Queen Elizabeth's approval of the custom after introducing it to her court.

As the popularity of smoking spread rapidly through Europe in the late Sixteenth Century, the demand for leaf naturally rose. In fact, during the Seventeenth Century, tobacco actually was used as currency in Colonial Virginia. A minister, for example, charged 200 lbs. of the best leaf for a marriage ceremony.

In the meantime, people in other parts of the world were becoming familiar with the use of tobacco. In the early days, tobacco was produced principally for pipe smoking, cigars, chewing and snuff. The popularity of tobacco in cigarettes did not begin until a milder, more delicate blend was developed in Spain; cigarettes later became the fashion with ladies in France in the early Nineteenth Century.

The popularity of the new cigarettes was carried from France to England and from there back to the Americas. Today cigarettes represent a major part of the some two billion pounds of tobacco used by manufacturers in this country each year.

In 1965, the approximately 70 million tobacco users in the United States

purchased over 515 billion cigarettes, about 9 billion cigars and cigarillos, 74 million pounds of smoking tobacco for pipes and roll-your-own cigarettes, 64 million pounds of chewing tobacco and 30 million pounds of snuff. An estimated two trillion cigarettes are smoked in a year throughout the world.

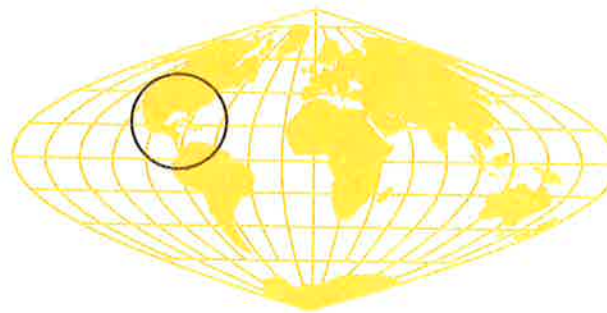
FROM FIELD TO FACTORY

Most cigarettes now made in this country contain a blend of four tobaccos—Burley, a rich full-bodied type, grown largely in Kentucky and surrounding states; Bright, (also known as Virginia or flue-cured tobacco) a golden leaf, grown in Virginia, the Carolinas, Georgia and Florida; Maryland, a fragrant, light variety grown in the state for which it was named; and Oriental, or Turkish, a delicate, aromatic type, imported from the Near East.

After these tobacco plants have matured in the field, the leaves are hung in curing barns where a chemical transformation takes place. Excess moisture is removed and the leaves alter their color to shades of yellow and brown.

Two basic types of curing are used for cigarette and smoking tobaccos. One is flue-curing in which artificial heat without smoke is provided from flues in the barn to hasten the curing process. This method is applied to the Bright tobaccos. The second method is air-curing, used primarily for Burley tobacco, during which no heat is provided.

Following this curing by the farmer, the tobacco is sold at the colorful auctions which now number over 900 in 167 communities in twelve states. Brown & Williamson buys millions of pounds of Bright tobacco each year through an affiliated buying firm, Export Leaf Tobacco Company, and additional millions of pounds of Burley under its own name. After the auctions, the cured tobacco is shipped to warehouses where it is carefully aged from two to three years in specially designed, large wooden hogsheads, holding approximately 1,000 lbs. each.



THE BROWN & WILLIAMSON STORY



During the year 1876, T. F. Williamson, of Caswell County, North Carolina, formed a small tobacco company to manufacture plug and granulated smoking tobacco. Its two brands of plug, Red Juice and Red Crow, and its Golden Grain brand of granulated gradually became well known throughout the Atlantic Coast area. Wagon loads of them were sold by salesmen in the mountains of western Virginia and North Carolina, and eastern Tennessee and Kentucky.

About the same time, T. F. Williamson's son, Robert, was employed by a plug tobacco manufacturer in Winston-Salem, North Carolina. Through his business activities he became acquainted with George Brown, who was engaged in the purchase and sale of leaf tobacco in the same city.

