

TOBACCO

January 1978, number 1164, Sixty-five pence





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TOBACCO

Number 1164

65p

January 1978

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wholesaler, retailer, manufacturer,
importer and exporter of tobacco,
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MONITOR

Presents the News in Relief

GALLAHER LAUNCH DO-IT-YOURSELF CIGARETTE

Gallaher will mount 'the heaviest poster campaign in the history of outdoor advertising' to promote their recently-announced do-it-yourself cigarette.

Custom, as the brand is known, will also be backed with double-page spreads in all the popular national newspapers plus provincials and weeklies.

This massive spending is necessary, says Lewis Morgan, Gallaher's general manager, tobacco, because, 'in the few seconds it takes a person to scan an advertisement we have to convince him that Custom is a good economical buy, that the system is easy to operate, and that the finished cigarette will match one made in a factory in all respects'.

The system consists of a pack of loose tobacco designed to produce either 20 or 40 cigarettes, a pack of 100 'tubes' — looking exactly the same as a filter cigarette, but without the tobacco — and a machine to marry the tobacco and the tube. Gallaher claim that once the customer has bought a making machine — cost 99p — a pack of 20 cigarettes will have cost him 39p. They arrive at this figure by quoting a price of 34p for a '20' pack of tobacco plus 25p for 100 tubes.

During the launch Gallaher are offering the making machine, a '20' pack of tobacco, a pack of 20 tubes, plus a 20s cigarette case and leaflet giving full instructions for 99p. Thus the customer effectively gets his tobacco and tubes free.

Gallaher emphasises that both the cigarette paper and filter are the same as those on a conventional cigarette while the tobacco is identical to that found in similar conventionally-made brands. For this reason established brands of hand-rolling tobacco cannot be used in the making machine because they are too moist. The company admit that they are only one jump ahead of other manufacturers — both in this country and Europe, where tubed cigarettes have around four-and-a-half to five per cent of the total cigarette market — and they are expecting competition.

Because of the need for secrecy Gallaher could not carry out extensive consumer trials but the small-scale tests they were able to carry out were, according to Lewis Morgan, 'very satisfactory'. Nevertheless, Gallaher will admit that they haven't a clue as to the potential market for Custom, not only because of the limited testing, but because the con-

cept is new to the UK. Certainly, they do not expect hand-rollers to change to the new product. The sub-A and A smokers are the target, with a do-it-yourself Custom cigarette coming out 4m longer and 1mm thicker than a Players No. 10.

Because there is only a specific tax on tobacco sold on its own margins on Custom tobacco will be 'broadly similar in percentage profit' to those on Golden Virginia and other hand-rolling tobaccos. The cigarette tubes offer similar margins to those on a conventional packet of cigarettes. Profit on Gallaher's making machine is 25-40 per cent. The company are offering Q1, 2 and 2 rates on the tobacco and on all other component parts of the cigarette when the retailer qualifies.

Making machines and cigarette cases are sold in outers of five while outers of tobacco are 8 x '40' packs and 16 x '20' packs. Tubes are in 10 x 100 outers.

Gallaher's advertising will stress that no skill is needed to manufacture a Custom cigarette: 'It will emphasise', says Lewis Morgan, 'that the consumer can make a cigarette that is indistinguishable from a factory-made product'. Because Custom is a filter cigarette, 'with similar taste to a standard factory-made product', Gallaher estimate that women will comprise 50 per cent of the market. They also hope that the Benson and Hedges label will persuade the smoker that he is not moving into the hand-rolling market.

CUSTOM NOT TO BE SOLD TO MINORS

Dear Sir,

When we told you about Custom at the Press Conference on 19th December, there was one point we did not mention and we would very much appreciate your help in getting it across to your readers.

We do not want any criticism that Custom or any of its components might be sold to children under 16 years old.

Naturally the tobacco and the tubes are automatically covered by the prohibition in the Children and Young Persons Act 1933.

We are conscious that technically the Custom maker does not come under that Act and we would like all retailers to know that Benson & Hedges consider it most important that no one should sell Custom makers to children under 16.

I am sure you will agree that it is most important that both the manufacturer and the retailers



The Custom do-it-yourself kit, comprising filter tubes, tobacco and making machine.

should adopt a responsible attitude when handling an exciting new product like Custom and that we should keep to the spirit as well as the letter of the law.

Yours sincerely,
Martin Mulholland
Public Affairs Department
Gallaher Ltd
65 Kingsway
London WC2B 6T9

MARTIN TURN IN RECORD PROFIT

Martin the Newsagent turned in record profits of £2.9 million for the year to October, 1977 — 36 per cent up on the previous year.

Sales, at £64.9 million, are 15 per cent up on the 1976 figure of £56.3 million. Figures for the first nine weeks of the current sales year are in line with this increase, showing a 16 per cent gain on the same period last year, although sales have been hit by industrial disputes, particularly in the newspaper field.

Over the year to October the company opened 14 new sites, purchased 27 existing stores and sold or closed another 12 giving a net increase in outlets of 29 to bring the total to 458. Since October one new site has been opened, six existing stores purchased and four sites have been sold or closed.

It is anticipated that at least £2.5 million will be spent during the current year on the purchase of new sites and the fitting out and redeveloping of existing branches.

WILLS REGAL KING SIZE GONE NATIONAL

Wills' Regal King Size, which has been on sale in Scotland since September at the retail price of 55p for 20, has gone national. A vending pack, suitable for 50's columns, has also been introduced.

For traders in the new distribution areas dealing direct with Wills, there is an introductory rebate of 50p per thousand cigarettes, and an incentive



Chief guests of the Bristol and West of England TTBA branch annual banquet and ball were Reg Garlick, Gallaher's sales development manager, and his wife (left). Pictured with Mr and Mrs Garlick are Julia and Gordon Ladd, the branch president, also with Gallaher. The dinner was held at Ladbroke's Dragonara Hotel in Bristol and attended by two hundred guests. During his speech Mr Garlick praised the association for its fund raising efforts, the proceeds of which will be donated to local charities and the TTBA.

for outlets stocking and displaying the new brand. Wills are also offering a minimum of eight weeks' credit on orders up to and including 27 January.

In a bid to encourage smokers to change over to Wills' king size brands, the company are running two promotions; the first offers 30p worth of money-off vouchers to be sent to each of the three million smokers on the Embassy catalogue mailing list. The vouchers can be used as part payment for Regal King Size, Embassy No 1 and Embassy No 1 Extra Mild.

The second promotion offers a free pack of Regal King Size in exchange for inserts from five packs of the brand. The special inserts are included in packs with a red tear tape on the outer wrapping. Stocks will be available throughout the UK. Both offers close on 31 March.

Wills will then redeem every five 'free offer' inserts from traders for the full retail price of Regal King Size, plus a handling charge of 2½p. The money-off vouchers will be redeemed for their face value plus ½p handling charge on each.

A press and poster campaign for Regal King Size began on 16 January which features full page colour spaces in national dailies and Sunday papers.

ALFRED PREEDY SHOW IMPROVED PROFITS

Alfred Preedy & Sons have announced a group profit before tax of £293,659 for the six months ending 24 September against £204,683 for the same period last year. Profit for the year ending 26 March, 1977 was £1,072,653.

No 6 GOES KING SIZE WITH HUGE CAMPAIGN

The biggest promotional campaign ever mounted by Players for a new brand is behind the launch of No. 6 King Size.

The company are using national Press and poster advertising supported by trade press advertising and consumer offers. In addition Players will have 600 uniformed temporary demonstrators helping their sales and merchandising forces.

Consumer offers started on January 3 with pack inserts advertising 'buy five packs, get one free', redeemable through the retail trade. There is no limit on the number of times consumers can take advantage of the offer, which lasts until 31 March. From mid-January three million Players smokers are receiving three '10p-off' coupons which can be used against three purchases of No. 6 King Size until 28 February.

DAVIDOFF APPOINT FIRST FIVE RETAILERS



A countrywide chain of appointed retailers is being set up to market the exclusive Davidoff range of cigars, tobaccos and smoking accessories.

Until now, Davidoff cigars, including Davidoff No. 1 — claimed to be the most expensive cigar in the world — have been available only through importers Hunters and Frankau but under a deal signed with Zino Davidoff the complete range of smokers' items will be distributed through a new company, Galata Trading.

The Davidoff system of 'depositaires' (appointed retailers) has operated on the Continent but this is the first time it has been extended to the UK. So far, Galata have signed up Harrods, Desmond Sautter in Piccadilly, Walter Thurgood in the City, Andre Simon in St James's and

Reynolds in Birmingham to retail the range of cigars, pipe tobaccos, humidors, pipes, cigar cases, tobacco pouches, cigar cutters and lighters. Galata do not expect that the number of appointed retailers will exceed a dozen throughout the country.

Selected restaurants will also be offered Davidoff cigars — but only on the understanding that they are kept in an exclusive Davidoff humidor.

A schedule of 'educational and discreet' advertising is planned in up-market and management-oriented media aimed at the confirmed cigar smoker and younger executive.

EUROPEAN TRADERS DEMAND FIXED PRICES

Meeting in Monaco recently the Confederation of European Tobacco Retailers confirmed their opposition to the abolition of fixed retail prices for tobacco products.

The resolution had first been put forward at a CETR meeting in Hamburg earlier in the year and confirmation of the resolution was the centrepiece of the latest meeting.

At the meeting, attended by representatives of tobacco retailers organisations in Great Britain, West Germany, France, Monaco, the Netherlands, Belgium, Luxembourg and Spain, delegates decided that 'the discontinuance of fixed retail prices for tobacco products was neither an advantage to the individual State nor to the consumer and

certainly not to the trade to the security of whose existence fixed prices are an absolute necessity'.

The Hamburg resolution established that the manufacturer is responsible to the State for payment of taxes which make up by far the largest part of the selling price. The delegates suggested that 'it should be for the State to put a stop to the sales of tobacco products at cut prices by fixing retail prices and thus securing the trader against over-indebtedness to his suppliers by charging unreasonable prices.' It was suggested that bankruptcies on any scale in retail trading would have the effect of a chain reaction on manufacturers and also on the State, to which the industry would no longer be able to pay tax.

Item Two of the resolution stated that 'freeing retail prices from control would have a fatal effect on the structure of the retail trade in tobacco products'. The resolution went on: 'The large distributors (such as supermarkets) would make cigarettes the subject of loss-leader offers, foregoing the trade margin and even selling at below cost. Thereby, the consumer would be deluded into thinking that prices of other goods were as reasonable as those of cut-price cigarettes.'

'The consumer would however obtain no advantage because the costs of distribution of cigarettes would be apportioned to the other goods.'

Delegates backed the resolution with figures suggesting that abolition of price-control could result in 500,000 European tobacco retailers disappearing, together with a further 700,000 retailers stocking tobacco as a subsidiary line.

The net result would be that the consumer would have to rely on supermarkets and department stores selling a narrow selection of high-turnover brands. The manufacturer would also suffer in trying to introduce new brands to the market.

Cliff Woollas and Harry Tipple, representing the Retail Confectioners and Tobacconists Association at the Monaco meeting, invited delegates to London for their next meeting, which will take place in the Spring.

RETAILER'S VAT SCHEMES REVISED

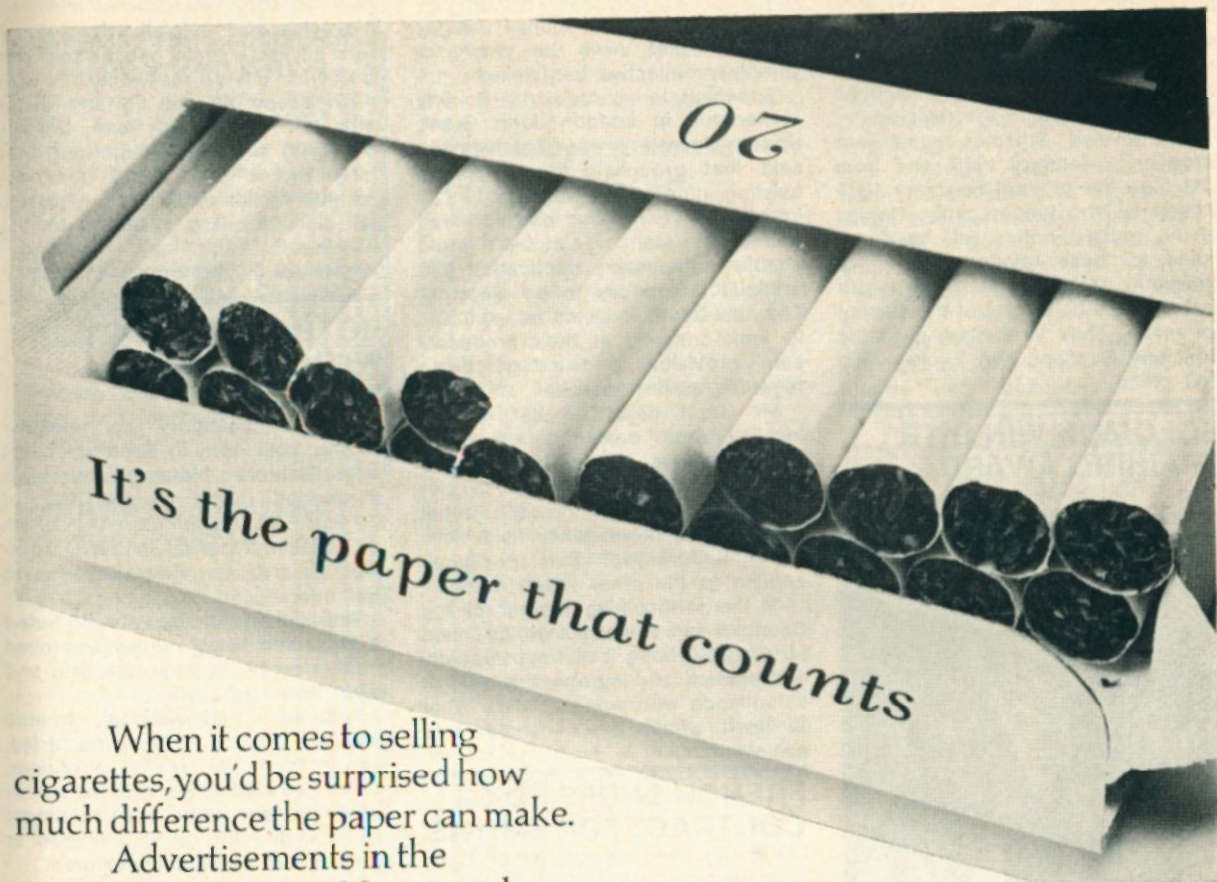
Customs and Excise have revised their special VAT schemes for retailers. The changes are designed to relax the restrictions limiting the use of some of the existing schemes, and at the same time widen the retailer's choice of scheme by ex-

DITB BOOK FOR TELEPHONISTS

A new learning text from the Distributive Industry Training Board is designed to teach new and inexperienced staff and switchboard operators how to handle telephones correctly to maximise business opportunities and goodwill.

The book is in question-and-answer form and enables the reader to check and revise his own work.

Copies are available from the DITB's Information Division, McLaren House, Talbot Road, Stretford, Manchester M32 0FP at £1.50 each. Sets of 20 reminder cards are also available at 54p including VAT.



When it comes to selling cigarettes, you'd be surprised how much difference the paper can make.

Advertisements in the Manchester Evening News reach a huge group of particularly heavy smokers.

In fact, 21.4% of Manchester Evening News readers smoke twenty or more a day, compared with 17.2% of the total UK population.*

That means the proportion of Manchester Evening News readers smoking twenty or more a day is 25% higher than the corresponding national figure.

These statistics speak for themselves.

The Manchester Evening News counts in other ways too.

Because it's an evening paper, its readers are more relaxed and more likely to notice your ad. And as often as not they'll give the paper a second look...making your ads doubly effective.

So now you know how much difference the paper can make, count on the Manchester Evening News.

For more information contact Geoff Stenton in Manchester (061-832 7200) or Don Giles in London (01-583 5050).

*Target Group Index 1977

	U.K. %	M.E.N. Readers %
Smoke cigarettes at all	39.3	40.6
Smoke 20 or more a day	17.2	21.4
Smoke 10-19 a day	12.5	12.6
Smoke less than 10 a day	9.7	6.7

Manchester Evening News

tending existing arrangements for separating gross takings for goods supplied at different tax rates. New procedures for credit transactions are also included in the revision.

The revised schemes come into force on 1 January 1978, and from that date the original February 1975 edition will no longer apply. Copies of the revised notice will be distributed to those retailers who have shown in part C of their tax return that they are using one of the current schemes. They are also available from any Customs and Excise local VAT office.

SOLOMON WIN DITB TRAINING AWARD

John Solomon, managing director of William P. Solomon, with the Train-



ing Award presented by the Distributive Industry Training Board. The Award is made in recognition of a company's high standard of staff training.

TWO GIFT FAIRS FOR NORTHERN RETAILERS

Fancy goods buyers in Scotland and the North of England have two gifts fairs next month, one closely following the other.

The Sixth Scottish Gifts Fair takes place at the Kelvin Hall, Glasgow from Sunday 12 February to Thursday 16 February and opens each day at 10.00.

The next week the Blackpool Gifts Fair is being staged in the Winter Gardens complex from Sunday 19 to Thursday 23.

'GOLDEN CHANCE' WITH NEW TRADE COUNCILS

Abolition of the Retail Trades Wages Councils is a 'golden opportunity'

to introduce a simplified wages structure and pave the way for voluntary collective bargaining.

Speaking to an Industrial Society conference in London John Grant, Under Secretary for Employment, said that proposals to merge the existing nine retail wages councils into two covering food and non-food trades (see Monitor, October) would enable unnecessary duplication and artificial differences to be removed. The new Councils would be expected to look critically at their predecessors' provisions and discard those regarded as not essential.

Mr Grant described as 'scandalous' figures compiled after last year's Wages Inspectorate 'blitz' which showed that nearly 30 per cent of employees in the retail tobacco and newsagency field were being underpaid. Similar figures applied to the other retail trades.

'If the forthcoming merger of the Councils can achieve anything,' said Mr Grant, 'I hope it can substantially and dramatically improve the level of compliance with wages orders. That in itself would be a considerable achievement.'

FRENCH SNUFF BOX CONTRACT FOR SMITHS

G. Smith and Sons have been appointed sole UK and World agents (except for France, Italy and Germany) for snuff boxes manufactured by Ets. Jean-Prost & Gaiffe, of St Claude, France.

A range of 30 boxes is available in rosewood, horn and beechwood

in varying sizes. Retail prices range from £5 for a plain beechwood box to £11 for a large rosewood box with inlaid scene on the lid and metal ends and lip. Vivian Rose, Smith's managing director, points out that these prices offer a 50 per cent mark-up to the retail trade. Substantial discounts are available to the wholesale trade and interested traders are invited to contact Smith's.

ROTHMANS HAPPY WITH TRADING RESULTS

After a satisfactory six months' trading from April to September last year Rothmans International have announced profit before tax of £37.9m. This compares with £29.1m for the same period in 1976. Turnover is also up, from £754.7m to £853m.

The improved figures are attributed to increased sales volume, improved profit margins in some markets and lower financing costs.

Rothman's international brands fared well in the Benelux countries, France and the United Kingdom, while reduced cigarette sales in West Germany were to some extent compensated for by an increase in sales of hand-rolling tobaccos.

Although the general outlook for the company looks satisfactory it is expected that the strengthening of sterling against other European currencies together with higher taxation in some European markets will affect second-half results.

NEW RANGE OF PIPES FOR AITS MEMBERS

Using the Craftsman brand name the Association of Independent Tobacco Specialists has introduced a range of pipes and pipe tobaccos into their member outlets.

Four Craftsman pipes are offered, in rough and smooth finishes and bent or straight stems, and retail at £9.50 for the Supreme model; £7.50 De Luxe; £4.95 Extra; and £2.50 Standard.

Craftsman pipe tobaccos are sold in 25gm tins and retail at 71p (mixture), 73p (flake and ready rubbed), and 70p (curly cut). Association members also offer Craftsman Light Returns rolling tobacco in a 25gm tin at 88p. In addition, all tobaccos are available in loose form.

The Association was formed in 1976 (see Tobacco, May 1977) to represent the specialist independent tobacconist and now has 30-odd members.



