

TOBACCO

October 1973, number 1113, thirty pence



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10 Botwell Lane
Hayes Middlesex UB3 2AA
Telephone: 01-573 2345/6
the lighter refill people



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OCT 24 1973

TINDER BOX INT'L

TOBACCO

Number 1113

30p

October 1973

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RECEIVED

OCT 24 1973

TINDER BOX INT'L

"On our way to H. Autran
again, are we?"

"Well, he is our sole
importer."



H. Autran Ltd.
Sole importers for Gauloises
Gitanes and Gallia
360/364 City Road
London EC1V 2PY Tel 01-278 2612

BUYERS GUIDE TO BRANDS AND TRADE SPECIALITIES

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TO MANUFACTURERS. Your brands may be published in this feature for one year at the following rates: **IN LARGE TYPE** giving name, address and telephone number and adding the words 'Regd.' or 'Patent', if applicable: £6.84 per entry per annum. **IN SMALL TYPE** £3.24 per line per entry per annum.

Cigarettes

GREAT BRITAIN

BALKAN SOBRANIE

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

CALYPSO

Philip Morris & Co Ltd
Pritchard & Burton Division
Thameside Industrial Estate
Factory Road
London E16 2HB
Tel 01-476 4316

FASHION

B. & R. Goldfarb Ltd
N9

PRIVATE STOCK FILTER

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

ROYAL YACHT

Osborne Tobacco Co Ltd

AMERICA

CAMEL

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

CAMEL FILTER TIPPED

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

CHESTERFIELD

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

TOBACCO OCTOBER 1973

CHESTERFIELD FILTER TIPPED

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

KENT

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

LARK Charcoal Filter

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

L. & M. FILTERS

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

LUCKY FILTERS

Ogden's
Boundary Lane
Liverpool L69 1DT

LUCKY STRIKE

Ogden's
Boundary Lane
Liverpool L69 1DT

PALL MALL (Filter Tipped)

Ogden's
Boundary Lane
Liverpool L69 1DT

PALL MALL (King Size)

Ogden's
Boundary Lane
Liverpool L69 1DT

REYNO (MENTHOL)

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

CANADA

MACDONALD'S EXPORT A

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

CUBA

HAVANA

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

FRANCE

GALLIA

H. Autran Ltd
360-364 City Road
London EC1V 2PY
Tel 01-278 2612

GAULOISES

H. Autran Ltd
360-364 City Road
London EC1V 2PY
Tel 01-278 2612

GITANES

H. Autran Ltd
360-364 City Road
London EC1V 2PY
Tel 01-278 2612

GERMANY

ERNTE 23 Filter

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

ITALY

NAZIONALI ESPORTAZIONE

(Plain)
Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

IRELAND

CARROLL'S No. 1

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

HIGH KINGS

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 02-223 3911

MAJOR EXTRA

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

SWEET AFTON

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

MANILA

MAHABA REGALIZ Original Manila Cigarrillos

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

SWITZERLAND

MAHAWAT

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

TURKEY

YENIDJE

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

MANUFACTURERS OF PRIVATE NAME CIGARETTES

SULLIVAN POWELL & CO LTD

Chichester Road
London N9 9DJ
Tel 01-807 0157

Snuffs

AFTER GLOW Peppermint

Samuel Gawith & Co Ltd
The 'Kendal Brown' House
Kendal
Tel Kendal 20117

BB BOUQUET

Gawith, Hoggarth & Co Ltd
Lowther Street
Kendal
Tel Kendal 20047

BEAU BRUMMELL

Hedges L260 Snuff Ltd
PO Box 71
1205 Stratford Road
Birmingham B28 9AD
Tel 021-777 5285

Cigars—continued

GAINSBOROUGH WHIFFS

Abrahams & Gluckstein Ltd
55-57 Tabernacle Street
London EC2A 4AA
Tel 01-253 4010

HENRI WINTERMANS

Sole Agents for UK
Herbert Merchant Ltd
PO Box 18
North Way
Andover, Hants
Tel Andover (0264) 61131

HOFNAR

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

HUDSON

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

JOLLY KNIGHT PANATELLAS

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
Tel 021-557 4751

KARELI

Anglo-Dutch Cigar Co Ltd
3 Shakespeare Road
London N3 1XG
Tel 01-346 5955

LITTLE DUTCHMAN WHIFFS

M. Landaw Ltd
4 Eagle Place, Piccadilly Circus
London SW1

LORECA

Loretta Cigars (London) Ltd
Loretta House
1083-3 Finchley Road
London NW11
Tel 01-455 9614

PALADIJN

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

PANTER (the new range)

Sole Agents for UK
Ogden's
Boundary Lane
Liverpool L69 1DT
Tel 051-263 2231

PARCIVAL

Sole Agents for UK
Cigar Importers Ltd
8 The Borough
Farnham, Surrey
Tel 02-513 3449

RITMEESTER

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

SCHIMMELPENNING

Carreras Rothmans Distribution
Services Ltd
Christopher Martin Road
Basildon, Essex
Tel Basildon 22841

TROPENADEL

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree
Tipton, Staffs
Tel 021-557 4751

HAVANA

WILLEM II

Anglo-Dutch Cigar Co Ltd
3 Shakespeare Road
London N3 1XG
Tel 01-346 5595

AMOR DE CUBA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2
Tel Temple Bar 6078

BOLIVAR

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

DAVIDOFF

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

EL REY DEL MUNDO

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

GISPRT

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

HOYO DE MONTERREY

(in tubes)
Herbert Merchant Ltd
PO Box 18, North Way,
Andover, Hants
Tel Andover (0264) 61131

HOYO DE MONTERREY

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

HOYO DE MONTERREY

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

MONTECRISTO

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

PARTAGAS

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

POR LARRANAGA

Morris & Morris Ltd
10 St. Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

PUNCH

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

RAFAEL GONZALEZ

Alfred N. Blom Ltd
55-57 Tabernacle Street
London EC2A 4AA
Tel 01-253 8406/7

RAMON ALLONES

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

ROMEO y JULIETA, all sizes

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

ROMEO y JULIETA

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

ROMEO y JULIETA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

SAINT LUIS REY

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2
Tel 01-836 6078

SANCHO PANZA

H. & W. Hill (Cigars) Ltd
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

H. UPMANN

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

ITALY

TOSCAN-I AND ELLI

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

JAMAICA

AMORVANA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2
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

COSTA RICO

H. Costa & Co Ltd
64 Clifton Street
London EC2A 4HA
Tel 01-247 9863

CULAMOR

Morris & Morris

EL RONBAR

M. Landaw Ltd

FLOR DE LORECA

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

FLOR DE LANCHA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

FLOR DE MERCANTES

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

GOLOFINA

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

JAMAVANA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

LA DIADEMA

Sole Importers
Benson & Hedges Ltd
13 Old Bond Street
London W1X 4QP
Tel 01-493 1825

LARANA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

LA TROPICAL DE LUXE

Herbert Merchant Ltd
PO Box 18
North Way
Andover, Hants
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
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

ROYAL JAMAICA

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

ROYAL JAMAICA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873

SOLANDRA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

SYDRAHS DE LUXE

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

TEMPLE HALL

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

TEMPLE HALL

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

Pipe tobaccos—cont.

AMERICA

EDGEWORTH

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

GRANGER

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

HALF & HALF

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

JOHN ROLFE

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

PALADIN BLACKCHERRY

William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

PRINCE ALBERT

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

CHANNEL ISLANDS

PLUM CAKE

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

DENMARK

DUNBAR, Red

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

MAC BAREN'S

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

ROYAL SCOT RR

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

HOLLAND

TROOST AROMATIC and SPECIAL

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

SOUTH AFRICA

HARTLEY'S HORSESHOE

Magliesberg Boer
H. Cesta & Co Ltd
64 Clifton Street
London EC2A 4HA
Tel 01-247 8663

WAYSIDE Mixture

Sole Importer
William P. Solomon Ltd
50 Lombard Road
London SW11 3QF
Tel 01-223 3911

Briar pipes

AIRBORNE NYLON (Regd)

Louis S. Glass Co Ltd

ALADDIN

R. Jack & Sons (Southern) Ltd

ALCO PIPES

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

ARISTOCRAT GIANTS and

SEMI-GIANTS
John Redman Ltd

ASTORIA

Louis S. Glass & Co Ltd

ATLANTA GIANT

Louis S. Glass & Co Ltd

BARLING

B. Barling & Sons Ltd
PO Box 78a
Boundary Lane
Liverpool L69 1DT

BBB TWO STAR

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley
Essex SS5 4AE
Tel Hockley 2034

BEN WADE (London & Leeds) Ltd

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

BISLEY BRIARS

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley Essex SS5 4AE
Tel Hockley 2034

BRILON

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

BRILON

J. Jack & Co Ltd
133 London Road
Teynham, Kent
Tel Teynham 415

BREBBIA PIPES

MPB 21020
Brebbia (Varese), Italy

BRENTFORD PIPES

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

CANTON

Louis S. Glass & Co Ltd

CAPTAIN BLACK

L. Orlik Ltd

CAPTAIN FORTUNE

John Redman Ltd

CHARATAN'S NATURAL CROSS-GRAIN PIPES

F. Charatan & Son Ltd
18 Jermyn Street
London SW1
Tel 01-734 2877

CHARATAN'S NATURAL STRAIGHT-GRAIN PIPES

F. Charatan & Son Ltd
18 Jermyn Street
London SW1
Tel 01-734 2877

CHATSWORTH

Louis S. Glass & Co Ltd

CIVI BRIARS

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

CLEVELAND

Louis S. Glass

CITY DE LUXE

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

CLIFTON

Hall & Fitzgerald Ltd
8-30 Howell 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

COLT

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691 and
The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

DADSON DRY SMOKE

H. H. Dadson & Co
43 New Cavendish Street
London W1
Tel 01-769 8294

DELTA DRI-FASHION

Duncan's Briars Ltd
Moss Industrial Estate
Leigh, Lancashire
Tel Leigh 74412

DENTETTE

Louis S. Glass & Co Ltd

DR MAX

John Redman Ltd

DIPLOMAT

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

DR PLUMB'S PERFECT PIPE

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

DR WATSON

Louis S. Glass & Co Ltd

DUNCAN DENTAL BRIARS

Duncan's Briars Ltd
Moss Industrial Estate
Leigh, Lancashire
Tel Leigh 74412

DUNCAN QUALITY BRIARS

Duncan's Briars Ltd
Moss Industrial Estate
Leigh, Lancashire
Tel Leigh 74412

EAGLE

Louis S. Glass & Co Ltd

FALCON PIPES

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

FREEDRAUGHT

Louis S. Glass & Co Ltd
GBD

Oppenheimer Pipes Ltd

2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

GOLDEN KEY

Louis S. Glass & Co Ltd

HARDCASTLE'S QUALITY PIPES

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

HIPPO The Hip Pocket Pipe

Louis S. Glass & Co Ltd

HURRICANE

Roy Tallent Ltd

IMPERIAL

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

IMPERIAL SPACE AGE

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

JAX QUAIN

R. Jack & Sons (Southern) Ltd

JAY

Louis S. Glass & Co Ltd

JUDGE

R. Jack & Sons (Southern) Ltd

KEYSER HYGIENIC PIPES

Keyser Manufacturing Co

2 Rochester Gardens

Hove, Sussex BN3 A3W

Tel Brighton 738088

Trunk Dial 0273 738088

KEYSER HYGIENIC PIPES

Sole Distributors for UK

Adolph Elkin & Co Ltd

788-94 Finchley Road

London NW11

Tel 01-455 9841

KIMBERLEY

Louis S. Glass & Co Ltd

LANGHAM

Louis S. Glass & Co Ltd

LILLIPUT

Louis S. Glass & Co Ltd

LOEWE

The Civic Co Ltd

3 Eldon Way, Spa Road

Hockley, Essex SS5 4AE

Tel Hockley 2034

LONDONER

B. Barling & Sons Ltd

PO Box 78A

Boundary Lane

Liverpool L69 1DT

LORENZO

Oppenheimer Pipes Ltd

2 Eldon Way, Spa Road

Hockley, Essex SS5 4AE

Tel Hockley 2691

MAN

Manxman Pipes Ltd.

The Quay, Old Laxey

Isle of Man

Tel Laxey 511

MEDICO

Oppenheimer Pipes Ltd

2 Eldon Way, Spa Road

Hockley, Essex SS5 4AE

and

The Civic Co Ltd

3 Eldon Way, Spa Road

Hockley, Essex SS5 4AE

Tel Hockley 2034

Briar pipes—continued

MERCHANT SERVICE SPECIAL BRIAR PIPES

Lyons Hall
Great Leighs
Essex
Tel 024-534 336
OLD MASTER (TWIN-BORE)
John Redman Ltd

ORLIK

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

Louis S. Glass & Co Ltd

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

PETERSON

Kapp & Peterson Ltd
74-77 White Lion Street
London N1
Tel 01-837 4872

PISTAR

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2691

POLO

Oppenheimer Pipes Ltd
2 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
and

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

RATHBONE

Louis S. Glass & Co Ltd
RAVEN

Louis S. Glass & Co Ltd

REDMAN

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

RHINO

Louis S. Glass & Co Ltd
Evelyn House, 62 Oxford Street
London W1
Tel 01-580 0167

SASINI

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

SIAM (twin bore mouthpiece)

Louis S. Glass & Co Ltd

SIESTA

Louis S. Glass & Co Ltd
SKIPPER JACK PIPE
R. Jack & Sons (Southern) Ltd
206 Portland Road
Hove, Sussex BN2 5QN
Tel 0273-733991

SMITH'S DRY SMOKER

The Civic Co Ltd
3 Eldon Way, Spa Road
Hockley, Essex SS5 4AE
Tel Hockley 2034

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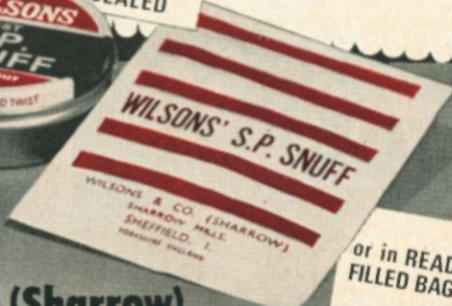
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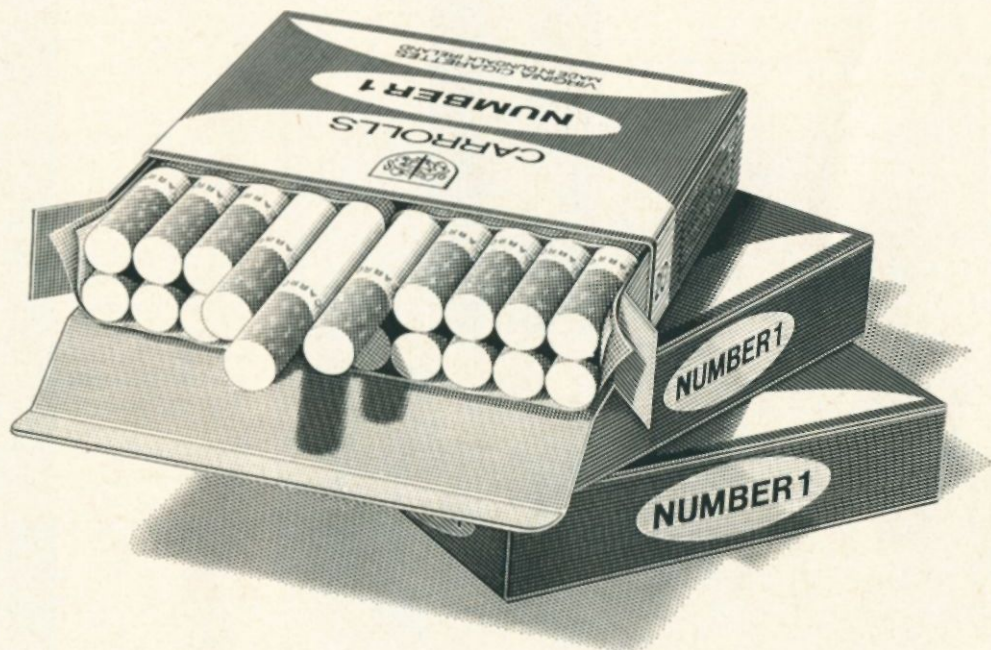
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RAFAEL GONZALEZ

Alfred N. Blom Ltd
55-57 Tabernacle Street
London EC2A 4AA
Tel 01-253 6406/7

RAMON ALLONES

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

ROMEO y JULIETA, all sizes

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

ROMEO y JULIETA

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

ROMEO y JULIETA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

SAINT LUIS REY

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2
Tel 01-836 6078

SANCHO PANZA

H. & W. Hill (Cigars) Ltd
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

H. UPMANN

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

ITALY

TOSCAN-I AND ELLI

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

JAMAICA

AMORVANA

N. R. Silverstone Ltd
12 Charing Cross Road
London WC2
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 House
Upper Thames Street
London EC4V 3PA
Tel 01-236 4591/2

COSTA RICO

H. Costa & Co Ltd
64 Clifton Street
London EC2A 4HA
Tel 01-247 9663

CULAMOR

Morris & Morris
M. Landaw Ltd

FLOR DE LORECA

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

FLOR DE LANCHA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

FLOR DE MERCANTES

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

GOLOFINA

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

JAMAVANA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

LA DIADEMA

Sole Importers
Benson & Hedges Ltd
13 Old Bond Street
London W1X 4QP
Tel 01-493 1825

LARANA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873/5

LA TROPICAL DE LUXE

Herbert Merchant Ltd
PO Box 18
North Way
Andover, Hants
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
1/2 Milk Street, Cheapside
London EC2V 8BE
Tel 01-606 0251/2

ROYAL JAMAICA

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

ROYAL JAMAICA

Morris & Morris Ltd
10 St Cross Street
Hatton Garden
London EC1
Tel 01-242 7873

SOLANDRA

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

SYDRAHS DE LUXE

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

TEMPLE HALL

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

TEMPLE HALL

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL
Tel 01-242 2055

Snuffs—cont.

BEST SP

Illingworth's Tobaccos Ltd
BLUE LABEL MENTHOL
Illingworth's Tobaccos Ltd
COCK OF THE NORTH
Illingworth's Tobaccos Ltd
C. M. CAMPHORATED MENTHOL

Gawth, Hoggarth & Co Ltd
Lowther Street
Kendal

Tel Kendal 20047

DOCTOR VEREY'S

(Medicated)

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 20117

DR RUMNEY'S EXPORT

(Blue tin)

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

DR RUMNEY'S

MENTHOLYPTUS

(Brown Tin)

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

DR RUMNEY'S PLUS

(Green Tin)

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

ENGLISH ROSE

Gawth, Hoggarth & Co Ltd
Lowther Street
Kendal

Tel 20047

FIDDLER

Illingworth's Tobaccos Ltd
G. Smith & Sons

74 Charing Cross Road
London WC2H 0BG

Tel 01-836 7422

Sole UK Distributors

Sullivan Powell & Co Ltd
Chichester Road
London N9 9DJ

Tel 01-807 4343

GROUSEMOOR

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 02117

HEDGES 'L260' SNUFF

Hedges 'L260' Snuff Ltd
PO Box No 71

1205 Stratford Road
Birmingham B28 9AD

Tel 021-777 5285

IRISH

Illingworth's Tobaccos Ltd
JOCKEY CLUB

Illingworth's Tobaccos Ltd
K 67

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

KENDAL BROWN

Gawth Hoggarth & Co Ltd
Lowther Street
Kendal

Tel 20047

KENDAL BROWN

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

KENDAL BROWN ORIGINAL

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 20117

LAVERNER

Illingworth's Tobaccos Ltd
LIGHT AND DARK PRINCES
Illingworth's Tobaccos Ltd

MASTIFF

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 20117

McCHRYSTAL'S SNUFF

McChrystal's (Leicester) Ltd
Morris Road, Off Oakland Road
Leicester LE2 6BR

Tel 707230

MENNEX

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree

Tipton, Staffs

Tel 012-557 4751/5

OTTER HOUND

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 20117

PEPPERMINT—GREEN LABEL

Illingworth's Tobaccos Ltd
PEPPERMINT—ROOSTER
Illingworth's Tobaccos Ltd

PEPPERMINT—WHITE LABEL
Illingworth's Tobaccos Ltd

SAM'S OWN MEDICATED

Samuel Gawth & Co Ltd
The 'Kendal Brown' House
Kendal

Tel 20117

SANSNUFF A33

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

SP (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

Tel 21898

SHARROW SNUFFS

Wilsons & Co (Sharrow)
GPO Box 32
Sheffield 11

0742 62677. Est 1737

SPARTAN MENTHOL

Gawth, Hoggarth & Co Ltd
Lowther Street
Kendal

Tel 20047

'STURCO' MENTHOL

(Sturges)
McChrystal's (Leicester) Ltd
Morris Road, Off Oakland Road

Leicester LE2 6BR
Tel 707230

SUPER MENTHOL

Illingworth's Tobaccos Ltd
Aynam Mills
Kendal

Tel 21898

TOP MILL (No 1)

Joseph & Henry Wilson Ltd
Westbrook Mill
Sheffield 11

Tel 20047

WESTERN GLORY

Gawth, Hoggarth & Co Ltd
Lower Street
Kendal

Tel 20047

ZEST MEDICATED

Illingworth's Tobacco Ltd

Cigars

AMERICA

BOCK PANATELLAS AND INVINCIBLES

Joseph Samuel & Son Ltd
20-24 Kirby Street
London EC1N 8XL

Tel 01-242 2055

KING EDWARD Cigarillos and

Invincible de Luxe
Loretta Cigars (London) Ltd
Loretta House

1083-5 Finchley Road
London NW11

Tel 01-455 9614

ROBERT BURNS

PanateLLas and Cigarillos
Hunters & Frankau Ltd
10 Snow Hill

London EC1A 2EB

Tel 01-236 0741

GREAT BRITAIN

NAPOLEON

John Player & Sons
Member of Imperial Tobacco
Group Ltd

Nottingham NG7 5PY

PARLOUR PANATELLAS

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree

Tipton, Staffs

Tel 021-557 4751-5

SPEAKER PANATELLAS

Alfred Preedy & Sons Ltd
Coneygre Industrial Estate
Burnt Tree

Tipton, Staffs

Tel 021-557 4751/5

ST. MICHEL

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB

Tel 01-236 0741

VARANO CIGARS AND

PANATELLAS

Abrahams & Gluckstein
55-57 Tabernacle Street
London EC2A 4AA

Tel 01-253 4010

VILLA VANA

Alfred Preedy & Sons Ltd

Tel 01-236 0741

BELGIUM

ALTO

Sole Importers

H. G. Mould
130 Sharps Lane
Ruislip, Middlesex

Tel Ruislip 36585

VIEIL ANVERS

M. Landaw Ltd

BRAZIL

COLOMBO SUPREMAS

M. Landaw Ltd

4 Eagle Place

Piccadilly

London SW1

Tel 01-734 1477

SUERDIECK VALENCIA

CIGARS

M. Landaw Ltd

4 Eagle Place

London SW1

Tel 01-734 1477

TALVIS CIGARRILHAS

M. Landaw Ltd

4 Eagle Place

Piccadilly

London SW1

Tel 01-734 1477

BURMA

PWE BURMA CHEROOTS

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn

London EC1N 2JP

Tel 01-405 4857

SCOTT'S IMPERIAL BURMA CHEROOTS

Sole Importers
Melbourne Hart & Co Ltd
Barnards Inn, Holborn

London EC1N 2JP

Tel 01-405 4857

DENMARK

ADVOKAT CIGARS

J. John Masters & Co Ltd
Boundary House
Jewry Street

London EC3N 2HN

Tel 01-481 1234

APOLLO HALF CORONAS

J. John Masters & Co Ltd
Boundary House
Jewry Street

London EC3N 2HN

Tel 01-481 1234

APOLLO SLIM PANATELLAS

J. John Masters & Co Ltd
Boundary House
Jewry Street

London EC3N 2HN

Tel 01-481 1234

APOLLO WHIFFS

J. John Masters & Co Ltd
Boundary House
Jewry Street

London EC3N 2HN

Tel 01-481 1234

GOLF DEMI PANATELLAS

J. John Masters & Co Ltd
Boundary House
Jewry Street

London EC3N 2HN

Tel 01-481 1234

LARSEN LARGO

Small PanateLLas and
Lichtinger Cigars
Joseph Samuel & Son Ltd

20-24 Kirby Street

London EC1N 8XL

Tel 01-242 2055

HOLLAND

AGIO

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB

Tel 01-236 0741

CARL UPMANN

Hunters & Frankau Ltd
10 Snow Hill
London EC1A 2EB

Tel 01-236 0741

CAVALERO WILD CIGARS

Universal Panat Ltd
4 Cintra House
Cambridge

Tel 0223-67651/2

CLAASSEN

Anglo-Dutch Cigar Co Ltd
3 Shakespeare Road
London N3 1XG

Tel 01-346 5955

DUTCH MASTERS

Anglo-Dutch Co Ltd
3 Shakespeare Road
London N3 1XG

Tel 01-349 2011

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Filter. Sales are already
over 15% up on last year.