George Brown's leaf business prospered until the panic of 1893, when he found himself with 100,000 pounds of tobacco he couldn't sell. At this point Robert Williamson, experienced in the manufacture of tobacco, joined George Brown, whose experience was in tobacco marketing, to form a partnership for the manufacture of plug and smoking tobacco. After setting up the business by renting an idle factory and its machinery, they negotiated the purchase of brands and business of the T. F. Williamson Company.

Success came quickly to the new enterprise. New brands of plug tobacco—Bloodhound, Bugler, Kite and Shot—were added in 1894. By 1906 the business had grown to a position of stature that led to its incorporation as Brown & Williamson Tobacco Company. George Brown became president, and Robert Williamson, vice president. In the following year the company's product line was expanded to include snuff which it sold under the brand names of Granny, Polly and Tube Rose. Tube Rose is today one of the country's largest selling dry snuffs.

PERIOD OF GROWTH

The mid-1920's began an era of major expansion for Brown & Williamson and marked the start of its emergence as one of the leading tobacco companies of the nation. During that period it acquired the J. G. Flynt Tobacco Company of Winston-Salem, and with it the trademark Sir Walter Raleigh, a pipe tobacco that had been on the market since 1884; today it is one of the country's most popular brands.

Another development during the same period—one that was to have a decisive bearing on the future growth of the company—was the purchase in 1926 of the R. P. Richardson Company of Reidsville, North Carolina.

The Richardson firm had been in business in North Carolina for many years manufacturing, among other products, Old North State granulated smoking tobacco which dated back to 1873. At the time of its purchase by B&W, Richardson had just begun cigarette manufacture with a brand also known as Old North State. Thus, this acquisition put Brown & Williamson in the cigarette business for the first time.

GRANNY



Consumer preferences in tobacco were changing during those years. Pipe tobacco, cigars, roll-your-own cigarette tobaccos and chewing tobacco no longer were the leading sellers. When T. F. Williamson started his small business in Caswell County in 1876, cigarettes were still pretty much of a foreign curiosity in the United States.

It wasn't until just before World War I that cigarettes began to assume major importance, and in the next two decades the popularity of cigarettes spread so rapidly they became the dominant product of the industry.

The company was reorganized in 1927 as the Brown & Williamson Tobacco Corporation to provide the required capital for expansion and full scale entry into the national market. At this time, the company became associated with the British-American Tobacco Company, Ltd. as an affiliate.

The Brown & Williamson Tobacco Corporation moved into the cigarette business during this period of tremendous growth—and increasing competition. It continued to market the Old North State brand in a limited area for about two years, but at the same time was making plans for establishing a national cigarette beachhead. Company officials saw advantages in a “specialty brand” and, in 1928, introduced Raleighs in a wallet-type cardboard package, priced several cents above the regular brands. Reception by the smoking public was good.

As the business grew, a modern factory was built in Louisville, Kentucky, the heart of the Burley tobacco growing area, and the company's general offices were moved to Louisville from Winston-Salem in 1929.



Original wallet pack for Raleigh cigarettes



Original Wings package design

NEW PRODUCT DEVELOPMENT

With the advent of the depression, the company decided that a shift in its approach to the smoker was called for. As a result, Brown & Williamson introduced premium coupons with Raleighs, adopted the conventional “soft pack” and lowered the price to the popular level.

The success of these moves, in a depression economy, was quickly confirmed as Raleigh sales rose rapidly. But they also established a unique and permanent merchandising technique in the industry.

Even after times improved, Raleigh's premium plan continued to grow in popularity. Today this premium program is a multi-million dollar business. More than 12 million premiums have been redeemed by smokers under the plan.

In mid-1930 the company introduced another new brand, Wings. Originally this brand sold at 15 cents, then the prevailing popular price, but two years later was reduced to 10 cents a pack to establish the depression's first “economy priced” cigarette.