TOBACCO YEARBOOK NOW AVAILABLE

Orders for the 1978 Tobacco Trade Year Book and Diary are now being taken. At the post-free price of £1.60, it is the only publication of its kind that gives concise statistical and directory information. Sections of the book detail tobacco revenue and consumption, duty free allowances, cigarette brand shares, brands introduced in 1977 and a tobacco directory of the UK. Tobacco subscribers are entitled to a free copy, and therefore do not need to apply.

CARRERAS SEND AID TO CYCLONE-HIT AREA

Carreras Rothmans have supplied a £6,000 Land Rover ambulance to aid relief workers in the cyclone-devastated Andhra Pradesh tobacco-growing area in India. The vehicle, flown out from RAF Lyneham, Wilts, will be put to work in the stricken area where an estimated 20,000 people have died, two million have been made homeless and 1.7 million hectares of crops have been destroyed.

Carreras Rothmans chief executive, John Clinton, formerly a chairman of the Red Cross Disaster Relief

Committee, said that 'all disasters of this nature deserve the utmost sympathy, but as a tobacco manufacturer we felt particularly involved with this important tobacco-growing area'.

THE RICE-PAPER CIGARETTE SEARCH

Dear Sir

For many years I have smoked nice fat cigarettes wrapped in rice paper, which I read is made from a tropical grass.

Firstly made by Withers of Birmingham, then by Player's, afterwards by Sullivan Powell.

The first firm was taken over; the second 'transferred' its product to SP who, alas, have ceased to use that less irritating paper while still rolling an excellent cigarette; very expensive thanks to the mandarins in the Treasury.

Now I must roll my own — I don't always prefer a pipe—and am faced with the problem of finding a rice paper covering.

Therefore I am asking for your readers' kind advice and assistance either to name a maker of rice paper-wrapped cigarettes or a producer of the rice paper.

Yours faithfully

William Jones
3 Branders Close
Bournemouth

TOBACCO CLEARED BY CUSTOMS UP BY 2.4

The total quantity of tobacco cleared by Customs and Excise for consumption for the year ending 31 March, 1977 increased by 2.4 per cent compared with 1976/77. Total duty receipts rose to £1,874.9 million, an increase of 11.6 per cent over the previous year. Revenue from tobacco duty accounts for more than 17 per cent of the total Customs and Excise income.

FINLAYS ACQUIRE ANDERSON OUTLETS

Finlays, the retail chain of Imperial Distributors Ltd, are acquiring 14 retail outlets from the Anderson Group, whose CTN 'Smokers Shops' trade in the North and East London, Essex and Herts areas. The freehold interests are not included in the acquisition.

The Anderson Group have decided to concentrate on their manufacturing activities which include Coronet Cards Ltd, the Luton based producers and suppliers of special occasion products.

COMPETITION FOR TOP SALES PEOPLE

A national competition to seek out Britain's top salesman/woman has been set up by Peter Rendall Associates Ltd, sales and management training consultants.

The competition is open to any British national professionally engaged in selling, either resident in the UK or employed in selling overseas, and including UK sales representatives of overseas companies.

Finals are planned for November 1978 in the Bahamas, where a three-day sales seminar will be staged to select the winner.

Applications are invited from businesses of any size, and entries should be submitted by 28 February. Companies are free to choose their own criteria for selecting candidates.

Peter Rendall explained: 'The venture was stimulated by leading personalities in marketing and sales management. At their invitation we hope to build on this nucleus to establish a thoroughly national competition, based on sales expertise and performance'. It is planned to make the competition an annual event.



A Dutch of class

HENRI WINTERMANS

World's No.1 cigar exporter.



**Didn't we do well in
1977?
With a smashing delivery
record that never let
you down?* Just like we
promised eh? What! Ha!
By Jove yes!**

*That's not strictly true. We were a bit short of pouches actually which led to a few delays.
That's not strictly true either. We had a lot of pouches but you all ordered twice the usual amount which caught us on the hop.
No. Tell a lie. Two and a half times the usual is what you ordered and we'd only made double the usual quantity. Just a freak year.
Whoops. That's not quite right. Seems more people want more pouches nowadays so this year we'll have four and a half times the usual number which should be enough.
Well... it might be too many. So we'd like you to order four and a half times the usual quantity thereby confirming our optimistic estimates.
Ah. Hold on. If you normally order just one that could be messy.



*Er, actually it's H. Comoy & Co., Maple Avenue, Leigh-on-Sea, Essex SS9 1PR.
Tel: 0702 72344

**Britain's No.1
pipe tobacco
is er...er...**

(Excuse us while we pause for our Condor Moment)

...Condor.



Of all the pipe tobacco sold in Britain, over a quarter is Condor.

It's the biggest-selling brand of all.

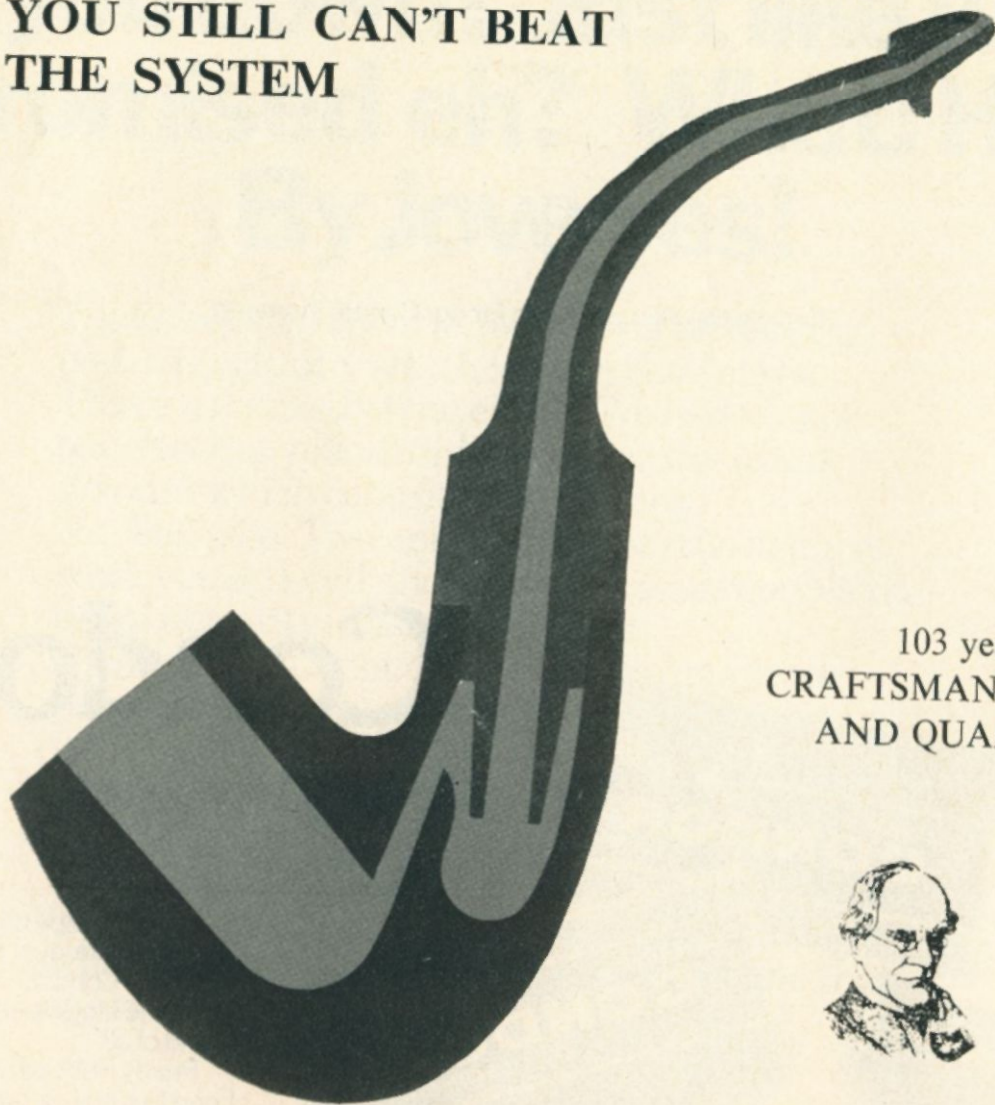
Ready Rubbed and Long Cut, in 2 oz. pouches and 1 oz. refill packs.

Cool, slow-burning, top-value Condor. You just can't afford to be without it.

1875-1978

Peterson's

YOU STILL CAN'T BEAT
THE SYSTEM



103 years of
CRAFTSMANSHIP
AND QUALITY



PETERSON & GLASS LTD., London Office & Warehouse, 350/2 High Road, Willesden, London NW10 2EG.
Telephone: 01-451 0222

1978 - The year of the pipe?

Mark Stone finds that women are buying pipes for their men

I CANNOT RESIST looking in tobacco shops. So when Nat Chait, manager of a Peter B. Harris shop in the Quadrant, Richmond, Surrey, told me he sold a minimum of 250 pipes a month, I just had to go and see him.

His shop is frequented by two definite main categories of customer. The new man coming in for the first time, and the hard core who will always buy another pipe. Both appear to buy one between £2.50 to £5, such as an Orlik or a Hardcastle, although the hard core type will often spend more.

'The more educated a man is, the more likely he is to buy a pipe because it helps study and concentration', Chait said: 'There is still that lingering thought that a pipe does something for a man. That is why women will buy pipes for their menfolk'.

Chait believes strongly that it is up to the retailer to help a customer learn to love pipe smoking. 'I help them all I can because that is the way to more sales. After all, a pipe on its own is no good to anybody — there are lighters, pouches, tobacco and so on to sell and if you help the man he will come back. Advise him on tobacco, too. I smoke Players Medium Navy Cut now and I always tell the first-timers to start on a medium flake or mixture, but preferably flake. You know, the mixture can be too sickly if the man is over-enthusiastic. Two good ones to start with are Benson & Hedges Original Virginia Flake or Sobranie Special Reserve'.

Chait has reject pipes for sale. He tells the man to spend about a fiver on a new pipe, because 'that's

ample', but if he won't or cannot afford to spend that he suggests a reject at £1.25 which will help a man decide whether he likes a pipe or not.

Chait keeps these rejects because he says, 'many a man rushing for the train at the nearby station finds he has left his pipe at home and will be prepared to spend £1.25 or so for a good day's smoke. He will probably go back to his old and trusted favourite and keep the reject. But this sort of thing registers with the man — he probably says to himself that here is a decent shop willing to help me at all times and I'll buy my next new pipe or some tobacco there. Goodwill counts in the pipe business'.

Pipe sales in his shop, give or take a few pounds, and including the rejects, come to more than £1,000 a month.

Women are also buying pipes for their men, they mostly go for modern shapes such as Danish freehand styles and these are more appealing to women than to men, according to Chait. 'Women seem to think that a man who smokes a pipe has confidence and stability. It is also a general belief that the man who smokes a pipe is likely to be the executive and thinking type, and women like to think of their men in that vein, so they buy a pipe. It is a small number now, yes, but it is steadily growing. Richmond is a rich, cosmopolitan area, full of executives and I am the only shop specialising in pipes and the one nearest the station for the London trains. So I hope that more and more of their wives out shopping will come in and buy a pipe. It is most certainly a growing trend in our sales'.

From my observation he certainly has the best pipe shop for miles around and he has about 1,000 pipes from 10 different manufacturers there.

Of the men who start, he estimates that about 15 per cent stay with it. Chait thinks that the look

of a pipe has a lot to do with first choice. He offers as many shapes as he can but there is no discernible pattern in the buying of pipes. A pipe goes with a face and there are millions of different faces in the world.

Display in the shop and the shop window is one of the main planks for marketing pipes. A good, clean and neat display will tempt just one more man into the shop and into a sale. Few people under 20 come in for a pipe 'but we get a fair amount of foreigners because our pipes are so much better and cheaper than theirs back home. And of course, pipes make good presents. It is good for our exports and it only needs London or UK on the stem, and they will buy them to take home' says Chait.

Foreigners spend an average £10 on a new pipe for themselves or for relations back home. Some foreign women buy pipes for themselves but Chait says there is no real market here and he doubts whether it would be successful to any great extent.

He added: 'Manufacturers' representatives could do more to help the sales of pipes by seeing that showcards are clean and up-to-date. I would also like to see some sponsoring done by the pipe companies instead of only using sponsorship for cigarettes'. But life for the sponsorship of tobacco products is getting much tougher, even as I write.

He has high praise for Peter MacNab of the Pipe Club 'who has done wonders for the pipe trade. I'd like to see manufacturers doing more to promote pipe smoking. Only Falcon has spent money on promotions. Creating the desire for people to smoke pipes should be a joint affair. I would like to see pipe manufacturers advertise in football programmes and co-operate with a good pipe shop in the football ground area. There is such a wide range of people interested in football, and here is almost virgin

ground for a manufacturer to go out and score with that public'.

A clean pipe is a good pipe and Chait wants the cleanliness angle pushed. Give a pack of pipe cleaners free with every pipe to promote cleanliness and durability!

Always show a pipe and the price on what Chait calls 'a talkative ticket'. That is to say, a ticket that shows price, name of manufacturer, name of shape and so on. This tells the man that he is not buying a pig in a poke that he cannot afford. This will embarrass him and you have lost a sale for ever. 'Price alone says nothing to a beginner', admits Chait.

A manufacturer's reputation is always worth talking about to a man — old or new pipe smoker — because most of them have been around for years and have a good name which reflects on the retailer and the smoker. Remember the balance of the pipe to go with the face, and even the rest of the body, and never overtalk a man into buying anything.

Yes, Chait is a pipe-smoker. And he sells them with the same enthusiasm as he sells good cigars.

Pam Townsend takes a look at Fribourg and Treyer

TO THE CONNOISSEUR of pipe smoking the Fribourg and Treyer shop in the Haymarket offers a haven of peace. This shop, which was established in 1720, is a quiet oasis amid the bustle and noise of modern London.

Roy Bridgman-Evans, the senior managing partner in this private partnership, celebrated his 50th year in the business last November, thus carrying on a family tradition which has been in existence for some 150 years.

According to Richard Ling, the present manager, the peaceful atmosphere is a tradition that goes back many years, and the staff in the business try to create a good sales and service attitude to maintain that tradition.

As Mr Ling said: 'There is no need to hurry when you are choosing an article of quality. There is no "hard sell" attitude in this shop. A customer can come into the shop, sit down and take as long as he likes to choose his pipe and accessories'.

During the period from May to September each year, some 60 to 70 per cent of sales are accounted for by overseas visitors. Richard Ling and his staff are very aware of the importance of these visitors, as many in fact return year after year to purchase their favourite English-made pipes.

A large majority of English customers purchase their pipes by mail. They do this by using the Fribourg and Treyer catalogue, and choosing the shape they require by using the given guide. The customer trusts the staff to pick out the correct pipe, which is then despatched to the customer on approval, and the customer in turn, pays for his purchase.

The staff have found over the years, that their English customers prefer the more traditional shaped pipes, while Europeans and Americans tend to favour the more unusual shapes.

The older, more mature pipe smoker is more likely to buy a 'straightforward' pipe according to Mr Ling, while pipes such as the carved Meerschaums are bought by the younger pipe smoker. As a rule Fribourg and Treyer purchase the majority of their pipes from Orlik and Parker Hardcastle, although their Meerschaums are bought from Turkey through agents in this country.

Although, as Mr Ling pointed out, '... if someone was to walk into the shop with a fine quality pipe which would suit our customers, there would be no reason not to buy.'

Fribourg and Treyer order their pipes only twice a year, as the time it takes from placing the order to receipt of the full order, can sometimes span months. When ordering the staff have to take into consideration any seasonal fluctuations that might have occurred, although they do not 'buy in' specially for their busy summer period.

Their stock ranges in price from

around £8 to £100. But as Mr Ling pointed out, any connoisseur of pipe smoking would pay almost any price for a very rare straight grain.

Trends in pipe smoking have not changed radically over the years, although today there are several non-traditional pipes, such as those with built-in filters, and other mechanisms on the market, which are designed to help the 'wet smoker'. Fribourg and Treyer tend to sell only selected versions of these modern innovations.

The staff of the shop are there not only to sell to the knowledgeable pipe smoker who knows exactly what he wants, and what tobacco he likes, but also to give advice to first-time pipe smokers.

Fribourg and Treyer stress the following points to anyone who is going to start smoking a pipe. First, never fill the bowl more than half full initially, as this will cause the wood to distort and crack; it's just like lighting a small bonfire in the middle of the bowl. The pipe must not be allowed to overheat when it is new.

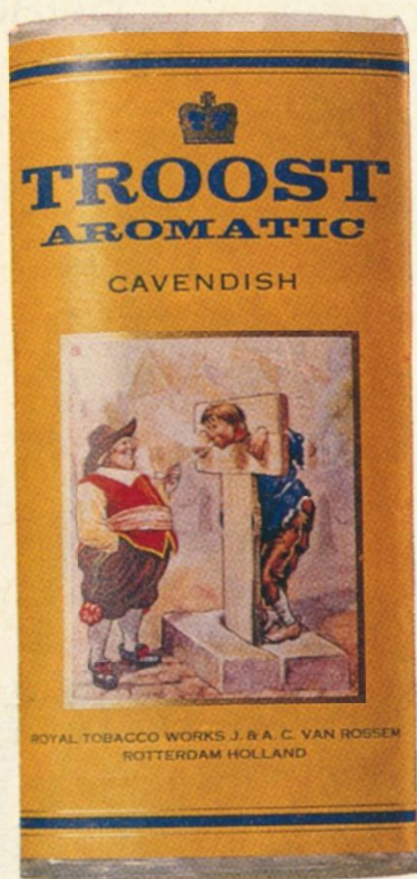
Secondly, it is essential to draw gently upon the pipe, until it has been 'smoked in'. The third point that is made, is never to refill the pipe until it is cold. The final point stressed is that once a layer of carbon has formed on the inside of the pipe, is the time to fill the bowl to the top.

The staff will also assist the new pipe smoker to choose the tobacco he is going to smoke in his pipe. Fribourg and Treyer suggest two fairly mild tobaccos for beginners. They sell only blended tobaccos to produce the traditional smoke, but do not sell tobaccos which contain any additives.

'The quality of our pipes is such', said Mr Ling 'that our customers do not have to return each year to buy a replacement, but they do come back year after year to buy another pipe'. Fribourg and Treyer sell only 'unfilled' pipes, all their pipes have hand-cut Vulcanite mouthpieces, which are obtainable only on very few other pipes.

As Mr Ling commented 'We can advise a customer on what pipe to smoke, and what tobacco to use, but in the end it is the pipe smoker himself who decides what suits him best'.