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to miss.

PICCADILLY



PICCADILLY

FILTER DE LUXE

MONITOR

Presents the News in Relief

IMPERIAL NOT TO MANUFACTURE CIGARETTES FOR EXPORT UNTIL 1978

Mr Mervyn Harrison, Imperial's personnel manager, said recently that between now and 1978 the customs barrier will present an almost insurmountable obstacle to Imperial exports from this country, and some interim arrangements may be necessary. But after 1978, when tariff barriers are finally removed, Imperial would prefer to manufacture in Britain for export if they can produce the right brands at the right prices.

In five years' time Britain's tobacco industry faces drastic changes in the duty arrangements which have given them the operating conditions where well-made packets are an attraction in themselves.

Imperial are already making plans to face up to the stiffer competition expected from the Common Market countries; they have set up Imperial Tobacco International Ltd and are examining the implications of manning changes and modernisation of machinery that may be involved.

'Comparisons of production costs are hard to come by', he said, 'although we know that continental manufacturers do employ fewer people per million cigarettes sold than we do. But other factors such as distribution and selling methods, packaging, wage and salary levels and hours of work have to be taken into account. And each continental country has a different market so that each one will have to be examined and attacked separately.'

'Whereas most cigarettes are king-size in soft-cup packs, the choice of blend will vary according to nationality.'

'A Dane will smoke an American blend; a Frenchman will probably smoke Gauloises or Gitanes, both made by the monopoly, Seita; the market leader in Italy is M.S., a product of the Italian Monopoly.'

'In Germany, BAT's brand H.B. is the

largest seller and until recently was followed by Peter Stuyvesant and Ernte 23, both from the leading German manufacturer Reemtsma, though Rothman's own the Stuyvesant trade mark in most of the rest of Europe. Lord Extra seems to be gaining ground in the German market.

'Only in Britain and Ireland are straight

flue-cured Virginia cigarettes predominant, though there is a tendency towards lighter cigarettes, especially in Italy'.

MORE VENDING OPERATORS JOIN NACMO

More vending merchants are joining the National Association of Cigarette Machine Operators, according to the latest bulletin from general secretary Rex Bloore. The present total of 150 is the highest yet, even allowing for several memberships lapsing for different reasons, and two new applications are in the pipeline.

The standard form of agreement, advised by the executive at the Leicester conference, is now so generally in use that they have had to reprint it.

The Association is so concerned that some members did not receive notices of a recent new brand launch that extra copies of the Association's bulletin with members list attached have gone to all tobacco manufacturers.



DOWN TOBACCO ROAD, ESSEX

The unusual sight of volunteers picking tobacco down at Bradwell, near Braintree in Essex, is the result of a flourishing test crop grown by Mr Tom Speakman in an experiment backed by BAT. 20,000 lb wet tobacco was gathered from the 2-acre plot on Mr Speakman's 600-acre farm, and the second picking will take place next month. Normal cultivations were carried out and the workers found tobacco leaves a welcome change from the usual crops of fruit and vegetables.

Mr Bloore says that the present they would all like most to have from the tobacco manufacturers this Christmas would be Embassy and Woods in 15s from Wills, Gold Leaf in 18s from Player's, Park Drive in 19s, Silk Cut in 18s and Kensitas in 18s from Gallaher, and Dunhill International in 19s from Carreras.



Mr Alec Shaw

ALEC SHAW'S SPECIAL NON-TOBACCO CIGARETTE DELAYED

The projected launching of new smoking materials cigarettes in Glasgow, promised for June by Alec Shaw, has been delayed, a victim of the economic troubles of the Scottish Co-operative Society Ltd, a partner in the venture. Because of miscalculations by the SCS Banking Department, the parent body was obliged to agree a merger with the English Society. This was something which had been opposed by the Scottish Co-operative Wholesale Society and then by its successor, the Scottish Co-operative Society.

One of their manufacturing projects outstanding at the time of the financial crisis was the partnership in Shaw's Smoking Products Ltd. This was established in 1970 and research and development work began at the SCS Tobacco Department at Shieldhall.

Something like £500,000 has been spent on these experiments and on the equipping of a new factory at Queenslie, where the cigarettes were to be produced. Substantial orders had been secured from Scandinavia, where the

products were seen to have a substantial future. There was a flow of inquiries and orders from other countries.

Now the venture is delayed, Mr Shaw, the man behind this development and the first to perfect a non-tobacco material for cigarette manufacturing, says, 'I have spent 13 years developing this material on my own. The whole of the world's tobacco industry is sitting back waiting for someone to produce a good tobacco substitute and we have a good product'. But, he says, he is caught in no-man's-land between the SCS and the CWS.

Neither of these bodies is in a position meantime to authorise proceeding with the venture. Meanwhile the existing business from Europe remains unfulfilled. Deadline for launching was midsummer. The CWS have not yet indicated their intentions on this matter.

When control of Co-operative activity passed from Glasgow to Manchester, because of the rescue operation mounted by the CWS to protect the banking interests of the SCS, fears were expressed at the time that decision making might pass to the seat of financial control.

This hold-up to the smoking material project is one instance where those fears have been well founded in that a delay not envisaged previously in Scotland has become a delay under English control.

LONDON GIFTS FAIR RECORD EXPORTS

Business estimated at £2.5m was transacted at the Fifth International Gifts Fair London at Earls Court in August, and there were 14,475 visitors, compared with 12,482 in 1972.

Significant growth was seen, too, in the number of overseas visitors, totalling 480 (compared with 149 in 1972) and representing 66 countries.

Exhibitors, from the long-established supporters of the London Fair since its inception in 1969 to new companies participating in their very first exhibition, were enthusiastic about their results during the week.

During his speech at the official luncheon marking the visit of Sir Peter Allen, British Overseas Trade Board, Mr Elkan Simons, the chairman of the Fair, said that they looked forward to final export figures in the region of £150m.

'Our London Fair', he said, 'has achieved a recognised position in the

international trade calendar and we are confident that it will now go from strength to strength'.

Next year's Fair will take place at Earls Court from Sunday, 18, to Thursday, 22 August 1974.

GILLETTE DENY CRICKET LAUNCH

Contrary to a statement made in the Press recently, Gillette are not considering launching Cricket disposable lighters in the UK at present. A spokesman for the company said that plans for the future marketing of Cricket, which is one of the best-selling makes on the Continent, have not yet been finalised.

MCCOLL'S OPENING NEW UNITS

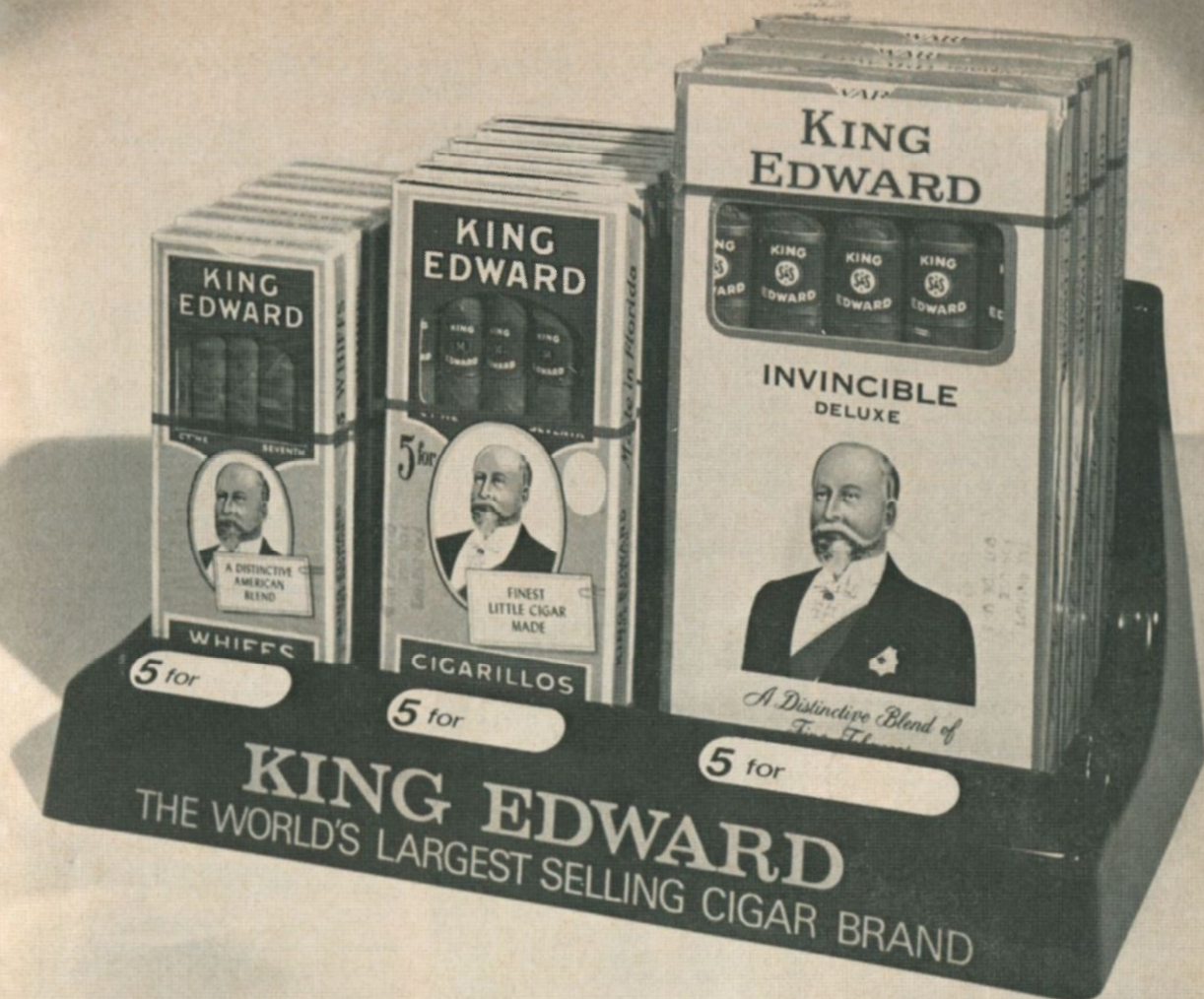
R. S. McColl, the Glasgow-based chain now within the Cavenham Group, are expanding again following reorganisation and assessment subsequent on the takeover of the older Birrell & McColl chains by Cavenham. That period of reassessment has been completed, some of the less successful units having been closed and new ones opened.

The current unit opening is at St James Centre, Edinburgh, the first one in a major shopping precinct. This is a large-fronted, shallow shop operating on customer selection lines. The layout involves a continuous wall of five decks varied to suit the merchandise from boxed confectionery, through prepacked confectionery, tobacco (which is handled entirely by staff), periodicals, gifts and tartan goods.

The St James site is an excellent one, and results have so far been very satisfactory. Further R. S. McColl openings are pending in Scotland and particularly in the West of Scotland, where their main strength has always lain.

NORTH WALES DATE

The North Wales Branch of the NURT and North Wales Tobacco Club are holding the 25th NURT dinner-dance on Friday, 23 November, at the St George's Hotel, Llandudno. Tickets (£3.25) may be obtained from F. Howarth, 32 Victoria Park, Colwyn Bay.



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THE WORLD'S LARGEST SELLING CIGAR BRAND

Display and Sales Dispenser No. 85 · Features the 3 Popular 5's Packs

Recommended Retail Prices

5 WHIFFS 30p

5 CIGARILLOS 55p

5 INVINCIBLES £1.60p

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or direct from the sole importers

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PHONE 01-455 9614

UK TOBACCO IMPORTS RISE: CUBAN QUOTA INCREASED

The United Kingdom imported £7.5m worth of manufactured tobacco in the first half of this year, compared with £6.1m in the corresponding period of 1972. The weight of cigars, cigarillos and cheroots imported in the second quarter was slightly lighter than in the previous one but significantly heavier than a year earlier. Total arrivals of cigars in the first six months of this year were running nearly 3 per cent ahead of 1972.

At the expensive end of the cigar market the increase in entries from Cuba was notable, as was that from Switzerland among the sources of miniatures; in the same sector of the market, imports from West Germany maintained the significance achieved in the first quarter of the year, but those from the Netherlands were much lower than 12 months earlier. Entries of cheroots from Burma remained on a downward trend.

Arrivals of cigarettes in the first six months remained very buoyant, the total registering a rise of 47 per cent following much heavier imports from the Irish Republic, France and Switzerland. Among other suppliers a considerable fall in entries from the Benelux countries was noteworthy and a massive increase reportedly consigned from Finland was intriguing.

In mid-August it was announced that a supplementary quota of £20,000 cif had been established for the import of cigars from dollar area sources (other than Cuba), not more than £6,000 being available for hand-made types. In addition a supplementary quota of £200,000 cif was established for the import of Cuban cigars. When added to the quotas announced at the beginning of the year, this makes a total of £120,000 for the dollar area (excluding Cuba) and £1.1m for Cuba. In each case these quotas are somewhat higher than those granted in 1972, which tends to offset the rise in prices caused by the depreciation of sterling and other factors.

Consumers spend more

When measured at 1963 prices, consumers' expenditure on tobacco products last year increased by 5½ per cent over that in 1971, when the publication of the Royal College of Physicians report had curtailed tobacco consumption. However, the proportion of consumers' total expenditure spent on tobacco products fell for the third year

CONSUMERS' EXPENDITURE ON TOBACCO PRODUCTS (£ million)

Year	At current prices			At 1963 prices		
	Cigarettes	Pipe tobacco, cigars, snuff	Total	Cigarettes	Pipe tobacco, cigars, snuff	Total
1968 ..	1,379	199	1,576 (5.8)	1,107	158	1,265
1969 ..	1,479	215	1,694 (5.9)	1,093	157	1,250
1970 ..	1,504	216	1,720 (5.5)	1,092	156	1,248
1971 ..	1,458	234	1,691 (4.9)	1,036	170	1,206
1972 ..			1,808 (4.7)			1,272
January-March						
1972 ..			412			292
1973 ..			428			297

(Figures in brackets represent percentages of total consumer expenditure.)

in succession, to only 4.7 per cent. In the first quarter of this year consumers' expenditure continued to recover, the total of £297m (again at 1963 prices) being 2 per cent higher than in the first quarter of 1972 (see table above).

Tobacco sales down

According to the Department of Trade and Industry's quarterly publication, *Business Monitor*, the level of sales of tobacco products by UK manufacturers in the first three months of this year showed a significant reduction compared with the last quarter of 1972; nevertheless, they were above those in the first quarter of that year, when some residual effects of the Royal College of Physicians report were still being felt. Sales of cigarettes and cigars displayed a similar trend, but those of untipped cigarettes had dropped even lower than a year earlier. In consequence the proportion of tipped cigarettes in the total sold during the first quarter rose one point to 82 per cent.

SALES OF TOBACCO PRODUCTS (thousand lb)

	1972	1973
	1st qtr	1st qtr
Cigarettes		
Standard ..	11,764	11,669
Tipped ..	49,887	51,890
Total ..	61,651	63,559
Cigars	939	1,022
Other manufactured tobacco ..	7,921	7,891
Total ..	70,511	72,472

MORE SPENT ON CIGARETTE ADS

Despite the ban on cigarette advertising on TV, tobacco manufacturers spent 24 per cent more on the medium during the January to July period this year compared to the similar period in 1972. This amounted to £2,547,000 compared with £2,061,000.

HANCOCK'S OPEN THIRD DEPOT

In business as wholesale tobacconists and confectioners and claiming to be the leading cut-price wholesale firm in the country, R. E. & B. Hancock Ltd, of Belton Road West, Loughborough, Leics, who also have a depot in Sheffield, have opened a third depot in Sutherland Road, Longston, Stoke-on-Trent, for the supply to customers over a wide area of tobacco and cigarettes, confectionery, ice cream, fancy goods and toys.

The manager is Mr David Bates, who for the past two years has been trainee manager at the Loughborough depot. As in the case of the other depots, only bona fide traders are being supplied with goods. There are some 7,000sq ft of floor space in the new depot as compared with the Loughborough depot's 10,000sq ft and the Sheffield depot's 15,000sq ft.

The business was established only 10 years ago, being started as a cash-and-carry business by Mr Raymond E. Hancock and his wife, Elizabeth, in a

2,000sq ft building at Shephed, near Loughborough. In 10 years the annual turnover has risen to over £2,100,000 and business is increasing.



Sir John Partridge, chairman of Imperial, greeted by John Cotton, Horizon factory manager, during his recent visit to John Player's factory, an £8 million project which now employs 2,040. Player's operations director, Andrew Reid, is in the centre of the picture.

WEAK STERLING UPS WINTERMANS PRICES

Herbert Merchant Ltd, of Andover, sole importers of Henri Wintermans cigars, announce that, due to circumstances beyond their control, the retail prices of Henri Wintermans cigars were increased on 10 September.

The two main reasons for the increase are the continuing deterioration in the exchange rate of sterling against the Dutch guilder and a price increase from their suppliers which has now been in effect since June of this year.

The new recommended retail prices, inclusive of VAT, are as follows: Senoritas, 31½p for 5; Cello, 19p each; Cafe Creme, 35p for 10; Londres, 20p each; Slim Panatellas, 35p for 5; Excellentes, 25p each; Perfect, 52½p for 5; Excellentes Tubes, 27p each; Long Panatella, 12½p each; Royales, 28p each; Half Corona, 13½p each.

Full details of trade and display cabinet prices are available from Herbert Merchant Ltd.

FRENCH BRANDS, TOO, GO UP BY ½p

H. Autran Ltd announce that as from 1 October the recommended retail price

including VAT, will be increased for certain of their brands.

This increase, which incidentally is the first increase on any French brands during the last four years, has been brought about solely by the drop in valuation of the pound against the French franc.

Brands affected are:

Disque Bleu (filter), increased from 27½p to 28p

Gauloises (filter), increased from 27½p to 28p

Gitanes (plain), increased from 32½p to 33p

Gitanes Plain Mais, increased from 32½p to 33p

Celtiques, increased from 38½p to 39p

Française Plain, increased from 32½p to 33p



SALESGIRL WINS PLAYER'S BEAUTY COMPETITION

Attractive Christine Owen, a 20-year-old sales promotions girl from Sheffield, won the Player's No. 10/Great Yarmouth Corporation sponsored Miss Great Yarmouth bathing beauty contest.

Christine, of Heeley Bank Road competed against nine other girls in the finals judged by 'Comedians' Ken Goodwin, Mike Reid, George Roper, Colin Crompton, Mike Burton and Gerry Harris.

Twenty-six-year-old Kathy O'Neil, an air hostess from Winterton, Norfolk, was second—for the second year running. Julie Franklin, a dancer, from Southall, Middlesex, was third.

ROTHMAN'S RUGGER BOOK—BETTER THAN EVER

Selecting world teams is invariably an exercise bound to arouse controversy, but this has not deterred the compilers of Rothmans Rugby Yearbook 1973-74 from choosing their Rothmans World Team of the Year. The book has just been published.

Excellent illustrated throughout. Rothmans Rugby Yearbook has been compiled by Rex Alston with Vivian Jenkins as editorial adviser. Its coverage is even more comprehensive than its first edition. The popular club section has been increased to include 124 of the leading clubs in England, Ireland, Scotland, and Wales.

And to meet the ever-increasing enthusiasm for rugby all over the world there are reviews, not just of the home countries and France, but of the Australian, New Zealand and South African scene. International cap winners are given for all eight countries.

The 1972-73 season, which saw the Five Nations Championship end in its first-ever tie, is given extensive coverage, with special comment and statistics on the seventh All Blacks' tour. Other international tours are also covered in detail.

Other articles of particular interest include Norman Mair's 'Scotland, 100 Not Out' on the Scottish Rugby Union's centenary, and Terry McLean's profile on that legend of the rugby world, Colin Meads. Would things have been different for the All Blacks if Meads had toured here last winter? McLean, reflecting New Zealand public opinion, thinks so. It seems ironic that the man so often criticised for his on-field ruggedness might have been the saviour of New Zealand's rugby reputation both on and off the field.

Rothmans Rugby Yearbook 1973-74, 368 pages, was published by Queen Anne Press on 13 September. It is available from bookshops, price £1.80, or direct from Queen Anne Press, Paulton House, 8 Shepherdess Walk, London N1 7LE.

HERBERT MERCHANT'S JAMAICA CIGARS

Owing to an oversight, cigar importers Herbert Merchant Ltd were not listed as distributors of Jamaican cigars in the September issue of *Tobacco* (p 34). Their La Tropical de Luxe brand account for a sizeable part of sales in the UK. They come in a range of sizes from Diplomat at 4½in to Corona Grandees at 6¾in.

For the light in your life...

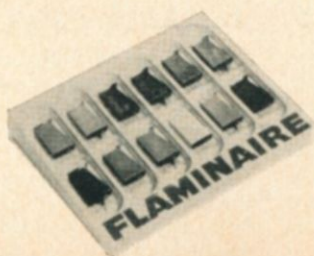


Flaminaire '21'

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B & H SPECIAL FILTER IN JAPAN

British-American Tobacco, the world's largest tobacco company, last month signed a cross-licensing agreement with the Japan Monopoly Corporation for the manufacture of cigarettes—after two years of complex negotiations.

