

BUSINESS BRIEFCASE  
Sponsor: Appleton Papers NCR  
Subject: Dupont/Part 1  
Robert A. Smith

MUSIC: (UP & UNDER)

ANNOUNCER: DID YOU KNOW THAT THOMAS JEFFERSON SELECTED THE BUILDING SITE FOR  
ONE OF AMERICA'S BIGGEST CORPORATIONS?

I'M JOHN RAUSCH, AND TODAY ON BUSINESS BRIEFCASE, WE'LL TELL YOU  
ABOUT A COMPANY WHOSE CONTRIBUTIONS TO MODERN LIFE ARE ALMOST  
LITERALLY TOO NUMEROUS TO MENTION.

THEY BEGAN SELLING EXPLOSIVES AT A SITE SUGGESTED BY ONE OF  
AMERICA'S FOUNDING FATHERS. TODAY THEY'RE A HUGE CHEMICAL EMPIRE.  
THEY'RE THE DUPONTS ... AND WE'LL BRING YOU THE STORY OF HOW THEY  
BEGAN, WHEN BUSINESS BRIEFCASE CONTINUES.

BUSINESS BRIEFCASE IS BROUGHT TO YOU BY APPLETON PAPERS  
INCORPORATED, MAKERS OF NCR PAPER BRAND OF CARBONLESS PAPER.

MUSIC: (UP & OUT)

SPOT: (APPLETON PAPERS NCR)

MUSIC: (UP & UNDER)

ANNOUNCER: IN 1797, THOMAS JEFFERSON DID A FAVOR FOR AN OLD FRIEND, A FRENCH NOBLEMAN NAMED PIERRE. PIERRE'S SON HAD COME TO AMERICA IN THE AFTERMATH OF THE FRENCH REVOLUTION. LUCKILY, JEFFERSON HAD KNOWN THE FAMILY BECAUSE THEY HAD HELPED NEGOTIATE THE TREATY ENDING THE AMERICAN REVOLUTION. THE FAMILY'S NAME WAS DUPONT.

THE YOUNGER DUPONT HAD STUDIED EXPLOSIVES MANUFACTURING IN FRANCE, AND WANTED TO SET UP HIS OWN GUNPOWDER BUSINESS IN AMERICA. THOMAS JEFFERSON ENCOURAGED HIM TO BUILD ALONG DELAWARE'S BRANDYWINE RIVER, A CENTRAL LOCATION TO ALL THE EARLY AMERICAN STATES WITH PLENTY OF WATER TO RUN POWDER MILLS.

IT'S PROBABLY NO ACCIDENT THAT WHEN THE FIRST DUPONT GUNPOWDER WENT ON SALE IN 1804, THE FEDERAL GOVERNMENT WAS THE FIRST CUSTOMER. AFTER ALL, BY THAT TIME, THOMAS JEFFERSON WAS PRESIDENT.

DUPONT'S EXPLOSIVES BUSINESS EVENTUALLY MADE IT THE CHEMICAL GIANT IT IS TODAY. WE'LL CONTINUE THE STORY OF DUPONT, TOMORROW.

THIS IS BUSINESS BRIEFCASE.

MUSIC: (UP & OUT)

ANNOUNCER: BUSINESS BRIEFCASE WAS BROUGHT TO YOU TODAY BY APPLETON PAPERS INCORPORATED, MAKERS OF NCR PAPER BRAND OF CARBONLESS PAPER.

BUSINESS BRIEFCASE  
Sponsor: Appleton Papers NCR  
Subject: Dole Pineapple  
Robert A. Smith

MUSIC: (UP & UNDER)

ANNOUNCER: THERE ARE NO HUMMINGBIRDS IN HAWAII. AND BELIEVE IT OR NOT,  
THAT'S THE REASON THIS STATE CAN PRODUCE ONE OF ITS LARGEST CASH  
CROPS.

I'M JOHN RAUSCH, AND TODAY ON BUSINESS BRIEFCASE, WE'LL SEE HOW  
AN ENTERPRISING AMERICAN STARTED THE HAWAIIAN PINEAPPLE INDUSTRY.

