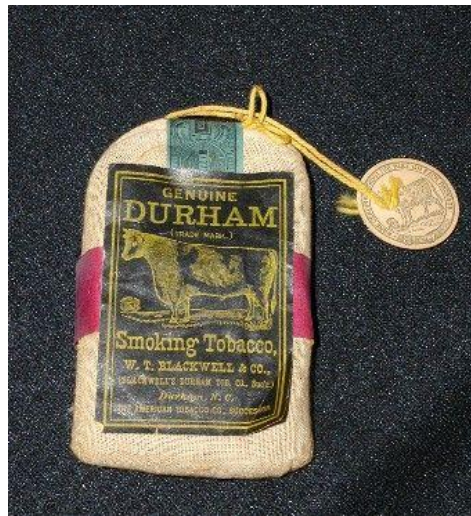


## #30 The Smoke of the Service



Wilbur Baxter, Kinsley High School, Class of 1912

100 years ago, Kinsley man, Wilbur Baxter, had just started serving in an evacuation hospital in France. The Kinsley *Graphic* contained this short item: “Wilbur Baxter has written his family that he is very well, and that if they are thinking of sending him anything to please put in a little ‘Bull Durham’. His sisters answered the ‘S.O.S.’ by return mail.” (February 14, 1918)

My curiosity was aroused by this item and the fact that large *Bull Durham Smoking Tobacco* ads had started appearing in December in both the Kinsley *Graphic* and Kinsley *Mercury*. At this time, *Bull Durham* was owned by the American Tobacco Company. The familiar Durham bull image and the wide circulation of advertisements in newspapers and magazine had made “*Bull Durham*” a household name long before World War I.

Bull Durham Smoking Tobacco was a loose-leaf tobacco, not a ready-made cigarette. Those had been around since 1876, but men in the west considered them too expensive and a little prissy. Even before the U.S. entered WWI, the American Tobacco Company targeted prospective smokers in a 1916 magazine advertisement by showing army officers deployed along the U.S.-Mexican border taking time to “roll their own”. The accompanying caption reads, “Wherever you find a group of US. Soldiers you’ll always find the ‘Makings.’”

The copy on the “Bull” Durham ad pictured below right is a study in the art of advertising persuasion. Just read all the positive words and images on this advertisement.

*From “rookie” to seasoned trooper – from the old line fighters to the new aerial scouts – every branch of the American Army smokes “Bull” Durham. It’s part of their equipment in barracks, camp or field. For snappy swing and lively action - for fresh, wholesome, youthful vigor – everywhere our boys in khaki “roll their own” with “Bull” Durham.*

*“Bull” Durham is the world’s greatest cigarette tobacco. Its mellow-sweet flavor and aromatic fragrance are unique. “Rolling your own” with “Bull” Durham is a man’s art – combining the joys of achievement and of smoking satisfaction.*

*It’s easy to learn – and then you’ll know the pleasure of smoking the smoothest, freshest, liveliest cigarette that can possibly be made.”*



Lieut. F. D. CONKLIN    Batt. Adj. J. P. DANIELL    Lieut.-Col. ROBERT McLEAN    Lieut. F. J. MURPHY    Lieut. CHAS. G. ALLEY

*Snapped during their recent service on the Mexican Border. Look for the Famous Maslin Sack*

### Officers of New York's 7th Regiment "Roll Their Own"

Wherever you find a group of U. S. soldiers you'll always find the "Makings". Remarkable? No, only natural. Here's the reason:—

You can make for yourself, with your own hands, the mildest, most fragrant, most enjoyable cigarette in the world—and the most economical. Machines can't imitate it. The only way to get that freshness, that flavor, that lasting satisfaction—is to "roll your own" with good old "Bull" Durham.

*"Roll Your Own"*

*The "Makings" of a Nation*

*A Suggestion To Pipe Smokers*  
Just try mixing a little genuine Bull Durham tobacco with your favorite pipe tobacco—it's like sugar in your coffee!