The agreement, signed in Tokyo by Mr Tom Slack, marketing director of BAT, and Mr Takeo Kitajima, president of the Japan Monopoly Corporation, means that for the first time a British brand of cigarettes will be manufactured under licence in Japan and distributed throughout the country.

The cigarette to be made is Benson & Hedges' Special Filter, which is the best-selling king-size virginia filter in the world. With a population of over 100 million, Japan is one of the world's largest cigarette markets. In 1972, the Japanese smoked over 252,000 million cigarettes—9 out of 10 of which were filter tipped.

Under the terms of the licensing agreement, BAT will manufacture the Japan Monopoly Corporation's cigarette Hi-lite in Brussels, for sale throughout Benelux. Hi-lite is Japan's leading cigarette and had a sale of 82,987 million in Japan in 1972.

Said Mr Tom Slack: 'We are delighted to have completed these cross-licensing arrangements with the Japanese in such a cordial atmosphere and believe that they will be of great advantage to the trade of both countries. There is a growing enthusiasm for British products in Japan and the prospects for the brand there are excellent'.

REBATE FOR WILLS' DIRECT ACCOUNT CUSTOMERS

Wills' direct account customers will receive a rebate of 20p per 100 cigars on orders for available packings of Castella No. 5, Embassy Slim Panatellas and Wills Whiffs, and 15p per 100 cigars on Embassy Miniature Cigars, during the period Monday, 1 October, to Friday, 2 November inclusive.

Time orders placed for delivery on or before Friday, 16 November, will qualify for the rebate and those packed for delivery after this date may be brought forward to obtain the concession.

TOBACCO OCTOBER 1973



MOVES TO MEET COMMON MARKET

A new senior marketing post has been created at Wills to meet the coming challenge of the Common Market. Marketing research manager Mr Peter Brotherton (31) becomes marketing development manager.

His new role, in which he will be accountable to the marketing director, Mr Christopher Cory, covers three main areas.

He will be charged with making sure new and existing cigarette brands are ready for the time when the United Kingdom tax structure comes into line with the other European Economic Community countries in 1978. He will continue to head the firm's marketing research team and take on responsibilities for the launch of new cigarette brands.

Mr Brotherton, a Yorkshireman, holds a Master of Science degree from Bradford University. He joined Wills in 1968 from the Milk Marketing Board and has been marketing research manager since 1971.



Mr Graham Heywood, Wills' marketing manager since last November, will concentrate on the performance of existing brands.

Mr Tim Lee has been promoted in Mr Heywood's marketing team to become senior brand manager (Embassy).

WILLS NEW BRANDS

Wills have made a limited introduction of four new cigarette brands, called Dauphins, Prize Crop, Rapier and Stiletto.

All four cigarettes are filter brands of standard size in three-row crushproof packs. They are packed in display outers and retail at a recommended price of 26½p for 20.

Sales are restricted to a limited number of stockists in selected areas.

ROWENTA DEALERS OFFERED LIQUOR PRIZES

Fine German wines and exclusive German Lowenbrau beer are being offered to retailers of Rowenta lighters in a Christmas window display competition.

Competing retailers have the chance of winning up to a dozen bottles of German wine, or 48 bottles of German beer.

By displaying Rowenta lighters, retailers can qualify for a ticket in a draw to be held in London during December. There will be five first prizes of a dozen bottles of wine, and five second prizes of six bottles, or 48 and 24 bottles of beer respectively.

Retailers must display not less than 24 Rowenta lighters, including at least four table lighters. The new Arno display stand or the new RO 431 display tray must be included.

The display needs to remain in position for at least four consecutive weeks during the period 1 October to 20 December. During this time, the retailer should complete and return a special Christmas competition form available from the sole UK importers and distributors of Rowenta lighters, P. H. Vogel & Co Ltd, of 10 Golden Square, London W1R 4BX.

Rowenta agents will check the displays, after which the retailers' names will be entered in the draw.

'We consider that the wine and beer selected as prizes in this competition will give as much pleasure to their recipients as does a Rowenta lighter to its purchaser—the ideal Christmas gift', said Mr P. Vogel.



Lloyd Washington is learning to hand roll Jamaican cigars.

Jamaican craftsmen have been hand-rolling high quality cigars for generations. More often than not the skills are passed down from father to son.

It's a practice we fully support.

Because it's hand-rolling that gives Jamaican cigars their fine finish, full aroma and mellow smoke.

JAMAICA

A tradition of quality cigars.

For further information contact Peter Hunt, Jamco, Tel. 01-629 5477.

THE IRISH PROPOSITION



An unusual combination of product type and margin structure seems to lie behind a market breakthrough for the two principal brands of Irish cigarette manufacturers P. J. Carroll.

IN THE WORLD OF MARKETING the words Unique Selling Proposition set happy cash register noises ringing in the heads of those hardened practitioners charged with the task of generating sales in a sophisticated market full of consumers skilled in the art of detecting the half truth, the promise by innuendo that cannot be fulfilled, and all the other semantic acrobatics that spell a basically weak advertising proposition.

There is often so little difference between Brand A and Brand B and Brand C that uniqueness has to be contrived if the crippling game of seeing how many ways there are of saying the same thing—and the same thing that your competitors are saying—is to be avoided. 'Buy Blocko—now with the new miracle ingredient', is an over-worked formula—but it still works. Blocko has become unique. It helps if the new ingredient does improve the product, but it is not essential.

A further problem is that if a manufacturer does hit upon an effective way of modifying his product he is quickly copied by competitors, so any advantage he might have gained is usually short lived unless he can protect his position with patents.

A cigarette is a fairly simple product, so much so that no brand on the British market can be said to be unique to any significant extent. But because of a combination of circumstances Irish manufacturers P. J. Carroll believe that they are able to offer the distributive trade a unique proposition.

The Carroll factory in Dundalk—one of the most modern tobacco factories in the world.

The company's two principal brands in this country are Carroll's No. 1 Filter selling at 26½p for 20, and Major Extra Size Filter selling at 28p. Carroll's No. 1 is the best-selling brand in the Republic of Ireland followed by Major. Both brands, which are now distributed by the importers William P. Solomon, have been on sale in Britain for some time, Carroll's No. 1 since the early 1960s and Major since 1968.

Until recently sales of Carroll's brands in this country have shown a strong bias towards Irish consumers, but with a minimum of 1 million Irish-born people living here (according to the last census) and a further 2 million of first generation descent, this expatriate pool has formed a viable base from which the company has been mounting its effort to penetrate the British market.

Sales of Carroll's No. 1 have more than doubled in two years while those of Major have quadrupled. Encouraging results for any company, but what is causing the interest in Dublin is a breakdown of this growth which clearly suggests that the national barrier, so long a feature of their sales pattern here, has now been broken. Ordinary British smokers with no

Continued on page 25



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Eric Moroney



previous experience of the brands are discovering them and staying with them.

The reason for this development, according to Eric Moroney, Carroll's UK sales manager, is related to the characteristics of the brands, Major in particular, and recent developments in the market. Major was originally introduced in Ireland as an accelerator brand to woo the plain smoker over to filter cigarettes. To smooth out and make easier the transition, Major was formulated as a filter cigarette but full-bodied enough to appeal to the plain smoker. This is the formula which is now scoring in Britain, possibly as a reaction to the trend to mildness.

'People are reacting to the current bland standardisation of taste', said Mr Moroney. 'Our brands are Virginia cigarettes which hark back to the traditional taste of English cigarettes. There are a lot of people who still prefer tasteful cigarettes with guts. And, of course, there's a whole generation of smokers who have had no experience of this fuller taste. I think we can draw an analogy here between smoking and beer drinking. The average beer drinker will drink keg beer largely because there's usually no alternative, but if he finds a pub selling traditional beers he'll switch immediately'.

Mr Moroney's claims about the uniqueness of Carroll's proposition do not rest solely on the taste and flavour of his brands. These are the

qualities he is confident will ensure steady and growing sales but, in addition, to sell into distributors he has one of the best arguments in the business—profit.

Like most imported cigarettes, Carroll's brands offer higher retail profit margins than domestic brands. 'A retailer selling only 5,000 of Carroll's No. 1 a month', said Mr Moroney, 'will make a yearly profit of £93.60 as against a total yearly profit of £72.60 if those 60,000 sales were accounted for by equivalent domestic brands'.

Best terms with Solomon's are reached at 100,000, much lower than the 200,000 to 250,000 levels of the big manufacturers and, of course, any number of the brands imported by Solomon can be included to make a best-terms package.

So the unique appeal Carroll's feel they have for retailers is that their products are Virginia cigarettes which are close to the traditional British taste—and therefore have a potentially wider appeal than the majority of other imported brands—but at the same time they are able to offer retailers the substantially better margins usually associated with imported products.

'We're not talking of huge quantities of cigarettes now', said Mr Moroney, 'but I think it is an interesting situation that we have here two brands with popular appeal—unlike most imported brands which at the moment only satisfy special tastes—available with all the imported advantages of better terms and margins.'

NEW

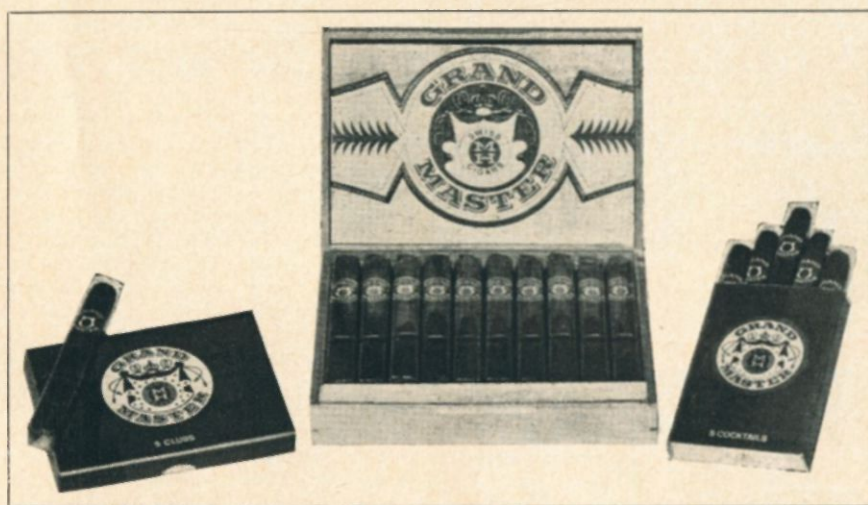
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TO BOSS OR NOT TO BOSS—that is the question

What sort of a leader are you?

asks Alan Fiber,
*Managing Director of Business
Management Advisory
Services Ltd*

STAFF IN ANY TOBACCONIST'S shop will only work efficiently and stay happily in their job if they are properly supervised and led. The tobacconist is in a difficult position: the relationship between retailer and assistant is especially close, the working group being small, peak periods calling for flexibility and understanding under stress and the range of duties—including the need for the tobacconist to do identical work to his assistants some of the time—is wide for both retailer and employee.

Being in the ambiguous position of both employer and friend, the tobacconist needs to have an unusually flexible attitude to each of his staff. He cannot be the 'big boss', nor the

'chum', very often, though there are occasions of short duration when each of these styles of leadership may be called for. Much of the time the role of helpful and moderately friendly instructor is what is required.

To walk this tightrope successfully it is worth looking at styles of staff control. Fundamentally 'big boss' is exercising authority without leadership. His orders are obeyed only because he is in command.

With this style of leadership there is no satisfaction of the four aspects of a job essential if staff are to work well: sharing with the employer the objectives of the 'business'—that is, satisfying as many customers as possible; a sense of being dealt with fairly; a feeling of belonging; and the chance to develop in desired directions.

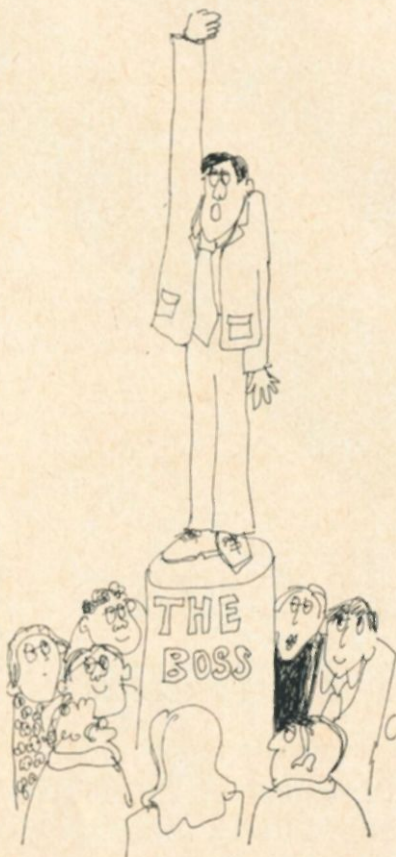
Being too friendly is an increasingly common error. Being likeable and informal is one thing, but persistent over-friendliness leads to lack of respect—inwardly—felt respect by the assistant being even more important than outward actions or words—and probably to loss of confidence in the tobacconist.

Staff expect and seek leadership. This involves directing, supervising, controlling, co-ordinating, answering queries or complaints, solving problems as they arise, showing how tasks are to be done, and taking ultimate responsibility.

Leadership is not an automatic offshoot of normal activity. It calls for time in its own right, for forethought and implementation. Leadership is demonstrated by example, in behaviour, actions and attitudes. Despite the prevalent myth that it is an indefinable quality either possessed or not, it can to a very large extent be learned and developed.

Analyse all the leaders you can think of, in business, armed services, or other spheres, and all will have seven characteristics in large measure. Develop these seven aspects of personality further and your leadership and ability to control must be markedly improved. These are:

1. Knowledge of the job. Employees always want to work for someone



Leadership is demonstrated by example . . .

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opportunity. One aspect of this communication is the constant outgiving of enthusiasm for the job of tobacco retailing: not necessarily exuberance, but at least demonstration of pleasure in the work. At times, it also calls for tactful persuasion.

6. Liveliness. Despite the many tensions of the work, anyone seeking to lead needs to have, and display, what can only be described as zest for life: an interest in much else besides the business and a general optimism.

7. Pleasant personality, the most difficult aspect of leadership to improve, is to some extent a combination of the previous attributes. But it is more also, in particular a facility for getting on with all kinds of people and a human approach to everything, especially mistakes by assistants.

It can be seen that leadership is active, not static. Getting the best out of staff, helping them to achieve the greatest satisfaction from their work—and helping the tobacconist reap happiness from his enterprise—call for positive leadership in each aspect of staff relations. Supervision and control of assistants then lose their dangers of provoking resentment and antagonism, the feeling by staff of 'being checked up on' and 'being told what to do'.

who is successful. Success means more opportunity to develop and greater security of employment. But, even more important, a successful boss tends to be easier to get on with and something of the general atmosphere of go-getting rubs off on to the assistant's job. Above all, mastery of the job, at any level, evokes respect from anyone of a lower standard, especially if they aspire to the same abilities themselves.

Knowledge of the job involves being open to new ideas from employees. In particular, it includes the ability to see each of the tasks and their difficulties through the eyes of staff who are expected to do them.

2. Judgment. Each aspect of running a shop, or making a sale, can be seen as calling for a series of decisions. To be right most of the time calls for judgment, based on knowledge, experience or 'hunch'. In a wider perspective, judgment enables a leader to see the wood and the trees.

3. Integrity is essential to leadership. Every employee needs to feel his boss is completely fair-minded, trustworthy and sincere.

4. Courage in a leader inspires confidence in assistants. To most tobacco retailers this attribute is more likely to take the form of soundly based self-

confidence and a determination to succeed. This flows quite naturally from knowledge, judgment and personal integrity, but to the outsider many actions seem highly courageous rather than the natural outcome of proved abilities and a way of thought.

5. The ability to communicate, views as well as directions, is fundamental. Successful communication involves the ability to explain requirements clearly and succinctly, in a suitable tone and manner and, where there is any choice, at a favourable



Anyone seeking to lead must show a
zest for life and be active...



70% of the men in this country
are about to learn the Dutch word
for a good cigar...



Ritmeester.

Burma 1

'Everyone smokes cigars in Burma'

by **SAM HEPPNER**

(but there's a great difference between the domestic cigar and the exported cheroot)



The cigars for domestic consumption are made and rolled by hand with considerable skill on small circular trays. Here two women are making the small cigars with filter tips which are preferred by the local population.

ASKED TO DEFINE A SOCIALIST country, a cynic, a satirist or anyone given to coining epigrams, might say, 'One in which everyone smokes cigars'.

I recently visited a socialist country. And it's true! Everyone *does* smoke cigars. Even the women.

Could Sir Thomas More, Samuel Butler or George Orwell have foreseen such a thing?

Mind you, there are cigars and cigars. The country I visited was Burma where the cigars would scarcely merit the description either in Cuba or Jermyn Street. They are strange-looking green cigars made of goodness knows what kind of locally grown tobacco, wrapped in sweet corn leaf and sealed by four overlapping flaps at the lighting end. I was told that not only the tobacco leaf, but the stalk and stem, too, go into them.

The filter is a tightly wrapped cylinder of Burmese newsprint, which contains a minutely thin lining of absorbent leaf. Three-quarters of an inch in length, it is plugged into the base and therefore not visible. A packet of 10 cheroots, 3½ in long, costs half a kyat (pronounced 'chat'), about 5p. There is a tax on tobacco, but it's microscopic and the Burmese cigarettes are cheap—though the price seems to vary—and reasonably good.

The Burmese cheroot gives a cool and mild smoke. Maybe you would not take to it from choice, but the flavour is by no means disagreeable. Indeed, I found it less offensive than many of our own cheap brands though, admittedly, I had no desire to persevere with it all the way down to the filter and, after five minutes or so, I felt I'd had enough.

Somewhere on the banks of the

IT'S COTTAGE INDUSTRY ON A BIG SCALE



(Above) Here a woman worker is making one of the huge cigars specially suited for some festive occasion such as a wedding. They contain flowers and herbs and have a rich aromatic flavour—and a few sparks!

(Top right) Bundles of long, filter-tip cigars are put out for sale in the street.

(Right) An affable member of the NURT (National Union of Rangoon Tobacconists) sits at her stall loaded with cigars, sampling her own wares. No need for p-o-s material here!



Irrawaddy I visited a monastery where the monks offered me a positively jumbo-sized cigar, a Burmese Corona Corona, no doubt, that would have dwarfed one of Sir Winston's and Sir Lew Grade's placed end to end. Feeling that it would be a little churlish to decline, I took my courage—and the offering—in both hands (it certainly needed two).

The thick end of this curious object was about the size of a 10p piece.

'Light the blue paper and retire', I thought as I applied my lighter to the twist of dry leaf at the top. There was no need. The business end was far enough away for safety. But! When I lit up—the cascades of sparks, the sudden frightening conflagration, the dense smoke, the black, crimson-edged leaf that gracefully twisted and unfurled like Dante-esque dancers in some infernal ballet.

Shouts of 'Mind!' 'Watch it!' 'Fire!' and such-like cautionary exclamations

went up on all sides as each prolonged inhalation set off a minor volcanic eruption.

To my intense surprise, they imparted the pleasing smell and flavour of woodsmoke—that sharp, but cosy aroma—which gives such delight in the English countryside on a crisp winter's night.

Through dusty cornfields

The cigar sustained me on my stroll back from the monastery through dusty corn and peanut fields, amid plantains and bamboo to the dilapidated old river boat that lay at anchor and, settling on deck for the homeward journey, my curiosity got the better of me.

Out came my knife, and I split my cigar right down one side. A great heap of *something* fell out.

I'll swear it was wood shavings.

Next day I visited a cigar factory in Taunggyi. They are pretty, those

Burmese Carmens who squat in the shadows of the factory walls, deftly rolling their cheroots on a wooden shaft and leather thong. But they don't get much for the job: 4 kyats for 700 cheroots. The average rate is 100 an hour. And they work from 6.30 in the morning until 4 in the afternoon.

Despite these low wages, it would pay the factory owner better to install an automatic machine and dispense with his hired labour. But he is forbidden by the Government of General Ne Win as a measure to prevent unemployment. Maybe it's a half-way, Luddite kind of socialism, but this is Burma's quaint and rather amiable way of putting people before profit.

For an ex-colonial, Japanese-occupied country still entangled in its post-war difficulties, Burma's determination to build its own future without looking to other countries for aid certainly commands one's admiration and respect.

Welcoming new Player's N°6 Classic

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Player's N°6 Classic –
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2 The pack is right.

A pleasure to hand round on any occasion.

3 The vouchers are right.

There are SIX of them to be saved towards really valuable items in the new John Player Family Catalogue.

4 The advertising's right.

A really heavyweight launch campaign using large colour spaces in the press, plus a massive poster campaign.

5 The promotion's right.

To encourage extended trial we'll be offering a promotion at point-of-sale: a free pack plus bonus vouchers.

A lot more to offer – for you and your customers

The Packs that pack the Profitable Punch

Just display these festive packs from Henri Wintermans and watch the extra profits flow into your till!

More Henri Wintermans Dutch cigars are sold than all other imported cigars together and remember, you get exceptional profit margins from Henri Wintermans.

Don't worry about overstocking - the special 'outers' are all removable for normal after-season sales. Order NOW -

'160' Christmas composite display pack. '50/5' Half Corona Christmas pack.

'100/10' Senoritas Christmas pack.



HERBERT MERCHANT LTD.
P.O. Box 18, North Way, Andover,
Hampshire.
Telephone: Andover 61131

'Burma cheroots are a quality smoke'

says **DEREK HARRIS**

MR DEREK HARRIS, MANAGING director of Melbourne Hart Ltd, knows the Burmese scene from personal experience too, but he is careful to point out that the cheroots imported by his firm are quite different products from those made for the indigenous population. The latter are cigars for a start, *not* cheroots, i.e. they are closed at one end. A cheroot is cut at both ends. Also, the cheroots imported by Melbourne Hart bear the old-established quality trade mark of A. Scott & Co, a Rangoon-based company for 50 years. Melbourne Hart took over the agency for Scott's brands and PWE when the Jarrett business was acquired some years ago.

A. Scott were actually bankers to the Western residents in Burma and through their reputation for reliability branched out into the travel agency business, mineral waters, and almost by chance started buying tobacco leaf

in bales and making cheroots.

When Scott's were nationalised some six years ago Melbourne Hart became world agents for the Burmese industry now under Government control.

Mr Harris dispelled the theory that because Burma cheroots appear very dark in colour they must be strong to smoke. Their flavour is, in fact, both round and mild and cool burning, unlike many cheap, light-coloured, machine-made cigars or whiffs which have the appearance of lightness and mildness but which, in fact, are strong, ill tasting and hot.

'Burma cheroots', he said, 'are manufactured by native labour and a considerable number are manufactured as outwork. They are rolled by hand by Burmese natives on a small, low table and not, as so many people think, on the thighs of Burmese beauties'.

Unlike all other cigars, their construction does not contain a binder

leaf, nor is there a separate quality or type of leaf used for the wrappers. When the cheroots are originally rolled the leaf is quite moist and malleable and mid-brown in colour. A leaf is spread flat on the table and into it is rolled small pieces of identical tobacco which, as the leaf is rolled up, is rolled across the table and naturally takes on a circular shape. To stop the end of the leaf unravelling a special vegetable gum is applied to the open edge and then a final rolling seals the joint.