OUR STORY WOULDN'T BE COMPLETE WITHOUT A WORD ABOUT HUMMINGBIRDS.  
WE'LL SEE HOW THEY HOVER OVER THE STORY OF DOLE PINEAPPLES WHEN  
BUSINESS BRIEFCASE CONTINUES.

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INCORPORATED, MAKERS OF NCR PAPER BRAND OF CARBONLESS PAPER.

MUSIC: (UP & OUT)

SPOT: (APPLETON PAPERS NCR)

MUSIC: (UP & UNDER)

ANNOUNCER: WHEN YOU THINK PINEAPPLE, YOU PROBABLY THINK "HAWAII." BUT PINEAPPLES ORIGINATED IN BRAZIL. AND THEY'RE PART OF A CHAIN OF LIFE THAT INCLUDES HUMMINGBIRDS.

IN BRAZIL, THE HUMMINGBIRDS POLLINATE THE LARGE BLUE FLOWERS OF THE PINEAPPLE PLANT, AND ONCE POLLINATED, PINEAPPLES FILL WITH SEEDS. THEY GROW TOUGH, AND INEDIBLE.

IN 1899, JIM DOLE, A HARVARD GRADUATE, SAILED TO HAWAII TO MAKE HIS FORTUNE. HAWAII NEEDED ANOTHER CASH CROP TO STABILIZE ITS ECONOMY, AND HE BEGAN IMPORTING PINEAPPLES, TO GROW. HE WAS WILDLY SUCCESSFUL FOR A SIMPLE BIOLOGICAL REASON: THERE ARE NO HUMMINGBIRDS IN HAWAII. THAT MEANT DOLE'S PINEAPPLE PLANTS COULD NOT BE POLLINATED. AS A RESULT, THEY WERE SEEDLESS, TENDER ... AND SWEETER THAN PINEAPPLE EVER TASTED BEFORE.

JIM DOLE'S BUSINESS GREW INTO AN EMPIRE THAT CANNED THE PINEAPPLE, AND SOLD IT ALL OVER THE WORLD. AND TO THIS VERY **DAY,** **THE DOLE** NAME REMAINS **SYNONYMOUS WITH PINEAPPLE.**

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ANNOUNCER: BUSINESS BRIEFCASE WAS BROUGHT TO YOU TODAY BY APPLETON PAPERS INCORPORATED, MAKERS OF NCR PAPER BRAND OF CARBONLESS PAPER.

BUSINESS BRIEFCASE  
Sponsor: Appleton Papers NCR  
Subject: Bulova Watch  
Robert A. Smith

MUSIC: (UP & UNDER)

ANNOUNCER: BELIEVE IT OR NOT, THERE WAS A TIME IN THE 20TH CENTURY WHEN A  
WRIST WATCH WAS "FOR LADIES ONLY."

AT LEAST, THAT'S WHAT MOST MEN THOUGHT.

BUT ONE GREAT AMERICAN HERO HELPED CHANGE ALL THAT. HE PUT THE  
BULOVA COMPANY IN THE HISTORY BOOKS.

I'M JOHN RAUSCH, AND TODAY ON BUSINESS BRIEFCASE, WE'LL SEE HOW  
CHARLES LINDBERG MADE THE WRIST WATCH MORE MACHO ... WHEN HE WORE  
A BULOVA ON HIS FAMOUS FLIGHT TO PARIS.

WE'LL HAVE THE STORY OF LINDY AND BULOVA WHEN BUSINESS BRIEFCASE  
CONTINUES.

MUSIC: (UP & OUT)

SPOT: (APPLETON PAPERS NCR)

MUSIC: (UP & UNDER)

ANNOUNCER: THERE WAS A TIME WHEN WRIST WATCHES WERE ~BRACELET WATCHES, FOR WOMEN ONLY. THAT PREJUDICE WAS WEAKENED IN WORLD WAR ONE WHEN SOLDIERS TOOK WRIST WATCHES, INSTEAD OF POCKET WATCHES INTO THE TRENCHES.