*The American Tobacco Co.*

## BULL DURHAM

The Smoke of the Red, White and Blue



### French People Identify American Troops By Their "Bull" Durham Tags!

READ THIS

BY FLOYD GIBBONS.  
(Special Cable to Chicago Tribune.)  
BASE OF AMERICAN TROOPS IN FRANCE. June 28.—(Delayed.)—The first contingent of the American expeditionary force has disembarked in France.

**Symbol of Identification.**  
One common symbol of service in both our army and navy has been accepted as distinctive by the French peasants. It is a little black and white paper tag that hangs by a piece of yellow string from the left hand breast pocket of the service shirt or the navy jacket. This identifies the bearer as possessor of a sack of a well known tobacco brand and has been interpreted as uniform equipment.

*This photograph of Private T. H. Grant of First Illinois Infantry shows how the Army carries "Bull" Durham—the familiar tag hanging from breast pocket.*

GENUINE  
**"BULL" DURHAM**  
TOBACCO

*The Smoke of a Nation*

Guaranteed by  
*The American Tobacco Co.*

*A Suggestion To Pipe Smokers*  
Just try mixing a little genuine Bull Durham with your favorite pipe tobacco—it's like sugar in your coffee!

Bull Durham was sold in a cotton bag with a drawstring that had a tag attached to it. This tag was highlighted in a January 3 advertisement that quoted a cable written by Floyd Gibbons to the *Chicago Tribune* from the base of American Troops in France on June 28, 1917.

***"The French People recognize the American Troops by their "Bull" Durham Tags.***  
*One common symbol of service in both the army and navy has been accepted as distinctive by the French peasants. It is a little black and white paper tag which hangs by a piece of yellow string from the left hand breast pocket of the service shirt or the navy jacket. This identifies the bearer as possessor of a sack of a well known tobacco brand and has been interpreted as uniform equipment.*

(An interesting side note about these bags of tobacco is they were typically tagged by home workers as a true 'cottage industry'. Women and children, sitting on their front porches or in the kitchens, would be paid to tag thousands of bags for the tobacco company.)

Later, the Bull Durham advertising headline on January 31 was, **"Send Them Away With a Smile"**. It asserts that "Bull" Durham is *"The Smoke of a Nation ....Note the sacks of 'Bull' Durham in their pockets. That's why they were going away with a smile."*

Bull Durham was branded as "The Smoke of the Red, White, and Blue." The American Tobacco Company sold all of its production to the War Department to satisfy U.S. troops' craving for tobacco "over there". Bull Durham was included in the rations given to soldiers on the front lines. So great was the urge to smoke to relieve the boredom and tension of war in the trenches General Pershing himself was said to have remarked that cigarettes were more important to our soldiers than bullets.



Bull Durham made its last hurrah in 1918, when the company announced that, since it was sending all its Bull Durham tobacco to U.S. soldiers in World War I, it would suspend advertising. And sure enough, the Bull Durham advertisements disappeared from the *Graphic* and *Mercury* after February, 1918.



### *The Smoke of a Nation*

Corporal J. A. Dunningan, privates Patrick J. Sharkey and M. P. Conroy, 165th Infantry, U.S.A. (the famous fighting sixty-ninth), of the "Rainbow Division." Note the sacks of "Bull" Durham in their shirt pockets. That's why they were going away with a smile. The "Rainbow Division" is now in France, where they identify U. S. Soldiers by those familiar "Bull" Durham tags.



## Send 'Em Away With a Smile!

—by giving our soldier boys "Bull" Durham tobacco.

"The smokers at home do not know what a life-saver Bull Durham is," writes Private Bangs, with the American Expeditionary Forces in France. "We use Bull Durham tobacco almost exclusively."

**GENUINE**  
**"BULL" DURHAM**  
**TOBACCO**

Guaranteed by  
*The American Tobacco Co.*  
INCORPORATED