Centre is used

The cheroot at this stage is probably about 1ft long and the ends are rough and untidy with odd bits of tobacco sticking out. The centre section of the cheroot is the only part which is used and therefore with a simple hand-operated guillotine the middle 4 or 5in of the cheroot (depending on the length being manufactured at the time) is cut out. The ends are cast aside and in due course are re-used for filler tobacco.

The finished product then remains in teak wood cupboards for two or three months to allow them to settle down and the oils from the various types of leaves used to intermingle. They are subsequently shipped to England in bulk, where inspection and packaging is carried out.

'Owing to the monsoon in Burma', he commented, 'and the very high humidity which exists just prior to the commencement of the monsoon, manufacture of these cheroots can only be carried out for a limited time in the year, and during the monsoon period all production and shipments cease'.

One of the reasons for the comparatively high price of the Burma cheroots, in comparison with other cigars or whiffs of a similar size, is due to the high density of the tobacco in them and, on an average, they weigh twice as much as machine-made cigars or whiffs, it is the duty which makes them more expensive.

However, the quality of Burma cheroots far outweighs those of many other machine products and the burning time is more than twice that of a machine-made article of similar size.



The range of Burma cheroots imported from Burma and marketed by Melbourne Hart Ltd. Scott's Imperial No. 1 and No. 2 in their striking orange and brown packs, and the PWE, smaller cheroots in a black and yellow pack.

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WHAT'S NEW

Ronson catalogue features new table lighters

Ronson's new catalogue introduces what they claim to be the most comprehensive range of pocket and table lighters in the world.

Although flint-operated lighters still account for a major proportion of all lighters sold, Ronson's advanced technology is aimed at people who want something different, with the battery-powered Electronic and the piezo-operated Varatronic ranges.

The new catalogue is illustrated in full colour and gives at-a-glance details of over 100 lighters which together make up the Ronson range.

The catalogue shows the three new models added to the Ronson table



lighter collection, which now boasts 29 models to suit all tastes at prices from £4.50 to £11.75.

The popular Orion now comes in two new fashion colours—turquoise and pink—in addition to the existing black version. All have smart hard-wearing moulded bases with diamond-cut aluminium plinth and chromium-plated action. All three models are priced at £4.50.

The chunky Quadrant is now available in two versions: plain black as before (BQ215) and an appealing new model screen-printed with a playing cards motif (BQ216). Both have black melamine bases and chromium-plated action. Prices: plain black model at £4.50 or £4.75 (with cards motif).



Winterman's Perfect in two packs

Henri Wintermans launched a new cigar in the UK last month called Perfect. This high-quality natural cigar of 100mm length sells at 101p, and is transparent-wrapped with an individual tear strip and cigar band.

Perfect are packed in 5s in a hinged lid cardbox for strength in a 10-pack outer which provides display facilities. They also come in a striking disposable drop-feed outer containing seven 5s and 15 singles.

Perfect cigars are made in Holland from the highest-quality leaf and are

imported into the UK by Herbert Merchant Ltd of Andover.

'The brand is already selling well in Europe', says David Peters, marketing operations manager, 'and we believe that the UK market is now ready for a cigar of this size and quality'.



St Michel panatellas

Cigar merchants Hunters & Frankau are test marketing a new brand of Petit Panatellas, St Michel, in selected areas of the south of England. Packed in cedar drums of 25, each cigar is individually Cellophane wrapped.




Apollo—a larger whiff

As announced last month, J. John Masters have launched Apollo King Whiffs as a result of careful market



research which revealed the need for a larger than standard whiff. Moderately priced, this mild full-flavoured cigar is supplied in two packs to retail at 38½p for 5, and in boxes of 50 at £3.85 including VAT, as shown here. Single whiffs are 8p each.



Lighters for Gifts Rowenta Fan and Rowenta Champion

It's always easy to make a present of Rowenta. Take the Rowenta Champion, for instance. Sold the world over in ten attractive versions, while the Fan can boast of twelve. All have **crystal electric** action, and operate particularly well and long when filled with Rowenta lighter gas. Rowenta lighters, too, are available in a fine variety of finishes. Real leather or lacquer, chromium- or gold-plated: the choice is yours.

Stores throughout the world, in more than eighty countries, sell Rowenta products. So, whether you pay in kroners, pesetas or drachmas, the joy of presenting your Rowenta will be boundless.

Progress

Rowenta.
with the human touch.

More and more of your customers will be asking for Rowenta lighters this Xmas. On top of Rowenta's powerful international advertising, a whole-page campaign in colour and black-and-white starts in October in Punch, Reader's Digest and Cosmopolitan. Now's the time to make sure you have plenty of Rowenta stock for eye-catching display.

U.K. Distributor: P. H. Vogel & Co. Ltd, 10 Golden Sq, London W1 Tel 01-734 6564
Rec. retail prices start from about £6 (Champion) and £8.65 (Fan) inc. V.A.T.

Mr W. R. 'Bill' Rudd joined John Player & Sons in Nottingham as general sales manager in January 1966. He had been divisional sales manager with Petfoods Ltd for nearly seven years.

His appointment coincided with the beginning of substantial changes in the way Player's marketed, sold and promoted tobacco products. The launch of Player's No. 6 marked a breakthrough for coupon cigarettes. In November 1966, just a year after its launch, Player's No. 6 Filter had achieved nearly 13 per cent of the whole cigarette market. Early in 1970 it became the country's top-selling brand, a position it retains with 19 per cent of the market.

Player's No. 10 Filter, launched in April 1968, has also proved outstandingly successful. With 4 per cent of the total market, the brand outsells all other Sub A cigarettes put together. 'Coupons help to bolster brand loyalty in an unprecedented way', said Mr Rudd, 'which in turn helps us with production planning and makes it easier for the trade to order the right quantities'.

Swing to king-size

Until April 1971 Player's had only one king-size cigarette, Perfectos Filter De Luxe. Aware of the swing towards king-size, the company launched John Player Special, followed by Player's No. 6 Kings in July 1971, then Carlton King-Size in October 1972—as part of the Carlton family—and Gold Leaf King-Size in January this year. 'Although we now have over 10 per cent of this market', Bill Rudd commented, 'we are conscious that we are still under-represented in the sector—a sector which will, of course, become increasingly important following entry into the EEC. While the tax and duty structure for tobacco products has still to be worked out, there's little doubt that it will favour king-size brands'.

Bill Rudd's first major innovation after joining John Player was to reorganise the merchandising activity. In a sales force of over 200 there were only 30 promotions and merchandising representatives and a few demonstration girls.

The existing practice was to service direct accounts only. Mr Rudd thought it necessary for representatives to have personal contact with the large number of important indirect accounts. He

In this, the last of the special *Tobacco* articles on the policies and views of the tobacco manufacturers' sales managers, Mr W. R. Rudd, general sales manager of John Player and Sons, describes the big changes in the organisation of the sales and merchandising force that have taken place over the last two years, how the success of Player's No. 6 revolutionised the filter market and, lastly, the fillip to sales that has occurred through the re-organisation of Churchman's under the Player's banner.

BILL RUDD of PLAYER'S

pointed out: 'In this way we would call on outlets throughout Great Britain accounting for 80 per cent of total sales.

'So we set up our merchandising force. We increased the numbers to about 170 and created district merchandising managers to supervise them.

'We wanted our people to tell as many retailers as possible not only about our brands but what we were doing to advertise and promote them. Our new merchandising force would also take orders for delivery through nominated wholesalers and replenish supplies of some brands from ex-car stocks. Further, they began to advise retailers about window and counter display and the best positioning of point-of-sale material.

'I think the innovation proved particularly valuable in two ways', continued Mr Rudd: 'our people secured a wider distribution of existing brands and increased the acceptance of new ones'.

A second far-reaching reorganisation of the Player's sales force took place last year. The

number of regional managers was increased from three to four, while the functions of area sales managers and district merchandising managers were combined under the former title. With the addition of some 30 men from Churchmans, following the integration with John Player at the beginning of the year, the total sales force is now about 360.

The sales organisation is pyramidal. As well as the four regional sales managers, a sales operations manager and field promotions manager report directly to the general sales manager. The regional sales managers are each supported by a regional operations manager and between 9 and 12 area sales managers.

A special task force has also been set up recently to reach prestige outlets not previously covered. Player's sales effort now has the added advantage of computerised call order forms, which helps the firm with production planning and order processing. Information about customer requirements is readily available. 'It helps us to respond that much quicker to changes in the

A good year for 1790

Hunters 1790, the mild, new Swiss stumpen cigar is doing nicely thank you. So nicely in fact that it is already exceeding the high targets we at Hunters and Frankau set for it in this its launch year.

So thank you for sharing our high expectations. Thank you for your appreciation of the finer points of this excellent smaller cigar. Its classic

stumpen shape, mild yet distinctive flavour and impeccable pedigree.

Thank you too for taking full advantage of the generous 25% clear profit on every pack.

A cigar as good as Hunters 1790 is obviously a gratifying experience for all concerned.



Recommended
retail price 65p for 5

Hunters & Frankau, 10 Snow Hill, London EC1A 2EB. Telephone: 01-236 0741 Cables: Cigars, London EC1



Mr W. R. 'Bill' Rudd

market place', added Mr Rudd. He outlined the reasons for the reorganisation. 'Over the years, as the swing from direct accounts to indirects continued, there was less and less point in distinguishing between sales and merchandising representatives. The days when a John Player representative could think of his job solely in terms of one or the other are over. 'An important result of these changes has been greater continuity of close representation with customers—and their problems—to their mutual advantage'. Sponsorships and field promotions, which also come under Bill Rudd's control, are a relatively new aspect of keeping the company's name before the smoking public. And Player's have now become heavily involved in sports such as motor racing, motor cycling, tennis, golf, cricket and rugby league. In view of this Bill Rudd has found

that some changes were desirable in the company's methods of recruitment and training. Most of the representatives used to be promoted from the sales office, which was the recognised route for many years, but he considered this was no longer adequate for modern conditions. 'I felt at the time', he continued, 'that the next few years would see the need for growing sophistication among our representatives. While some first-rate candidates have continued to come from the sales office, many more have come in from outside. I think it essential in any large-scale sales operation involving consumer goods to have a leavening of experience from outside. Now, seven years on, I feel my views have been vindicated'. To help develop the right men, Mr Rudd has laid considerable stress on sales training. Induction training is followed by three weeks in the sales training department.

New men go through a wide curriculum, including basic sales training, company background, company familiarisation and written and verbal communication. They spend time under the supervision of their area sales manager or a senior salesman before making their own calls. There are also courses for established representatives specially designed to meet their particular requirements.

Refresher courses for representatives in the field away from Nottingham are planned for the New Year. The men will be brought up to date on new selling techniques and be familiarised with head office and its staff.

Management trainees in the marketing department spend at least six months on the road. Mr Rudd explained: 'Every sales situation is a management situation. Salesmen are concerned with the essential transactions of the business. There are few better ways, therefore, for the management of the future to learn about John Player's products and their acceptability and the likes and dislikes of different traders. A manager who's been through the salesman's mill will be a greater asset to his firm and to its customers'.

New range of cigars

Bill Rudd is particularly enthusiastic about the new range of cigars under Player's control following the integration with Churchmans of Ipswich. As well as the Doncella range of Crowns, Dukes and Coronets, John Player now market Tom Thumb Miniatures, Grandee Miniatures, Grandee Short Panatellas, Imperial Panatellas and Napoleon Marshalls. The cigars continue to be made at Ipswich, while marketing and selling is controlled from Nottingham. Some 30 members of the former Churchmans sales force have joined Player's. In the past few months, sales of their new range of cigars have increased to 14 per cent of the total market. In July Panama Slim Panatellas were launched regionally in the areas covered by Midlands, Harlech, Westward and Southern Television. Sales of the first new cigar brand since the integration have already been highly encouraging. Now that the company have a wider range of cigars to sell, it is easier for traders to qualify for large quantity discounts. 'John Player have long been very

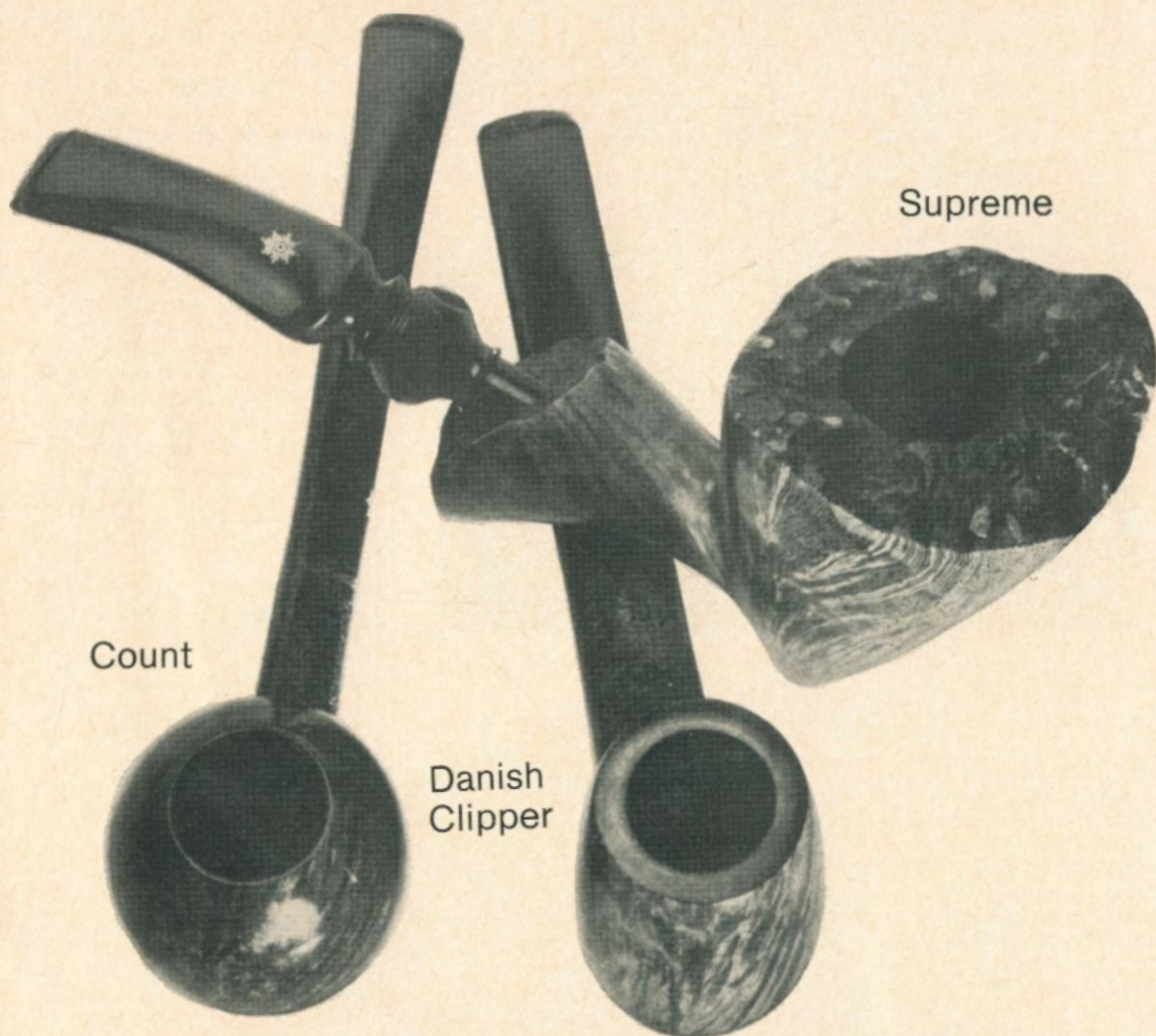
SMOKECRAFT



BY APPOINTMENT TO THE ROYAL DANISH COURT

KRISWILL

A Natural Combination



Recommended retail prices from £4.55 to £13.65

Unique and up-to-date styling

For details of terms and shapes now available in UK, apply

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Bill is seen congratulating his wife on achieving her ambition of sitting on a horse for the first time in her life. The occasion was a demonstration by a visiting team of Continental horsemen at a show in East Anglia.

big in the cigarette market', added Mr Rudd, 'yet we have never had the same sort of standing in cigars. Research indicates that the British cigar market is growing at about 8 per cent per annum, and we are determined to share in that growth'. While the sales force was absorbing the new range of cigars, Player's pipe and handrolling tobaccos were being transferred to Ogden's of Liverpool.

On the cigarette front, the Carlton Collection, with coupons and prestige packs, has proved a highly successful experiment in cigarette marketing. The two recent major sets of price changes—one because of rising manufacturing costs, the other as a result of the introduction of VAT—have had no appreciable effect on sales.

Mild sales up

Similarly, Mr Rudd did not think the publication of the Government's recent report on the tar and nicotine contents of cigarettes had had much influence on the market. Sales of mild brands had gone up, but their percentage of the total market was still very small. Player's No. 6 Extra Mild had done comparatively well. Smokers had appreciated the quality and coupon advantages of remaining within the No. 6 range. One of John Player's problems earlier this year was a shortage of

cigarette supplies. Mr Rudd asserted: 'During that time, when we were unable to meet normal demand in full, traders got into the habit of inflating their orders, knowing they were going to be cut. Although we are now able to meet normal demand, a large number of customers are still over-ordering. As a result we are still having to impose cuts on those orders. However, we believe that if customers ordered their true requirements we would not have to cut orders. In other words, we are confident that we are currently meeting in full the requirements of smokers of our brands'.



ops.

**Condor. Britain's
largest-selling pipe tobaccos.**

The House of Wills have a magnificent museum of historical pipes of all shapes and sizes; here, Miss Yvonne Stringer is seen examining an exceptionally beautiful design.



THE GREAT PIPE HUNT

And what the Briar Pipe Trade Association are seeking

by MICHAEL BUTLER

Why have a Great Pipe Hunt for the most unusual pipe in the country that is capable of being smoked by the owner? The answer is simple. The sponsors of the competition, the Briar Pipe Trade Association, naturally want to see pipes of all shapes and sizes displayed, talked about, coveted, even invented, and to have them shown in the Press, and on TV. This is one way of achieving that objective.

The BPTA believes that the pipe smoker is either a confirmed or a potential pipe collector and that the desire to add something that is a bit out of the ordinary to his smoking

compendium is latent and it does not take very much to bring it to the surface.

One dealer got this collecting point over very cleverly last Christmas by making a special gift offer of a pipe and a pipe rack. I can remember the effect of being given a tie rack some years back. I sorted out my ties, threw half of them in the dustbin and over the next few months had quite a buying spree. The effect still lingers because I am sure I am an above-average rate tie buyer to this day.

Entry forms are being circulated with the Pipe Club's *Pipeline* newsletter in October. They can also be obtained

from BPTA secretary Peter Redfern, 226 City Road EC1. Closing date for entries is 26 November. In the first instance, all that is required is a photograph or drawing of the pipe being entered. The judging panel will consist of Pipeman Frank Muir; Anthony Irving of The House of Pipes, Bramber; Louis Chapuis, president of the BPTA; and Peter Macnab, Pipe Club of Great Britain. Three main prizes will be £100, £50 and £25 and Gallaher are providing runner-up prizes of tobacco.

Entries from retailers—and, of course, their regular customers—are welcomed. The only stipulation is that the

finalists will have to smoke their own pipes, giving a new meaning to the phrase 'Put that in your pipe and smoke it'.

Retailers can play an important part by suggesting to customers whom they know own an interesting pipe that they should put it up for the competition.

It is intriguing to think what this competition may turn up. The briar pipe is, of course, a comparative newcomer on the scene, the material being supposedly discovered in Corsica by a French pipe maker in the mid-nineteenth century. Undoubtedly before or since no better material has been found than the bruyere root. Certainly some unusually carved briars will emerge.

On the UK-produced front we may see one or two Bristol glass pipes or an example of the ceramic Staffordshire pipes with their gaudy decoration. Because the British have been a nation of mariners, travellers and colonial administrators for 400 years there are certain to be many foreign exotica. Perhaps a feathered peace pipe with the bowl made from a sacred red stone found in only one location in the US. Or an eskimo pipe made of walrus ivory incised with little drawings. Or even a fearsome giant pipe from the Upper Amazon basin which takes a handful of tobacco at a time to fuel.

There may be the appearance of a Cornish fisherman's pipe (made of the segment of a giant crab claw). Or, most intriguing of all, perhaps an authenticated tube type of pipe to confirm the possibility that pipe smoking came to this island 1,500 years before Raleigh under the Roman occupation. One such bone tube has already been found in Yorkshire. Similar tubes have come to light in Crete and Africa and it is not too far fetched to think that Roman mercenaries or traders from those areas could have imported the habit.

Judging from the drawings of these primitive pipes, they are going to take quite a bit of smoking by the entrant if he reaches the final. He may find it easier to invent his own complex Heath Robinson type of pipe, with built-in alarm clock, bird warbler and fire extinguisher. We hope there will be some of these showing that we are still an ingenious race.

Cricketer turned entertainer Freddie Trueman has formed a collection of some 60 pipes over the 26 years he has been a pipe smoker. Pride of his collection is a fine meerschaum which could well qualify for entry in the Briar Pipe Trade Association's unusual pipe competition. Mr Trueman is one of the nominees in this year's Pipeman of the Year Competition.

PIPE JUDGE AND EXPERT ANTHONY IRVING WRITES:

The idea of the competition is to promote interest in pipe smoking and to show the very many different kinds of pipes which can be smoked and enjoyed.

Some people buy lumps of briar or meerschaum and carve themselves beautiful elaborate pipes, or they cut a piece of ash, cherry or rose and make a simple, homely pipe which they enjoy immensely. A winner could come from this category.

The pipe may, on the other hand, take the form of an old family heirloom in the form of a beautifully carved and coloured meerschaum or an Oriental pipe or a pipe made from an animal's bone—or claws. Or the winning pipe may be just a simple briar with beautiful, clear, straight grains. Many people are now also making their own clay or pottery pipes.

Any of your customers might win this competition if they smoke a pipe.

Bear in mind that with this competition the Briar Pipe Trade Association is aiming to make the public at large aware of the many varied ways of enjoying a pipe. By promoting an interest in pipes a big new market can open up for the enterprising tobacconist.

So arrange a big new display of interesting shapes and sizes during the BPTA contest period (October/November).



One of the 12,000 visitors to Anthony Irving's House of Pipes at Bramber, near Steyning, Sussex, since it opened in April was 20-year-old Anna Kokysko. A student of English at Warsaw University, Anna read about the exhibition in a Polish newspaper. She has smoked a pipe herself for three years. The House of Pipes has been attracting visitors from all over the world and parties from pipe clubs, antique circles, archaeological societies, women's organisations and schools have been entertained. The oldest visitor to date was 99 years 10 months, the youngest 10 days.



Look what Gold Block has on for Christmas

In its colourful festive sleeve, Gold Block is all dressed up for extra 'gift appeal' – and extra sales!

competitive spirit!