Wings achieved a second distinction by becoming the first cigarette to use an outer wrap of moisture-proof cellophane, a protection now employed by nearly every brand in the industry.

Many new products were added to the B&W line during the 1930's. Among them were Target, the first blended “long-cut” cigarette tobacco on the American market; Bugler smoking tobacco and the country's first roll-your-own thrift

Microscopic examination of tobaccos in B&W blends is important part of Research and Development work to assure top quality in all products



Constant check is kept on B&W's top quality tobacco in company warehouses where it ages two to three years in 1000-lb. hogsheads



kit, which includes an efficient cigarette rolling machine, gummed papers, a handy tin for carrying cigarettes and two packs of Bugler.

As its business grew, the company opened its second large cigarette manufacturing plant at Petersburg, Virginia, in 1932.

Two other major "firsts" were established by the company in the 1930's—the introduction of Kool cigarettes, in 1933, the first popularly accepted menthol brand; and Viceroy in 1936, the first cigarette to popularize filter tips. Between these two important developments the company introduced Kite, the first menthol roll-your-own tobacco.

Again, increased business required expansion, and in 1946 the company opened one of the industry's largest, most modern leaf processing plants at Lexington, Kentucky.

THE FILTER MARKET

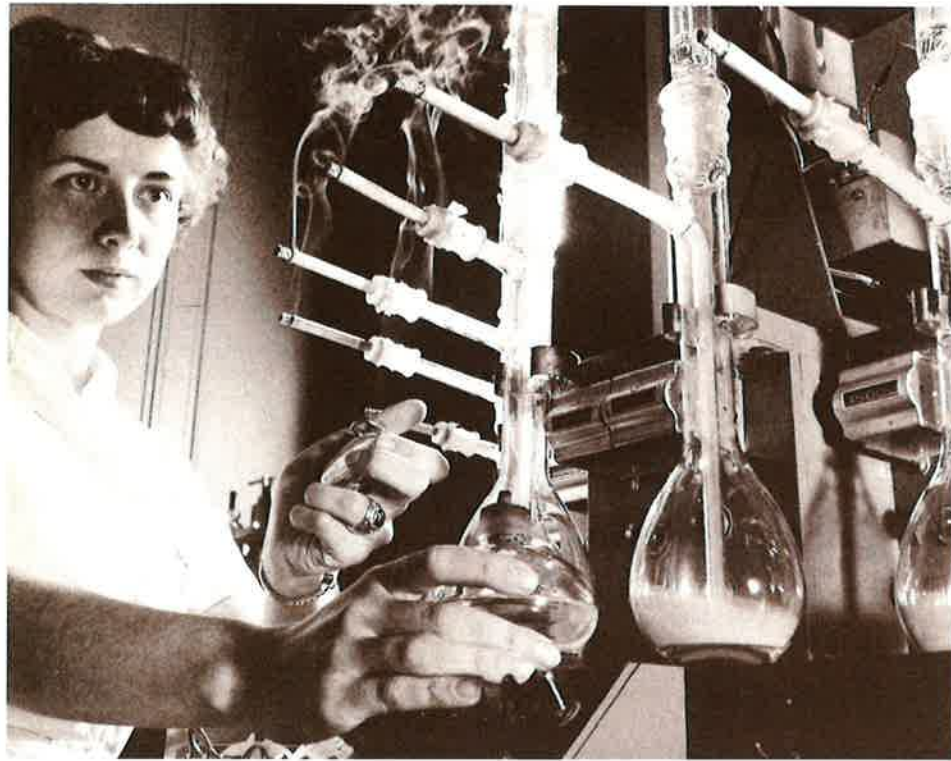
The 1950's brought great new challenges not only to B&W but the industry as a whole. It was an era that saw dramatic changes in consumer smoking preferences as filter-tip brands surged to the forefront.