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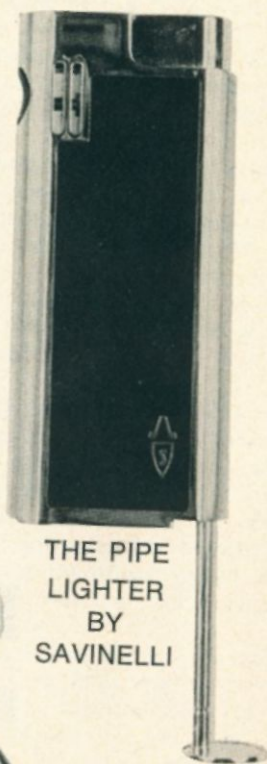
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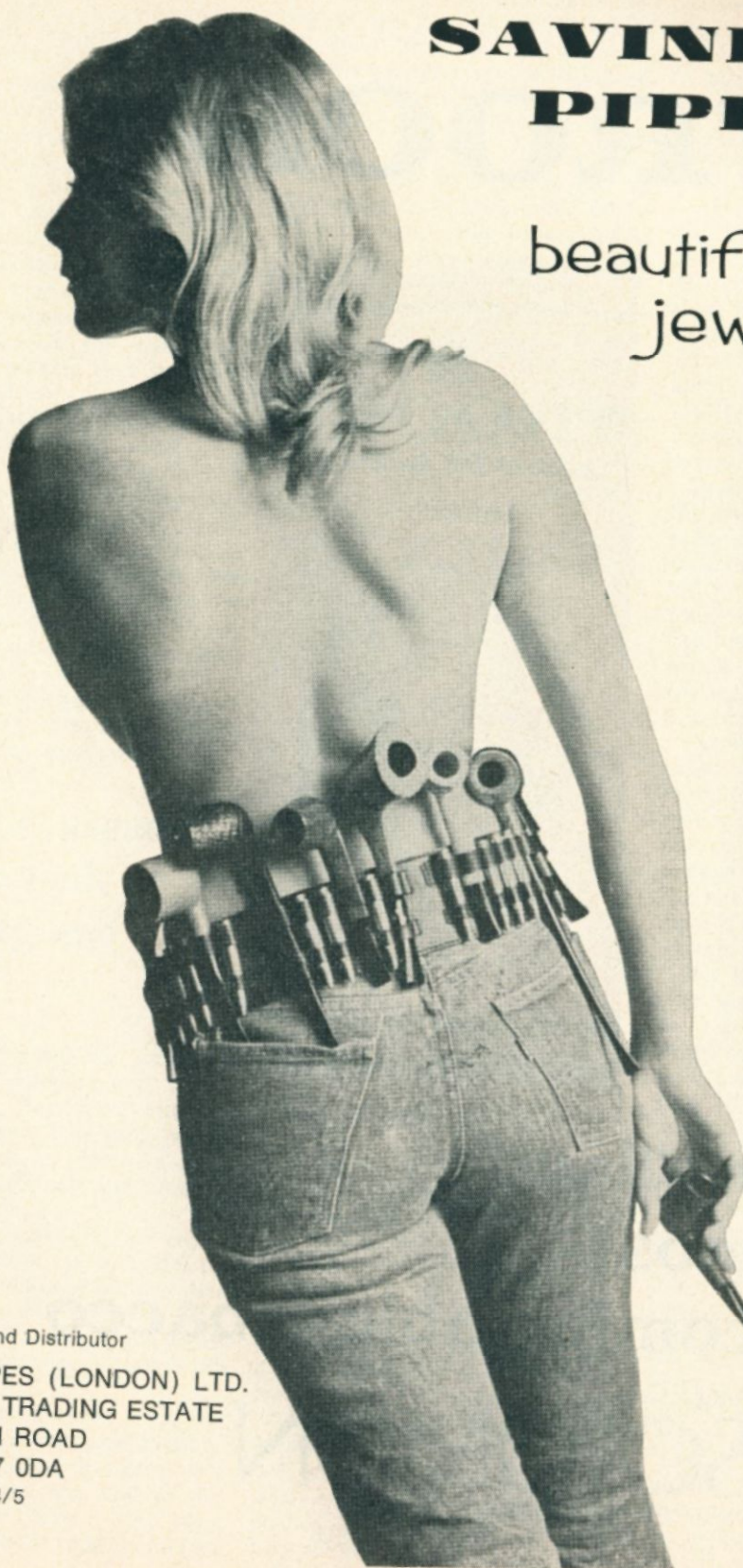
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Peter Barber talks to a Surbiton retailer

JACK PUTTOCK would like to be thought of as a traditional tobacconist, yet admits that for commercial reasons he can't give the service he would like to.

His shop, in Surbiton, Surrey, occupies a prime position in the main shopping street opposite the main line railway station. The first thing the potential customer notices is a side window crammed with 'money-off' notices. Discounts are available on 20s, 150s, 200s and 1000s in cigarettes; five per cent off cigars, in addition to occasional special offers; 1p off one ounce of pipe tobacco, 5p off two ounces and 50p off one pound. These are Jack's own promotions and are in addition to manufacturer's special offers.

The double-fronted shop displays confectionery in one window and pipes, lighters, and all manner of smokers' requisites in the other. Inside, one half of the shop is given over to confectionery while the other contains a wide range of cigarettes (including American, Continental and Turkish) and a vast selection of pipe tobaccos.

Price-cutting is anathema to many retail tobacconists and Jack Puttock isn't entirely happy about his involvement in that side of the business: 'I would very much like', he says, 'to be able to offer the kind of service I was able to five or six years ago, but I have been forced into price-cutting in order to survive. There are now very few of us who can spend our time *selling* our goods over the counter, the supermarkets have seen to that.'

'If my assistants were to spend their time giving old-fashioned service we couldn't survive.'

As it is, Puttocks at one time had four shops — now there is just the single unit. But it is not doing badly. Jack employs eight part-time sales assistants, of which four are on duty at any one time.

He started the business in 1945 when, like so many young men, he came out of the Army with no job to go to. He takes up the story: 'My mother had always been in business so we took over this shop as a going concern. I had no experience of tobacco but had been trained before the war in selling and displaying jewellery. In the retail trade, if you like selling and display, that's what it's all about.'

After building up the business to four shops it became obvious that there were more problems than profits: 'You can't be successful with three or four shops', says Jack. 'You need five or six so that you can afford to operate on a bigger scale — put in a proper accounting and stock check system and so on.'

After 32 years in the business, Jack is under no illusions about the pipe sales side of things: 'I shall sell pipes as long as I can make a profit from them,' he says. The most significant move he ever made with pipes was made 20 years ago when he launched his own-label range. Puttocks pipes sell between £1.15 and £5 and over the years have been made by Comoy, Barling and presently Orlik. They get generous display in the window and have proved immensely popular with the local people. 'We do very much better with our own-name pipes', says Jack, 'because people always come back to us for another one. A branded pipe they can buy anywhere'.

Jack's views on the pipe manufacturers are worth listening to and he admits that the subject is something of a hobby-horse with him. His chief complaint is that, in general, the manufacturers ask him to sell their products cold: 'My biggest axe to grind is that a rep will come in and introduce a pipe, telling me that it will sell for this price. I ask why, and he says "Because of the brand name". I ask if the pipe is being advertised and he says, "Yes, in the trade Press". This is absolutely no good to me because it does not get the message to the public'.

'My view', Jack goes on, 'is that the manufacturers could do a vast amount more business if they cut their ranges and advertised more'. He backs up his argument by pointing out that the introduction of

Oppenheimer's Peacemaker pipe stimulated enquiries for other pipes in the Dr Plumb range.

Puttocks have sold the Keyser pipe for 25 years — 'the best system pipe on the market' — and is convinced that advertising support would have resulted in the system selling 'like a bomb'. He is sorry that the range, which sold for about £5 through wholesalers, now sells for £7.50 since Merton Pipes took over direct distribution. 'The manufacturers don't realise', he says, 'that what sells is what is advertised'.

It's not only the manufacturers who come in for a bit of stick: 'I've been in the trade for 32 years and if you ask me I'll tell you that most of the pipe manufacturers' reps don't know what they're talking about'.

Jack feels that there are many areas in which the pipe trade could do better and one of them is service: 'I find that nine times out of ten when we require a special pipe for a customer the manufacturer is 'out of stock'.

But Jack is by no means all grouches. 'If you're happy running your own business it's your life and if you give the customer a fair deal and good service you'll be OK'.

Service at Puttocks means a shop open from 08.30 to 18.00 — 'we catch the businessmen in the morning and in the evening' — and a range of Dunhill, Charatan, Peterson, Ben Wade and Barling pipes, ranging in price from £1 to over £30, with an average pipe sale around £5. Jack feels that because of a lack of consumer advertising by the manufacturers a lot of pipes are sold purely by word of mouth: 'A chap will see somebody else smoking a particular pipe and will want a similar one. We once had a rush on Meerschaum, presumably for that reason.'

'Over the years things haven't changed very much, although perhaps people are smoking more unusual pipes — becoming less conservative.'

'Certainly, women have a large say in what sort of pipe and tobacco men smoke. A lot of men come in with their wife or girlfriend and they act on their suggestions'.



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1977 pipe competition winners

Jack Bonney, winner of the first prize in our Pipeman of the Year competition, is in his own words: 'very well known in the trade, ask anybody and they know Jack Bonney!'

He has been in the tobacco business all his working life, and has worked for J. John Masters for nearly twenty years covering all the North of England and parts of Scotland. He regularly doodles and fills in the answers to competitions, but rarely bothers to send off his answers. He decided to send in his answers to this particular competition, because 'it was made so easy for me.' He said that the detachable postcard was the best idea he'd seen, since the normal way that competitions are presented, means cutting out the competition from the paper, writing out an envelope, generally making it a more difficult operation.



Jack Bonney

Mr. Bonney doesn't smoke a pipe himself, as he is a 'cigar man'. But thinks that many pipe smokers find a 'sort of solace in smoking a pipe, that they would not get if they smoked cigars or cigarettes'. Mr Bonney is delighted with the idea of his holiday in Greece as he loves

the Mediterranean, and said 'I think I'll probably re-write the history of Greece when I return'.



Don Higgins

Don Higgins, winner of the second prize in our Pipeman of the Year competition, said that he entered 'simply because it is organised by the BPTA and Tobacco magazine'.

Mr Higgins, who is secretary of the Association of Independent Tobacco Specialists — AITS, which last year introduced the Craftsman own-label products, has been running his own retail business for some 16 years, but has been involved in the tobacco trade for 24 years.

He has three shops in the Bristol area, one of which is a pure tobacconists, and one which has a showroom displaying some 1,000 pipes on the walls.

He is a pipe smoker himself, and smokes "nothing but a Zulu or a Dublin".

In reply to our questions about pipe smoking trends Mr Higgins said that "all the signs are very encouraging for the pipe industry in 1978 and onwards. 1978 will be a very good year for the Pipe".

Our third prize winner is Richard Ellison, who did the competition one Saturday evening "when there was nothing on the television and I had read the newspaper from cover to cover. I just decided to fill it in and see what would happen"!

He is a sales rep for Ogden's, covering the North Staffordshire and North Birmingham areas, has been with the company for 12½ years, and before that was with Batchelor Foods for a couple of years.

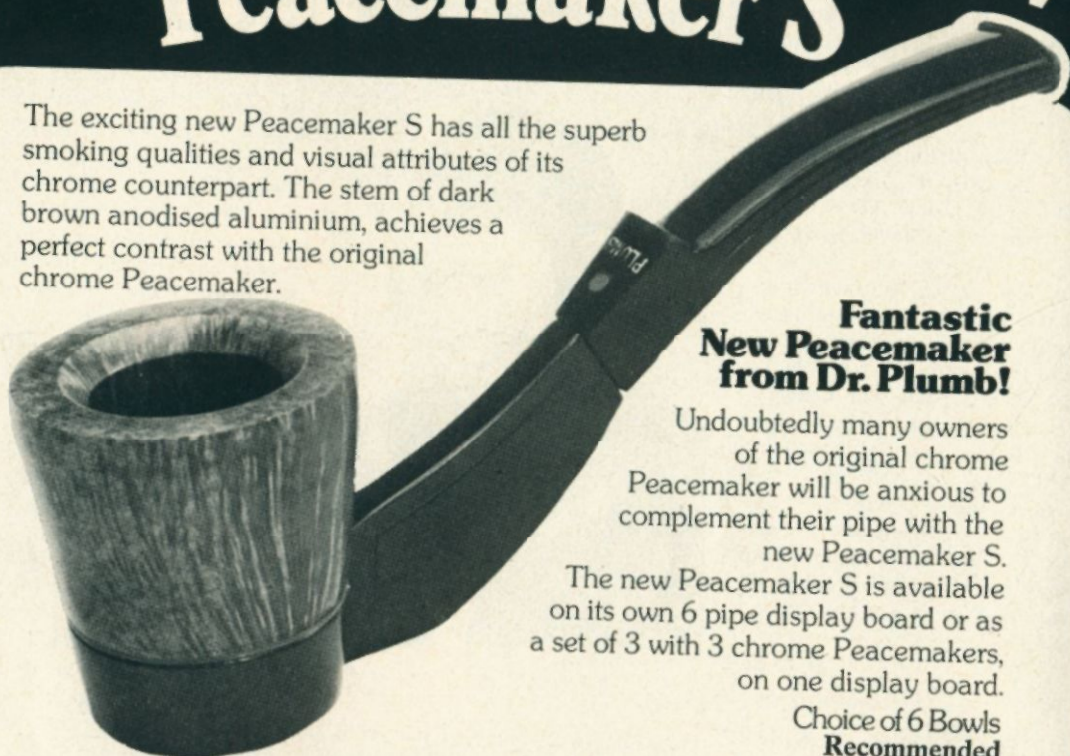
Mr Ellison is the treasurer of the Birmingham branch of the TTTA and has been a member of the Pipe Club for about four years. A pipe smoker, he owns about half a dozen Meerschaums and Briars, and smokes many different types of tobacco, depending on his mood. Mostly he smokes St Bruno Rough Cut. When asked for his views on pipe trends, Mr Ellison commented: "There has been very little change during the years that I have been in the trade, although it seems that more people are turning to pipe smoking. They are usually over 30 though. The pipe is an acquired taste, I used to smoke cigarettes and cigars, but I am stuck to my pipe now!" he exclaimed.



Richard Ellison

Announcing THE NEW Peacemaker S

The exciting new Peacemaker S has all the superb smoking qualities and visual attributes of its chrome counterpart. The stem of dark brown anodised aluminium, achieves a perfect contrast with the original chrome Peacemaker.



Fantastic New Peacemaker from Dr. Plumb!

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The new Peacemaker S is available on its own 6 pipe display board or as a set of 3 with 3 chrome Peacemakers, on one display board.

Choice of 6 Bowls
Recommended
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The reliable lighter for today's smoker



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Pipeman of the Year 1977

Magnus Magnusson's tale of brass bands, his tobaccos and porcelain pipes

HAD IT NOT been for a highly convivial evening in the Malmaison Restaurant in Glasgow, with that most congenial of all opera singers, the big Scottish basso profundo David Ward, I would not now be Pipeman of the Year.

It's not that David was a pipe-smoker who seduced me into trying; he's a heavy cigarette smoker (he says it keeps his voice low — he'd be a counter-tenor if he didn't smoke!) The point is that I myself had stopped smoking for a whole year. I know it's a heresy to admit it, but on 1 January I had manfully put away my pipes, gone on a severe diet, locked the booze cupboard, and turned myself into an irascible carmudgeon for weeks on end — all in the cause of health.

By the end of December, however, I had become fairly human again, and was looking forward to starting a new Saturday night TV show in Scotland, with David Ward (and several brass bands) as my first guests. Hogmanay was almost upon us, the show was looking good, the dinner had been splendid, and to round it off, I thought to myself, I'll just take a wee cigar . . . And with that, I was undone. A week later, I dusted off my pipes. I was hooked again, and this time I think I knew it was for good.

That was five years ago. I started pipe-smoking fifteen years ago, on 3 January 1963. I remember it well, because I was struggling to keep a New Year resolution to stop cigarette-smoking (my life is littered with these broken resolutions!) Anyway, the pangs were getting unbearable, so I bought a pipe just to tide me over the withdrawal symptoms. It was to be a purely temporary measure, like the introduction of income tax by Pitt . . .

It was the cheapest I could find, naturally — one of those with a metal stem and a bowl that you could screw off. I forget the name

of the make, for it has long since been consigned to the scrap-heap; but my first tobacco, I remember clearly, was Three Nuns.

I don't know *why* I chose Three Nuns — I suppose there were subliminal memories of the schoolboy joke about the vicar who said 'I prefer Three Nuns'. My father had always smoked a Dunhill Mixture which arrived by post in large round tins which he kept in the top right-hand drawer of his desk (he never used a tobacco pouch, because he only smoked his pipe at home in the evenings), but the wee corner shop in which I made my first purchases didn't run to such things.

Then a friend put me onto St Bruno Flake. Another friend, an inveterate Balkan Sobranie smoker, urged *his* brand on me, and quite by accident, with half a pouch of Bruno and half a pouch of Sobranie, I found myself enjoying a new blend that would probably horrify their manufacturers — Bruno Sobranie. I liked that enormously — not as strong as the one, not as aromatic as the other.

Then, somehow or other, I drifted to Gallaher's Rich Dark Honeydew (rubbed out), and with that my experimenting days were over. It has been my brand ever since, even though I am frequently frustrated in my attempts to get it. Airport and railway station shops don't stock it, on the whole, nor do airport Duty Free shops, so when I go abroad filming I normally revert to Sobranie.

Meanwhile, my pipe-tastes were improving too. My father sternly told me that if I was going to smoke a pipe, I ought to smoke a *decent* pipe — and that's how I got my first Dunhill. I've had many since then — curly ones that nestled half-way down my chest, straight ones, briars, greedy ones, economical ones, thin ones, fat ones. Some of them I still have, but I have a

regrettable tendency to mislay things, and there is one particular Dunhill lying on a tray of archaeological finds in the State Museum in East Berlin, marked 'Troy VIIa'. I was filming the story of Heinrich Schliemann, the German archaeologist who discovered Troy, and emptied my pockets of unsightly bulges before stepping in front of the camera . . . I'll bet *that* gives future researchers something to think about!

My other favourites are three Lillehammer pipes, made in Norway, which I discovered some years ago and have remained faithful to. I also have a hookah, which was given to me in Palestine but which I confess I smoke only rarely because it takes a great deal of time and energy to get it going.

But my most interesting pipe is a porcelain pipe, quite a rarity, made by Royal Danish Porcelain of Copenhagen. It was originally made as a one-off birthday present for a King of Denmark, and after his death was tried out in the market. It didn't catch on, so the small batch was withdrawn, and they are now only for presentations. I was lucky enough to be given one, and a marvellous smoke it is too — and ideal for formal dinner parties.

One final point — I still don't know how the barons of the pipe-smoking trade ever came to nominate me for this award. You see, as a matter of private policy I never smoke on television (or at least very, very seldom — only if the ambience of the programme absolutely require it. It's muddled thinking, I know, but I don't believe that youngsters who have still to make up their own minds on whether to smoke or not, should have it thrust at them from the TV screen.

Why's that muddled? Because I smoke like a furnace at home — and none of my family does!

Show me a Big-Time T.V. Spender
and I'll show you St. Bruno.



TO 10



The Barling Family were English silversmiths and many of the fine silver mountings on pipes favoured by smokers at the end of the 18th Century bore the mark of Barling.

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Cigarette pack designs—do they really reflect life-styles?

PULL A CIGARETTE PACK out of your pocket or handbag, lay it upon the table, and it says as much about your life-style as the clothes you wear or the car you drive.

The design of a cigarette pack is an extension of the consumer's personality, say the manufacturers, and yet British cigarette packs are generally considered to be visually dull, unimaginative and boring. Are we really that bad? The Englishman is often thought of as conservative and staid, but surely in this day and age when New York is under five hours flying time away, couldn't we be a little more cosmopolitan?

Yes, yes, shout the manufacturers, but the British consumer doesn't like change. This statement is probably very true, and although changes may be difficult to come to terms with, we may have to accept them for two reasons.

The first reason is that hot topic — advertising. Manufacturers are finding themselves more and more hamstrung by government legislation ostensibly designed to protect the consumer from 'brainwashing.'

The John Player Special pack design which was awarded the Golden Star award.



France has virtually banned cigarette advertising altogether, and Norway has already done so. If we follow suit, cigarettes are going to have to sell themselves without aid.

The second reason is brand loyalty. Although it is still very much in existence, it is by no means as predominant as it has been in the past. This applies to consumer goods as a whole, and not just tobacco products, so once again the design of a pack could become all-important from the point of view of selling the product.

With these two factors in mind it would seem to be the time for a radical re-think in pack design, which on the surface appears reasonably uncomplicated. However, tobacco manufacturers are dealing with not only complicated customers, but nervous ones at that. Smokers today are regularly presented with surgeon's reports setting out numerous reasons why they should kick the habit. Therefore they need reassurance, and one way of obtaining it is through traditionalism.

The conventional type of cigarette pack that is seen on the retailer's shelves today has changed very little since the 1950s. After the Second World War pack design generally underwent a great 'cleaning-up' process with the introduction of white as a predominant colour. White meant purity and cleanliness, which was just what everyone was seeking to fit in with their new and efficient life styles. Traditional graphics and the use of white, which might today be described as old-hat, in fact provide that symbol of reassurance and stamp of respectability that smokers need.

The use of so much white is gradually being phased out, and the manufacturers are beginning to use all-over colour. But in order not to give the consumer too great a shock at one time, the crests and traditional graphics are retained.

1961 saw the launch of the Benson & Hedges all-gold pack. At the time it was considered to be unconventional, although Gallaher continued to play safe with the graphics. Maggie Green, Gallaher's 'golds' brand manager, explained that the graphics had to appeal to traditionalists 'otherwise it would have been thrown out by the consumer'. Market research plays an important role in pack design today, 'but the B&H pack was designed without much research as in those days people tended to take decisions on judgement. It was a risky step to take as there was not the demand for king size brands then as there is now'.



Seita's recently launched Philtres pack, which was designed to sell itself.