10 casks of brandy to be won – that's the tempting offer for entrants in our easy-to-enter competition for Gold Block customers – up our sleeve this Christmas!



on T.V. for the first time!

Using London and Southern ITV areas, Gold Block is making its debut on the TV screen. Watch out for our dramatic 30 second commercial – and watch out for extra demand!

Ogden's, Imperial Tobacco Ltd. Liverpool & Bristol
Britain's largest manufacturers of pipe tobaccos.

Pipeman of the Year Competition

**Make 1973 your lucky year—
PICK BRITAIN'S NO 1 PIPE SMOKER
and win a colour TV set
worth £320**



Once again you, the readers of 'Tobacco', are invited to choose Britain's number one pipe smoker. The competition is quite simple. It is in three parts.

1 MATCH THE SLOGAN TO THE FACE

This part of the competition is designed to test your knowledge of the current pipe smoking scene. Match each of the slogans listed below with the personalities pictured opposite and write the appropriate letter in the box opposite the names printed on the card.

- A — *has often bowled a maiden over with his wit!*
- B — *rockin' in rhythm with that old rocking chair!*
- C — *has master-minded many a quiz!*
- D — *half a comedy act, but what a half!*
- E — *stars in his eyes, his head in the clouds!*
- F — *this man's got drive, he's hooked on the game!*

2 NOMINATE THE FIRST THREE IN ORDER OF MERIT

As in previous years, the responsibility for choosing Britain's number one pipe smoker rests with you, the readers of *Tobacco*. Select from the six nominees the three, in order of merit, who you think have done most by their example to promote the cause of pipe smoking, and list them on the entry card. It is a condition of entry that you vote.

3 COMPLETE THE LAST LINE OF THE LIMERICK

Finally, as a tie-breaker, write an apt and amusing last line to the limerick printed below and copy it onto the space indicated on the card. It should scan and rhyme with the first two lines.

*There once was a trendy young squire,
Who bought a most beautiful briar,
But when he smoked it in bed,
His wife to him said,*

.....

IT'S SO EASY!


As announced in last month's *Tobacco* the first prize in this year's exciting competition is the latest Decca colour TV set worth about £320. This prize is generously donated by the well-known pipe manufacturers F. Charatan & Son Ltd. Second prize is a cassette tape recorder from the Briar Pipe Trade Association.

Third prize is a cheque for £25 from the Pipe Club of Great Britain.

All three prizewinners will also be invited to the Pipeman of the Year luncheon at the Savoy Hotel in London to be held in mid-January.

Winners of the competition will be chosen by a panel of judges, comprising the Editor of *Tobacco* and representatives from Charatan's and the Briar Pipe Trade Association, from those entries which attached correctly the right slogan to the right Pipemen nominees and have fulfilled part two of the competition by voting for the three nominees, in order of merit, who in the opinion of the entrant have contributed most to pipe smoking over the last year. In the event of a tie, part three of the competition will act as a tie-breaker.

Judging takes place mid-November. Results will be published in the December issue of *Tobacco*. The judges' decision is final.

CLOSING DATE 
12 NOVEMBER

Fill in your entry on the attached post-card

HERE ARE THE SIX CANDIDATES



(Right) Val Doonican
(Far right) Mike Winters

'Pipeman of the Year' Competition 1973

1. This is how I match the slogans with the names below (put appropriate letter in box).

- ☐ **MIKE WINTERS**
☐ **PATRICK MOORE**
☐ **BRIAN BARNES**
☐ **FRED TRUEMAN**
☐ **VAL DOONICAN**
☐ **MAGNUS MAGNUSSON**

2. I choose the following three nominees as being most worthy of the title 'Pipeman of the Year.'

1.
 2.
 3.

3. My last line of the limerick is as follows:

.....

Name and address
 (BLOCK LETTERS, PLEASE)

Position in trade



(Right) Fred Trueman
(Far right) Magnus Magnusson

Pipeman of the Year Competition

Pipeman of the Year Competition

**Make 1973 your lucky year—
PICK BRITAIN'S NO 1 PIPE SMOKER
and win a colour TV set
worth £320**



Once again you, the readers of 'Tobacco', are invited to choose Britain's number one pipe smoker. The competition is quite simple. It is in three parts.

IT'S SO EASY!

1 MATCH THEM

This part of the ledge of the slogans listed and write the names printed

Postage will be paid by licensee

Do not affix Postage Stamps if posted in Gt. Britain Channel Islands or N. Ireland

- A — has off
- B — rockin'
- C — has me
- D — half a
- E — stars in
- F — this me

BUSINESS REPLY SERVICE
Licence No. WC 1546

2 NOMINATE OF MERIT

As in previous number one Tobacco. See merit, who promote the entry card. I

TOBACCO

Trade Publications Ltd.,
John Adam House,
17/19 John Adam Street,
London WC2N 6XB

3 COMPLETE THE LAST LINE OF THE LIMERICK

Finally, as a tie-breaker, write an apt and amusing last line to the limerick printed below and copy it onto the space indicated on the card. It should scan and rhyme with the first two lines.

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Who bought a most beautiful briar,
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CLOSING DATE
12 NOVEMBER

Fill in your entry on the attached post-card

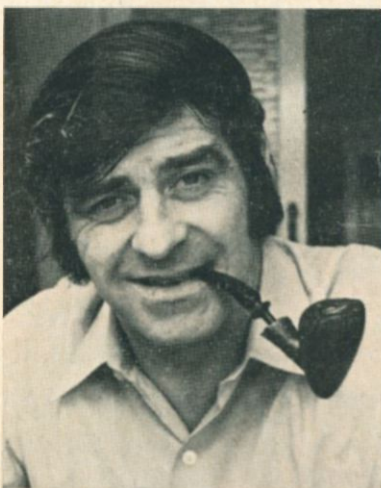
HERE ARE THE SIX CANDIDATES



(Right) Val Doonican
(Far right) Mike Winters

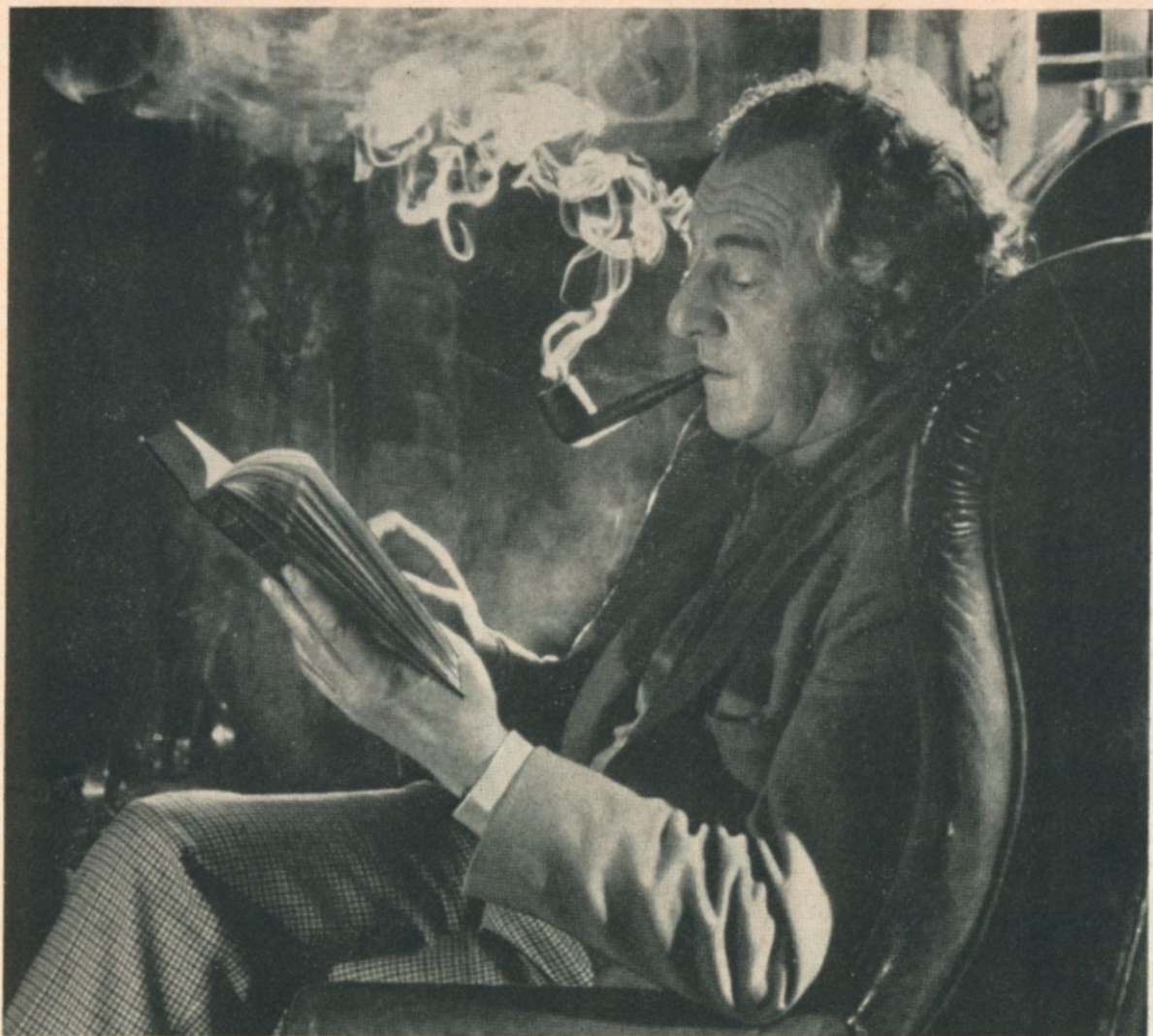


(Left) Brian Barnes
(Far left) Patrick Moore



(Right) Fred Trueman
(Far right) Magnus Magnusson

Pipeman of the Year Competition



Back by popular demand- Erinmore and Rupert Davies

Erinmore has a character all its own – and Rupert Davies knows it well.

Together they have consistently built up a bigger than ever demand for Erinmore – more every time they appear.

Now they're back on Television again with yet more advertising – starting from Nov. 2nd in London, Midlands, Southern, Harlech, Scotland and Grampian.

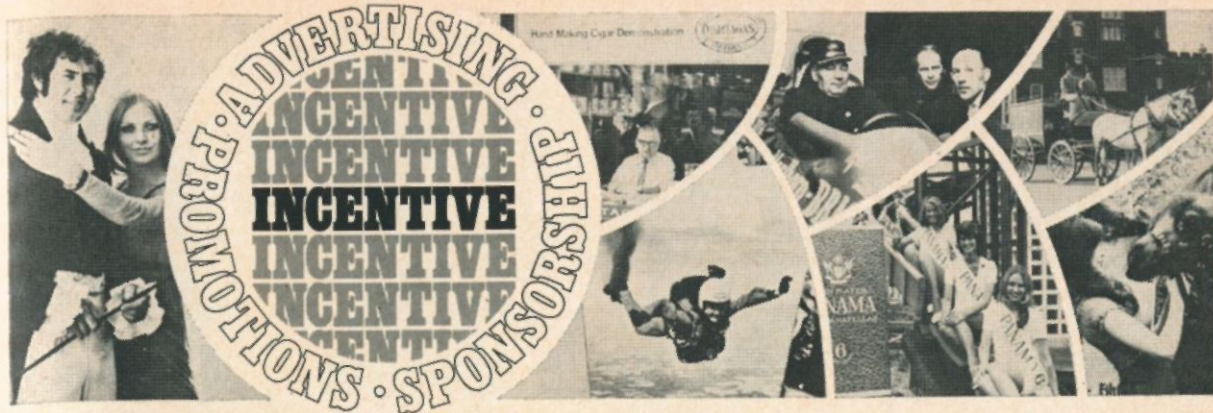
So make sure of your stocks now.
Can you meet the demand?

Fill up now!

ERINMORE
MIXTURE, FLAKE
and READY RUBBED



36½p per oz



10p off next buy of Feudor Sticks

J. John Masters & Co Ltd, the distributors of the Feudor Stick lighter, launched a 10p off next purchase promotion designed to increase sampling levels and stimulate rapid repeat purchase of the make on 10 September.

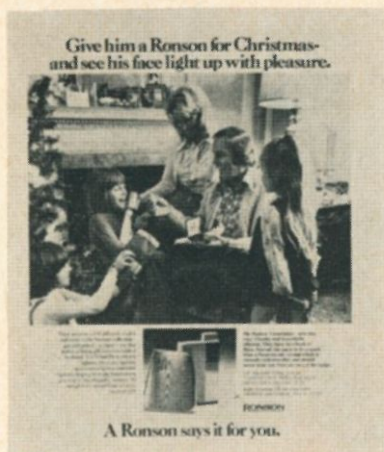
The 10p off next purchase coupon is associated with a guarantee against faulty workmanship and materials. Every Stick customer can take the guarantee form from a wallet on a showcard mounted behind the lighters and after filling in name, address and signing an acknowledgment of the terms of the guarantee is entitled to 10p off the next purchase of a Stick lighter. Masters will redeem the coupons at their full face value provided the coupons are filled out properly. The coupons will also be carried on the Flat lighter, the other disposable in the Masters range.

It is unusual for a relatively low priced item to carry a written guarantee, but Masters are anxious to distinguish the quality of their Stick disposable lighter from cheap imitations.

Stick is one of the world's fastest selling lighters and in the UK it carries considerable prestige associated with its continental origin. The market for lighters in France is 22m units and

disposables account for the lion's share of this. Masters see similar volume in the long term in the UK and plan to develop the market with a major share for their own product.

The Stick range comes in bright stylish colours to appeal to the younger generation. At 78p (the price of 40 cigarettes) Stick will light about £25 worth of cigarettes, or technically will provide 4,650 seconds of flame of 2-3cm height. In a recent article by a consumer magazine in West Germany Stick was tested against other lighters and one example gave 10,000 lights before the gas gave out!



Ronson mail out to all stockists

To ensure that no one misses out this Christmas on the retailing opportunities created by their massive seasonal promotion, Ronson have produced an illustrated fact-packed campaign brochure to mail to all stockists in the UK.

The brochure gives comprehensive details of the Christmas advertising campaign for Ronson lighters, pipes

and blowtorches. Media to be used include both Press and television.

The brochure is designed to help retailers match their point-of-sale display to the demand that will be created by this extensive Christmas campaign.

Three commercials will be shown on TV—nationwide. Lighters to be featured are the Comet and Electronic with the latest Ronson lighter development, the piezo-operated Varatronic Viking and PX ranges making their TV debut in a 30-second film.

The campaign starts on 20 November and runs through the peak gift-buying weeks until 20 December with a total of 300 transmissions.

For the Press, a brand new series of six full-page advertisements—covering virtually the entire range of Ronson lighters—has been produced showing gift-giving situations under the slogan: 'A Ronson says it for you'. Periodicals to be used include *Radio Times*, *Woman's Weekly*, *Woman's Realm*, *TV Times* and the *Glasgow Sunday Post*. Each of the six advertisements will appear in each of the five publications. Campaign runs from 22 October to 16 December.

Top national circulation *Sun* newspaper and the *Glasgow Sunday Post* have been chosen to put over the story of the system which makes the Ronson pipe so enjoyable to smoke.

First-ever TV ads for Gold Block

The first-ever television campaign for Gold Block tobacco was launched by Haddons WPT from 23 August. The campaign, which is worth the national equivalent of about £200,000, will appear on London and Southern during the next six months. It will be the first time that a tobacco in this premium price segment has ever been advertised on commercial television.

Gary Lewis, group brand manager

responsible for Ogden's Gold Block, explains that the basic objective of the campaign is to reach a much wider section of the pipesmoking market.

'In the past we have appealed particularly to AB smokers', he said, 'and we now believe the time is ripe to extend the appeal of the brand'.

He thinks that Gold Block, which retails at 46p an ounce and is by far the largest selling pipe tobacco at that price level in the UK, might have had a restricted sales appeal because of the price. But the recent steep rise in the cost of living has now probably taken it out of the category of an expensive habit.

Two markets that Ogden's believe the new campaign will reach with particular success are the new pipe smokers and the younger, freer-spending smokers in all classes. Gold Block is relatively mild and has the right smoking characteristics and product image for both these sections of the market.

The campaign is to be backed up by a trade competition which begins in October and a consumer competition which will be featured on a colourful Christmas overwrap for the 2oz tin. There is also a new 30-second commercial made for Haddons WPT by James Garrett & Partners.



Willem II and Daf in big joint promotion

Willem II Dutch Cigars are offering more than £20,000 in prizes in a very original promotion for the trade.

Every winner is assured of getting two prizes, a super parcel of Dutch food plus one of the valuable final prizes. The top four prizes are DAF 66

automatic saloons and our picture shows Mr C. J. Hulshorst and Mr Kurt Weinberg, managing directors of DAF Motors (GB) Ltd and Anglo-Dutch Cigar Co Ltd respectively, with these four cars at the DAF headquarters at High Wycombe.

Traders are placed in four different sections so that big and small have equal chances of winning. New direct account customers are welcome to join in the treasure hunt. But time is of the essence. Some existing customers have already won their first prizes within days of the launching, so if you want a chance to share in more than £20,000 worth of prizes and have not yet got your personal passport and the colourful brochure explaining the promotion write at once to Anglo-Dutch Cigar Co Ltd, Freeport, London N3 1BR. You don't need a stamp on the envelope. Or phone 01-349 2011. Or Telex 27164.

This promotion celebrates Willem II's sparkling sales this year and the greatly increased sales force now servicing customers nation wide.



This attractive team of Kensitas girls seen on the steps of the travelling caravan is now touring resorts in south-east England sampling the range, after a successful six-week sortie into Scotland. They have been to holiday areas such as Clacton and Bognor Regis with a day at the Biggin Hill Air Show. Visitors to the caravan also have the chance of winning a prize in a free draw offered every day.

Strong Rowenta support for retailers

No less than four substantial special offers including a free lighter and attractive display material are available to Rowenta retailers during the peak gift-buying period from now until 1 December.

Designed to assist retailers and encourage lighter sales, the offers include two brand-new display trays which have just arrived in the UK direct from Rowenta in West Germany.

Continued on page 55

Bigger profit on Lark
than any British brand at 30 p.

Big price reduction

Down from 33p. to the
fast growing 30p. price class.

**LARK's patented
triple filter**



Activated charcoal, purifies the taste.

Big potential
when you stock up on this
famous American brand
and display Lark to take
advantage of these big benefits.

Sole importers: William P. Solomon Limited, 50 Lombard Road, London SW11 3QF Tel: 01-223 3911

1



MINI PANEL

This display card pioneered the range of Medico Filter Pipes and has been firmly established as a sales winner.

Containing four each of Medallist and Conqueror pipes and six each of Standard and Tuxedo. Recommended retail prices: Medallist, £1.75; Conqueror, £1.50; Standard, £1.35; Tuxedo, £1.15.

2

BLUE MINI PANEL

New for this year, this sales stimulating display panel contains a range of fast selling pipes to suit every price-wise pocket.

Included on the panel are six London-Made Crest Briars, plus four each of Medallist and Tuxedo and three each of Conqueror and Standard, every pipe contains the Medico Disposable Filter.



3



LONDON-MADE CREST

The best in the Medico range of Filter Pipes, superbly finished Briars in an assortment of modern and conventional shapes. Destined to be a 1973 sales booster, these pipes contain the Medico Disposable Filter and sell for a Rec. Retail price of £2.75.

4

NOVA

One of the most advanced pipes of today, formed in a variety of shapes from a blend of natural and synthetic materials that smoke cooler.

Displayed on a colourful show card containing a dozen pipes that sell for only £1.25 each, every pipe contains the Medico Disposable Filter.



FOUR GOOD REASONS WHY YOU SHOULD CASH
IN ON REPEAT SALES OF FILTERS

MEDICO

THE WORLD'S LARGEST SELLING FILTER PIPES

SOLE IMPORTERS FOR THE UK

OPPENHEIMER PIPES LIMITED

2 Eldon Way, Hockley, Essex. Tel Hockley 2691

CIVIC COMPANY LIMITED

3 Eldon Way, Hockley, Essex. Tel Hockley 2034

There is also an illuminated display case specially designed and made for the sole UK importers and distributors of Rowenta lighters, P. H. Vogel & Co Ltd.

A retailer buying any 12 Rowenta RO 431 lighters from the total selection of 13 attractive models will receive—completely free—the new 12-lighter 431 padded display tray plus a dozen large Rowenta refills.

The other new matching tray, also finished in blue plush, holds six Mini-Pipa lighters and will be given to any retailer ordering six of these models. He will also receive 50 packets of Rowenta flints free of charge.

Due to their outstanding success, two other special offers announced earlier this year will be continued until 31 December.

An illuminated and plush-lined, glass-fronted display case, which takes up to 30 lighters, is free with every order for lighters worth £150 or more. Suitable for window or counter use, it is worth at least £17.50. The display case can be bought for only £10 even without an order.

The fourth special offer is a valuable Rowenta Champion crystal electric lighter which will be supplied free with every order for a dozen selected Champions. In addition, each order will be accompanied by nine- and three-lighter display pieces at no charge.

These important promotions emphasise the strong support continually being given to Rowenta retailers.



Panter guests for Holland

No need to say 'cheese' to get a smile from six happy people about to leave Heathrow Airport on a very special visit to Holland as guests of Panter Dutch cigars.

From left to right: John Parrington, Wally Bowry and Robert Payne (with their wives) were three of six Ogden men who won awards in the Panter Dutch cigar cabinet promotion for licensed and retail trade outlets which Ogden's, the UK distributors, held

throughout their regional sales forces.

As the party from the south left Heathrow, Peter Martin (the overall Panter Trophy winner), Ian Powell, their wives and Ken Jeffrey, the overall Regional winning team captain, were leaving Manchester to meet up together at Amsterdam Airport.

But before they left, the Heathrow party had an advance taste of good food to come when they were presented with Dutch cheeses by Annelise Schippers, who is with the Dutch Dairy Bureau in London.

The visitors' three-day itinerary in Holland included a sightseeing trip along the Rhine; a reception, dinner and overnight stay in Arnhem and a visit to the Panter factory in Veenendaal.



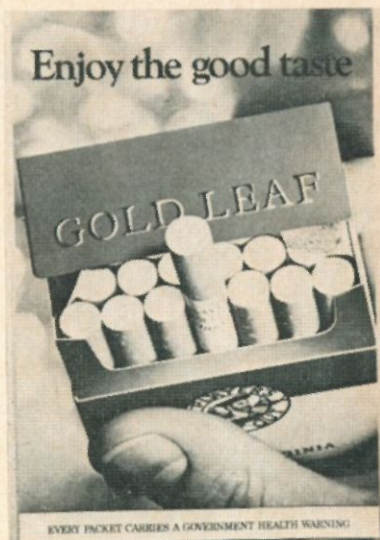
Crystal ash-trays with Win lighters

J. Parker & Co, the importers of the popular Win lighters, have devised an attractive scheme to run during the current Christmas season in order to make sure retailers stock up Win lighters by the end of October to avoid rush deliveries during November and December. They are supplying a large-size crystal-clear glass ash-tray to be given away to the public free with every Win Mark 5 electronic lighter.