The pioneering Viceroy cigarettes established another industry landmark in 1952 with the introduction of the first filter made of a vegetable compound (cellulose acetate), the same filter material that is now used by most leading filter cigarette brands. This new king-size cigarette won immediate public favor and opened a wide new market for the industry.

A new light-menthol cigarette Belair, was placed in national distribution in May, 1960, to take advantage of the fast-growing market for menthol-flavored cigarettes. Consumer acceptance was immediate. In early 1962, popularity of Belair soared when the famous Raleigh Coupon was added to the light-menthol brand.

Web-like material is cellulose acetate, a compound acetate now used in most filters. Use of the material was pioneered with Viceroy in 1952.





Smoking machine is used to measure constituents of smoke affecting flavor and aroma of cigarettes



Unique process for growing dwarf tobacco plants plays valuable role in advancing B&W tobacco research



This "plastic house" contains equipment used by B&W Research to study properties of tobacco

BROWN & WILLIAMSON RESEARCH



Brown & Williamson's growth throughout its history has been based, in large part, on a philosophy of research and development—a constant seeking for new and better products, packages and materials, new and better processes and techniques.

The Research and Development Department at B&W is assigned responsibility for developing standards of quality for materials and for conducting product research and basic research.

Quality procedures are developed for every B&W brand to make certain that each product is manufactured according to the high standards of quality and consistency for flavor, aroma, burning efficiency and all other important characteristics.

Among the many significant results of product research in recent times was the introduction, in cooperation with suppliers, of the now widely used cellulose acetate filter, which was first used on Viceroys in 1952.

The fundamental research branch conducts exhaustive studies into every phase of tobacco, "from seed to smoke." For this work, the laboratory utilizes a unique method of growing miniature tobacco plants under controlled conditions to study all possible effects of environment on the important characteristics of the tobacco leaf.

The skilled staff of highly trained scientists and technicians working in the company's modern laboratories is one of the major reasons why B&W is truly "the mark of quality in tobacco products."

BROWN & WILLIAMSON TODAY

From its small beginning in 1876, Brown & Williamson has grown to a position of major importance in the nation's tobacco industry. It ranks among the top three companies in terms of sales. Over the past ten years, the company's sales have been in excess of the industry's average, and now represent about 13 percent of the tobacco market.

Brown & Williamson's growth has been built on a spirit of progressiveness in an organization now numbering over 7500 men and women. It is an organization that takes pride in the contributions its people have made to the progress of the company and the industry. It is an organization that encompasses the finest in the skills and experience the industry can offer, and one that provides the highest standards of employment.

To provide the most modern facilities possible, the company operates two large factories, at Louisville and Petersburg, primarily for the manufacture of cigarettes. The plants are points of interest to visitors to the two cities and thousands of persons annually are given guided tours to witness cigarette manufacture.

In addition, B&W operates a smaller plant for the manufacture of snuff and plug tobacco at Winston-Salem and the leaf processing plant at Lexington.

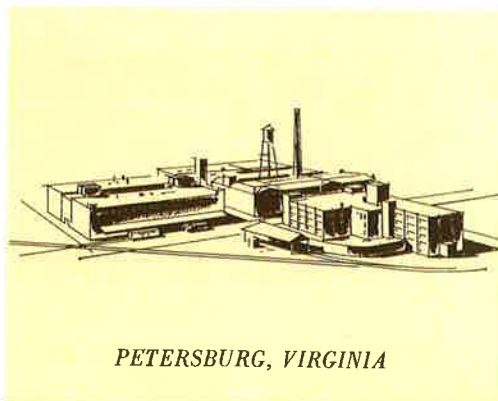
Brown & Williamson's product line includes seven cigarette brands, pipe and cigarette tobacco, snuff and chewing tobacco. These products are sold throughout the U.S. and in many other countries throughout the world.