Gold is a colour with luxury connotations, so what was the thinking behind launching Gold Bond and Sovereign in gold packs, when surely they would undermine the quality of B&H king size? The question was researched at length and it was found that this was not the case. Maggie Green explains: 'There was no loss of image on B&H when Sovereign was launched. What happens is that the B&H smoker tends to ignore the lower market brands, whilst the Sovereign smoker will buy B&H for

special occasions like week-ends and dinner parties'.

In 1971 another all-over colour pack appeared on the market which was considered totally unique in its design concept. John Player Special, in an all-black glossy pack, was the first to use film lamination and was awarded the Golden Star design award. To put a product which is claimed to be potentially dangerous in a black pack was described by many as a crazy idea. But the 'crazy idea' was to capture the black patent leather look, which was so popular at the time. Cecil Holmes, design consultant to Imperial International, who was involved with the design of the JPS pack, told how Players looked at other colours — aubergine and blue were among them — but eventually decided that black was smart and modern and did not, in fact, have gloomy connotations: 'It was a voguish colour and the only real problem was not to make it look plastic'.

The JPS brand was launched with a very positive image which tended to narrow its market. In 1975 Players attempted to widen that market share by launching an extensive advertising campaign. Today the JPS brand is not a mainstream seller in the UK, although it does very well on the international market. But more important is the image that JPS has created for Players as a company. Mr Holmes believes that 'from a public relations point of view, the JPS pack has done wonders. Players badly needed an expensive-looking brand because of their penetration into the "cheaper" cigarette market'.

Players considered that penetration into the cheaper market, namely with the two John Player King Size brands, was their 'most important cigarette launch for ten years'. Roger Norman, Player's king size brand manager, describes it as 'a cigarette that was produced very much for the mass-market — the message was one of value-for-

money and the pack design reflects this message'. Proving that a king size cigarette need not have expensive packaging Players used a less costly board, tissue instead of foil, and eliminated the use of gold or any 'fancy bits'.

The use of a very strong red for the milder cigarette was also an interesting development. Roger Norman explained that manufacturers have always tended to stick to 'wishy-washy' colours to signify mildness: 'We wanted to say, yes, it is a mild cigarette, but it has strength of flavour and taste — so we chose a vivid red to get away from the insipid look of mild cigarettes'. Red is also a colour which is often associated with danger, so using such a strong colour for a mild cigarette might encourage the smoker who is contemplating changing over to the low-tar bracket, because he has probably become used to stronger colours in the past.

Certain colours are more acceptable than others on cigarette packs. Red is one that always goes down well internationally, which is why rich reds are often used for the 'luxury' international cigarette. One that has recently appeared on the market using that same rich red, is Imperial International, a brand that underwent many transformations before it finally emerged with a capital 'I'. Searching for a pack that would have worldwide acceptability, Imperial explored many possibilities before coming up with something that was totally recognisable. One of the first ideas was a flip-top, crush-proof pack that depicted a bank note. A second idea was the use of a 'Martini' type label, which would surely be known in every country. Finally they hit upon the 'I' design and the use of 'no negatives' red. Mr Holmes recalled: 'We decided to use the company name as it was something which could be pronounced and registered all over the world'.

One way of giving a brand's acceptability a subtle boost is to produce other goods using the motif of the original design. Imperial market silk scarves using the 'I' as the main design, and they go down very well in Germany,' said Mr Holmes. 'If you are selling an up-market product,' he explained, 'the design often becomes a symbol and can therefore be associated with wealth. It is a very small market, but it helps to establish the name'.

Another company which has extended the image of one of their brands into the luxury goods market is Wills with Lambert & Butler. Using a respected name that has been associated with the tobacco industry for over 100 years, Wills went one step further and opened a shop in Park Lane stocking exclusive and expensive products from all over the world.

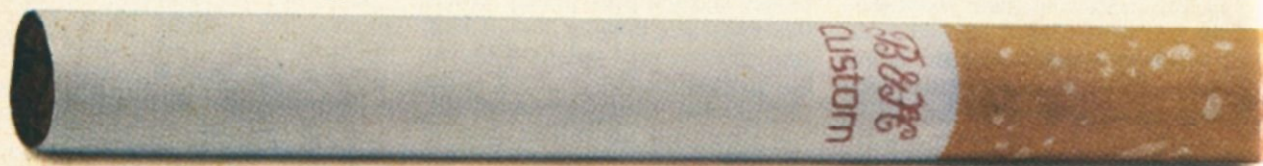
In an attempt to edge away from that traditional reputation that cigarette pack design has, Wills wanted something that was suitable for the modern and sophisticated 1970's. The pack design took two years to develop before they hit upon a 'stainless steel' look. The final effect was christened 'brushed silver'. Evan Ashley, design manager,

Wills' Lambert & Butler International Size which has a 'brushed' finish in silver and black.



continued on page 27

This month, Benson & Hedges get together with your customers to make a perfect cigarette.



Custom. 39p for twenty.

New Custom is everything a perfect cigarette should be.

Inside, it contains selected Benson & Hedges Virginia tobaccos.

To give a really smooth, satisfying smoke.

Outside, it's as large as cigarettes with a recommended price of 49p for twenty. In fact, compared with some, it's even larger.

Yet Custom costs your customers only 39p for twenty.

We've achieved this big saving in the cost of the cigarette by leaving the last process in its manufacture for your customer to do at home.

Nothing could be simpler.

All he (or she) will need are Custom filter 'tubes' (which are unfilled, completed cigarettes), special Custom tobacco to go inside them plus a precision-made Custom cigarette maker.

Following the simple instruc-

tions provided, the customer uses the maker to fill the tube with tobacco and, in seconds, he or she has a perfect cigarette.



THE CUSTOM CIGARETTE MAKING KIT

No better time to launch Custom.

With the introduction of 'End Product Tax' this month, the price of small, popular cigarettes will rise to within a few pence of king-size brands.

Many smokers, who for reasons of economy prefer small cigarettes, will be forced into looking for a less expensive alternative.

New Custom offers exactly that alternative.

Well over £1,000,000 will be spent on launching Custom.

So that everyone knows about Custom, we're launching the brand with a huge poster and national press campaign, including women's magazines, backed up by a national demonstrator operation.

To help your customers from the word 'go', we're making them a special introductory offer: a complete cigarette-making kit for a recommended price of only 99p. That's the price customers would normally pay for the maker alone.

In other words, each customer gets a free 20's pack of tobacco, free cigarette tubes and a free cigarette case (plus easy-to-follow instructions).

All this at the very time when many other brands are announcing large price increases. It simply could not be a better moment.



This new concept with its proven record of success overseas, is bound to prove popular with your smokers. So make sure you're ready to meet demand.

*Once a customer has bought the maker, the cost of sufficient tobacco and tubes to make 20 Custom cigarettes works out at just 39p.

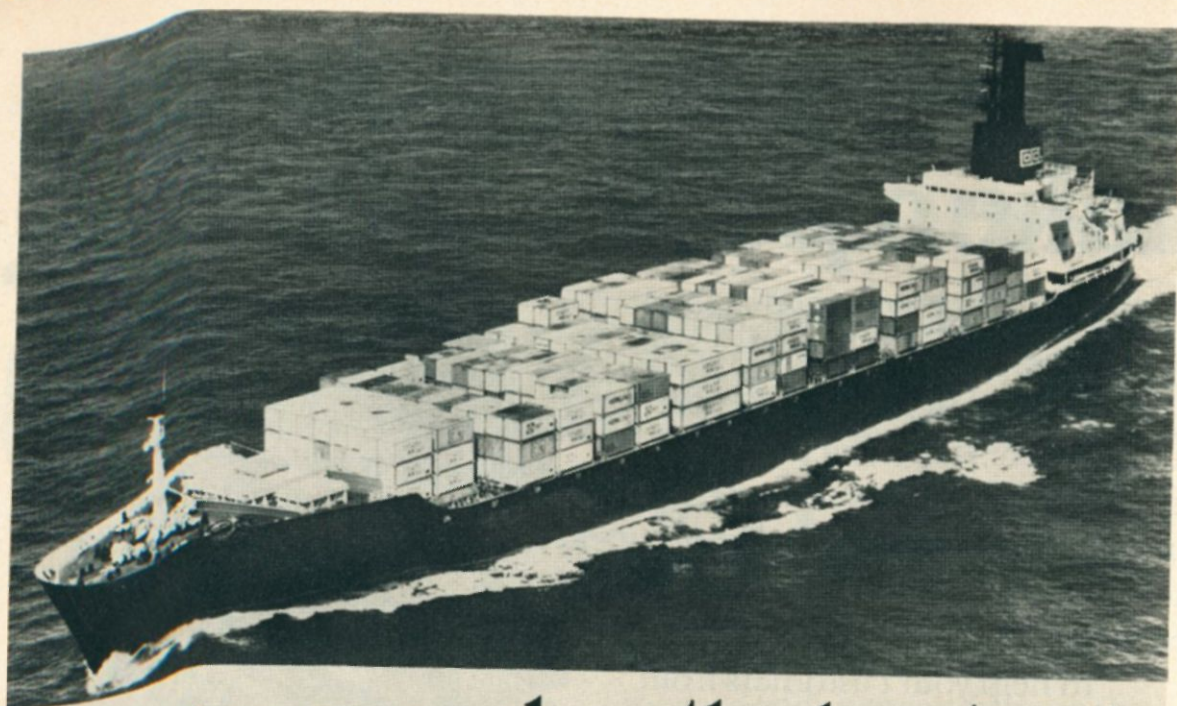


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A 20's and a 40's pack. Containing sufficient to make 20 or 40 cigarettes.

CUSTOM FILTER TUBES.
Available in boxes of 100.

THE CUSTOM CIGARETTE MAKER.
With easy to follow instructions.

THE CUSTOM CIGARETTE CASE.
Holds 20 cigarettes.



Erinmore pushes the boat out

Erinmore are Britain's biggest exporters of pipe tobacco.

Over 40% of all pipe tobacco exported from Britain is produced by Erinmore.

Erinmore is enjoyed abroad by more pipe-smokers than any other British pipe tobacco.



ger at Mardon Son & Hall, one of the largest carton producers in the UK, explained: 'Gold was out of the question as it was too much in direct competition with Benson & Hedges. It had to be something completely different because it was to act as a flagship for Wills, who until that time had nothing on the international scene'.

The British manufacturers are not the only ones to have experimented in the 'motif' field. Take a stroll down Chelsea's Kings Road and the swaying silhouette from the French Gitanes pack can be seen on belts, bags, tee-shirts and any number of articles. Seita, the French monopoly, explained that although they did make some umbrellas themselves, it is mostly other people who make the goods and use their motif. Because it is such a small market they don't bother to take any percentage of the sales themselves, but instead see it as a form of free advertising.

The Gitanes pack is probably about the closest thing to a 'picture pack' that can be seen on the UK retailer's shelf. Picture packs are something of a *bête-noire* for the British manufacturers, who have often looked at the possibility of reviving some of the old picture-based designs which were so prominent before the Second World War. As much as they would like to produce a picture pack, their old friend market research always comes up with a host of reasons why it wouldn't work.

Cecil Holmes says: 'As a designer I get very excited at the idea of producing a picture pack — something unconventional and different. But we always come back to the thought that the British smoker wants something quiet, tasteful and subdued.'

'Above all, he has to look at it every day, and there is the danger that he may get bored with it'.

Ivan Piercy, head of the market research department at Carreras, agrees that there is a demand today for old-fashioned things: 'The past and everything it produced is very much in demand. Things seem to have gone full-circle'. But trends means fashion, and that is an extremely fickle thing to be dictated by: 'What is fashionable today can be old-hat tomorrow,' reflected Mr

Piercy. Cigarettes are mass-market products and therefore the design has to appeal to as wide a market as possible; fashion tends to appeal only to a minority.

One country that has found success with picture packs is Japan. They market several scenic packs and the French are also continuing to back the picture pack market and have recently launched a cigarette called Philtres. Living up to the nation's romantic reputation, the pack depicts two cupids on a dark blue pack and features a series of 22 different love poems on the back. The whole design suggests night, love and romance. The orange band which surrounds the pack has a dual purpose. It wakes the design up and continues the idea of warmth by signifying a flame.

Seita admit that it is an experiment to head off their problems with advertising laws, hoping that by design alone it will sell itself. And who will buy it? 'Someone who is interested in love but won't outwardly admit it. Someone who needs a form of escapism and is creating the image that they crave for'.

But Seita have already had a certain amount of experience in producing designs which will alone sell the pack without the assistance of heavy advertising. One product that they are sure has had success

The French cigarette pack designs lend themselves to the manufacture of other products using the motifs.

due to its pack design is their Havanitos cigar. The cigars are sold in wooden boxes of 50 and have an original opening device. A blazing sun, palm trees and wooden huts make up the motif that gives a message of simple tropical delights. Havanitos gained 10 per cent of the market within two years of their launch three years ago.

Several contemporary cigarette pack designs did, in fact, start out life with strong romantic images. One of the most surprising examples is Marlboro, which today has one of the strongest masculine images around. Marlboro was originally a white pack with black lettering, and the cigarettes themselves had red tips. The market aimed at was women, with the slogan 'Cherry tips to match your ruby lips'. Then Winston came onto the market as the first tipped cigarette to have any real presence: 'So we changed Marlboro to its present form,' explained George Mackin, Philip Morris' sales director, 'and we were the first to design the flip-top box'.

But with all its masculine overtones of cowboys riding through 'Marlboro Country', it still appeals to women. Mr Mackin couldn't really explain this fact, but put it down to 'women being totally unpredictable'.

Another mysterious characteristic



continued on page 30



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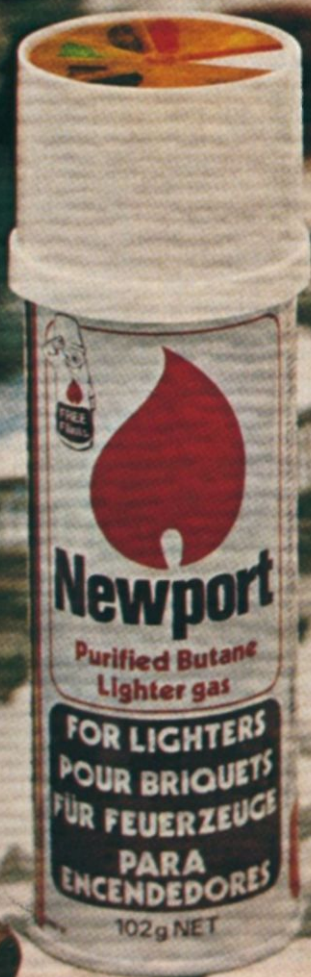
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Havantos gained 10 per cent of the market within two years of its launch, which Seita put down to its successful design.

of female smokers is their liking for soft packs. Ivan Piercy puts a lot of importance on the actual format of a pack. 'The three-row, hinge-lid is very popular today because it fits nicely into the pocket and it protects the cigarettes. But in spite of this women seem to have a great affinity for Peter Stuyvesant in a soft pack. This preference could be put down to the feminine feel of a soft pack, even though the cigarettes may get damaged'. The Americans also appreciate soft packs for their ability to be easily housed in a shirt's top pocket. But then American cigarettes are not as tightly-packed as British ones, and are far less likely to snap.

It is very hard to define what is the most important part of a pack design: 'Some things are of more importance than others to different people,' reflected Mr Piercy. 'It is difficult to assess exactly how a consumer's attitude is affected by pack design. The consumer is not even aware why he is buying a brand. Of course, advertising will affect that attitude'.

But above all, one thing that manufacturers do count on as an important part of their designs is the brand name: 'When a pack is launched it is an amalgamation of everything which gives it success,' explained Maggie Green, 'but a pack has to be instantly recognisable to the smoker and the name is therefore very important'.

Mr Piercy agreed that the name is all-important: 'Companies use a

name because they know that the consumer will be reminded of the company by it, and secondly people relate to names'. But then they have very little choice. Very few other manufacturers cover products with their name to the extent that the tobacco manufacturers do. 'The name of a cigarette gives it a reputation,' says Mr Piercy, 'and the colour is associated with the name. Think of a name and the colour springs to mind; it backs the name up'.

'One has to decide what one is trying to offer and to whom and then everything becomes a total design that is often responsible for the initial purchase of a new brand, but if the product is not acceptable then it won't catch on'.

Similarly if a brand is slipping there are not many instances to prove that a redesign or 'facelift' can save it. Which all comes back to the smoker's horror of change. 'Changes can be made very slowly,' explained Ivan Piercy. 'If you look at a pack of say 10 years ago, one could spot quite a few differences, but over the years changes have been made so discreetly that nobody would notice any radical change at one time'.

Facelifts have been known to be successful, but have often dealt an initial blow to the sales figures. When Wills decided to produce a 'non-coupons' Embassy pack the most obvious step was to redesign it. A diagonal stripe was chosen because it was not too far removed

from the original Embassy 'ribbon'. A horizontal stripe could not be considered because it would leave too much bare white and therefore make the pack look anaemic. Joe Green, Wills' assistant marketing manager, explained that the initial public reaction was that the Embassy blend had been changed. One smoker complained to Joe Green that the 'new' Embassy made him cough and that he didn't like them at all. 'But the risk of changing the design has paid off,' said Mr Green, 'as sales have now picked up considerably'.

Wills also attempted a similar trick with their Wills Whiffs cigars. Mr Green recalled: 'The pack was very traditional with a dark wood grain look about it. About 18 months ago sales were declining — the brand had an old-age profile which we wanted to change. Competitors were coming up with other things and we needed to update the pack. By doing so we saved the brand but on the other hand we didn't want to alienate our original smokers. But fortunately they seem to be getting along extremely well with the new pack'.

So it would seem that the British smoker can put up with change as long as it isn't too radical and he can still relate to his pack. 'Change is inevitable,' concluded Mr Holmes. 'The use of all-over colour is one step in the right direction, and someone,' he said with a twinkle in his eye, 'will eventually come up with a break'.

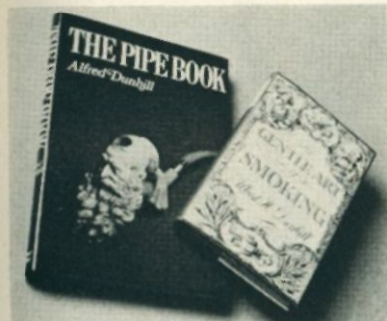
The Marlboro pack has one of the strongest images in pack design on the market.



WHAT'S NEW

Read all about pipes and pipe smoking

Two books of interest to the pipe smoker from Alfred Dunhill are 'The Pipe Book' and 'The Gentle Art of Smoking'. The former is an illustrated study of the pipe from earliest times and is published by Arthur Barker at £4.



'The Gentle Art of Smoking' covers the history of smoking, the growing and curing of tobacco, the history and manufacture of pipes and has notes on cigars, snuff and lighters. It is published by Max Reinhardt, and costs £3.50. Both publications are available from selected bookshops and from the Dunhill Shop in Duke Street, London.

Royal Dart lighter available to trade

Parker Hardcastle's recently-introduced pipe lighter, the Royal Dart, is now being distributed to the trade.

The roller-action, butane-fuelled lighter has an angled flame and the screw-in filler valve cover doubles as a tamper. A built-in clip enables the lighter to be pocketed like a pen.

At a recommended retail price of £4.95 Parker Hardcastle claim that the lighter shows a higher-than-average profit to the retailer. The Royal Dart is available in 12 finishes and displays are available for every dozen. The lighter is backed by the usual Parker guarantee and repair service.

Palmer and Harvey catalogue has new look

The latest edition of the Palmer and Harvey catalogue features a changed format.

Gone from the catalogue are confectionery products. The company

feel that their order forms, which are up-dated monthly, are of more use to their customers than a catalogue listing.

The tobacconist will find all the usual P and H lines listed including cigarettes, cigars, pipe and hand-rolling tobaccos, snuff, pipes, lighters, matches, smokers' accessories and general sundries.

Also included is a brief history of the company together with a series of photographs showing the changes that have taken place over the years.

Copies are available free of charge from the sales department, Palmer and Harvey Ltd, Vale House, Vale Road, Portslade, Brighton BN4 1HG.

Universal gas refill launched by Ronson



Ronson have launched a Universal Multi-Fill gas refill with seven different nozzles that they claim will fill every major brand of lighter that retailers are likely to get. The Universal is available in a display pack of six and retails at 47p per tube. Each tube is packed in its own skilnet with individual colour-coded adapters.