The Win Mark 5 electronic lighter comes in eight different designs, all gold plated and, as usual, it needs no flints, no batteries and no wheels—just a drop of gas from time to time. The Win Mark 5 electronic lighters come complete with a gift box and are serviceable in 80 different countries around the world.

There are basically six different models in Win lighters, four of which are the conventional roller action

models which retail from £3.65, and there are two electronic models, namely the Win Mark 5 and Win Barbi, both of which are made to retail at £5.75 inclusive of VAT.



Gold Leaf posters

A nation-wide poster campaign for Player's Gold Leaf Filter Virginia cigarettes has been running since mid-September. Over 2,000 16-sheet sites and more than 1,000 32-sheet sites were booked for posters showing the familiar Gold Leaf pack with the copy line 'Enjoy the Good Taste'.

The poster campaign overlapped with national press advertisements for Gold Leaf Filter Virginia. These appeared in the *Daily Express*, *Daily Telegraph* magazine and *TV Times* until the end of September.

Big Braun press campaign

News of heavyweight advertising this autumn for the Braun range of electronic lighters. Full-page colour advertisements in weekend supplements, *Reader's Digest*, *Mayfair*, *Penthouse*, etc, will feature the new models of the Mach 2 electronic pocket lighter—matt black, brushed chrome and white gold. The T3 cylinder and T2 cube electronic table lighters will appear in half-page colour advertisements in a wide range of publications.

Eye-catching display material for all these products, and for the successful Astral electronic lighters, is available from B. Barling & Sons Ltd, PO Box 78a, Boundary Lane, Liverpool L69 1DT.

COUNTER POINT



*A retailer looks at
the month
in the trade*

FOR MOST REGULAR NINE-TO-FIVE workers holiday arrangements other than booking the hotel and packing the luggage involve cancelling the milk and papers and arranging for the neighbours to feed the cat. For small traders, however, holidays can provide all sorts of headaches. The main one, of course, is: who will look after the shop while you are away? It's a pity in some ways that we British don't take a leaf out of the Parisian traders' book—they all put up the shutters and disappear *en masse*, as anybody who has visited the capital in August will confirm. But then, there is the lost trade. An interruption of several weeks is enough to disturb the most stalwart customer.

We have been fortunate over the years in having a very close friend as assistant. When the annual holiday comes round my assistant's sister comes to help out. Two people are essential with stock arriving, the telephone ringing and a steady stream of customers.

There's one local trader who has not managed to take a holiday for years and it's not a case of considering expertise and knowledge to be indispensable. Successful small businesses are built up on personal service and knowledge of individual customer's tastes. The unfamiliar face and personality of a holiday relief could presumably damage business. That's one reason why we keep our time away to less than two weeks.

There are, however, compensations in being a tobacconist—the trade fair provides an opportunity to select and buy at leisure as well as being a very convivial occasion. We went to see the new lines at the well-organised Oppenheimer Christmas Show recently. Moving slowly round the stock on display is far more satisfactory, we find, than peering into a traveller's suitcase. Constant interruptions through customers coming into the shop are very distracting and in the end we either buy something we don't really want or miss an important new product. My assistant and I both thoroughly enjoy these evening shows which also give us an opportunity to talk shop with other tobacconists in the district; and no doubt the organisers find them most useful.

As far as new lines are concerned the only newcomer this month is the Benson & Hedges gold flat pack with a hinge lid. The swing towards the new flat hinge lid packs is interesting and it looks, after all these years, as though the push through flat pack might go out of fashion. The display dispenser

for the new Benson & Hedges line is helping to establish it well and impulse counter sales are quite brisk.

Our counter will never ever be big enough to accommodate all the displays and point-of-sale materials that manufacturers send us.

One promotion that has been popular in recent months is the Old Holborn Sportsman Card competition. We've found it necessary to keep a stock of leaflets handy. Display material for Grandee cigars' £10,000 extravaganza has also arrived recently.

No doubt this promotion will give the small cigar market yet another boost and will back up all those fascinating television cigar commercials. In fact it would be interesting to sit down every evening one week and—in between VAT calculations—compare all the advertisements, then try to relate opinions to sales. Might be fun, and if we ever do it then we will pass on the results.

I don't know whether it is all the television advertising, but there do seem to be an increasing number of women smoking small cigars. Or could it be an attempt on their part to cut down on cigarettes for health reasons?

Presumably it's the same for other traders who advertise a lighter repair service, but we often get customers in with lighters that won't work. Almost invariably it's just a matter of inserting a new flint. They go away delighted, only to buy their cigarettes at another shop or supermarket down the road! We still, however, maintain that personal service pays off, so it was particularly gratifying the other day to serve a woman who explained that the last time she had bought from us was 12 years ago. As she was passing our shop again she 'just had to pop in and see, in this age of impersonal supermarkets, whether your type of service still existed'. I am glad to report that we were able to reassure her that this was the case. Some of the get-rich-quick brigade might laugh but it's still important to be able to please all our customers, many of whom smoke fairly unusual brands. We have one customer, for instance, who has always smoked Scotts Imperial Burma Cheroots so we carry a stock especially for him. We don't like to say 'no' to anybody.



By Appointment
to Her Majesty the Queen
Suppliers of Smokers' Requisites
ALFRED DUNHILL LTD. LONDON

dunhill
LONDON



means more...

MORE SALES... MORE PROFITS...

Your customers, who seek the ultimate in smoking luxury, appreciate the quality and distinction of Dunhill products. Make sure you have a full selection in stock. Order from your usual representative or:

Alfred Dunhill Ltd., 30 Duke Street St. James's, London SW1 01-493 9161

Best ever SIM Christmas campaign

BREAKS SEPT 9th.

and goes on and on right up to December!

in TV Times

☐ The Sun

☐ News of the World

 **Sunday
Express**

□ Daily Mirror

19,732,000 Adults
will have the
opportunity-to-see
these advertisements
again and again!

**Order now from
the Sim Christmas
catalogue!**

If you haven't had your copy, ring today.



Sim

S'ELITE LTD SUMMIT HOUSE MOON LANE
OFF MOXON STREET BARNET HERTS TEL: 01-449 9954

names in the news

House of Wills triumph in TTAA six-a-side cricket

The House of Wills triumphed again in the TTAA six-a-side cricket competition but the location of the winners changed to Bristol.

At the end of a perfect day—sunshine from early morning to close—Wills (Bristol) 'A' team beat Mardon (Finishing) in a high-scoring final. Neither opening partnership was broken and the spectators witnessed shrewd hitting and fast running from all four batsmen, with **Tyler** (Wills) scoring 48 and **Noble** (Mardon) 28. This climaxed a day which saw one match produce 130 runs and four more over 100.

The House of Mardon also figured in the final of the plate competition when the Stripping side beat Wills (Newcastle). This was poetic justice for it was **Mr Ridley**, chairman of Mardon Son & Hall Ltd, who presented the trophy, medals and prizes together with Mrs Ridley.

Mr Ridley was generous in his congratulations to the players who had given a splendid day's sport, and he was particularly pleased that sufficient teams had been able to enter at such short notice to enable the competition to take place after such a debacle in July and that the many spectators, including **Stanley Lowe**,

Mr and Mrs Curwen and **Mr and Mrs Read**, had also been able to be present. Mr Ridley also thanked **Mr Emmett** and his staff, the umpires and scorers, all of whom had worked very hard to ensure such an enjoyable day.

After scrutinising the score sheets Harry Curwen named **G. Parker** of Mardon (Stripping) as the Man of the Day.

In 19 matches 1,555 runs were scored and top scorers were: Parker (Mardon) (Stripping) 11, 32, 36, 48 (11 six hits), Tyler (Wills) (Bristol) ('A') 48, Morris (Mardon) (Finishing) 47, Walker (Wills) (Newcastle) 42, Haines (ITG) 33.

won the six-a-side competition, they added the John Player Cup to their collection when they beat Molins in a tense battle. Top scorers were **Thompson** (Wills), who made 70, and **Ryan** (Molins) with 60.

Having won the toss, Molins were made to fight for every run. Having opened the innings, Ryan was playing shots all round the wicket until he was forced into a false stroke, giving a catch to mid-off, when the score was 125; a good innings which took a lot of overs to get going.

The remaining batsmen, left with but a few overs, all swung their bats with the inevitable results that wickets tumbled for few runs and the end result of 142, whilst respectable, was not one to cause too much panic in the Wills reply.

Set a run rate of 3.55 an over, Wills lost their first wicket in the second over for three runs when **Gale** bowled **Lansdown**. Thompson joined **Swift**, from when the rate rose to the required tempo with quick singles and the occasional boundary. Swift fell at 49, then Tyler at 59. **Hutton** joined Thompson in a magnificent partnership of 61 runs, during which they carved their way to a winning position with well-placed shots and good running between the wickets. Thompson eventually fell, caught and bowled by Gale, and though two further wickets fell in rapid succession, to bring Molins back into the game, Wills got home with 11 balls of the 40 overs to spare. The final score was Wills (Bristol) 143 for 6 and Molins (Saunderton) 142 for 9.

At the lunch interval **Mr J. A. Mills**, managing director of Molins Ltd, warmly welcomed those attending, among whom were **Mr and Mrs J. Brien**, **Mr and Mrs A. Robb**, also of Molins, **Mr D. Searle**, representing the management of W. D. & H. O. Wills, Bristol, **Mr and Mrs H. N. Curwen** and **Mr Stanley Lowe**, both of whom had spent the previous day at Bristol supporting the tennis championships.

At the completion of the game it was Mr Mills' pleasure to praise the winners on a very professional performance and he had a special word of praise for Hutton, Ryan and Thompson for their outstanding batting. Together with Mrs Mills he then presented the trophy and prizes.

Mr Curwen, on behalf of the Association, thanked Molins Ltd for once again being hosts.



Antique dealer David Letham is now displaying this superb carved statuette of a Turkish pipe smoker in his Thistle Street shop in Edinburgh. He found it in Arbroath some years ago and has since had it completely renovated and repainted. The model stands 56in high and is believed to have come from the Edinburgh workshop of John Steel, who produced a number of such statues in the early nineteenth century.

Mr Letham is very attached to his 'wee man of Arbroath' but would part with him 'at a price commensurate with his uniqueness'.



Mrs Harry Curwen and Cricket Section Secretary Mr A. Secretan keep an eye on the score sheets.

Ken Griffin and his boys have made a clean sweep of the cricket section trophies of the TTAA. Having already

APOLLO Quality Cigars.... for men

SLIM PANATELLAS

WHIFFS

GOLF

Demi Panatellas

ADVOKAT

Cigars

AND NOW

APOLLO Half Coronas



BY APPOINTMENT TO
THE ROYAL DANISH COURT



Colin Barnett has been chosen as Willem II Cigar Salesman of the Year for the UK. The trophy, a silver statuette of Anglo-Dutch Cigar Co's Wee Willem symbol, was presented by marketing director Nick Vanden Brink (left) at the company's recent sales conference.

Colin joined Anglo-Dutch in 1967 and has been a consistently successful salesman. In the past year, with the company's sales force expansion, he has been faced with two territory changes but has still maintained his outstanding record. A truly professional salesman, Colin not only sells well but also has an enviable reputation for the quality of his field administration and customer relations.

Now covering Staffordshire and Shropshire, Colin is married and lives in Burton-on-Trent.

The Triple Traders Golfing Society's last meeting at Walton Heath was very well supported by 43 players, who all enjoyed a superb day under blue skies. The winner of the Wills Rose Bowl was **Ken Hancock** with 43 points over the last nine holes from **Pat Walsh**, also 43 points. **Trevor Wainwright** scored 40 points to win the guest's prize from runners-up **B. Hinton** and **C. Gilford** (39 points). **T. Breen** won the 18+ prize with 43 points (a very popular score). All the magnificent morning prizes were very generously provided by W. D. & H. O. Wills and thanks go once again to Wills' PRO **Nigel Bottome**, who went along to present them.

In the afternoon the foursome tankards provided by Samaco Match Co went to **Lee Hayley** and his guest, **Ray Pollitt**, of *Reveille* magazine, with 38 points, beating **Don Weston** and guest over the last nine holes. The hidden hole prize was won by **Frank Selwood**.

The thanks of the Greater London Committee TTBA go to all who supported the 1973 Derby Sweepstake run by them for the Tobacco Trade Benevolent Association. It enabled them to hand a cheque for £500 to the TTBA, which brings the total donations for seven years to £2,237, besides the usual prizes, which this year amounted to £178.

The committee are especially grateful to all the booksellers and hope the above figures are sufficiently impressive to urge them to continue their support.

Apart from his activities as cigar marketing manager at Player's, **Trevor King** takes an active interest in the sportsmen's charity for the disabled, SPARKS. This exists to bring sporting, recreational and leisure facilities to those who cannot normally enjoy such pursuits.

One of their most imaginative projects was the building of a large cata-

maran called *Sparkle*, which is especially designed to take wheelchairs on board. It has had several successful seasons of short cruises, all absolutely free to the physically handicapped.

Sparks was started by Duncan Guthrie in 1960 and for a modest subscription of £1 per annum anyone can join. Many prominent sportsmen have given their services in the effort to raise money, from which equipment has been provided at Stoke Mandeville, Middlesex Hospital, and other help has been given to the disabled.

In business as tobacconists in Wide Bargate, Boston, Lincs, for the past 37 years, **Mr and Mrs George Turner** retired—at the end of September. The business, known as Kirby's for 79 years, was founded by **Mr A. C. Kirby**, who continued to be proprietor for 42 years until Mr and Mrs Turner took the business from him when they got married. Mrs Turner worked in the shop for seven years for Mr Kirby before he retired.

I hear that **Doug Tennent**, area salesman for William P. Solomon, won the Barling Golf Trophy for the best bogey round, calculated on the gross score, at the Ladybank Golf Club in Fife on 29 August.

A very good day's golf was enjoyed by 105 competitors in the Central Yorkshire branch of the TTTA at Otley, as guests once again of the Otley Golf Club. Competitors came from as far afield as Derbyshire and Nottinghamshire.

The results were as follows: Wills Scratch Trophy, was won by **J. Chaplain**; Colibri Trophy, **A. Goldsbrough**, presented by **G. Briggs** (Colibri); John Masters Trophy, **D. Halford**; Arthur Kerney Trophy, **C. Love**, presented by **J. Chamley** (Chairman); Visitors Prize, **P. Milner**.

A refreshment tent was run by the ladies of the Otley Golf Club and, unbeknown to all competitors, these ladies held a competition for the best dressed golfer. Once again thanks were expressed to **Betty and Dennis Hall**, also **Ian Imrie**, for the very smooth running of the day's proceedings, and to **Fred Chadwick** (ex-Benevolent Association chairman), who was the starter, by chairman **Jim Chamley** prior to the presentation of trophies.

Introducing the new



lighter

A completely
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giving over
2,000
perfect lights.

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suggested retail selling price

Manufactured to a high standard of workmanship, every lighter has a robust, leak proof casing and an easy-to-operate flame adjuster. Its unique shape allows the lighter to fit snugly into the pocket or handbag.

Full trade price £3.10 for 10 lighters (plus excise duty and V.A.T.) in orange, blue, white, yellow and green.

Guaranteed against faulty manufacture

**Profit from the
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Telephone: 01-965 4060 Telex: 25152
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The new **BIC** lighter **75_p**
A completely new lighter-giving over 2,000 perfect lights



From the lighter side of **BIC**



Ken Hancock, right, of 4 Heartland Court, Southbourne, Hants, receives the Castella Trophy from Nigel Bottome, public relations officer for Wills London Division. This is the second year that Ken has won this trophy (story page 61).

letters to the editor

Dear Sir,

Having read Mr Oddy's letter in the August issue of *Tobacco*, I have every sympathy with his attitude. It is a let down when things have to be cancelled from lack of support.

Mr Oddy implies that the NURT is partially to blame for this lack of support. May I ask what Mr Oddy knows about the NURT, as we have not seen him at a meeting for at least four years.

There are many times when the branch needs the advice and experience of the specialist tobacconist (and I know the shop where Mr Oddy is situated and he is a good quality specialist), but unfortunately we do not get their support, which is a shame because we have to limit our activities through this same lack of support.

We would be delighted to see Mr Oddy at our monthly meetings and then he could keep us informed what

is happening in the BPTA and perhaps encourage other members that pipes are worth while. This goes for all members. Don't assume that we know everything, but come along and make sure we do know and then perhaps these ventures will be successful.

Yours sincerely,

T. Hartley,
13/17 Station Road,
Batley, Yorks.

Dear Sir,

Having read Mr Hartley's comments on my letter in the August issue I would like to make the following points:

I in no way meant any criticism of the NURT as a body, but only the individual tobacconists who had shown no interest in the Month of the Pipe idea.

With regard to my non-attendance at NURT meetings, the fact is that while I pay dues I feel that the NURT is no longer an association of tobacconists, but an association of shopkeepers who sell tobacco products plus sweets, or newspapers, or toys, etc. Mr Hartley proves my point in his own letter when he suggests that I could perhaps encourage other members to believe that pipes are worth while. Surely no tobacconist needs to be told this.

If I felt that the NURT was an association of tobacconists, then I would be more inclined to attend their meetings.

Yours sincerely,

B. E. Oddy,
G. H. Townsend Ltd,
Heckmondwike, Yorks.

60 local Pipe Clubs now

Through the energy and initiative of **Peter Macnab**, 60 local pipe clubs have now been established—and such is the rate of growth by the time this goes to press there may well be 61!

In just four years, from his tiny office in Villiers Street, hard by Charing Cross station in London, he has organised these sociable bodies all over the country, from Dundee in the north to Plymouth in Devon, in small towns and in large urban areas.

Not only have the clubs brought new pipe smokers into the fold and established a list of some 700 accredited pipe retailers; they have also raised a lot of money for deserving charities like the Spastics Society and the TTBA itself.

Peter Macnab, through his magazine, *Pipeline*, tells about 11,000 readers all the latest news about pipes and tobaccos every quarter and has also obtained much publicity for two big exhibitions of smoking antiquities. Their National Pipesmoking Championships are, of course, very well known and highly successful. These have been backed from the outset by Ogden's and Bryant & May.

Now the Club is producing a special pamphlet on the qualities and types of pipe tobaccos which it is hoped will be a useful guide to shop assistants faced with the problems of the tyro pipeman.

A team of smokers from the Pipe Club is currently being assembled to compete in the World Pipesmoking Championship at St Claude in France this month. We wish them the best of *bonne chance*.

Snuff on Buses

An *Evening Express* reporter **Alastair Robertson**, of Aberdeen, has discovered that he can enjoy tobacco on single-decker buses that disallow smoking. He has taken to snuff. In an article he describes the different snuffs he tried including menthol, peppermint, Western Glory, Kendall Brown and Golden Cardinal.

According to Alastair, snuff taking in Aberdeen is steady. It should, in my opinion, be more than that. It should be going up. Aberdeen is now an oil town, booming as it has never boomed before. A lot of people in the industry are not allowed to smoke because of the danger of fire.

Now where there are boom towns there are always enterprising salesmen offering their wares. I haven't read anywhere of snuff reps descending on the place.

50's box 75p

50's box 75p

50's drum 75p

100's box £1.50

25's box 37½p

200's box £3.00

At Christmas, remember the golden rule.

A seasonal reminder.
For the past seven years Benson & Hedges have outsold all the other
King-size brands put together.
This Christmas looks like being no different. We trust you'll take suitable
stock of the situation. Recommended Retail prices as shown

CHRISTMAS PARADE

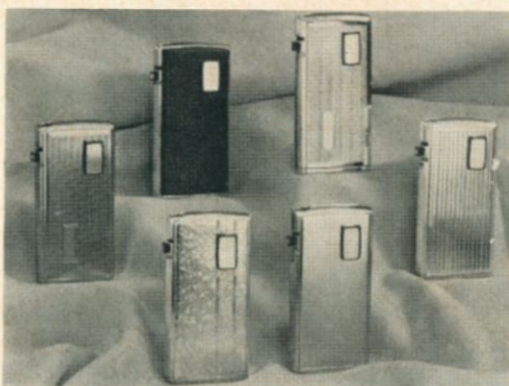


Festive Carreras

Carreras Rothmans this year heighten the traditional pleasure of giving and receiving cigarettes at Christmas with a range of attractive and colourful overwraps for their brands.

Piccadilly Filter, in 50s, with a warm fireside Christmas scene.

The Cambridge 3 x 20 sleeve has a suave appeal evoking a festive meal with cut-glass decanter, while hand-painted model soldiers, marching through presents, tinsel and ribbon, give a seasonal touch to the Guards 3 x 20 sleeve.



Ronson sophisticates

For the ultimate in Ronson gift appeal come the tall, sophisticated Electronic battery-powered gas pocket lighters in six finishes—gold plate, chromium or silver plate. They are priced from £9.95 to the luxurious heavy gold-plate version at £18.95.

Other models in the range include the well-established Premier Adonis and Sportmaster and Windmaster, ideal for the outdoor man.



Five Varatronic PXs

The Varatronic PX is the new range of gas pocket lighters from Ronson. Made at the Ronson factory in West Germany—and rated outright 'best buy' in an important independent consumer report—the lighter has an elegant rectangular shape and a distinctive push-button action. There are five finishes in the range, with models in chromium or gold plate at prices from £6.65 to £12.50. The tiny crystals which create the spark to ignite the gas last many years without deterioration.

Every year manufacturers and distributors vie with one another in creating festive, striking overwraps and cover designs for special packs to hit the market in the big spending period up to Christmas.

Most lines are backed by heavy advertising and promotion campaigns, too.

To assist retailers in making their choice for pre-Christmas ordering, here is the second special feature in the *Tobacco* three-month series of Christmas Parades, showing a selection of products to brighten the shop and set the tills ringing.



Panter Old Masters

Christmas packaging for Ogden's Panter range of Dutch cigars is again colourful with a touch of real quality. The gold sleeves with black lettering feature well-known Dutch paintings, with a slogan on the back: 'Mild and smooth as a Dutch masterpiece'.

The 5s pack of Half Coronas retailing at 62½p shows a winter skating scene, and the 5s pack Panatellas retailing at 60p 'The singing lute player'.



Panter double packs

Two more of the striking Christmas packs designed for Ogden's Panter range of Dutch cigars.