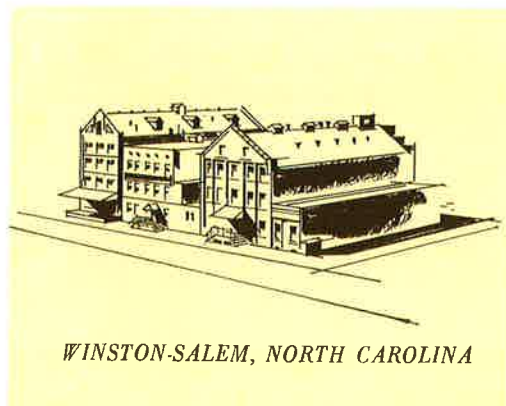
HOME OFFICE, LOUISVILLE, KENTUCKY



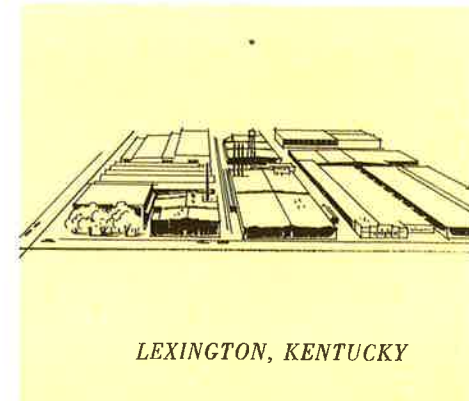
LOUISVILLE, KENTUCKY



PETERSBURG, VIRGINIA



WINSTON-SALEM, NORTH CAROLINA



LEXINGTON, KENTUCKY



**THE
BROWN &
WILLIAMSON
FAMILY OF
QUALITY
PRODUCTS**





Raleigh was the first cigarette to be developed and marketed by Brown & Williamson.

Raleighs, both plain end and cork tipped, were introduced in the fall of 1928 and sold at a premium price. They were initially packaged in a novel wallet-type cardboard box. In 1932, the conventional soft pack replaced the wallet pack, and the price was reduced to bring Raleighs into the popular price field.

In the spring of 1953, both plain end and cork tipped Raleighs were changed to king-size cigarettes. Filter tipped Raleighs replaced the cork tipped style in the fall of 1957.

Raleighs give smokers extra value—the finest quality tobacco plus valuable gifts free for Raleigh coupons. Every pack contains a Raleigh coupon redeemable for quality premiums (four extra coupons are packed in each Raleigh carton).

Raleigh/Belair Catalog of beautiful gifts may be obtained by writing Brown & Williamson, P. O. Box 903, Louisville, Ky. 40201.

Belair cigarettes were introduced nationally in May, 1960, after having been test marketed successfully in selected areas.

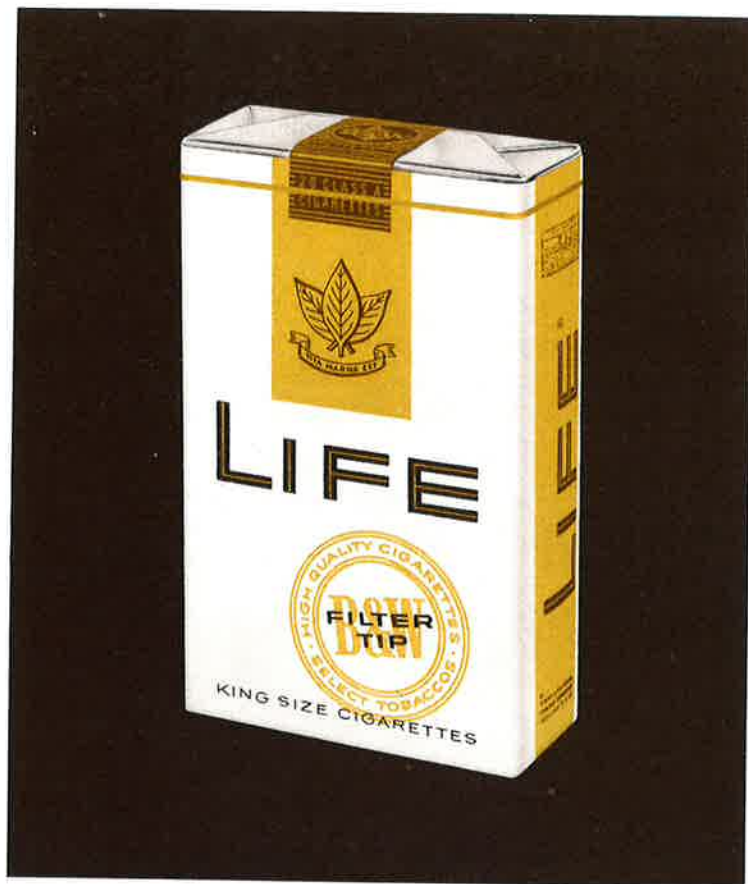
The development and marketing of the cigarette coincided with the tremendous growing popularity of menthol cigarettes. Before its introduction, the Belair blend underwent exhaustive taste testing with a large panel of consumers. These consumers judged it superior to the leading light menthol filter cigarettes then on the market.