BUT MANY PEOPLE FEEL CHARLES LINDBERG WAS THE MAN WHO REALLY CONVINCED AMERICAN MALES THAT WRIST WATCHES WERE O.K.

LINDBERG WANTED HIS PLANE AS LIGHT AS POSSIBLE FOR HIS 1927 NEW YORK TO PARIS FLIGHT. HE DIDN'T EVEN WANT A CLOCK IN HIS COCKPIT ... EVEN THOUGH IT WOULD ONLY WEIGH ONE POUND. INSTEAD, HE WORE A BULOVA WRIST WATCH.

WHEN LINDY WORE IT, BULOVA TOLD THE WORLD ABOUT IT, AND BULOVA WRIST WATCH SALES SOARED WITH THE SPIRIT OF ST. LOUIS. BULOVA SOLD 50,000 "LONE EAGLE WRIST WATCHES" TO COMMEMORATE THE FLIGHT. LIKE TODAY'S PRODUCTS, WHICH TIE THEIR IMAGES TO ASTRONAUTS, BULOVA WRAPPED ITS WATCH PROMOTION AROUND THE ARM OF AN EARLY AIR HERO AND SALES OF BULOVAS FOR MEN HAVE NEVER COME DOWN FOR A LANDING.

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BUSINESS BRIEFCASE  
Sponsor: Appleton Papers NCR  
Subject: General Motors/Part 5  
Robert A. Smith

MUSIC: (UP & UNDER)

ANNOUNCER: "A CAR FOR EVERY PURSE AND EVERY PURPOSE." THAT'S THE SLOGAN THAT  
MADE GENERAL MOTORS KING OF AMERICAN AUTO MAKERS.

I'M JOHN RAUSCH, AND TODAY ON BUSINESS BRIEFCASE, WE'LL CONCLUDE  
OUR LOOK AT GENERAL MOTORS. IT PIONEERED A CONCEPT WE TAKE FOR  
GRANTED TODAY: DIFFERENT PRODUCTS FOR DIFFERENT INCOMES AND  
TASTES.

IT WASN'T AN IDEA EVERYONE ACCEPTED IMMEDIATELY. IN FACT HENRY  
FORD DIDN'T ADOPT IT UNTIL GM HAD REPLACED HIM AS THE NATION'S  
NUMBER ONE AUTOMAKER.

WE'LL HEAR THE STORY WHEN BUSINESS BRIEFCASE CONTINUES.

MUSIC: (UP & OUT)

SPOT: (APPLETON PAPERS NCR)

ANNOUNCER: THE MAN WHO MADE GENERAL MOTORS THE WORLD'S NUMBER ONE AUTO MAKER WAS ALFRED SLOAN, WHO GUIDED THE COMPANY FOR MORE THAN 30 YEARS. SLOAN SAW MODERN AMERICANS AT ALL LEVELS TRYING TO BETTER THEMSELVES AND HE FELT THAT COMPANIES THAT SERVED THEIR NEEDS WOULD SUCCEED.

WHILE HENRY FORD OFFERED BASIC TRANSPORTATION TO THE MASSES, SLOAN TAILORED GENERAL MOTORS TO SERVE A HIERARCHY OF BUYERS.

WHEN DRIVERS RETURNED TO THE MARKET FOR THEIR SECOND CAR, HE MADE SURE GM WAS THERE WITH A BETTER MODEL TO TRADE UP TO.

A POPULAR SAYING EXPLAINED IT TO GM THIS WAY: "CHEVROLET WAS FOR THE HOI POLLI . . . PONTIAC WAS FOR THE POOR BUT PROUD . . . OLDSMOBILE FOR THE COMFORTABLE BUT DISCREET . . . BUICK FOR THE STRIVING . . . AND CADILLAC FOR THE RICH."

IT WAS SIMPLE, BUT IT MADE SENSE. AND IT WORKED.

EVENTUALLY HENRY FORD OFFERED HIS CUSTOMERS DIFFERENT CAR QUALITY LEVELS TOO . . . BUT NOT BEFORE HE HAD LOST THE LEAD IN THE AUTO INDUSTRY TO ALFRED SLOAN AND GENERAL MOTORS.

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