Diplomat lighter joins Barling range

Added to the Barling range of smokers' products is the Diplomat lighter. Described as a 'multi-fire sensor', Barling say that the Diplomat is a new concept in cigarette lighters, working on the IC battery system but requiring only a 'featherlike' touch to ignite the flame.

The Diplomat range consists of eight models — three silver, three

gold and two gold and lacquer. Prices for each type of finish range from £29.45, £31.40 and £33.30 respectively and the normal trade margin (based on VAT-exclusive prices) is 35 per cent.

A safe way to protect your cash

One way of foxing the 'stick-em up' characters is to have a day safe. The Baron Security Group have recently introduced a slot-in-the-top safe, designed to hold notes, coins, cheques and other valuables during business hours. The Baron safe has a removable door, a secure, two-bolt lock and comes with two keys. It has a 6mm thick seamless steel body and an 8mm thick, steel door with a lock welded to the inside to prevent any tampering with the mechanism. Finished in a grey hammer gloss, the safe costs £37 plus VAT and is available from the Baron head office at 52 Monmouth Street, London WC2H 9EP, tel: 01-836 6126.

Four new colourways for Ritmeester cigars

Four of the Ritmeester cigar brands have been given new packs following successful tests in Scotland and Northern Ireland.

Chargers are now in a dark brown pack, Piccolos in blue, Elites in green and Lords in mid-brown. A green oval 50's drum is also being introduced for the Elites brand.



All you need to know about Havana cigars

The Havana Cigar Information Centre has published an eight-page information pamphlet on Havana Cigars.

The pamphlet is available free of charge from the Centre at 18-21 Jermyn St, London SW1.



Ritual pipes of peace held the dark secret of richer smoking

Today's discerning pipe smokers have discovered the dark secret of Three Nuns—the Perique the Chickasaw Indians grew on the banks of the Mississippi: the richest, most individually flavoured tobacco in the world.

Perique is hand spun into the heart of Three Nuns. It gives a unique tobacco that smokes longer and cooler, tastes deeply rich and satisfying. That's why you'll find so many of your customers will insist on Three Nuns.

Three Nuns-rich tobacco with a dark secret.



A selection of gift and souvenir matches from Venture.



A selection of lighters from the recently introduced ranges from Kingsway Mills.

Below: Some of the attractive Aristocratic silverware cigarette cases by Harman Bros.



Third Inter- national Spring Fair 1978

More than 2000 participants from 32 different countries are expected to attend the third International Spring Fair which is being held at the National Exhibition Centre in Birmingham from 5 to 9 February.

Co-sponsors and organisers, Trade Promotion Services Ltd and the British Hardware Promotion Council Ltd, say that many companies who wished to participate had to be turned down due to lack of space. Speaking at a recent press conference, Elkan Simons, ISF co-chairman, said that 'within the short space of two years the International Spring Fair has reached a foremost position of importance, to the point where large Continental exhibitors look upon ISF as a major competitor.

'While we are obviously not yet as large as the trade fairs in Frankfurt, Milan and Hanover, which take in a wider range of industries, it is only the size of accommodation available which prevents us from growing further. It is nevertheless, for the hardware, giftware and jewellery trades, the largest fair in the world'.

Smokers' requisites

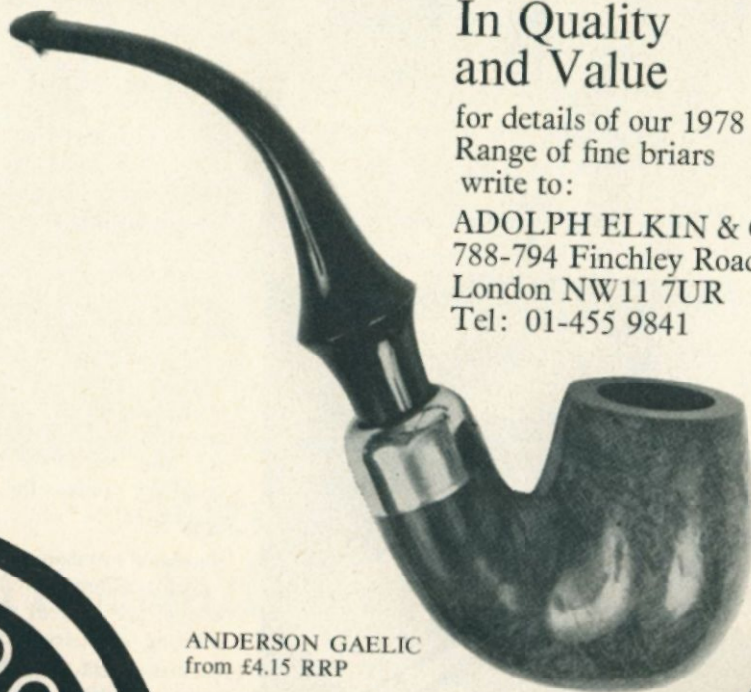
Among the many companies with stands are several who will be exhibiting smokers requisites. Oppenheimer Pipes will be showing their latest addition to the Peacemaker range which is called an S Pipe. It features a dark stem of anodised aluminium and costs £4.75. Oppenheimer are giving away 12 filters and a mouthpiece with the pipe.

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SMOKECRAFT

Also on show from Oppenheimer will be their latest Exquisite lighter which they describe as a 'real bargain' at £8.50. The lighter has proved to be very popular, especially with jewellers and up-market outlets, and the company are already planning a few variations on the theme for the future. They will also be exhibiting a range of top quality leather goods including purses and tobacco pouches.

A new range of pipes will also be found on the Duncan Briars stand. They will be displaying their Exclusive pipe, which has been on the market as a dental pipe for about a year, and is now being introduced with a normal fantail mouthpiece at £5.95.

The Charter Smooth pipe, which has also been running for a year in a black 'rustique' finish, is now appearing in a smooth finish with a dental or fantail mouthpiece. The Charter Smooth retails at £5.25.

For their 3000 Meerschaum range, Duncan Briars have introduced a Nu-Bent shape, which has been popular in briar for some time. The new Meerschaum version has a goldine mount and will sell from £9.35 to £13.95.

The Delta Pipe is also appearing with a bent shape. This pipe has been on the export market and has just been introduced into this country at £4.20.

Harman Brothers will be showing some of their attractive Aristocratic Silverware lines which are all made at their factory in Hockley, Birmingham. The range includes electro-plated nickel silver cigarette boxes, cases and ashtrays in a wide variety of sizes and patterns.

Two companies who have taken stands to exhibit their range of matchbooks are Matchmakers (Book Matches) Ltd and Venture Matches. Matchmakers, who export to the USA, Holland and the Scandinavian countries, will be showing their 'old posters' line as well as a variety of humorous and souvenir matches. Coming soon onto the market is a new line of 'old poster' tins of matches and an 'old West' series.

Venture Matches also produce gift and souvenir matches. Their 'long books' go under the headings of historical, military, London, Scottish, trendy and Christmas. The

'new gift designs', which are about eight inches long, are called match-girl, rosebud, pepe and butterfly. Venture Matches will put any personalised message on their Stock Line designs and also have a range of 'specials' which are designed 'exclusively to meet customers individual requirements for re-sale or promotion — or both!'

Hall & Fitzgerald are another company who have a range of smokers requisites among many other gift items. They include wooden pipe racks, a pottery pipe rest, tobacco jars, cigarette and cigar boxes and a solid wooden musical cigarette box. They also have a selection of glass and crystal ashtrays, spinner ash bowls, pocket ash trays and armchair ash trays. Hall & Fitzgerald have a selection of pipes which include Clifton Briars, Meerschaums and Falcon pipes. They also have tobacco pouches, cigarette cases and holders, cigar cases and cutters, pipe cleaners and accessories, table and desk lighters, and pocket lighters.

Another range of smokers requisites will be seen on the Bernhardt & Myers' stand who supply chains, multiples and wholesalers. Their lines include ash trays and lighters in onyx and alabaster.

Kingsway Mills have recently launched a range of 'Lipstick' lighters which are designed to appeal to both sexes. They are piezo-electric lighters in chrome, silver and gold plate finishes with prices ranging from £8.90. They are also bringing a range of 'Sensor Touch Lighters' onto the market which light at a touch of the insulated sensor panel without moving any part. Prices range from £18.

Sharing a stand with Kingsway are Sarome, who have added to their range of solid state quartz-electronic lighters which come in many finishes including deep diamond-cut and engine cut in chrome or gold flash, deep lacquered and/or enamelled in a selection of different colours. Recommended retail prices start from £9.90 including VAT. Amongst the latest models in the Sarome quartz-electronic lighters is one for the pipe smoker which comes in a selection of styles and finishes with prices ranging from £9.90.

P. H. Vogel will be displaying a

selection of Rowenta lighters on their stand. Rowenta have recently introduced four new lines to their range which fall into the medium-price sector. They are the Pipa 2 priced at £6.25; the Rowenta Bridge table lighter at prices ranging between £12.95 and £20.95; the Top Range of battery lighters with prices ranging from £14.45 to £17.75 and the battery-ignition Elegance lighter with prices ranging from £10.95 to £13.95.

One unusual stand to catch a glimpse of will be Hall & Keane's. They produce miniature and standard 'canned lighters' which carry advertising logos from such things as beer and cola cans.

Frischers Ltd will be showing a completely new range of 'rustic' wood ash trays and pipe rests, which are unusual in their design because the bark of the wood has been left on the items. The range starts at about £1.50.

General information

Admission to the ISF Fair will be granted to trade buyers only, on completion of a registration card or production of a business card. Opening times of the Fair are: Sunday from 10.00 to 18.00; Monday, Tuesday and Wednesday from 9.00 to 18.00 and Thursday from 9.00 to 16.00. Car parking for ISF visitors will be £1 per day and free shuttle bus services will operate between the car parks and the main entrance to the exhibition centre complex.

ISF interpreters will be on duty speaking French, German, Italian, Portuguese, Spanish and Arabic. The girls will be identified by their crimson red uniforms, and their services will be available to all exhibitors and visitors free for one hour, following which a charge will be made of £4 per additional hour, or £2 for any portion of an hour under 30 minutes.

An ISF information kiosk will be set up on the concourse of London's Euston station during the days of the Fair. Two bi-lingual receptionists will be on duty to answer questions, and distribute catalogues, registration cards and giftware and hardware newspapers to enable traders to plan their visit during the train journey to Birmingham. ●

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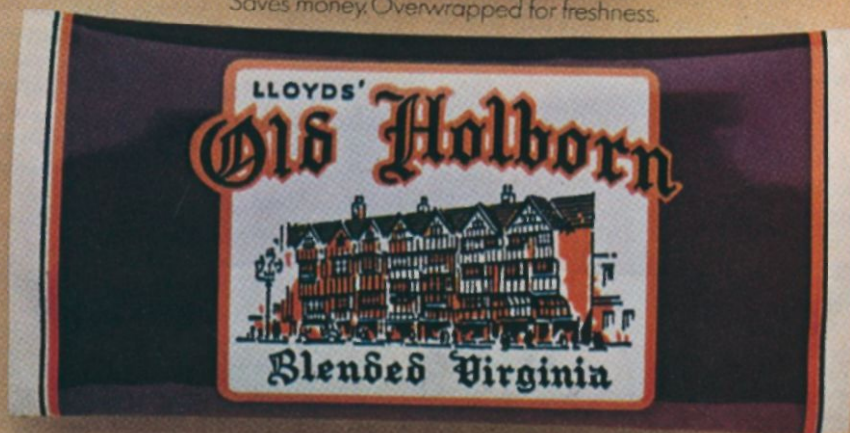


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Lower - tar yields tip the scale

LATEST TAR AND NICOTINE tables published by the Government show a continuing shift to lower tar yields.

Study of the table below, covering the period December 1976 to May 1977, and the May 1976 to October 1976 table published in last September's issue of *Tobacco*, shows a decreasing number of brands in the higher-tar sector and a significant shift to the low-tar sector.

Brands in the high-tar category have decreased from five to three; in the middle-to-high-tar range from 15 to nine; in the middle-tar sector from 51 to 45; and in the low-to-middle tar range from 37 to 30. Number of brands in the low-tar sector has increased from 14 to 19.

Not included in the official Government league table are new brands that have not been on the market long enough for the Government Chemist to analyse their content over the full six-month period. There are 17 brands in the list, of which 10 contain tobacco substitute. All the brands are in the low-tar sector, and if they are added to the 14 officially-listed the total for this sector is 36 brands — compared with 14 in the summer of 1976.

Commenting on the official tables a Department of Health spokesman said: 'In 1973 when the first tar tables were issued only 28 per cent of the brands appearing in the table were in the two lowest tar groups, but now this proportion has risen to 56 per cent. All of the tobacco substitute brands and three-quarters of all new brands are in the lower tar groups.'

The marketing response from the manufacturers in answer to Governmental demands for lower-tar cigarettes and the furore surrounding the Government's anti-tobacco substitute propaganda prompted a question in the House from Laurie Pavitt MP. What, Mr Pavitt wanted to know, was the

Government's attitude to tobacco substitutes?

The answer came last month from Minister of Health Roland Moyle: 'Our first objective', he said, 'is to discourage people from starting to smoke, and to encourage those who already smoke to give up. But it is also an important part of the Government's strategy to encourage and initiate measures to make smoking less dangerous for those who are unable to give up the habit.'

'One such measure has been to encourage the industry to conduct research into and to develop substitute material for use in cigarettes, and I readily acknowledge their willing response to this encouragement and their substantial investment in this work.'

Mr Moyle went on to reiterate the Hunter Committee's finding that cigarettes containing tobacco substitutes 'were no more damaging to health than a similar product containing tobacco only and could prove to be less injurious'.

Later in his statement Mr Moyle gave the first indication that the Government were prepared to accept cigarettes containing tobacco substitute in the same spirit in which they accept low-tar cigarettes in general. Urging the industry to continue with research into substitute material, Mr Moyle said that a cigarette that offered 'even greater' health advantages would be a development that the Government would very much welcome, 'so that substitutes can take their place with other health measures, such as reduction of tar yields'.

The admission by the Health Minister that cigarettes containing substitute do, in fact, offer a health advantage over conventional cigarettes can fairly be regarded as too little and too late. The manufacturers are angry at overt Government opposition to a product that they themselves encouraged and Mr Moyle's half-step backwards is unlikely to mollify them.

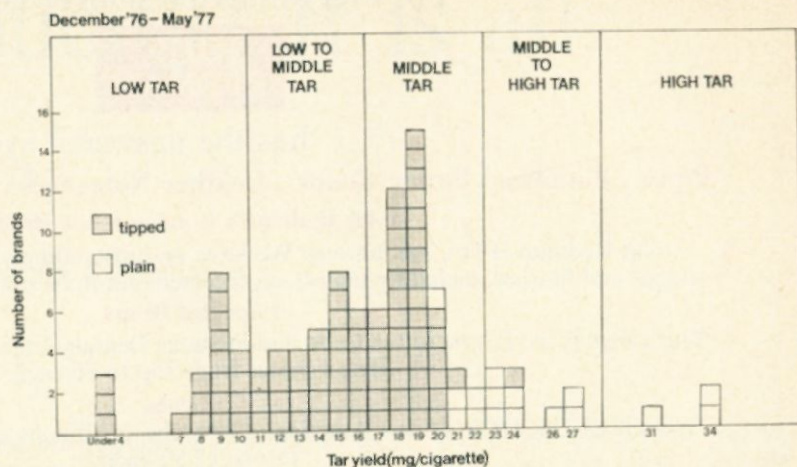
Low tar

Tar yield mg/cig	Nicotine yield mg/cig
-4 Embassy Ultra Mild	-0.3
-4 John Player King Size Ultra Mild	-0.3
-4 Silk Cut Extra Mild	0.4
7 Piccadilly Mild	0.5
8 John Player King Size Extra Mild	0.7
8 Peter Stuyvesant Extra Mild King Size	0.7
8 Rothmans Ransom	0.7
9 Embassy Extra Mild	0.8
9 Players No. 6 Extra Mild	0.7
9 Silk Cut	0.8
9 Silk Cut International	0.9
9 Silk Cut King Size	0.9
9 Silk Cut No. 1	0.8
9 Silk Cut No. 3	0.8
9 Silk Cut No. 5	0.8
10 Consulate Menthol	0.8
10 Embassy Extra Mild King Size	0.7
10 Embassy Number 5 Extra Mild	0.9
10 Gauloises Filter Mild	0.6

Low-middle tar

Tar yield mg/cig	Nicotine yield mg/cig
11 Belair Menthol Kings	0.8
11 Consulate No. 2	0.7
11 St Moritz	0.9
12 Black Cat Filter	0.8
12 Black Cat No. 9	0.7
12 Piccadilly No. 7	0.7
12 Virginia Slims	1.1
13 Everest Menthol	0.9
13 Gauloises Caporal Filter	0.8
13 Gauloises Longues	0.8
13 Kensitas Club Mild	1.2
13 Kent	1.0
13 Players No. 10 Extra Mild	0.9
14 Gauloises Disque Bleu	0.8
14 Gitanes Caporal Filter	1.0
14 Kensitas Mild	1.2

14 Peter Stuyvesant King Size	1.2
14 Philip Morris International	1.3
15 Sovereign Mild	1.3
15 Cadets	1.1
15 Camel Filter	1.1
15 Carlton Long Size	1.4
15 Carlton Premium	1.3
15 Kensitas Corsair Mild	1.3
15 Lark Filter	1.3
15 Marlboro	1.2
16 Cambridge	1.0
16 Chesterfield King Size Filter	1.4
16 Guards	1.0
16 Carlton King Size	1.6
16 Piccadilly No. 3	1.0
16 Three Castles Filter	1.2



Middle tar

Tar yield mg/cig	Nicotine yield mg/cig
17 Gold Bond	1.2
17 Dunhill King Size	1.3
17 Embassy Envoy	1.3
17 Embassy Regal	1.3
17 Rothmans International	1.4
17 Slim Kings	1.3
18 Sovereign	1.3
18 Du Maurier	1.4
18 Embassy American King Size	1.5
18 Embassy Filter	1.4
18 JP King Size	1.5
18 Kensitas Corsair	1.3
18 Kensitas 2	1.3
18 Nelson	1.3
18 Park Drive Tipped	1.4
18 Piccadilly Filter de Luxe	1.1
18 Players No. 6 Filter	1.3
18 Players No. 6 King Size	1.5
18 Sobranie Virginia International	1.4
18 Sterling	1.4
18 Winston King Size	1.3
19 B&H King Size	1.5
19 Dunhill International	1.3
19 Embassy American Regular Size	1.5
19 Embassy Gold	1.4
19 Embassy King Size	1.6
19 John Player Special	1.5
19 Kensitas Club	1.3
19 Kensitas King Size	1.5
19 Kensitas Tipped	1.4
19 Piccadilly King Size	1.3
19 Players Gold Leaf	1.5
19 Rothmans King Size	1.3

19 Senior Service Tipped	1.4
19 Silva Thins	1.6
19 Woodbine Filter	1.4
20 Fribourg & Treyer No. 1 Filter de Luxe	1.7
20 Kensitas Plain (P)	1.7
20 Lambert & Butler International Size	1.8
20 More	1.8
20 More Menthol	1.7
20 Players Filter Virginia	1.5
20 Players No. 10	1.4
21 Gallahers de Luxe Mild (P)	1.7
21 Pall Mall Filter	2.4
21 Players No. 6 Plain (P)	1.6
22 Embassy Plain (P)	1.3
22 Piccadilly No. 1 (P)	1.4

Middle-high tar

Tar yield mg/cig	Nicotine yield mg/cig
23 Gauloises Caporal Plain (P)	1.3
23 Gitanes Caporal Plain (P)	1.7
23 Park Drive Plain (P)	1.9
24 Craven 'A' Cork Tipped (P)	1.4
24 Lucky Strike Filter	2.6
24 Weights Plain (P)	1.8
25 Senior Service (P)	2.0
26 Capstan Medium (P)	2.0
26 Lucky Strike (P)	2.0
26 Woodbine (P)	2.2
27 Gold Flake (P)	2.3
27 Players Medium (P)	2.1

High tar

Tar yield mg/cig	Nicotine yield mg/cig
31 Gallahers de Luxe Medium (P)	2.5
34 Capstan Full Strength (P)	3.7
34 Pall Mall King Size (P)	3.5

Estimated

The following brands have not been analysed by the Government Chemist over the full six-month period and yield figures are manufacturers' estimates. (TS) indicates that the brand contains tobacco substitute.