Belair's exclusive blend of fine tobaccos with a mild suggestion of menthol is high among the distinctive features which resulted in immediate consumer acceptance. Belair cigarettes offer the smoker a brighter, cleaner taste.

In addition, Belair smokers get valuable Raleigh coupons, redeemable for free gifts.

Belairs are marketed in the conventional soft pack and are sold at the popular filter price.





Life cigarettes were introduced by Brown & Williamson Tobacco Corporation in 1959.

This new cigarette was marketed after extensive research directed at developing a filter cigarette that gives a satisfactory smoking taste.

Life's smoking section is made up of a special blend of the finest domestic and Turkish tobaccos. The Life filter is a pioneering development that resulted from Brown & Williamson's own research and cooperative development work with the suppliers of the filter materials.

Life cigarettes let smokers enjoy a richer, smoother tobacco taste—a light smoke—the choice in filter cigarette smoking.

Wings cigarettes were introduced by B&W in the early summer of 1930 as a regular size cigarette retailing at 15 cents per pack—the then prevailing price of popular price brands. They were sold for a brief time in the conventional soft pack as well as the wallet-type cardboard box.

In the spring of 1932, B&W reduced the price of Wings to 10 cents per pack—making it the country's first economy priced cigarette. This price reduction resulted in Wings gaining national importance.

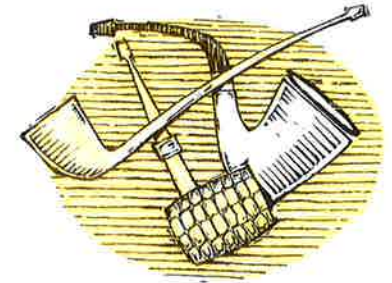
Wings was the first cigarette to be wrapped in moisture-proof cellophane for greater protection.

In March, 1940, Wings were marketed in king size, while remaining at an economy price. They presently are priced about 30 cents a carton (3 cents a pack) below other king-size non-filter brands, making Wings especially attractive to smokers who like to economize in their cigarette purchases and still enjoy a fine blend of domestic and Turkish tobaccos.



duMaurier luxury cigarettes were acquired by Brown & Williamson in July, 1955, through the purchase of the Columbia Tobacco Company. duMauriers were among the earliest of all filter cigarettes, having been introduced in 1932, although prior to their purchase by B&W they were not widely marketed. Consumer acceptance of this premium cigarette was based on its filter, its costly extra-quality tobacco blend and its distinctive package.

Brown & Williamson continued duMaurier's tradition for fine tobacco and quality packaging, and greatly increased the distribution for this superior cigarette.