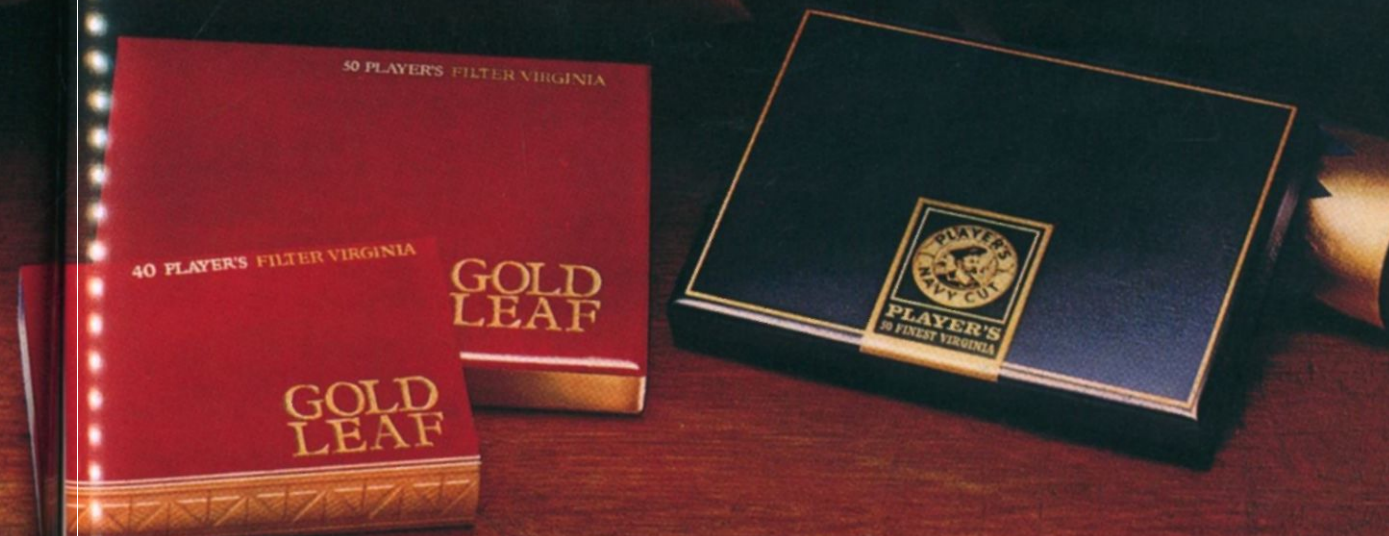
The double pack of two boxes of 5 Slim Panatellas retailing at 66p shows an 'Interior of a Dutch house', and the double pack of two boxes of Senioritas retailing at 58p illustrates 'A small vessel in light airs'.



Chunky Ronson Viking

New from Ronson for Christmas is the piezo-electric-operated Varatronic Viking which has a new chunky shape distinguishing it from all other lighters on the market. The unique operating lever at the side of the lighter cunningly conceals the flame adjuster and filling valve. Designed for easy service, the entire working parts can be removed from the lighter. Ronson Varatronic Vikings are super-styled in three chromium finishes, priced from £6.50 to £6.95.

Presenting the 1973 John Player Christmas Cigarette Range.

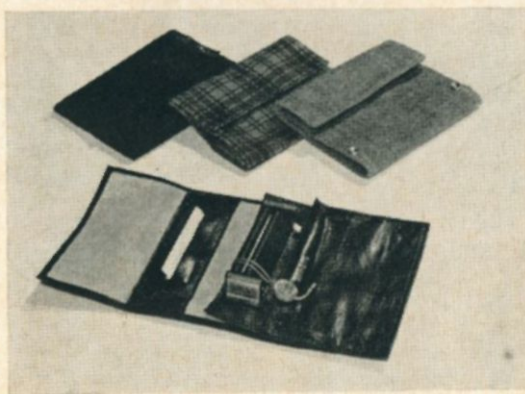


CHRISTMAS PARADE



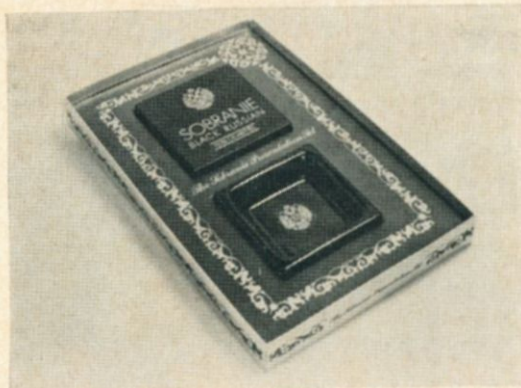
Corvanna Havanas

Corvanna Crowns, manufactured by E. Alton & Co Ltd, Nottingham, from 100 per cent Havana tobaccos, are 5½ in long, each cigar being banded and cellophane wrapped. This superb presentation containing 12 cigars is produced from black plastic, branded in gold. Corvanna Crowns make a most attractive Christmas gift at £1.70 per box inclusive of VAT.



Rizla pouches

From Rizla come these elegant rolling kits in the new pouch format with various attractive finishes such as tartan or plastic leather.



Sobranie and ashtray

An elegant black china ashtray—exclusively designed for Sobranie and a highly desirable gift in itself—is presented in a handsome gift tray with 20 Sobranie black Russian filter cigarettes.

The presentation set is ideal for those who want something special at a price they can afford—£1.05 (recommended retail price including VAT).



Player's Grandees

Player's Grandee short panatellas in 5s are packed in a sleeve with an arresting coaching scene of olden days.

The New **PANTHER**

DISPLAY CABINET
FREE WITH MINIMUM ORDER



PANTHER



UNRIVALLED
DESIGN

PANTHER



UNEQUALLED
SERVICE

Other display units also available. Contact your
wholesaler for further details

F. P. AGENCY LTD.

**Unit 8 ASCOT ROAD
CLOCKHOUSE LANE
FELTHAM, MIDDX.**

**SALES
ASHFORD 42113**

TELEX 934630

**SERVICE
ASHFORD 42112**



Here's 7 very good reasons for selling more Wills cigars this Christmas.

The best reason for selling Wills cigars at Christmas has always been the cigars themselves.

Within the range, there's a cigar to suit every taste—and every pocket.

(That's just a few of them in the picture above).

And this year there's an added incentive for stocking up with Wills cigars.

It's a great new trade competition which gives you the chance to win a holiday for two in sunny Jamaica.

Here are the cigars that'll be featured in this year's Wills Christmas Packs.

1. Embassy Miniatures

The cool mild smoke for all those men who like a firm, finely blended miniature cigar.

2. Castella No. 5.

The smaller cigar for the big cigar smoker. Castella quality at an everyday price.

3.&4. Castella Panatellas.

The cigar that makes a good time great.

Britain's best-selling panatella by far. The popular mild cigar that goes so well with a drink.

5.&6. Embassy Slim Panatellas.

A long slim cigar specially blended to satisfy the modern cigar smoker's requirements—elegant to handle, smooth to smoke, full flavoured but exceedingly mild.

7. Wills Whiffs.

The genuine fuller flavoured cigar. One of Britain's favourite small cigars for over half-a-century, and still in popular demand.

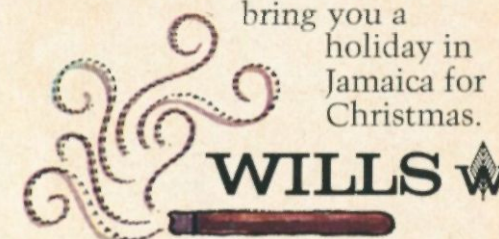
8. A Thomson holiday for two in Jamaica
Sell Wills cigars this Christmas and you could win a dream holiday for two in Jamaica, with £50 each for pocket money as well.

The winner and guest will be flown to Jamaica for 14 nights.

And there are 500 prizes each of a full bottle of Santiago Superior light rum for the runners up.

You'll find full details and a competition entry form inside every Wills Cigar Christmas Outer you order.

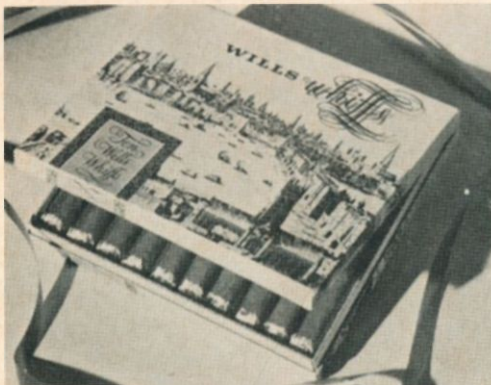
You never know. Santa might just bring you a holiday in Jamaica for Christmas.



Here's the 8th.



CHRISTMAS PARADE



Embassy lantern

An attractive Embassy lantern for the Christmas tree, which will be distributed by Wills' representatives or with traders' orders in time for Christmas. It can be filled with three 20s packs of Embassy Filter, Embassy Regal or Embassy Extra Mild.

An old waterfront scene enlivens the 10s gift box of Wills Whiffs this Christmas. RRP: 29p for five cigars.



Wills packs

Wills are packing their traditional 50s in gift boxes for three of Britain's top-selling brands of cigarettes: Embassy Filter (RRP: 26½p for 20), Embassy Regal (23½p) and Woodbine (24p).



Miniature and Castellas greetings

A Christmas sleeve for two 10s packs of Wills Embassy Miniature Cigars. RRP: 31½p for 10 cigars.

Wills Castellasthe on the Christmas tree. A hanging greetings sleeve for three Castella Panatellas. RRP: 11½p per cigar.



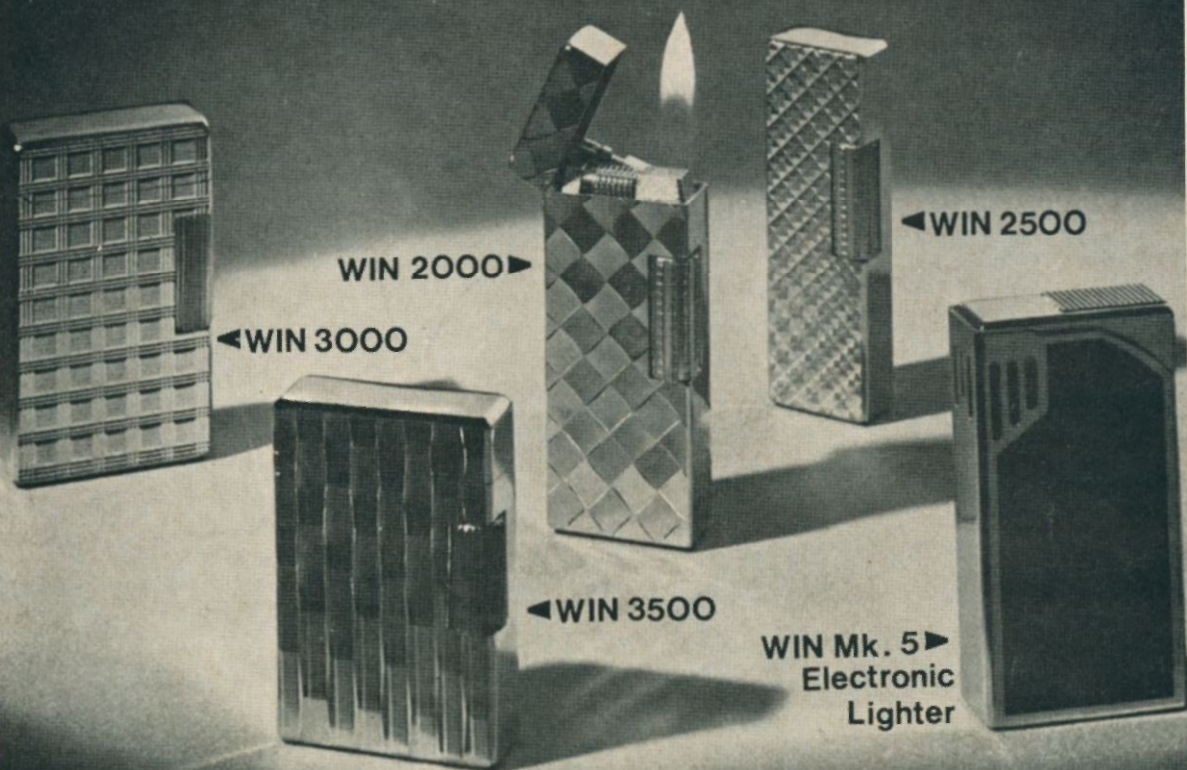
Regional Capstan

The season's greetings with Wills Capstan. The Capstan Full Strength sleeve is distributed in England and Wales and the Capstan Medium sleeve is available to traders in Scotland and Northern England only. Two 20s packs per sleeve. RRP: 31p per 20.



WIN INTERNATIONAL

THE PRESTIGE LIGHTER TO SUIT EVERY POCKET



Win butane gas lighters, designed and manufactured by craftsmen are available in many different shapes and designs. Realistically priced and with service centres in 80 countries.
Send for catalogue or contact your local wholesaler.

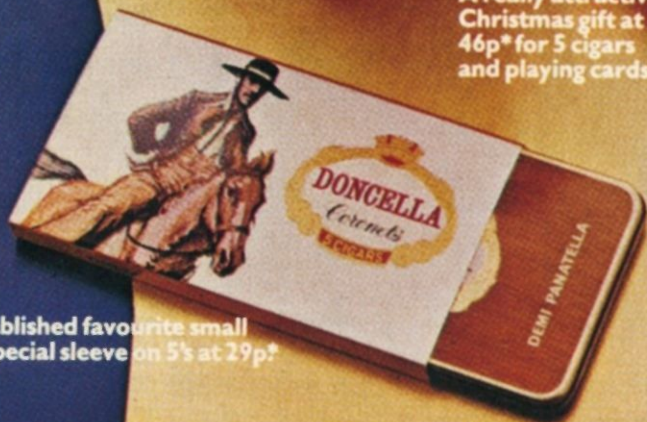
**Sole Distributor: J. Parker & Co. (London) Limited, Parker House,
Beresford Avenue, Wembley, Middlesex, Tel: 01-903 5211.**



Ideal to hang on the Christmas tree and enjoy after dinner. In outers of 6 at 16p* each.

A really attractive Christmas gift at 46p* for 5 cigars and playing cards.

An established favourite small cigar. Special sleeve on 5's at 29p*



This year John Player have got the Christmas cigar market all wrapped up

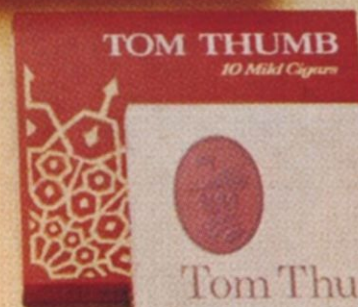
Always popular at Christmas especially as a table decoration. 52p* for box of 6.



Sales of this exceptionally fine panatella are growing fast. 55p* for 5 with Christmas sleeve.



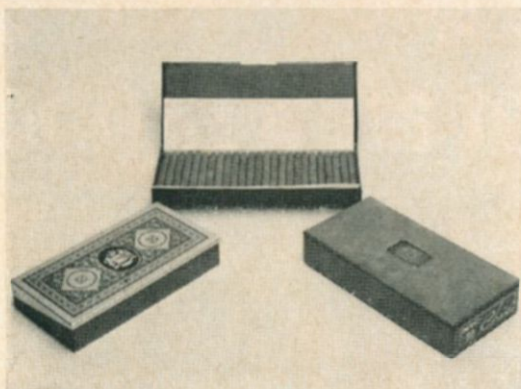
Britain's popular miniature cigar at Christmas. Big television campaign nationally during December. New card pack available in Granada, Trident, Stags and Harlech TV areas. 31½p* for 10.



One of the fastest growing small cigar brands in the country with sales up over 20% on last year. Special sleeve on 5's at 29p*



CHRISTMAS PARADE



Arresting new Nic range

Samuel's selection of Nic continental cigars are presented in three attractively finished boxes of 50s. Classic whiff size in a wooden box with hinged metal lid at £2.15 (inc VAT); Chic Senoritas size in a red padded box at £2.80 (inc VAT) and Scai whiff size in a brown padded box at £2.15 (inc VAT).



Ronson table PXEs

There are 29 models in the Ronson table lighter range to suit all tastes and decors, at prices ranging from £4.50 to £11.75. New for Christmas are the Varatronic PXEs, which incorporate the superb pocket lighter design of the PX in eye-catching moulded bases in blue, black, yellow or red. All have chromium-plated fitments and are priced at £7.25.



Slim Kings in black

Wills feature a colourful candlelight scene on the elegant glossy black sleeve for Slim Kings. It contains two 20s packs. RRP: 26½p per 20.



Wills gold-embossed

Another Wills range is embellished by gold-embossed gift box sleeves, each containing two 20s packs of the following brands: Embassy Extra Mild (RRP: 23½p for 20), Embassy Gold (20p), Embassy Kings (29p) and Belair Menthol Kings (28p).

50% of your customers will see these Braun advertisements this Christmas



This Christmas we're backing up the Braun range of electronic lighters with our biggest ever advertising campaign.

There'll be full pages in leading glossy magazines and all the colour supplements from early October, reaching over 20 million adults.

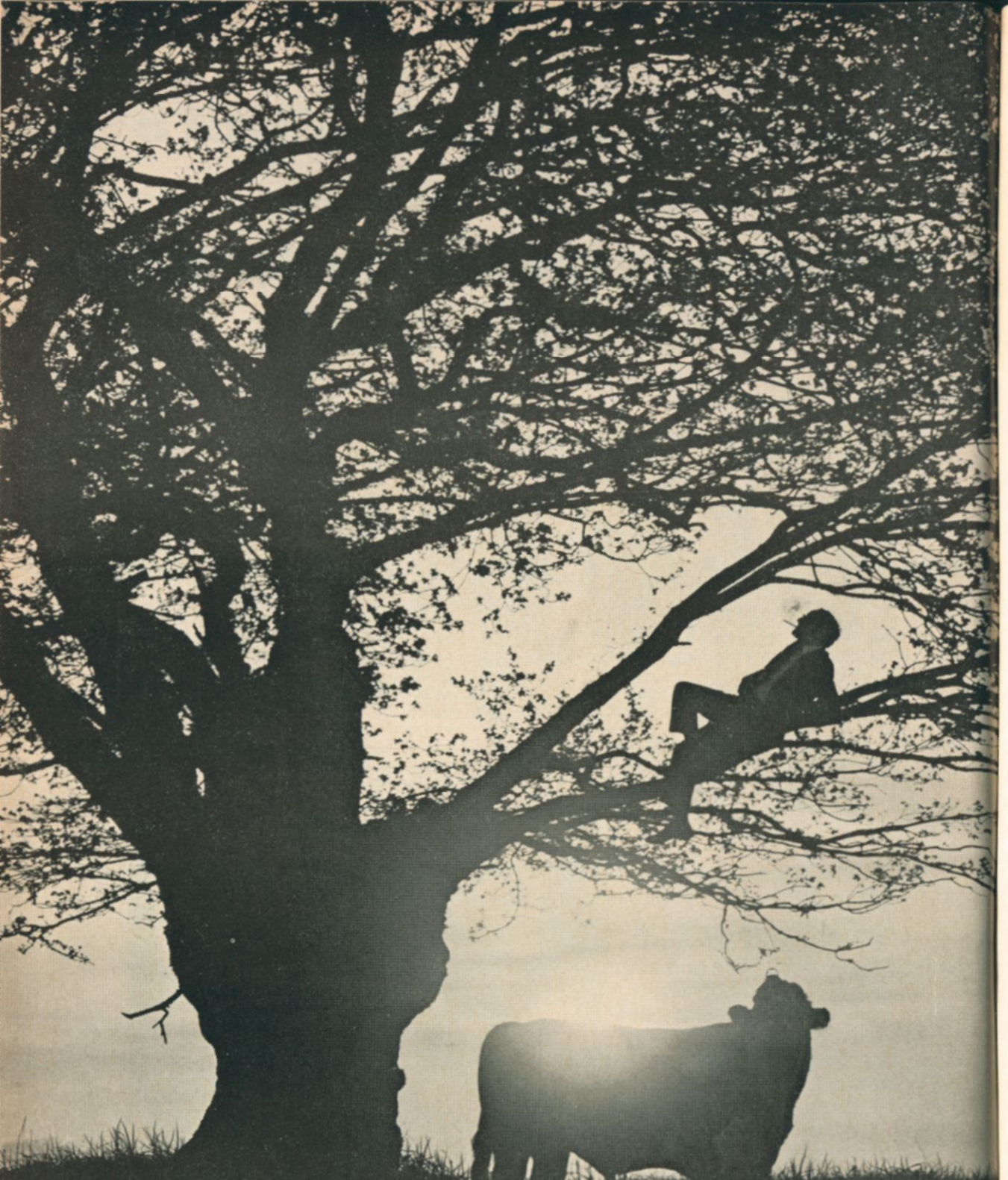
All this advertising at a peak selling time is bound to have some pretty startling results.

There's going to be a real demand for our lighters - so stock up now while there's still time.

**Keep Braun lighters on display
and together we'll make it
a matchless Christmas!**



BRAUN



Happiness is a cigar called Hamlet.
The mild cigar from Benson & Hedges.



CHRISTMAS PARADE



Wills Slim Panatellas

A festive look for Wills Embassy Slim Panatellas. Two 5s packs per sleeve. RRP: 29p for five cigars.

A Wills' party novelty is this Father Christmas tube holding five Embassy Slim Panatellas. RRP: 31½p.



Rothman's smart boxes

The Rothmans range of cigars is presented in their usual smart livery of dark blue, gold and white, and the packs here illustrated are Grand Panatellas and Slim Panatellas in drums of 50, Slim Panatellas, Mild Cigars and Grand Panatellas in 5s flat packs.



Castella No. 5—in fives

The 5s pack of Wills Castella No. 5 cigars comes in an attractive greetings sleeve at an RRP of 29p for five cigars. The popular 5s box of Castella Panatellas is dressed ready for Christmas too, at an RRP of 11½p per cigar.



Thomson Summer holiday

A Thomson Summer Sun holiday in Jamaica for two and £50 spending money is the top prize for stockists of Wills' cigars this Christmas. Five hundred runners-up can each win a bottle of Santiago rum. Entry forms for the competition are being packed with every outer of sleeved packs for Wills' cigars.

The competition closes on 31 December 1973.

SASIENI

Produced with Pride — Proudly Possessed —
London made BRUYERE PIPES for discerning smokers

SASIENI LIMITED Bruyère Pipe Manufacturers
ELLINGFORT ROAD, LONDON, E8 3PA. Telephone: 01- 985 1666

SAMUEL GAWITH & CO. LTD. NUFF RINDERS INCE GEORGE THIRD

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MANUFACTURERS
OF THE



ORIGINAL
KENDAL BROWN
SNUFF

**THE KENDAL
BROWN HOUSE**

CANAL HEAD, KENDAL
Telephone : Kendal 20117

CHRISTMAS PARADE



Morris Partagas

From Morris & Morris comes this handy pocket pack of two fine Partagas Havana cigars, a proven gift at Christmas. RRP: 88p for two. Their popular fine, large cigar, Partagas Lusitanias, smoked and enjoyed by the discerning connoisseur, now comes packed in a most attractive wooden tube in a carton of three. RRP: 95p single cigar or £2.85 per pack of three from Morris & Morris Ltd.



Castella No. 5 in case

From Wills comes a smart rigid plastic case in a leather grain finish containing 10 Castella No. 5 cigars; it has been introduced at a recommended price of 63p.

Wills have also produced a new plastic pack for Castella No. 5, designed to encourage gift purchases and single sales, in a 25s transparent drum at a recommended price of 29p per five cigars.



Morris choices

From Morris & Morris this handy pocket pack containing three individually wrapped Petit Coronas from Jamaica. A favourite all the year round, it makes a most presentable stocking filler for the festive season. RRP £1.10. Their Partagas Cubanos, packed in metal tubes in a carton, make an excellent gift at a recommended price of £1.15 per pack of three.