Tar yield mg/cig	Nicotine yield mg/cig
4 Silk Cut Ultra Mild (TS)	0.3
8 Embassy Premier	0.6
8 Peer Extra Mild (TS)	0.7
8 Silk Cut King Size (TS)	0.7
8 Silk Cut No. 3 (TS)	0.6
9 Embassy Premier King Size	0.7
9 Players No. 6 Filter (TS)	0.7
10 Embassy Extra Mild No. 1	0.8
10 JP King Size (TS)	0.9
10 Players No. 10 Filter (TS)	0.8
13 Sovereign Mild (TS)	1.0
14 Peer Mild (TS)	1.0
16 President King Size (TS)	1.2
17 Embassy No. 3 Standard	1.4
18 Embassy No. 1 King Size	1.5
19 Imperial International	1.7
19 Merit	1.6

For everything the smoker needs

**JOHN
REDMAN**

has the answer

Pipes . Pouches . Fancy Goods . Leather Notecases . Holders . Pipe Cleaners

John Redman's London-made Briars

John Redman Briars are famous. We have an outstandingly wide range in all qualities, shapes and finishes, including twin-bore, meerschaum-lined and leather-covered series.

Imported Briars

Our range is the largest in the trade and includes Dentals, Lightweights and Churchwardens. Retail prices from 75p to £6 each.

Corncocks

We sell BEUSCHER's finest American Corncocks, in straight and bent shapes, to retail at 75p to £2.50 each.

Tyrolea Pipes

These are a speciality of ours; we stock a wide assortment of models including carved Tyroleans. Prices £1.50 to £7.

and Meerschaums and all . . .

Our comprehensive list is completed with Turkish Meerschaums and speciality pipes for every part of the world (such as STONEHAVENS and ROSY's for Scotland and Ireland).

London Offices: 123/5/7 Whitecross Street, London EC1Y 8JJ Telephone: 01-253 0899
For 1978 there are many new lines of fancy goods, leather note cases, ashtrays, tool kits, jewel boxes, etc. Spanish decorated giftware

EVERYTHING FOR THE PIPEMAN OF 1978

**Your customers want
SHARROW**

In addition to the celebrated S.P. shown here, there are thirty other Sharrow snuffs including a full range of Plain, Perfumed, Medicated and the famous Gold Label

WILSONS & CO. (SHARROW)

1 lb LOOSE (also 2 lb ½ lb & ¼ lb canisters)

POCKET SIZE

MINI

1 oz VACUUM-SEALED

WILSONS' S.P. SNUFF

WILSONS & CO. (SHARROW)
SHARROW MILLS,
SHEFFIELD, 1.
ENGLAND

or in READY FILLED BAGS

WILSONS & CO. (Sharrow)
SHARROW MILLS, P.O. BOX 32, SHEFFIELD. Tele: 662677 (STD 0742)

ESTD 1737

Good publicity? It is all in the stars . . .

Alan Fiber suggests that inviting a celebrity to your shop could boost sales.

EVERY TRADER can, on occasion, obtain valuable local publicity by employing an appropriate local person of some note for a brief 'appearance'.

It is not difficult to arrange that a suitable personality performs some simple ceremony at the shop, such as autographing items, or packaging, purchased at the time, signing give-away publicity photographs of themselves, cutting a ribbon to declare open a new department of the shop or, in certain cases, demonstrating the sales points of a particular product regularly stocked.

That the well-known person will be 'performing' at the shop on a certain occasion will assuredly bring out the reporters from local newspapers, radio and perhaps television. Here is one occasion where there is no need to offer any of the media any exclusive story against their competitors: all are likely to come and produce their own, slightly different, photographs or local TV film and local radio interviews.

As in other instances where the trader contacts the local publicity media, his objective must be to get in on the act himself by doing his best to see that the name of the shop and some of its displayed stock appear in all photographs and film taken of the star and, by previous arrangement with the well-known person, to see that he or she refers several times in each interview to the shop and why he or she is glad to be able to come to perform there.

Ideally, the owner himself should arrange to be interviewed also, on reasons for the event and choice of

celebrity, giving him opportunities to publicise the shop.

Here are a few suggestions of suitable 'stars' to contact:

1. Some manufacturers have an arrangement with one or more national personalities for this kind of publicity: recording stars being 'built up' or actively promoting a recent record release are obvious examples, but it may be possible to obtain the services of a 'resting' actress or actor to demonstrate the benefits of two or three products regularly stocked by the shop. Thus manufacturers, especially of lines the dealer particularly wants to promote, or for which he has either a fairly exclusive local agency or for which he is the dominant local stockist, are a good starting point, as those co-operating can simplify arrangements and contribute towards the cost.

2. At any one time there are a number of celebrities of sufficient calibre whose agents are actively trying to obtain this kind of engagement for their clients' publicity. Advertisements touting for such business appear in trade papers such as *The Stage* every week. These often give only the name of the personality and the agent's name, phone number and address: the trader can consider who might be most suitable and ask the agent for details of availability, cost and what the personality is prepared to do.

3. Where the dealer has one or two stars particularly in mind he can find their agent by contacting the recording company concerned, or through directories, such as *Spotlight*, available at most good public reference libraries.

4. The stronger the link with the locality and with what the dealer is selling, the greater the publicity likely, and more beneficial it is likely to be in increasing the shop's business. Any celebrity living within, say, a dozen miles of the shop may be especially appropriate — and because of the convenience, more willing to accept a booking.

5. Some personalities may have a seemingly close link with the shop despite coming from afar. Examples are that they have the same surname as that of the shop's manager or trading name of the shop, were born or schooled locally, or have parents living nearby.

6. For the dealer's publicity purposes, however, stars do not have to be of national repute. National news media are not likely to report the event and people living far away cannot become customers. Thus the dealer can normally get as much publicity, and eventual additional business, by using a local celebrity. This has the advantage of perhaps being simpler to organise and may cost next-to-nothing. While the reporting of the event will probably be ample, the crowd attracted to the shop may be much smaller — though this may not be much of a drawback.

Local personalities may be in the entertainment world — for example, from the local (or nearby) football team, or even a local entertainer if well enough known in the district. The latter has publicity-getting advantages for the dealer on local TV and radio in particular, for the entertainer is normally willing to do a small part of his or her repertoire to advertise their own services.

7. But the range of most retailer's stock means that the choice of local personality is by no means limited to the entertainment world. The local Member of Parliament or a local councillor, may well be willing to appear and prove highly appropriate for the retailer's publicity purposes. Much depends on then-current news topics, without any direct political overtones.

8. The news-getting personality need not be a genuine personality yet can often achieve local publicity by virtue of their office: e.g. the voluntary work organiser for any local charity or cause with a bearing on the shop's trade.

Whoever is approached to appear, the basics are similar: send a letter, suggesting a programme of events, when and for how long — not forgetting to say where the shop is. Make it all sound easy and straightforward for the personality (as indeed it is) and say that it is the retailer's intention to approach all the local news media to cover the event.

Ask what fee, to include out-of-pocket expenses, would be involved, enclose a stamped addressed envelope

and do all this as far ahead as possible — perhaps three or four months. Fees vary enormously, though by choosing a local personality with a vested interest in gaining publicity for themselves, it is often possible to obtain the services of a suitable personality for a nominal few pounds to cover expenses.

The approach letter should also detail subsidiary arrangements, such as how long before the event the personality might arrive. It is a good idea to suggest they arrive ten minutes early to give time for an unhurried run-down of the proceedings planned over a drink.

Coffee is often appreciated more than spirits, especially as personalities usually drive their own car to and from the proceedings. Similarly, and sometimes overlooked, it is as well to mention the order of departure.

Although reporters may prefer a quiet room at the rear of the shop for interviewing the personality, it is usually better from a publicity point of view to see that everything takes place on the shop floor, so that product displays get into any

film or photos.

It is always worth saying in the initial letter why the particular celebrity is being approached: the common link in name, locality, etc. This strengthens the trader's claim on their time and shows the personality there is every chance of good publicity. It is reasonable to ask for a reply within a fortnight.

In chatting immediately before the event, the trader should not be shy about stating very clearly the two or three main publicity points he wishes the guest to make on behalf of the shop.

As with other methods of gaining publicity, the benefit to the shop in extra trade is likely to be felt both immediately after the event and in subsequent months, as the shop, its products and services remain in the memory of the local public. Reasons for choice of celebrity, etc., should be given to each editor in the letter notifying them in advance of the event, suggesting also that reporters might contact the trader beforehand for additional information about the products linked with the guest's appearance. ●


OF LONDON

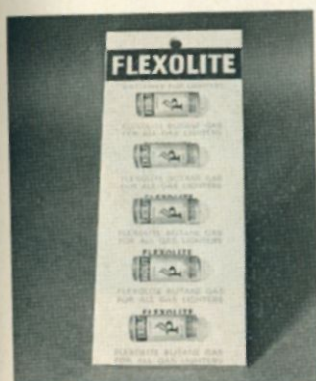
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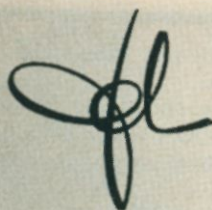


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Palmer & Harvey are the biggest distributors of tobacco and confectionery in Europe.

With the biggest buying muscle.
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MK. 50 6-COL CIGARETTES

SINGLE COL. CIGARS

Cigar machines vend single and packet cigars, capacity 40 per column. The popular Mk. 50 cigarette machines gives a capacity of 24 flip top packs and 30 flat pack, also tobacco.

The AUTOTAPER tapes up to 3 coins on all cigarette packets — speedily and efficiently.

We will be pleased to arrange a demonstration of these machines.

Write or Telephone
Vendit (Harrow) Limited

(An Independent Company)

90 Cannon Lane, Pinner, Middlesex Tel 01-428 1502

counterpoint

Toby takes a retailers
look at the month
in the trade

REAPING THE REWARD

Our Christmas business is finished for another year and the rewards for our labours can be seen. They are quite clear as far as I am concerned. Cigarettes in presentation boxes were very poor. Cigars almost as bad and boxes of chocolates, except for one or two large orders, were also not very good. Faced as I am with deep cutters, department stores, and supermarkets, I presume that they took all this business because my sales of fancy goods were so good that they took up all these losses and showed me a handsome increase in trade for the period. I am very happy with the results — everything sold, lighters, pipes, pouches, the lot. I have only to presume that cigarettes, cigars, and chocolates went to the illegitimate traders, I presume the manufacturers do not care who sells their products but it does leave a nasty taste in your mouth to see trade, which is really yours, going elsewhere. I mentioned a couple of large orders for chocolates. One was from my local solicitor, very nice, but he asked for a discount and I had to give it. Strange, I wonder what the reaction would be if I asked him for a discount on his account. I was also asked by my local bank for a discount for a lighter, which I refused. It does show that they are all at it and they will collect as long as you are prepared to give.

OBJECTIVES FOR 1978

Happy New Year to you all. I hope that all your wishes and hopes for

the future are granted and that you will be blessed with health, happiness and prosperity in 1978.

During 1977 I tried to write as constructively as possible, in an unbiased manner, expressing the opinions and criticisms of the retail trade as I heard and saw them. I hope that I succeeded. I realise from the comments and letters that were published that I did not please everyone, but who can? My objects for 1978 are the same, to present as fairly as possible my unbiased views. Maybe the comments that are made will provide food for thought throughout the trade.

PREDICTIONS

I suppose that it is usual for us to make predictions for a New Year. I have only a few:

1. Finns will start making payments for instore display.
2. BAT will bring out several brands, not just State Express.
3. Legislation for the return of RPM will start.
4. Philip Morris will make major changes of one sort or another.
5. Ronson will follow Win and Colibri in price rises in January '78.

A NEW POLICY?

I understand Finlays have purchased the Anderson Group of shops. Anderson was one of the original cut price businesses. Are we to presume that Imperial's policy will be to continue this type of trade? The pat answer will be 'We do not influence any section of our business'. My answer is that they should.

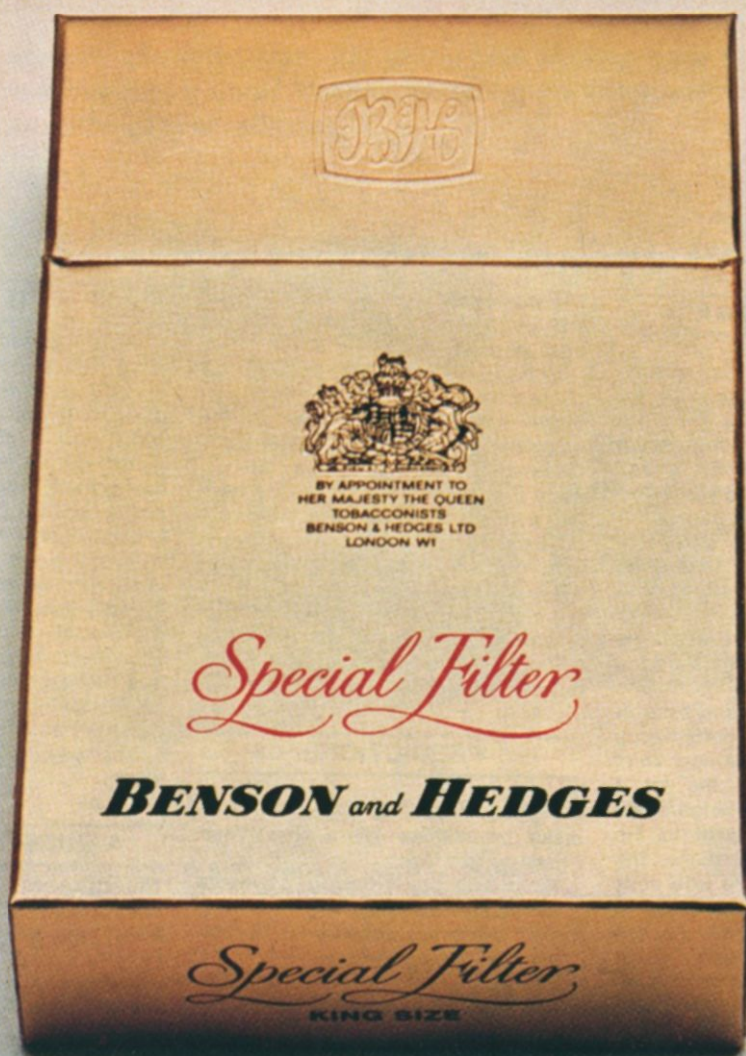
PROFIT OR LOSS?

I was interested to read that profits for Gallaher in the first nine months of 1977 reached almost £38 million compared with £36 million for the same period of 1976, a very nice rise if you do not read further. However, their sales reached £1,024 million against £821 million, a rise of £203 million, pretty horrific. These type of figures are being issued by firms all over the country in all types of business, and show clearly that we are all running along to stand still. Our profits are being eaten away by either an increase in our expenses or a slashing of our retail prices to try and undercut the competition. Either way, it is a sorry state of affairs.

A QUESTION OF PRICE

The prize for the nasty action of 1977 goes to John Players, in fact they also gain the second prize. Printing 43p on their cigarettes mid-December, and putting them up three weeks later. Excuse being that it was planned to correct prices. Funny it has never been needed before and it happened only on those with the highest price rises. Now they have turned themselves into the judge of our actions if my estimate of their deed is correct and not theirs. As I have mentioned before I have been plagued with very cheap cutters. I suppose I am learning to live with them. However, to see two promotion girls from Players selling their cigars at 8p and 10p off R.R. Prices really was not funny. That is like spitting in someone's face. Not the sort of behaviour one has been led to expect from the tobacco industry.

Back your judgement with Gold



Benson & Hedges Special Filter, by far and away
Britain's biggest selling King Size

Few conversions needed

Good news from NACMO is that very few vending machines will need conversions following the much heralded price alterations, and for those who put change on packets the problem will be easier.

Whilst cash margins are much the same, the percentage margins have been eroded, although there are now some different cost prices for cigarettes with the same recommended retail price, which means that some brands are worse buys than others.

NACMO suggest that some of the profitable brands to put in the columns are: Players Medium, Piccadilly No 1, No 6 King Size, Sovereign, Woodbines, Silk Cut or Club and Dunhill King Size depending on the area.

Brands that NACMO suggest could be taken out are: Senior Service, No 6, Embassy Gold, Park Drive and Regal.

NACMO to reduce subs

As from the first of this month subscriptions to NACMO have been reduced to £15. This has been necessary to avoid subscribers having to pay VAT on their contributions when

the income of a trade association exceeds £5,000.

The move reflects the Association's healthy membership position, the latest recruits being: George Feavers and Son Ltd, Halifax; Southern Vending Company, South Godstone, Surrey; S. J. Ruberry and Co. Ltd, Penryn, Cornwall; Scott Vending, Lincoln; and J. B. Greenwood, Bradford.

Vending machine scheme

Imperial Tobacco have launched a scheme whereby NACMO members can buy or lease vending machines at 'highly competitive' prices.

With the capital cost of vending equipment becoming ever more expensive Imperial hope to enable operators to expand their businesses to the benefit of both parties. The scheme revolves around a discount of 20 per cent on Lombard Vending Services' list prices for their Sielaff and Wurlitzer ranges and ten per cent off the list price of Bradwell and Dixon's six-column cabinet machine.

Under the leasing scheme repayment of the capital cost and interest is over a five-year period annually in advance. The rate of interest is four per cent above Bank of England

vending slot

minimum lending rate. Examples of costs are: Wurlitzer PL23, £380.80 cash or five annual payments of £92.07 under the leasing scheme; Bradwell and Dixon cabinet machine with advertising panel, £99 cash or five annual payments of £23.94.

In return, Imperial require brand advertisements and columnage agreements for four years in the case of the cash scheme and five years under the leasing arrangements. Imperial Distributors are acting as agents for the scheme.

Unchanged Gallaher brands

The new tax will not affect the following Gallaher vending packs:

In 50p columns:

Benson & Hedges in 17's. Silk Cut in 18's. Silk Cut Regular in 19's. Park Drive (P) in 17's. Senior Service in 14's.

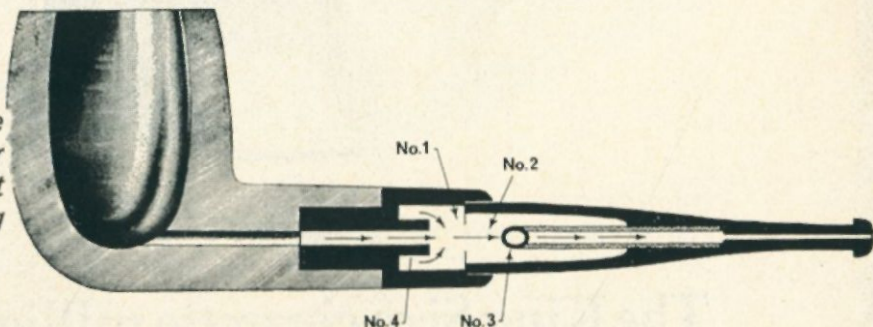
In 60p columns:

Benson & Hedges King Size in 20's. Silk Cut King Size in 20's. Park Drive (P) in 20's flip-top.

KEYSER HYGIENIC PIPE

a Cool and Dry Pipe

The Complete Answer to Wet Smoking



Patented features of Keyser pipes in stem and mouthpiece, see above, are:

No. 1: Aluminium condensing chamber in stem.

No. 2: Condensing chamber in mouthpiece.

No. 3: Side opening aluminium tube in mouthpiece.

No. 4: Protruding aluminium tube in stem. There being no connection between tubes 3 and 4, particles of tobacco and saliva are trapped in chambers 1 and 2. Unpleasant matter is thus prevented from being drawn into the mouth.

Joint Sole Distributors:

MERTON PIPES (LONDON) LTD.
17 Wingate Trading Estate
784-792, High Road, London N17 0VA
Tel: 01-808 9954

ADOLPH ELKIN & CO. LTD.
788-794, Finchley Road
London NW11 7UR
Tel: 01-455 9841

NEW N°6 King Size

The greatest launch since N°6



The King Size cigarette millions will go for

Player's new N°6 King Size is the cigarette that gives your smokers exactly what they want. It's everything they like about N°6 – and it's King Size. N°6 is today's biggest selling single brand. King Size is today's biggest and fastest growing sector. N°6 King Size puts them both together and gives you a real money-maker.