SIR WALTER RALEIGH smoking tobacco was acquired by B&W through the purchase of the J. G. Flynt Tobacco Company in 1925. The brand had been sold on a regional basis since 1884 and was placed in national distribution by B&W in the fall of 1927. Sir Walter Raleigh was marketed at popular prices in the ordinary pocket-size tin until 1959 when it was introduced in an exclusive and convenient pouch pack which keeps the tobacco 44 per cent fresher. The product is also available in both small and large size vacuum canisters.

Sir Walter Raleigh is a special blend of choice Kentucky Burley tobaccos, extra-aged to their peak of mildness for the most particular pipe smoker.



TUBE ROSE snuff, a sweet mild type, was introduced in 1907. It gained immediate popularity in North and South Carolina and later, primarily through word of mouth, its fame spread through major snuff areas. It provides a satisfying “dip” of snuff, which is one of the oldest methods of using tobacco and which still is popular with the estimated 6,000,000 snuff consumers throughout the country.

Tube Rose has a rich taste and satisfying “just right” flavor—not too strong, but mild and full-flavored.

Tube Rose is packaged in a wide variety of sizes, a medium and large pocket-size tin, a “jumbo” tin, a large and a giant glass tumbler, and a half-pound can.

Tube Rose is the only snuff that gives coupons which are redeemable for attractive and useful premiums. The free, full-color Tube Rose premium folder can be obtained by writing Brown & Williamson Tobacco Corp., Box 599, Louisville, Kentucky 40201.

BUGLER, by far the largest selling “long-cut” cigarette tobacco today, was introduced in the fall of 1932 to give B&W a low-priced entry in the then depression-stimulated market. Bugler was an instant success, and in a matter of months it became dominant in its field. Later, a second size package was added and

today Bugler is also available in a 7-ounce vacuum canister.

One of the major factors in the success of Bugler has been the famous “Thrift Kit,” developed and sold early in its history. The Bugler Thrift Kit contains an efficient hand-operated cigarette rolling machine that enables consumers to produce cigarettes comparable to those made in factories, a handy metal tin for carrying cigarettes, and ample supply of gummed cigarette papers and two packages of Bugler. Millions of these kits have been sold to date, and are enjoying wide popularity.

Today’s Bugler is a fine blend of domestic and Turkish tobaccos with flavor and quality on a par with factory-made cigarettes.

TARGET was the first blended “long-cut” cigarette tobacco introduced in the United States. Its appearance in the spring of 1931 established Brown & Williamson as the leading producer of this type of tobacco product. The company today supplies about 90 per cent of the “long-cut” market.

Target’s fine tobacco blend is packaged with an ample supply of gummed cigarette papers. Target is a blend of the highest quality domestic and Turkish tobaccos equal to those used in factory-made cigarettes.





KITE was the first cigarette tobacco containing cooling menthol to be marketed in the United States. It was introduced by B&W in 1934 as a natural follow-up on the success of Kool menthol cigarettes, which were marketed a year earlier. B&W's leadership in this field has never been challenged.

Like its non-menthol counterparts, Bugler and Target, Kite is a quality blend of domestic and Turkish tobaccos. All B&W's "roll-your-own" cigarette tobaccos have an ample supply of gummed cigarette papers for smokers. Today's standard-size package holds enough tobacco for up to 25 cigarettes.

GOLDEN GRAIN granulated tobacco for cigarette and pipe smoking is the original brand introduced by the T. F. Williamson Tobacco Company in 1876. (A son of T. F. Williamson was a founder of Brown & Williamson.)

In the beginning, Golden Grain, like all granulated tobaccos, was a straight Bright tobacco blend. In the middle 1930's, B&W blenders conceived the idea of adding a certain percentage of Burley tobacco to the Golden Grain blend. This new "Burley Blend" was an immediate success, and in a few months the sale of Golden Grain attained record-breaking volume in every state.

It is fresh, clean tobacco, packed with a supply of gummed cigarette papers. An economy tobacco, its unique taste is preferred by many smokers who can afford the more expensive factory-made cigarettes.