Loretta cigars

With the growing demand for USA King Edward Invincible de Luxe, Loretta Cigars (London) Ltd, sole importers, are making a special feature of the King Edward wooden 25s cabinet box at the RRP of £8 per box. Their successful Rossli Havana flavour Swiss cigars, 'stumpen' size, in the wooden 25s box will be a popular gift at the suggested retail price of £3.25 per box.

NOW!

Another Winner from Illingworth's...

K67 *the* Medicated Snuff



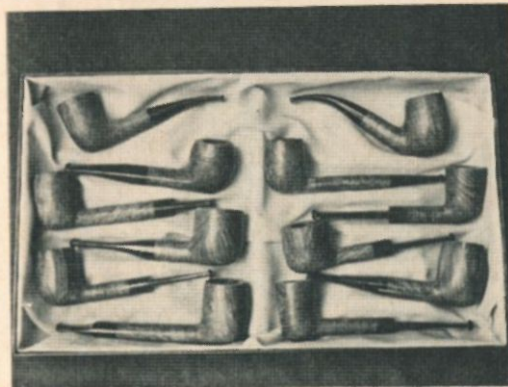
- Specially blended by Illingworth's, K67 has already proved itself another winner.
- **Better** value for your customers.
- **Higher** trade margins.
- Increased profits for **you** with the extra turnover of a new and good selling snuff line.



Illingworth's Tobaccos Ltd.
Snuff Manufacturers to the World since 1867

Aynam Mills, Kendal. Tel: Kendal 21898/9

CHRISTMAS PARADE



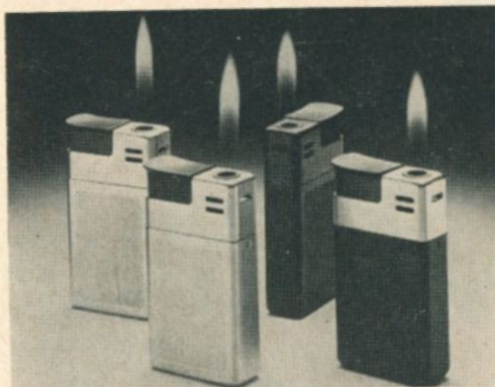
Ben Wade's Agincourt pipes

This new line of Agincourt briar pipes is attractively presented in a quilted box to appeal to pipe-smokers. They are smooth finished from best selected briar and retail at the recommended price of £2.64p each.



Savinelli style

The picture shows two of the shapes of Savinelli pipes distributed by Merton Pipes (London) Ltd, 784-792 High Road, London N17 0DA. The slogan runs that Savinelli pipes have a very high opinion of themselves—and rightly so—they are Italy's finest briars.



Braun Mach 2

These Braun Mach 2 lighters are available in the four finishes illustrated, White Gold at £13.90, Satin Chrome at £9.50, black chrome at £9.50 and standard. B. Barling & Sons Ltd, of Liverpool, are the sole importers.

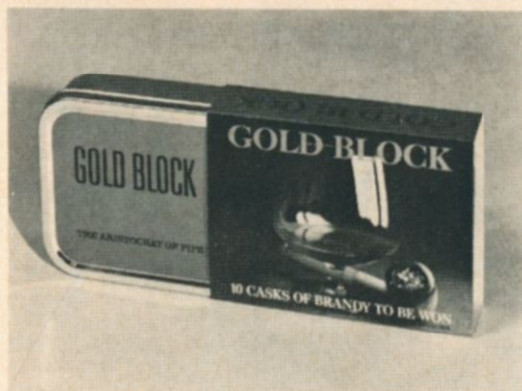


Tempo Papermate

Tempo, Britain's leading fibre-tip pen from Papermate, is to be featured in a special promotion aimed at the Christmas-buying market.

The promotion features Tempo's three best-selling colours, black, blue and red. The pen will be displayed on a special backcard showing a Victorian street scene in the snow and will retail at the normal selling price of 14p.

CHRISTMAS PARADE



Gold Block competition

Once again this year Gold Block will be presented in a seasonal sleeve to be used on the 2oz tins, and Ogden's are to repeat what has now become a very popular annual competition with this brand. Gold Block will also be supported by TV exposure on the Southern and London stations. Entry forms will be tucked between the sleeve and the tin.

The promotion, which will last for 10 weeks, starts this month.



Ogden's cognac prizes

Travellers will begin booking orders for sleeved stock on 8 October, so be sure you can meet the demand for Gold Block, which this promotion will generate.

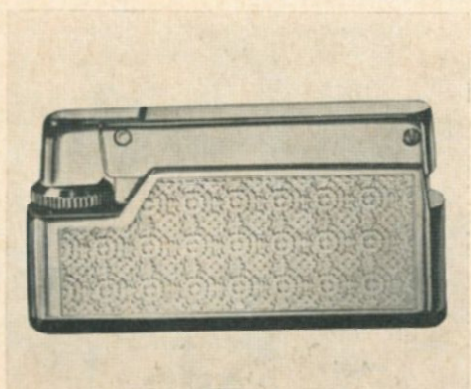
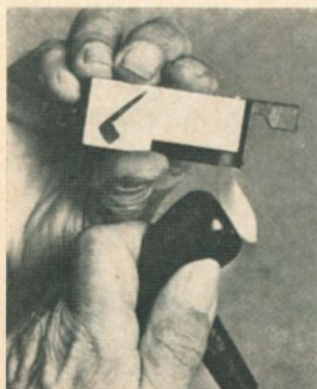
This year's competition has as prizes most attractive 2-gallon decorated ceramic casks and a dozen bottles of Denis-Mounie Cognac to put in each—marvellous cheer for the festive season and the 10 happy Gold Block winners.



Flaminaire in trays

The Flaminaire 21 is being supplied to the trade in display trays of 12 lighters in an assortment of black, orange, yellow, blue and white. Each lighter is packed in an individual see-through plastic case which fits into the tray and is supplied with instruction leaflet and guarantee for one year.

This Flaminaire 21 is a beautifully styled lighter, lightweight and efficient, with an adjustable flame. Cost to the trade: £1.80 each (ex. VAT); RRP £2.97 (inc. VAT).



Rowenta Noblesse oblige

The Rowenta Noblesse lighter range with the luxury look includes chromium plated, engine turned models at £6.10, and gold tone, diamond cut models at £6.50. There are even two gold tone, diamond cut versions with matching cuff links.

There are six different finishes in the Rowenta Mini Pipa pipe lighter. All are chromium plated. One—shown in the picture—has a pipe symbol.

Rössli

Sales Dispenser No. 60



Lets the smoker choose

Mild, Medium or Rich—5 pack 65p (Recommended Retail)

Available from your usual Wholesaler

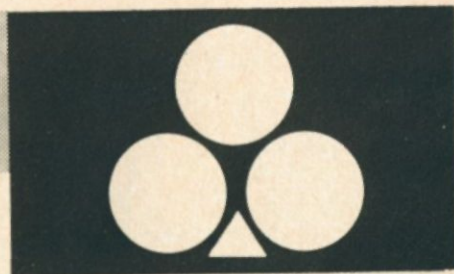
or direct from the Sole importers LORETTA CIGARS (LONDON) LTD

LORETTA HOUSE
1083 FINCHLEY ROAD
LONDON NW11 0QH

PHONE: 01-455 9614

KAYWOODIE

BRIAR PIPE



The Lady K

A new pipe (complete with pouch) specially designed for the ladies



Recommended retail price, including VAT £4.25

KAYWOODIE OF AMERICA (LONDON) LIMITED
Leigh Cliff Building, Leigh Cliff Road, Leigh-on-Sea, Essex. Tel. 0702 72344

Peterson's NEW LONDON PIPE SHOP



Visit our exclusive
new pipe shop
in Burlington Gardens
off Old Bond Street,
and see our wide range
of fine quality pipes.

Kapp & Peterson Ltd

74/77 White Lion Street,
London N1 9PL.

'Victory House',
Sallynoggin, Co. Dublin.

"L.260" *The Original Medicated* SNUFF

THE SNUFF THAT MADE SNUFF TAKING
POPULAR....

NOT A WHITE SNUFF
ALTHOUGH MEDICATED

The Original MEDICATED SNUFF

Delightfully pungent and pleasantly aromatic

**PACKED IN THREE SIZES
SMALL, MEDIUM AND LARGE TINS**

(Prices on application)

HEDGES L.260 SNUFF LTD.

P.O. BOX 71
1205 Stratford Road, BIRMINGHAM B28 9AG
Telephone 021-777 5285



Personnel



British-American Tobacco Ltd have formed four separate divisions which are already functioning. They are responsible for BAT's tobacco, cosmetics, paper and retail interests.

The largest division will be the Tobacco Division, under the chairmanship of 52-year-old **Mr Peter Macadam**, a senior director of the main board of BAT, who has been with the company for 27 years and on the main board for 10 years.

Four new divisional directors have been appointed to the Tobacco Division Board as from 1 October 1973. They are **Mr C. G. Bowra**, who at present heads Tobacco Production Services; **Dr S. J. Green**, who is at present responsible for Tobacco Research and Development; **Mr P. A. G. Purdon**, who is at present co-ordinator for Latin America and the Caribbean; **Mr R. St. C. Walmisley**, who is at present in charge of the central Tobacco Leaf Department.

Speaking from BAT's headquarters in Millbank, London SW1, Mr Macadam stated: 'BAT is a rapidly expanding group and the point has been reached in this expansion when it is felt that maximum efficiency would best be achieved by forming separate divisions.'

'The tobacco industry is growing worldwide and BAT's growth is even faster. The cigarette sales of the Tobacco Division are already double those achieved by any other free enterprise tobacco group in the world. BAT's monthly production runs close to 40,000,000,000 (forty thousand million) cigarettes which is nearly four times the number of cigarettes consumed in the UK every month. I expect our group's cigarette sales to show a 6 per cent increase in the current year ending September 1973.'

'BAT tobacco products are manufactured by our group in 54 countries and in 40 of these the brand leader is a BAT product. For example, the brand HB produced by our German company is not only easily the No. 1 brand in that country but also Europe's biggest selling filter cigarette'.



Tony Davies, who headed Player's Horizon factory project group, left Nottingham to take up the post of personnel director, Imperial Tobacco Ltd, in Bristol on 1 October.

Mr Davies was educated at Rugby and Pembroke College, Cambridge, where he graduated in mechanical sciences. He began his career with the Imperial Group in 1952, when he joined the Molins Machine Company Ltd, London, as a postgraduate apprentice. Two years later he went to John Player & Sons in Nottingham as a technical assistant in the engineers' department.

He moved to the research and development department as deputy manager in 1963. A year later he became manager.

In 1966, Mr Davies became secretary to the John Player Board, and three years later was made a director. In 1970 he relinquished the post of secretary to become production director. In recent months he has been concentrating on industrial relations, prior to his move to Bristol.

For much of his career, Mr Davies has been concerned with the introduction of modern machinery into the John Player factories. This led to his joining the project group set up in January 1967 to build the new Horizon factory at Lenton, Nottingham.

In 1968 he became the group's chairman, presiding until its disbandment at the end of 1971, when the factory began production.

Horizon won the Royal Institute of British Architect's 1972 Award for the East Midlands, a 1972 Civic Trust Award, and is currently short-listed for the *Financial Times* Industrial Architecture Award.

'There was no doubt that Horizon was the biggest challenge that any of us in the Group had faced', said Mr Davies.

'The project, I believe, helped to develop our relations with our trade unions. Certainly the move from Radford to Lenton could not have been accomplished without the most responsible and constructive co-operation from them'.

Mr Davies is a member of the British Institute of Management. During the past three years he has been closely concerned with the BIM's Nottingham branch, of which he was deputy chairman until April. He is also a member of the Institute of Directors and of the Nottingham Society of Engineers.



Alf Gardner, 60, John Player's sales representative in Staffordshire and part of Shropshire, based in Wolverhampton, retired on 30 September after 44 years with the company.

He joined Player's Nottingham office staff from school and apart from war service spent his whole working life with the firm. His father also worked for Player's.

Mr Gardner, who is married, moved to the sales force in Wolverhampton in 1952. He is succeeded by David Atkinson, 27, John Player merchandising representative in the Plymouth, Torbay area.

Personnel



Anglo-Dutch Cigar Co Ltd have promoted **Bob Clark** to be regional manager of the new third region.

Bob joined the Anglo-Dutch sales team in 1965 as a merchandiser and soon gained his own territory. In 1971 he was appointed sales trainer and his new appointment marks his further progress.

Four other new salesmen have been appointed to complete phase two of

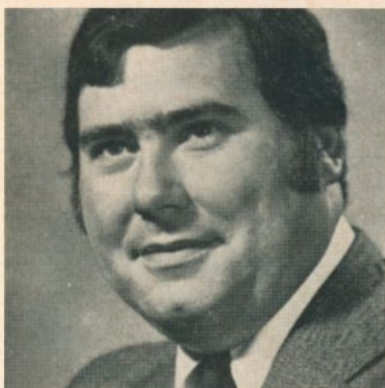


the company's development plan.

Willem Griffioen is Dutch but has been working in the UK since 1971.

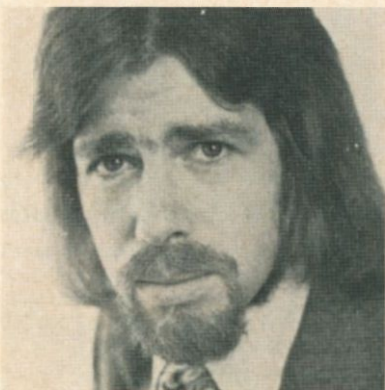


Alan Whitelaw has had five years' selling experience in the grocery and



confectionery trades.

Jeff Harryman moves into cigars after several years in the motor trade.



Roy Broadfield comes to Anglo-Dutch with a selling background in publishing and leisure equipment.



Peter M. Wilson has been appointed general manager of Gallaher's Pipe Tobacco Division.

Joining Gallaher in 1969, Mr Wilson's previous responsibilities have included marketing manager for the Kensitas

range and prior to his new appointment he was export manager, Europe.

C. R. Hasselbach has been appointed marketing director of Panter Sigaren-fabrieken from 1 September 1973.

Mr Hasselbach (42) takes over marketing management from H. Stof-fels, who retired having reached his pensionable age. Mr Hasselbach's previous job was in Akzo Huishoudel-ijke Produkten BV, where he was head of marketing services.

The managing board of the company now consists of the following persons: C. R. Hasselbach, J. J. van Schuppen, D. Ybema.

G. C. Kent, assistant managing director of Player's, has become a member of the Nottingham and East Midlands Regional Board of Lloyds Bank Ltd.

N. C. F. Satow has been appointed assistant managing director of Robert Sinclair Ltd.

G. H. Ross Goobey, investment adviser of Imperial Group Ltd, will be retiring in the latter part of 1974. **J. R. Haigh**, the group secretary, will relinquish his appointment at the close of the annual general meeting in 1974 with a view to succeeding Mr Ross Goobey on the latter's retirement. **P. M. Davies** has been appointed secretary in succession to Mr Haigh and Mr Davies has been appointed deputy secretary.

With effect from 1 October the following appointments have been made at Wills: **C. R. McCay** becomes production director following the transfer of Mr T. R. C. Reynolds to the board of Imperial Developments Ltd; **R. A. Smith** becomes research director following Mr S. E. Duckham's transfer to the board of Imperial Tobacco Ltd; **J. S. C. Fry**, director and marketing manager of Player & Wills (Ireland) Ltd, succeeds Mr McCay as general manager, Northern Division.

F. B. A. Price, former director and secretary of Churchmans, retired on 31 August. Mr Price joined Churchmans in 1939 and served in the Royal Armoured Corps during the war, being twice Mentioned in Despatches. In 1953 he was appointed cost account-

When they
need a light...
get the name right.



Sell the brand leaders and you can't go wrong.
And which of these are brand leaders? All of them!

Bryant & May.



Take one a day before breakfast, and keep your U.S.A. customers regular.

Every week, as regular as clockwork, 12 *scheduled* Pan Am 707 'all-cargo' Clippers leave London for New York, Philadelphia, Washington, Boston, Detroit, Chicago, Los Angeles and San Francisco. So if you've got customers anxious about when their next consignment will arrive — tell them to relax.

After all, as we're running more *scheduled* flights to the USA than any other carrier, our ground handling, customs clearance, documentation, transshipment and security

have all got to be immaculate.

But then that's what you'd expect from the world's most experienced airline.

If it's not convenient for you to take one before breakfast, then we also have 56 scheduled 747 passenger flights leaving every week, each with a cargo capacity of 15 tons.

So, start the day right.

Consult your Pan Am Cargo Agent or 'phone Pan Am direct and ask about flights 161, 167 and 171 and get things moving!

Pan Am
can do. For you.



ant and in 1957 assistant branch accountant. He was appointed secretary to the company in 1964 and a director in 1969. Since January Mr Price has been concerned with winding up the affairs of the former Churchmans unit.

Gallaher have appointed **P. M. Hodges** assistant brand manager, Cigar Division. He is responsible to **B. Higginson**, marketing manager, cigars.

New Gallaher area sales manager, Northern Division, is **Alan W. Pennington**, former sales merchandiser and division sales trainer in Scotland. Mr Pennington has just completed a four-week training programme at Manchester. He is married with three children and a keen squash player and golfer. He joined the company in 1967.

Mr Tippet has also given his time and talents to acting (he has been chairman of the Wills drama club) and the Territorials, in which he rose to the rank of Major after war service with the Royal Artillery.

He is married with two sons and four grandchildren.

Players' have made several new sales force appointments in Lancashire.

Trevor White, sales representative, becomes a regional representative, and **R. Rotheram**, 26, a merchandising representative, takes over as sales representative in the Bolton, Atherton and Leigh area.

Adrian Lomax, 28, a merchandising representative in Cheshire, becomes sales representative in the St Helens, Skelmersdale and Aintree area.

Colin Stapleton, 30, who joined Player's early this year from Churchmans, becomes sales representative in the Preston, Southport and Formby territory.

Paul Daniels, 28, a merchandising representative for Player's in Bristol and Somerset, has been appointed Worcestershire sales representative. Mr Daniels, who is single, will be based in Worcester.

G. F. Todd, OBE, MA, BLitt, CA, who has been the director of the Tobacco Research Council since its inception, will retire on 30 November 1973. He will, however, continue to assist the Council in a consultative capacity.

The chairman of the Council, **Sir Clifford Jarrett, KBE, CB**, will additionally act as a Chief Executive of the Council from 1 December 1973.

Leslie H. Starr, assistant managing director of Kapp & Peterson Ltd, London & Dublin, retires this month after 42 years' service with the company, most of which was spent managing the UK operation. Mr Starr and his family have a record of 143 years' service to the company.

His late father, Alfred, was the first UK manager for Petersons, he was succeeded by Leslie who, on his transfer to Dublin, was succeeded by his late brother Albert. The youngest brother, Stanley, is currently managing director of G. J. Hollebrand Ltd, the bowl-turning subsidiary of Petersons. Mr Starr intends to retire to Bournemouth to engage actively in his now favourite pastime of bowls.

The independent scientific committee, set up by Sir Keith Joseph, Secretary of State for Social Services, to advise on the scientific aspects of matters relating to smoking and health had its first meeting on 27 September. The members of this committee are as follows: **Dr R. B. Hunter** (chairman), **Professor P. Armitage**, **Dr J. D. Ball**, **Sir Theo Crawford**, **Professor W. W. Holland**, **Professor P. N. Magee**, **Dr H. G. Miller**, **Dr D. C. F. Muir**, **Professor A. Neuberger**, **Professor D. E. Poswillo**.

The secretary of the committee is **Dr F. A. Fairweather** of the Department of Health and Social Security.

Obituary

Morris & Morris Ltd regret to announce that **George H. Blacklee** died on 8 September. Mr Blacklee, who joined the company as a clerk, worked with Morris & Morris all his life, apart from four years in the Services. He became a director in 1957 and was made managing director in 1968. He was a member of the Worshipful Company of Pipe Tobacco Makers and also a Freeman of the City of London.

He leaves a wife and two sons and a daughter.

Two ex-directors of Edwards, Goodwin & Co Ltd, Liverpool, the leaf tobacco merchants, have died recently. **W. R. B. Landless**, who joined the company in 1922, served in Malawi until his retirement in 1965.

G. H. A. Goodwin came into the business in 1920 and was managing director for many years. He became chairman in 1964 until his retirement due to ill health in 1971.

Fred Rogers, aged 76, died on 23 August. Originally with Frank Watson & Co, Liverpool, in 1919, he was appointed director of Macmillan Maxwell in 1937. He then went to Rhodesia in 1954 to run Macmillan Maxwell Rhodesia. He leaves a wife.

The British Branch of the NURT have lost a dear friend and a much-respected colleague in **Bert Baker**. Mr G. W. Baker, who had done a tremendous amount of work both nationally and locally for the union and for Bristol, died suddenly whilst on holiday. His knowledge of pipes and tobacco was renowned throughout the country.



Ernest Tippet, Wills' marketing secretarial manager, will be retiring from the firm this month after 42 years' service.

Mr Tippet is well known to tobacco trade journals as the man who handles advertisement bookings and accounts, but he has also had another role as the Rev Ernest Tippet—honorary curate of St. Paul's, Bedminster, Bristol.

When he leaves Wills he will be exchanging his busy industrial parish—it includes one of Wills' factories—for 20 or so country parishes around Malmesbury, Wiltshire, where he will have a full-time job assisting local clergy.

When he was ordained in 1968, he became the first clergyman in the Bristol diocese to double church duties with industrial work.

DATES for your Diary

- WTTA Dinner-Dance, Dorchester Hotel, London
Oct 10
- Triple Traders Golfing Society, Mannings Heath,
Tobler-Meltis Cup, Baker Group Greensomes
Oct 10
- TTGA Invitation Meeting, Moor Park
Oct 12
- TTAA Netball Rally, Crystal Palace National
Recreation Centre, Norwood, London
SE19
Oct 13
- TTGS (London & SE England section) Meeting,
Tandridge G.C., Oxted
Oct 18
- Thames Valley TTTA Dinner-Dance, Grosvenor
House Hotel, Caversham, Reading
Oct 19
- Devon and Cornwall branch, TTTA, annual
Banquet and Ball, Palace Hotel, Torquay
Oct 20
- WTTA (E Midlands Section) Dinner- Dance,
Nottingham
Oct 24
- Nottingham and East Midland TTTA Autumn
Dance, Commodore Rooms, Nuthall Road,
Nottingham
Nov 6
- Manchester and District TTBA Dinner-Dance,
Piccadilly Hotel, Manchester
Nov 9
- TTTA Annual Banquet and Ball, Connaught
Rooms, London
Nov 16
- N. Wales branch, North Western Area NURT
and the North Wales Tobacco Club Dinner-
Dance, St George's Hotel, Llandudno
Nov 23
- TTAA Swimming Gala, Player's Athletic Club,
Bramcote Hills Swimming Gala, Nottingham
Dec 8
- Nottingham and E. Midland TTTA Annual
Banquet and Ball, New Savoy Hotel,
Nottingham
Mar 27, 1974

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