TPFK4B

Just look what's in it for you

And the smoker

1 We're sending three 10p tokens to three million Player's smokers. Each token can be redeemed for 10p off a pack of new N°6 King Size cigarettes. You can be sure that smokers will bring these tokens to you to get their packs at 10p off the purchase price. And when you send the tokens to us we will refund you in full – plus our normal generous handling allowance.



2 We have also put a special insert into every new N°6 King Size cigarette pack that has a gold tear tape. When your customers have collected five of these inserts they can redeem them with you for a FREE N°6 King Size pack. And there is no limit to the number of inserts they can redeem. We will refund you the **FULL** recommended price – plus our normal generous handling allowance.

So cash in with the cigarettes millions will want

Visit the Frankfurt International Fair

A buying trip that will pay for itself time and time again.

Glass, ceramics, porcelain

Fine metalware, table utensils and ornamental articles, cutlery, silverware, pewter

Home decor and accessories, utility articles of glass, ceramics, porcelain, metal and wood

Small, single and wicker furniture, basketry and wickerwork

Modern jewellery, precious stones, jewels, precious stone jewellery, watches and clocks

Light fittings and lamps

Smokers' requisites

Arts and crafts articles

Drugstore and hairdresser's requisites

Paper, office supplies, stationery

Show window and store decoration aids

Musical Instruments Trade Fair

About 3,300 exhibitors from over 50 countries and some 100,000 trade buyers from 80 countries will be in Frankfurt once again. You should be there, too.

Don't forget - late February, in Frankfurt am Main.

The New. The Established. The Exceptional.

Information, advance ticket sales, travel information:

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26.2. - 2.3.1978



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(STD CODE 0539)



Rothman's 'Brass' prize

Yorkshire's Grimethorpe Colliery Band took the £1,000 first prize in the Rothmans Brass in Concert Championship held in Darlington recently. They also became founder winners of the Rothmans Trophy.

Second prize of £700 went to the Hammond Sauce Works Band and the City of Coventry and Ever Ready took third and fourth places.

Kirkland Blair, Carreras Rothmans' managing director (seen, right, presenting the trophy to Ken Hirst, secretary of Grimethorpe Colliery Band), announced that the standard of competition had been so high that the company was awarding consolation prizes of £50 each to the remaining eight contestants.

Special offer 'pouches'

International Tobacco Sales are offering Clan and Holland House at 3½p and 3p off respectively until 24 March.

Recommended prices of the brands remained unchanged at 78½p and 80p per pouch on 1 January and the promotional pouches are therefore flashed 'only 75p' and 'only 77p'.

Clan is backed with TV advertising in the London, Southern and HTV areas during January, March and April and Holland House is being advertised in magazines.

ITS claim that volume sales of Clan and Holland House increased by 27.1 per cent and 21.2 per cent respectively during January-October 1977 over the same period in 1976.

Players new discounts

Players are currently offering Tom Thumb cigar smokers 2p off packs of 10. The boxes also contain inserts offering smokers 3p off their next purchase.



Black Cat feature fish

Latest cigarette card set for Black Cat Filter and Black Cat No. 9 smokers features 50 saltwater and freshwater sport fish.

An illustrated full-colour album in which the cards can be mounted is available to smokers at 50p.

Free packs from Wills

Wills are running free pack promotions for Embassy Number 1 and Number 1 Extra Mild until 4 June. More than 80 agency girls are distributing leaflets throughout the UK inviting smokers to send five pack fronts from either brand to receive two free packs in return.

Towards the end of January Wills will be supplying six of their brands with inserts offering a free pack of either brand, also in exchange for five pack fronts. Offer inserts for Embassy Number 1 are included in a limited number of twenties packs of Embassy Filter, Embassy Number 3, Embassy Envoy and Embassy Gold. For Embassy Number 1 Extra Mild there are inserts in twenties packs of Embassy Extra Mild (non-coupon) and Embassy Number 5 Extra Mild. This offer closes on 1 April.

Presenting the Panatella winner



A new TR7 worth over £3,000 was won by Ian Riley from Huddersfield as first prize in a Benson & Hedges Panatella competition. Entrants from both the trade and consumers were asked to match up the correct illustrations of grilles and dashboards from six previous models in the TR range with the right car model. Waving Mr Riley off on his maiden voyage were (left to right): Doug Dixon, Benson & Hedges brand manager; Stephen Hirst, Gallaher indirect salesman; and Tony Browne, Gallaher area sales manager, who made the presentation.

Personnel

Several changes have been made within the Imperial Group hierarchy. **Malcolm Anson**, assistant managing director of Imperial Tobacco, is now deputy chief executive of Imperial Group Ltd. **Andrew Reid**, commercial director of Imperial Tobacco, has been promoted to assistant managing director of the same company. **Oliver Steel**, director of Imperial Group Ltd and Courage Ltd, will be resigning as from 21 March. Mr Steel will be succeeded as chairman of the brewery division by **Geoffrey Kent**, currently chairman and managing director of Players. When Mr Kent takes up his new duties, **Tony Garrett**, chairman of Imperial Tobacco, will also become chairman of Players, and **Kenith Robertson**, presently assistant managing director of Players, will become managing director.

After 41 years service with the Gallaher group, **Bill Lingley**, general sales manager, has retired. Mr Ling-



ley was presented with a selection of silverware by **Stuart Cameron** (right), managing director, tobacco. Bill Lingley joined Richard Lloyd & Sons in 1936, which became a part of the Gallaher group in 1953.

Carreras Rothmans have appointed **John Clutterbuck** industry affairs executive.

Mr Clutterbuck, who will be based at Aylesbury, will be concerned with the development of the company's relations with Governments, the European Commission, the GATT office and other agencies, particularly in connection with Carreras' overseas business.

Also at Carreras Rothmans, **Eric Erichsen** has retired after 43 years on the sales side. He started in 1933 as a representative in the Sussex area and later covered the City and West End of London before being appointed regional manager for London.

He later became national field sales manager, national sales devel-

opment manager and latterly worked as an executive in the national accounts department.

At a farewell dinner in London Mr Erichsen and his wife were presented with a gold signet ring and bracelet by managing director **Kirkland Blair** on behalf of Mr Erichsen's colleagues.

Bernard Martin is stepping down as chairman of Martin the Newsagent on 31 March and will be succeeded by his son, **John Martin**.

Bernard Martin, who has been with the company for 43 years and succeeded his father as chairman in 1963, has been elected life president and will remain on the board as a director.

John Martin, marketing director since 1966, has been with the company for 17 years. Succeeding him is **Peter Martin**, who has been responsible for stores co-ordination and sub-Post Offices. He joined the company in 1971 as chief accountant.

Reicke Schweitzer continues as managing director.

Wills' Swindon factory manager, **Putch Beloe**, is retiring after a total of 40 years service to the company.



Previous to becoming assistant manager of the Swindon factory in 1961, Mr Beloe was a departmental manager at three of the firm's factories in Bristol.

Mr Beloe's successor is **Roger Meredith**, who was formerly Wills' employee relations manager on the production side.

Following the retirement of **Eric Unwin**, Players' new projects manager, cigarettes, based in Nottingham, the company has re-structured the

purchasing and stores department.

Bob Hunt takes over responsibility for the supply of packaging for new cigarette products under the title packaging supply and new projects manager. He was previously packaging supply manager.

Ivor Fielder, formerly cigar packaging buyer, becomes cigarette/cigar carton buyer and supply controllers **Ken Chambers** and **Horace Simpson** are appointed cigarette/cigar making materials buyer and packaging materials buyer, respectively.

Carreras Rothmans have appointed **Greg Porter** controller of their supply department where he will be re-

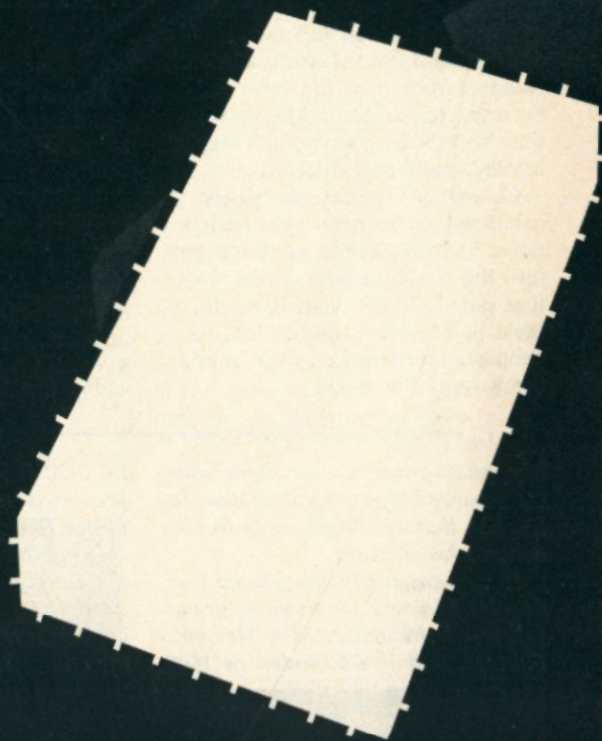
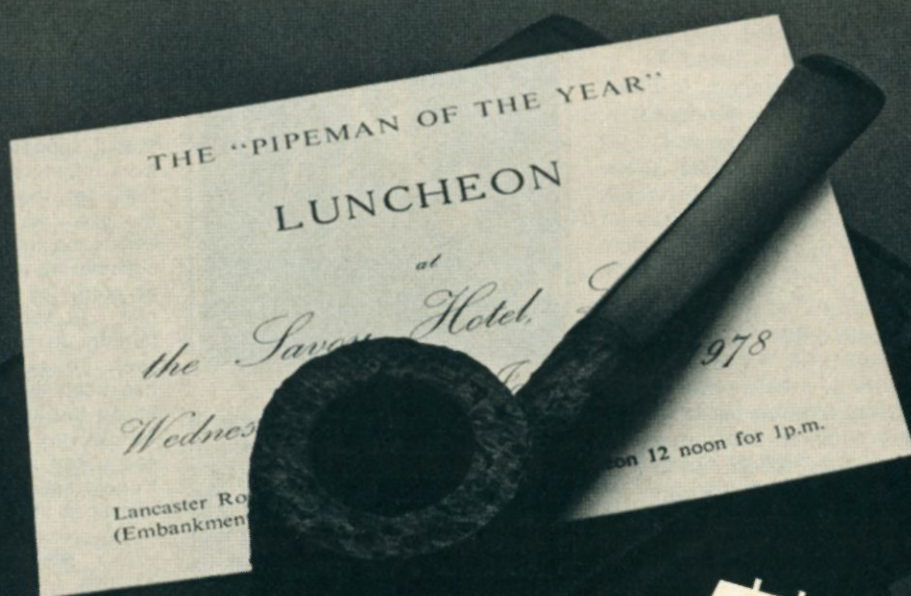


sponsible for the supply, storage and purchasing of all materials for the company at home and overseas, with the exception of leaf and some point-of-sale advertising material.

Mr Porter joined Carreras in January 1977 and succeeds **John Smith** who is leaving the company.

Wills have appointed **Raymond Smith** as vending manager. Mr Smith, who has been with the company since 1953, will be moving to the Bristol headquarters from Exeter where he has been Devon and Cornwall district sales manager for the past seven years. Mr Smith will be responsible to **Bob Jackson**, Wills' sales development manager.

Turners' group secretary, **Cliff Woollas**, has been appointed to the board of directors of the main company. Mr Woollas, who has been with Turners since 1948, recently finished his term of office as national president of the RCTA.



**ONLY ONE BOX OF MATCHES
CAN COMPLETE THIS PICTURE.**

CONGRATULATIONS TO THE "PIPEMAN OF THE YEAR" FROM BRYANT & MAY, MAKERS OF SWAN VESTAS.

Sir Peter Vanneck, the New Lord Mayor of London, is a snuff taker, I am reliably informed. Apparently, his favourite blend is Blend X which is sold by Weingotts in Fleet Street. The blend was produced after the war for a judge and called Blend X in order that the learned judge could avoid associating himself with the promotion of the snuff.

Today, the snuff costs 70 pence an ounce, according to Cyril (everybody calls him Cyril) Calan who has been with Weingott's for about three-and-a-half years. Calan started in the tobacco business as a manager with the now-defunct Radfords in Fleet Street and has served many well-known Fleet Street and legal personalities. He watched the Lord Mayor on television the other evening and was pleased to see him take snuff during the Lord Mayor's dinner. 'What a nice man Sir Peter is,' he says, 'he's a Lord Mayor with time to talk to everybody.' Maybe it's the snuff that does it!

Calan admits that his biggest problem and regret is that he has never had the time to go thoroughly into the snuff business in the way that people like Vivian Rose do. He'd like to have time to talk to people about snuff . . . but that's the way of the world.



The saying goes: what happens in the United States today will happen here tomorrow. Much of what happens, of course, is good but one report I have received from my man in Washington makes me hope that in this instance the reverse will be true.

He tells me that Hendricks Shelton, president of the Export Leaf Tobacco Company, has been talking about the 'depressing outlook for the future of the American tobacco industry.'

Shelton said: 'Currently, the prospects for American tobacco are the bleakest they have been in the history of the business. The anti-tobacco lobbies are growing and they have been successful in getting anti-smoking laws on the statutes of several states. The fear that pervades the industry is that the leaf

will find itself to be socially unacceptable.'

He went on: 'If a smoker decides to smoke in public, he or she may find they are the object of scorn in the eyes of some, if the anti-smokers have their way. They further contend that if support prices were removed from tobacco, it would simply be too risky for the small farmer to raise the crop. As a result, some people within the industry are known to be considering a change in their choice of crop, for it is the support price that has kept some of these small farmers in business in this difficult year. To see the support removed has been seen as the equivalent of killing the industry altogether.'

How very depressing. Can anyone see a ray of hope anywhere which I could send to Mr Shelton to cheer him up a little?

The charming tribute to tobacco which I printed recently comes from Charles Kingley's Westward Ho! Thank you Peter H. Mack of Andrew Chalmers International for being the first of many to tell me so.

An old pipe I have had for about 12 years collected no carbon in all that time and to look at it, one would have thought I had just started using it. Now, within the last month or so, the carbon is amassing at a terrible rate of knots. Can anyone explain the reason for this odd happening?

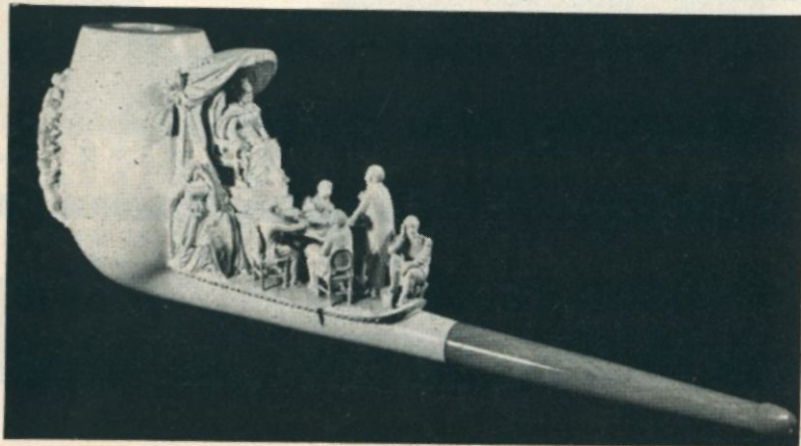
R. M. Turton (Wholesale) and Company seem to have hit on a good idea. A small advertisement I spied in a Sunday newspaper was headed 'Personalised Pipes' and offered a smoker's initials on the mouthpiece of an English briar pipe made from superior quality briar with a pre-carbonised bowl and finished in natural tint.

Robert M. Turton told me that the company is a small wholesaler which has been selling smokers' requisites to the retail trade in the West Riding for a 'long number of years.' A few years ago Mr Turton formed a subsidiary company, Kirklees Briars, whose sole function is to repair pipes for the trade. Kirklees are the official repair centre for Peterson Pipes, amongst others, and repairs arrive from all over the world including Brazil, Japan, and Israel.

My photograph shows the elaborately-carved pipe sold at auction for £1,500 that I mentioned in my column last month.

It was originally bought in London by Major T. J. Francis, grandfather of the seller, Mrs McInnes-Skinner, and it was stolen in 1898.

In 1920 it reappeared when it was presented to the House of Commons. Recognised by the son of the original owner, it was returned to the family in 1922 and referred to as the 'Pipe of Peace 1870/71' as commemorating the peace treaty at the end of the Franco-Prussian war.



Mr Turton added: 'We receive many personal callers and as a gimmick we have occasionally put a customer's initials on his pipe. We then realised that there could be a demand for this but ran into difficulties as very few people would be prepared to pay to send their own pipe to us. The next question was whether we could sell a personalised pipe through the trade. Then our problems really started!

'Most manufacturers, of course, have their name on the pipe leaving no room for initials — unless your name, coincidentally, is Ben Wade or Charlie Pearson. So to see if there is a trade for this sort of pipe we decided to advertise direct to the public. At the moment customers are mainly women buying these pipes for presents.'

I hope the plan succeeds. The address is 10 Jessop Avenue, Almondbury, Huddersfield, if you feel you can do any business with this very enterprising concern.

Talking of snuff, the Manx House of Keys has accepted an offer from Samuel Gawith for them to be suppliers of snuff to the House. Gawith also supply Weingotts.

My exclusive picture shows two girls rolling their own in the Martinn, a top restaurant in Amsterdam. A new idea is catching on in the city whereby inns and cafes have a bowl of tobacco on



The Smokers' Rights League is planning a smoke-in on Sydney, Australia, trains to demonstrate their opposition to the smoking ban imposed by the Public Transportation Commission. The founder of the League, one Clive Anthony, said that the members, all 24 of them, had so far observed the law but they would break it in the name of people's rights. He told my reporter there: 'We are prepared to be arrested to prove the point that people should have the right to smoke on public transport if they want to.' The

counter available free to people who want a change or who have forgotten their cigarettes, pipes or cigars. In this case the tobacco is Heavy Van Nelle. What a splendid idea!



Council for Civil Liberties has declined to support the Smokers' Rights League.

Still in Australia, the New South Wales Retail Tobacco Traders' Association has asked its members to display a notice prominently in their shops. Headed 'Smokers' it points out that the New South Wales Governments ban on smoking on government trains, buses and ferries lasts for a six months' trial period. The government will then decide if the ban will become permanent: 'If you disagree with the ban,' says the notice, 'and do not want it to be permanent the most effective action you can take is to 1. Write to your electorate's Member of State Parliament. The letter can say simply that you disagree with the ban, and 2. write to your newspaper stating that you disagree with the ban and, if you wish, why.' Good luck to 'em.

I recently asked in this column what the cigar people are doing about the promotion of good cigars. Well, now the Havana Cigar Information Centre has published an eight-page pamphlet covering all aspects of the world's finest cigars. The leaflet is available, free, from the Centre at 18/21 Jermyn Street, London, SW1 and Simon Ayre is the man to get in touch with. Why not get hold of some to leave about in shops, hotels, cafes and so on?

Well done, the Centre.

I gather that after the European Pipe Smoking Championships, held recently in Switzerland, there were complaints that certain competitors' use of the tamper was not in the spirit of the competition, in which both the team and individual titles were taken by Italy. New rules have been hurriedly formulated and are being circulated to all countries before the next championships.

Is there no sport left in sport any more?

An updating review of the tobacco industry has been issued by Simon & Coates, the London stockbrokers. In a summary of its 39-page report,

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it says that unprecedented turmoil continues in the UK cigarette market, chiefly as a result of this month's transition to the EEC tax system. The situation, the report says, does not entirely lack redeeming features, and profitability may be stabilising to some extent at the present moment, but intense price competition looks set to persist in 1978. It is still not unreasonable to maintain an optimistic view of the long-term potential for substitute materials but the recent UK debut was something of a fiasco. The recent steep climb in profitability of UK cigarette exports could now level off somewhat as a result of the firmer trend in sterling. If you have money to spare, the company suggests BAT Industries, Imperial Group and Rothmans International as investment recommendations.

Japan's Tobacco and Salt Public Corporation is cutting retail prices of 57 of the 124 brands of imported tobacco products sold in Japan by 11.1 per cent. Among those brands reduced are Dunhill, down by about 11p a pack to about 67p a pack.