OLD NORTH STATE is one of America's oldest and best known names in granulated tobaccos, widely used for "rolling-your-own" cigarettes and for pipe smoking. Its name and reputation for quality were established in 1873 by the R. P. Richardson Company, of Reidsville, North Carolina.

It was added to the B&W product line when the Richardson Company was purchased in 1926. Old North State is a fine blend of rich, pure tobaccos, thoroughly ripened and aged to perfection.

It rolls easily, draws freely and has a satisfying flavor. Consistent with its tradition, Old North State is still packed in the well-known cotton bag with a handy draw string and an ample supply of gummed cigarette papers.

BLOODHOUND plug chewing tobacco was introduced in 1894 with the formation of the partnership between George Brown and Robert Williamson. Today, it is still one of the most popular chewing tobaccos among consumers who like a ripe, satisfying chew.

Bloodhound is manufactured in Winston-Salem, North Carolina, the early center of tobacco manufacturing, by men with long experience making this type of product. Its flavorful tobaccos are marketed with the sealed-in freshness provided by a distinctive cellophane wrap.

Bloodhound is carefully hand-wrapped with the best grade of tobacco specially selected for this purpose. Ends are squared and neatly fitted so that the finished plug stays firm and fresh until it is completely used. After wrapping, each plug is inspected to make certain that the corners are firm and that the wrapper leaf is tucked in properly.



B&W SUN CURED plug chewing tobacco was introduced in 1905. It is made of fully ripened and cured tobaccos grown in Virginia, North Carolina, Kentucky and Georgia; and manufactured in the B&W plant at Winston-Salem, North Carolina.

The "wrapper" on a cut of B&W Sun Cured consists of the finest tobacco leaf available for this purpose. It is applied by skilled personnel who know how to apply the leaf smoothly with squared and neatly fitted ends. This extra care guarantees that the wrapper will "hold" until the plug is completely used and that it will stay fresh tasting throughout. Each plug undergoes strict inspection for correct weight, firmness of corners and proper tucking of the wrapper leaf end.



RALEIGH/BELAIR PREMIUMS are attractively displayed at B&W's Premium Center in Louisville, Ky. Over 800 personal and household items are offered in exchange for Raleigh coupons. A free copy of the Raleigh/Belair catalog can be obtained by writing: CATALOG, Box 903, Louisville, Ky. 40201.

Redeemable by the undersigned according to terms of catalog in effect at time of redemption except that, in any state where redeeming for food is prohibited or requiring payment of a license or tax not required for cash redemption, this coupon will be redeemed only for its cash value and this coupon is void and the offer herein contained is not extending in any state or locality where redemption of issue thereof is prohibited or in which any tax, license or other restriction is imposed upon the redemption issuance thereof.

Redeemable only in U.S.A.
VALUE 1/2 OF 1 CENT
Offer Expires Dec. 31, 1974



RALEIGH-BELAIR PREMIUM PROGRAM

Premium coupons were introduced with Raleighs in late 1932. The coupon program has grown to a multi-million dollar business. The first premium was a deck of playing cards. Later, a card table cover was added, and then the card table itself. In 1962, the famous Raleigh coupon was added to Belair, B&W's light menthol brand. Today's colorful Raleigh-Belair Premium Catalog displays hundreds of premiums offered free for Raleigh Coupons. Each premium selected for this program is the best in its field and of proven consumer acceptance. Included are beautiful and useful items for every room in the house, plus personal gifts for every member of the family, including sporting equipment, tools and other fine gifts. The Raleigh-Belair Premium Program is unique; it is administered entirely by Brown & Williamson Corporation, from the printing of the coupons to the distribution of the premiums. From 1932 to the present day, more than 12 million premiums have been distributed to Raleigh and Belair smokers. The retail value of the Raleigh premiums distributed each year now exceeds \$12,000,000.