



Guide to the American Tobacco Company. Letter to Stockholders, Subject: Advertising, 1940

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Summary

Collection Title:

American Tobacco Company. Letter to Stockholders, Subject: Advertising, 1940
February 1

Creator:

American Tobacco Company

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Tobacco and cigarette manufacturing firm headquartered in New York, N.Y. Consists of 7-page annual letter from American Tobacco Company President George W. Hill to Stockholders. Letter summarizes success of Lucky Strike brand over the year and praises the value of advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

0.1 Linear Feet

Language:

Materials in English

Collection ID:

RL.11580

Permalink:

<https://idn.duke.edu/ark:/87924/m1t59v>

Preferred Citation

[Identification of item], American Tobacco Company. Letter to Stockholders, Subject: Advertising, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Consists of 7-page annual letter from American Tobacco Company President George W. Hill to Stockholders. Letter summarizes success of Lucky Strike brand over the year and praises the value of advertising. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Tobacco and cigarette manufacturing firm headquartered in New York, N.Y. Founded 1890 through the combination of several firms; split up after antitrust litigation 1907; renamed American Brands 1969; Tobacco interests acquired by Brown & Williamson 1994; merged with R.J. Reynolds 2004.

George W. Hill born 1884, Philadelphia; attended Williams College; Brand manager for Lucky Strike 1916; President, American Tobacco Co. 1925; died 1946, Quebec.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

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Guide to the American Tobacco Company. Letter to Stockholders, Subject: Advertising, 1940
the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The American Tobacco Company. Letter to Stockholders, Subject: Advertising was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2015.

Processing Information

Processed by Richard Collier, Jan. 2018

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

American Association of Advertising Agencies records;

Gary P. and Sandra G. Baden Collection of Print Advertisements;

J. Walter Thompson Company. Albert Stridsberg papers;

J. Walter Thompson Company. Review Board records;

Liggett & Myers Tobacco Company records;

Sheldon B. Sosna papers

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Names and Subjects

- Advertising
- Advertising -- Tobacco
- Advertising -- Cigarettes
- John W. Hartman Center for Sales, Advertising & Marketing History

- Hill, George W. (George Washington), 1884-1946

Collection Inventory

George Hill letter to stockholders, 1940 February
1

Folder 1