In a magazine called *Canadian Business*, there is an article entitled 'Is smoking on the way out?', by Marcus Van Steen. Because of the similarity of our names, I have been asked whether I wrote it and whether Marcus Van Steen is a pseudonym of mine. No sir!

I have just seen a tobacco industry profile for 1977 which shows that the total United States tobacco consumption, including overseas armed forces, is: 626.7 billion cigarettes; 5.4 billion large cigars and cigarillos; 2.2 billion little cigars; 53.9 million pounds of pipe and roll-your-own tobacco; 84 million pounds of chewing tobacco; and 25.7 million pounds of snuff. The output of cigarettes from American factories is 693.4 billion.

Does anybody chew tobacco in this country today, I wonder I've never tried it and I don't think I want to but everybody to their own taste!

As a sucker for games with words I was much taken by the American lighter manufacturer who came up with the name 'Thumbthing' for one of his lighters. Why is the



obvious often overlooked for so long? And what did this ingenious fellow call the next model in the range? You guessed it, 'Thumb-thing Else'. Ouch!

A professional inventor living in the West London area has perfected a cigarette filter which he believes will make smoking respectable again. He is Dutch-born Jan Van Tilburg, a 40-a-day man who has been applying his technical knowledge to the smoking problem for almost 10 years. He has applied for patent rights for a filter which, he claims, reduces the tar output of cigarettes by up to 800 per cent, cuts the carbon monoxide output by the same amount, but has hardly any effect on taste.

There may be something in it because I hear that a large cigarette filter manufacturer is interested in the invention.

A little bit of history came my way the other day with the help of John Parrington, a representative for Ogdens.

John writes: 'I enclose a photograph of Arthur Griffiths [reproduced below], who in 1908 founded the tobacco shop of the same name in Arkwright Street, Nottingham. Arthur was a professional footballer for Notts County, which explains the jersey. The shop was situated near Trent Bridge and apart from catering for the Nottingham smokers also served the many thousands over the years who went to Trent Bridge itself and also to the County and Forest grounds.

'For nearly 70 years the shop has carried a really first-class range of

tobaccos (including loose tobaccos), pipes, lighters, etc. There has always been a most cordial relationship between customer and trader.

In 1935 Mr Griffiths took on an assistant by the name of Miss Nora Bradley and this lady served until last month when the shop closed down after all those years due to redevelopment.

'When Mr Griffiths died in 1953 Nora took over the business and during the 42 years that she was involved with the business was always a most loyal supporter of the local TTTA and TTBA. Nora



was also a most avid reader of *Tobacco* and a most knowledgeable person of our trade.

'I have been calling on this tobacconist for the last 16 years and like my predecessors and my competitors have always received from Nora a very warm welcome, so it is not only the Nottingham public that will mourn the passing of this first-class tobacconist but also the many representatives who have had business dealings over the years.'

It's always sad to see an old-established business close down, and even sadder that 'redevelopment' doesn't mean 'replacement'.

Mark Stone

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Tipton, Staffs DY4 8XW
Tel 021-557 3988

WILLEM II

Anglo-Dutch Cigar Co Ltd
39-51 Highgate Road
London NW5 1RT
Tel 01-485 0671

HAVANA

AMOR DE CUBA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2H 0HR
Tel 01-836 6078

BOLIVAR

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET

DAVIDOFF

Galata Trading Co.
40 Temple Chambers
Temple Avenue
London EC4 0HP
Tel 01-353 6307

EL REY DEL MUNDO

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

GISPERT

Sole Importers
H. G. Mould
130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

HOYO DE MONTERREY

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

JUAN LOPEZ

A. Jimenez & Sons
158 Derby Road
Nottingham NG7 1LU
Tel 0602 77132

JUAN LOPEZ, FLOR DE

Sub Agents
Imperial Tobacco (Imports) Ltd
PO Box 18, North Way
Andover, Hants SP10 5AX
Tel Andover (0264) 61131

MONTECRISTO

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

PARTAGAS

Morris & Morris Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 9778

POR LARRANAGA

Morris & Morris Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 9778

PUNCH

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

RAFAEL GONZALEZ

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

RAFAEL GONZALEZ

Alfred N. Blom Ltd
122 Wigmore Street
London W1H 0AX
Tel 01-486 7086

RAMON ALLONES

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

ROMEO y JULIETA

Sole Importers
Knight Bros
Sir John Lyon House
High Timber Street
Upper Thames Street
London EC4V 3PA
Tel 01-236 4591/2

ROMEO y JULIETA

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

ROMEO y JULIETA

Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-406 4857

SAINT LUIS REY

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2H 0HR
Tel 01-836 6078

SANCHO PANZA

H. & W. Hill (Cigars) Ltd
40 Temple Chambers
Temple Avenue
London EC4Y 0HP
Tel 01-353 6906/7

H. UPMANN

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

INDIA

MACROPOLO'S PREMIUM

D. Macropolo Division
Godfrey Phillips India Ltd
Chakala, Andheri
Bombay 400 093

ITALY

TOSCANI AND ELLI

H. G. Mould
130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

JAMAICA

AMORVANA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2H 0HR
Tel 01-836 6078

CARIBE

H. G. Mould
130 Sharps Lane
Ruislip, Middlesex
Tel Ruislip 36585

CARIBE

Knight Bros
Sir John Lyon House
High Timber Street
Upper Thames Street
London EC4V 3PA
Tel 01-236 4591/2

FLOR DE LANCHIA

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

FLOR DE LORECA

Loretta Cigars (London) Ltd
Loretta House
1083-5 Finchley Road
London NW11 0QH
Tel 01-455 9614

JAMAVANA

Morris & Morris Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 9778

LARANA

Morris & Morris Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 9778

LA TROPICAL DE LUXE

Sole Importers
Imperial Tobacco (Imports) Ltd
PO Box 18, North Way
Andover, Hants SP10 5AX
Tel Andover (0264) 61131

MACANUDO

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

MONTE VEGA

H. & W. Hill (Cigars) Ltd
40 Temple Chambers
Temple Avenue
London EC4Y 0HP
Tel 01-353 6906/7

ROYAL JAMAICA

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

ROYAL JAMAICA

Morris & Morris Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 9778

SYDRAHS DE LUXE

A. B. Hardy & Co Ltd
5 Hustlergate
Bradford BD1 1RF Yorks
Tel Bradford 22933

TEMPLE HALL

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

TEMPLE HALL

Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

LAS PALMAS

DON DIEGO

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

FLAMENCO

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

MANILA

ALHAMBRA

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

MAHABA REGALIZ

Original Manila Cigarillos
Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

MANILA PRINCE

(La Insular)
Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

NICARAGUA

EL RONBAR

R. J. Reynolds Tobacco (UK) Ltd
(Dickens & Grant)
Eagle Place
London SW1Y 8HT
Tel 01-734 1477

JOYA DE NICARAGUA

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn
London EC1N 2JP
Tel 01-405 4857

Cigars—cont.

SWITZERLAND

BRANIFF MEXICAN CHICOS

Joseph Samel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

BRISSAGO BLAUBAND AND STUMPEN

H. G. Mould
130 Sharps Lane
Ruislip, Middx
Tel Ruislip 36585

BURGER SWISS BLEND & LONG

(Rolled in West Germany)
Sole importers
Imperial Tobacco (Importers) Ltd
PO Box 18, North Way
Andover, Hants SP10 5AX
Tel Andover (0264) 61131

GRAND MASTER SWISS CIGARS

Melbourne Hart & Co Ltd
Barnards Inn
London EC1N 2JP
Tel 01-405 4857

MAHAWAT CIGARILLOS

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

ORMOND Cigarillos and Cigars

Loretta Cigars (London) Ltd
Loretta House
1083-5 Finchley Road
London NW11 0QH
Tel 01-455 9614

ROSSLI

Cigars and Stumpen

Loretta Cigars (London) Ltd
Loretta House
1083-5 Finchley Road
London NW11 0QH
Tel 01-455 9614

VILLIGER

Joseph Samuel & Son Ltd
Monument House
Monument Way West
Woking, Surrey GU21 5ET
Tel Woking (04862) 70606

WEST GERMANY

HANDELSGOLD

Sole importers
Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB
Tel 01-236 0741

Matches

ADVERTISING BOOKLETS & BOXES

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

ADVERTISING BOOKLETS & BOXES

Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

ADVERTISING BOOK & BOX MATCHES

Bryant & May Ltd
PO Box 23, Fairfield Road
London E3 2QE
Tel 01-980 4321

CAMP

GIFT SCHEME FOR TRADE
The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

INDEX

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

ITALIAN WAX Matches (Cerini)

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

MILITARY UNIFORMS & COSTUMES

Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

OWN LABEL BRANDS (BOOKMATCHES)

Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

OWN LABEL BRANDS

Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

OWN LABEL BRANDS

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

OWN LABEL BRANDS (SAFETY BOX MATCHES)

Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

OWN LABEL BRANDS (STRIKE ANYWHERE)

Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

PARAMOUNT

Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

S BRAND

Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

SCISSORS

Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

SUPREME

Samaco Ltd
121 Kingsway
London WC2B 6PA
Tel 01-405 2957/8

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Solo Matches (UK) Limited
Freeport, Priory Road,
Wells, Somerset, BA5 2YA
Tel 0749-74090

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John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

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The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

VELVET

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

VICTOR

The Union Match Co Ltd
John Kirk House
John Street
London WC1N 2AT
Tel 01-405 9341

Hand Rolling Tobaccos

HOLLAND

DUMA

Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0141

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Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

Pipe Tobaccos

AMERICA

EDGORTH

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

GRANGER

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

HALF & HALF

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

JOHN ROLFE

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

PALADIN BLACKCHERRY

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

GREAT BRITAIN

BABY'S BOTTOM

Parker Hardcastle
32 St Andrews Road
London E17 6BQ
Tel 01-531 3711

BALKAN SOBRANIE

Sobranie Ltd
Sobranie House
Chichester Road
London N9 9DJ
Tel 01-807 0141/0157

BARLING

B. Barling & Sons Ltd
PO Box 78a
Boundary Lane
Liverpool L69 1DT
Tel 061-263 2231

BLENDING TOBACCOS

C. E. McConnell Ltd
164-168 Barking Road
London E16 4DA
Tel 01-478 1044

BOAR'S HEAD

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

CHARATAN PIPE TOBACCOS

F. Charatan & Son Ltd
21-29 Mansell Street
London E1 8AD
Tel 01-481 2600

CHARLES FAIRMORN MIXTURE 242 and 357

Charles Fairmorn
Tobacco Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0298 89266

CONFERENCE

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

GENTLEMAN'S MIXTURE

Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0141

OLD LONDON

G. Smith & Sons
74 Charing Cross Road
London WC2H 0BG
Tel 01-836 7422
Sole UK Distributors
Gawith, Hoggarth & Co Ltd
Lowther Street, Kendal
Cumbria LA9 4DW
Tel 0539 20047

ORLIK English Navy Cut

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

PRESBYTERIAN MIXTURE

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

ROBERT McCONNELL

Sole Distributors:
Ben Wade Ltd
21 Mansell Street
London E1 8AD
Tel 01-481 1659

**SOBRANIE RESERVE
BLEND VIRGINIA**

Sobranie Ltd
Sobranie House
Chichester Road
London N9 9DJ
Tel 01-807 0141

CHANNEL ISLANDS**PLUM CAKE**

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50 Lombard Road
London SW11 3SU
Tel 01-223 3911

DENMARK**DUNBAR, Red**

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

**MACBAREN
CAVENDISH**

Sole importer
Sullivan, Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

**MACBAREN
GOLDEN BLEND**

Sole Importer:
Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

MACBAREN MIXTURE

Sole Importer
Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

ROYAL SCOT

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

HOLLAND**AMPHORA FULL
AROMATIC and REGULAR**

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Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ
Tel 01-807 0157

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SPECIAL**

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50 Lombard Road
London SW11 3SU
Tel 01-223 3911

IRELAND**PETERSON Original, Full
or Aromatic**

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London SW11 3SU
Tel 01-223 3911

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Flakes & Mixtures
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Bucks HP20 1DN
Tel 0296 89266

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01-451 0222/3

ALADDIN

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206 Portland Road
Hove BN3 5QN
Sussex
Tel: Brighton 733991

ALCO PIPES

Falcon Pipe Group Ltd
Commerce Road
Brentford, Middlesex TW8 8LR
Tel 01-568 7272

ASTORIA

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

BARI

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Tobacco Co Ltd
Stocklake, Aylesbury
Bucks HP20 1DN
Tel 0296 89266

BARLING

B. Barling & Sons Ltd
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Boundary Lane
Liverpool L69 1DT
Tel 051-263 2231

BBB

Adolph Frankau & Co
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Leigh Cliff Road
Leigh-on-Sea, Essex SS9 1DL
Tel 0702 72344

BEN WADE LTD

21-29 Mansell Street
London E1 8AD
Tel 01-481 1659

BREBBIA PIPES

MPB 21020
Brebbia (Varese)
Italy
Tel (0332) 770.286

BRENTFORD PIPES

Falcon Pipe Group Ltd
Commerce Road
Brentford, Middlesex TW8 8LR
Tel 01-568 7272

BRILON COMMANDO

Adolph Elkin & Co Ltd
788-794 Finchley Road
London NW11 7UR
Tel 01-455 9841

CANTON

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

CAPTAIN BLACK

L. Orlik Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-493 6431

CHATSWORTH

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

CHARATAN PIPES

Ben Wade Ltd
21-29 Mansell Street
London E1 8AD
Tel 01-481 1659

CIVIC

The Civic Co
Leigh Cliff Building
Leigh Cliff Road
Leigh-on-Sea
Essex SS9 1DL
Tel 0702 72344

CLEVELAND

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

CLIFTON

Hall & Fitzgerald Ltd
8-30 Hotwell Road
Bristol BS8 4UE
Tel 0272-25466

COLIN BYFORD

L. Orlik Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-493 6431

COMOY'S

H. Comoy & Co Ltd
Maple Avenue
Leigh-on-Sea
Essex SS9 1PR
Tel 0702 72344

DADSON DRY SMOKE

H. H. Dadson & Co
49 Thrale Road
London SW16 1NT
Tel 01-769 8294

DELTA DRI-FASHION

Duncans Briars Ltd
Moss Industrial Estate
Leigh, Lancashire WN7 3QD
Tel Leigh (052 35) 74412

DR MAX

John Redman Ltd
123-7 Whitecross Street
London EC1Y 8JJ
Tel 01-253 0899

DR WATSON

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

DUNCAN DENTAL

Duncan Briars Ltd
Moss Industrial Estate
Leigh, Lancashire WN7 3QD
Tel 0942 674412

DUNCAN

Duncan Briars Ltd
Moss Industrial Estate
Leigh, Lancashire WN7 3QD
Tel 0942 674412

EAGLE

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

FALCON PIPES

Falcon Pipe Group Ltd
Commerce Road
Brentford, Middlesex TW8 8LR
Tel 01-568 7272

FREEDROUGHT

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

GBD

Oppenheimer Pipes
Leigh Cliff Building
Leigh Cliff Road
Leigh-on-Sea
Essex SS9 1DL
Tel 0702 72344

GOLDEN KEY

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

GEORG JENSEN

Merton Pipes (London) Ltd
17 Wingate Trading Estate
784-792 High Road
London N17 0DA
Tel 01-808 9954

HARDCASTLE'S

Parker Hardcastle
32 St Andrews Road
London E17 8BQ
Tel 01-531 3711

HIPPO

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

HURRICANE

Roy Tallent Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-498 6431

INVICTA

Pipe Smokers Repair Service
King Street
Chatham, Kent
Tel Medway (0634) 41860

JAX QUAIN

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove BN3 5QN
Sussex
Tel Brighton 733991

JEAN LACROIX

JAS Agencies
63 Surbiton Hill Park
Surbiton
Surrey KT5 8EH
Tel 01-399 0065

Briar pipes—cont.

JUDGE

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove BN3 5QN
Sussex
Tel Brighton 733991

KAYWOODIE

Kaywoodie of America (London)
Ltd
Leigh Cliff Building
Leigh Cliff Road
Leigh-on-Sea
Essex SS9 1DL
Tel 0702 72344

KEYSER HYGIENIC

Sole Distributors for UK
Adolph Elkin & Co Ltd
788-94 Finchley Road
London NW11 7UR
Tel 01-455 9841

KIMBERLEY

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

LONDONER

B. Barling & Sons Ltd
PO Box 78A
Boundary Lane
Liverpool L69 1DT
Tel 051-263 2231

MAN

O.K. Agencies (UK) Ltd
153, Northenden Road
Sale, Greater Manchester M33 2HS
Tel 061-904 9390

MASTA

Parker Hardcastle
32 St Andrews Road
London E17 6BQ
Tel 01-531 3711

ORLIK

L. Orlik Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-493 6431

ORNSBY

Solomon
50 Lombard Road
London SW11 3SU
Tel 01-223 3911

PARKER

Parker Hardcastle
32 St Andrews Road
London E17 6BQ
Tel 01-531 3711

PETERSON

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

RATHBONE

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

RAVEN

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

REDMAN

John Redman Ltd
123-7 Whitecross Street
London EC1Y 8JJ
Tel 01-253 0899

RHINO

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

SASIENI

Sasieni Ltd
Ellington Road
London E8 3PA
Tel 01-985 1666

SAVINELLI

Merton Pipes (London) Ltd
17 Wingate Trading Estate
784-792 High Road
London N17 0DA
Tel 01-808 9954

SIAM

(twin bore mouthpiece)
Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

SKIPPER JACK

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN2 5QN
Tel 0273-733991

SMOKECRAFT (Regd)

Adolph Elkin & Co Ltd
788-794 Finchley Road
London NW11 7UR
Tel 01-455 9841

SOCCER

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove BN3 5QN
Sussex
Tel Brighton 733991

SUPREME LSG

Peterson & Glass Ltd
952 High Road
London NW10 2EG
Tel 01-451 0222/3

TALISMAN

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN3 5QN
Tel 0273-733991

1 OZ

L. Orlik Ltd
17-18 Old Bond Street
London W1X 3DA
Tel 01-493 6431

TRUBENT

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

VERMONT

Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

VESTA

WAISTCOAT POCKET
Peterson & Glass Ltd
352 High Road
London NW10 2EG
Tel 01-451 0222/3

WHIPPET

R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove BN3 5QN
Sussex
Tel Brighton 733991

WILLMER

H. Willmer & Son Ltd
Unit 10 Roseway
Purdeys Industrial Estate
Rochford, Essex
Tel Southend (0702) 547587

ZENITH CERAMIC

Merton Pipes (London) Ltd
17 Wingate Trading Estate
784-792 High Road
London N17 0DA
Tel 01-808 9954

CHERRYWOOD PIPES

ROPP CHERRIES

Ropp Pipes
Maple Avenue
Leigh-on-Sea, Essex SS9 1PR
Tel 0702-72344

CLAY PIPES

JOHN POLLOCK & CO

Kirk Factory
2 Stott Street
Manchester M11 3EW
Tel 061-223 8089

CORN COB PIPES

BUESCHERS AMERICAN

John Redman Ltd
123-7 Whitecross Street
London EC1Y 8JJ
Tel 01-253 0899

MEERSCHAUM PIPES

AMBOSELI BLOCK

Parker Hardcastle
32 St Andrews Road
London E17 6BQ
Tel 01-531 3711

ANDREAS BAUER

Bernhardt & Myers Ltd
16 Glentworth Street
London NW1 5PG
Tel 01-935 3975

BARLING BLOCK

B. Barling & Sons Ltd
PO Box 78A
Boundary Lane
Liverpool L69 1DT
Tel 051-263 2231

BELT SYSTEM PIPE

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

BIANCO (Smooth)

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

CALABASH

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

CELTIC CRAFT (Rustic)

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

CELTIC CRAFT (Smooth)

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

HARDCASTLE'S

MEERSCHAUM LINED

Parker Hardcastle
32 St Andrews Road
London E17 6BQ
Tel 01-531 3711

JAMBO (Rustic)

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

JAMBO (Smooth)

London Meerschaum Ltd
PO Box 1, Cowbridge
Glamorgan CF7 7YY
Tel 04463 2774

MAN BLOCK

O.K. Agencies (UK) Ltd
153, Northenden Road
Sale, Greater Manchester M33 2HS
Tel 061-904 9390

MAN MEERSCHAUM LINED

O.K. Agencies (UK) Ltd
153, Northenden Road
Sale, Greater Manchester M33 2HS
Tel 061-904 9390

MP

Arthur Gunfield & Co Ltd
13 Wilson Street
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